



*Exploring Evangelistic  
Strategies For  
The Local Church*

## **Participant Guide**

Vibrant Church Renewal

USA/Canada Evangelism Ministries

Church of the Nazarene, International

## PURPOSE

**The purpose of this module is to develop intentional strategies for reaching unchurched people**

In this module we will explore ways to:

- Understand the need for an evangelistic strategy.
- Increase a passion for reaching the lost.
- To develop a strategy to reach those who do not belong to Jesus

## THE NEED FOR AN EVANGELISTIC STRATEGY

**The climate in our churches says WE DO CARE FOR LOST PEOPLE. But when asked, “What is your strategy for reaching lost people,” we find two answers:**

- (a) We don't know
- (b) Our pastor preaches that we should be witnesses.

With this in mind, let us look at ways to develop an evangelistic strategy.

- A. We need to have contact with the \_\_\_\_\_.
  1. We must \_\_\_\_\_ People to reach out to the unchurched.
    - a. Inspire people by telling \_\_\_\_\_, such as personal encounters with the \_\_\_\_\_ unchurched.
    - b. Inspire people by \_\_\_\_\_ with the unchurched in front of them.
  2. We must \_\_\_\_\_ people how to reach out to the unchurched.
    - a. Jesus taught his disciples how to do evangelism by \_\_\_\_\_.
    - b. Beginning spiritual \_\_\_\_\_ with the unchurched.
      1. Spiritual Conversation Starters
        - Do you give much thought to God and spiritual things?
        - Tell me about your most memorable spiritual experience.
        - What do you think is a person's greatest spiritual need?
        - How do you think a person begins a personal relationship with God?
        - On a scale of 1 to 10 (10 being closest to God), where do you see yourself in relationship with God?
      2. Easter Conversation Starters
        - How in your religious tradition, do you celebrate Easter?
        - How will you participate in your religious celebration of Jesus?
        - What, if anything, does Jesus' resurrection mean to you?
        - How much importance do you place on Jesus' death and resurrection?
        - What do you understand Easter to be about?
        - Have I ever told you how Easter became important to me?

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B. Multiplying \_\_\_\_\_ opportunities.

1. Reasons to multiply these opportunities:

a. People will begin to \_\_\_\_\_ through fellowship. Only by this do we earn \_\_\_\_\_ the right to lead. Heighten fellowship inside the church to facilitate change.

b. Fellowship \_\_\_\_\_ relationships. Why do people come to church? People \_\_\_\_\_ come to church because of relationships. By multiplying fellowship \_\_\_\_\_ opportunities outside the church, we are increasing prospects for inside the \_\_\_\_\_ church.

2. Give attention to what \_\_\_\_\_. Find the activities that connect with people and continue them. If something is not \_\_\_\_\_ working, do not do it. Look for those opportunities that re effective.

C. Focus on ministry that is \_\_\_\_\_ oriented.

1. Give people reasons to invite people to come to church.

a. Reasons to phone a prospect.

- To tell them you have prayed for them.
- To tell them they were missed when absent.
- To inform them of church calendar events.
- To inform them of small group events.
- To tell them a new sermon series is beginning.
- To tell them a new lesson series in class is beginning.
- To connect them with other people in the church.
- To update the directory.

b. Help people in initiating relationships and continuing relationships.

2. People decide not to return within the first 11 minutes after arriving at a church (Ken Hauk)

a. What "first impressions" do we give to visitors on Sunday morning?

b. How effective are we in providing hospitality?

D. Creating church \_\_\_\_\_.

1. An increased number of visitors/prospects raises the excitement level within the church.

2. Implement activities that focus attention on the unchurched.

E. Identifying \_\_\_\_\_.

1. \_\_\_\_\_ are the church people who generally invite the unchurched to attend worship services.

a. Ask visitors, "Who invited you?"

b. Bringers are continually in prayer for their lost friends and family.

c. Bringers generally have good social skills and a compassionate spirit for the unchurched

2. Maximize the ministry of the \_\_\_\_\_.

a. Identify them, keep them inspired, and pray with them.

## Small Group Activity

Directions: Divide into small groups of 3-4 people. If different groups are represented, divide into those groups (i.e. church board, leadership team, Sunday School class). Answer the questions below. Have a designated person take notes and then come back together as a large group for the next section, *Action Planning*.

- A. In what ways do our church attendees develop friendships outside the church?
  
  
  
  
  
  
  
  
  
  
- B. How can our church encourage our members to fellowship with outsiders?
  
  
  
  
  
  
  
  
  
  
- C. Name five ways to connect with the unchurched that would be effective in our community.

## Action Planning

To fully explore an evangelistic strategy for our church, we need to evaluate what is currently taking place. A church must tailor its evangelistic strategy to what will be effective for them.

- A. Review the insights gained from the *Small Group Activity*.
  
  
  
  
  
  
  
  
  
  
- B. How many new family units (including singles) does our church average per week (If you don't know, start keeping records of newcomers, returnees, and retainees over a six month period)? In what ways are we attempting to increase that number?
  
  
  
  
  
  
  
  
  
  
- C. Who are the bringers in our church? How can we identify, inspire, and instruct our bringers?
  
  
  
  
  
  
  
  
  
  
- D. From suggested evangelistic strategies from sections A-E , which would you be inclined to prefer?
  
  
  
  
  
  
  
  
  
  
- E. In looking at Rick Richardson's strategy (pg. 6), how would you rate your church's strategy?