

Creative Evangelism

The four stages of an evangelism process

Jesus' whole ministry was go orientated. Jesus would go from village to village and person to person proclaiming the good news and he taught his disciples to do the same and go. However the reality is that people while some left everything to follow Jesus, some stayed on the sidelines for a long time just looking and some continued to resolutely reject. For example in Mark 8, when Jesus encounters continued lack of understanding we're told he "sighs deeply." Yet in his compassion he doesn't give up on people. In fact straight away he provides a model of how sight is restored step by step:

- Contact: Meets Jesus as friends bring him
- Observation: Led by the hand while still blind
- First Sight: Regains partial sight
- Insight: Regains full sight



Relationship Building Strategies

"The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field." (Matt 9:38-39)

- Know your evangelistic because however and therefore behind every activity
- Understand the sceptic's defences
- Build with customer focused design
- Increase your church's community profile and visibility

Establishing an unbeliever first culture on Sundays:

- first impressions: welcome & coffee area, newcomer orientated bulletin
- pre church cafe so people meet regulars before going into the meeting
- welcome / leading: assume unbelievers present; give an 'out'; explain everything
- be inclusive of all in how you present and who presents
- allow people to discuss and ask questions; never assume; relate to unbelievers' objections, defeaters and culture
- vision: teach members to have a 'every week is invite a friend week'
- glorify Christ with excellence

Respect Building Strategies

Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. (1 Pet 3:15)

- Know the learning cycle
- Understand the sceptic's defater worldviews
- Make use of the power of Y
- have an outward culture as a church

Serving the local community:

- Encourage members to serve in community activities
- Church sponsored social events, fun days, community days, sports events etc.
- Culture events: Local history, wine tasting, concerts, screen big matches etc.
- Facilities open to local groups, parties etc.
- Social concern: community work parties; Christmas hampers; disability support; bereavement counselling; recovery from addictions; recovery from divorce, etc.; visiting in prisons; projects homeless; praying for people's needs
- Family life: Toddler groups; after-school clubs; youth clubs; adoption support; dads clubs to see children; crisis pregnancy; holiday clubs for kids
- Seniors holiday clubs, trips, meals etc.

Relevance Building Strategies

By setting forth the truth plainly we commend ourselves to every man's conscience in the sight of God. (2 Cor 4:2)

- Know your four locations of evangelism
- Understand idols
- Put on conversation events
- Equip Christians to be conversational evangelists (see Good to Go - www.becauseapproach.com/good-to-go)

1. Connection social events. E.g.: A 'pause for thought' in a concert; A testimony after a meal; A talk on a contemporary topic and its relation to the gospel; A discussion of a film, play, book, etc.
2. Connection courses. E.g.: Parenting; Marriage preparation or Marriage building
3. Connection discussion events that start with people's felt needs and questions
E.g.: Refresh and The Conversation, a Newsnight style event which looks at a contemporary topic and discusses it via video interviews and panel discussion with experts as well as a 'view from the vicar' and audience question time.
4. Regular preaching and 'hot topic' Sunday services that connect Scripture to the viewpoint of those who are not yet believers

Response Building Strategies

How can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? (Rom 10:14-15)

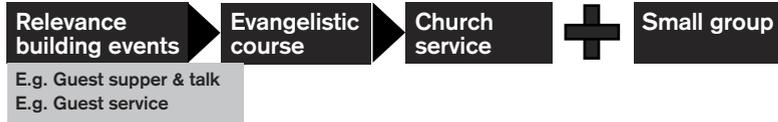
- Know the game changers of Christian faith
- Understand the misunderstandings of sceptics
- Develop a process not just a course
- Create a cause which prioritises evangelism

Appoint an evangelism point person to:

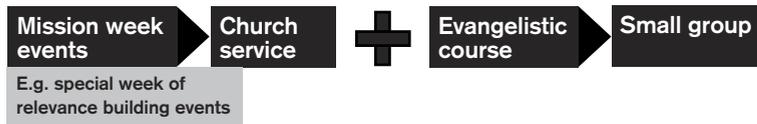
- Keep casting a vision for evangelism and communicate the strategy of events
- make evangelism a budget item
- teach everyone to understand their role in evangelism
- encourage prayer partnerships and pray for PoPs in small groups etc.
- use variety in evangelism programmes (material, times, places, methods)

Choose your entry point

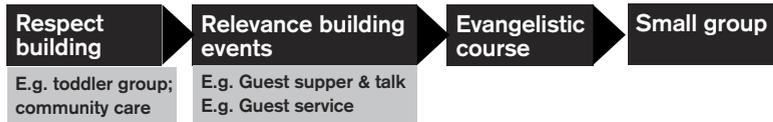
A. Course first strategy



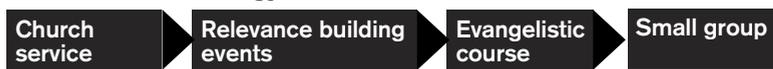
B Mission events first strategy



C. Compassion first strategy



D. Church first strategy



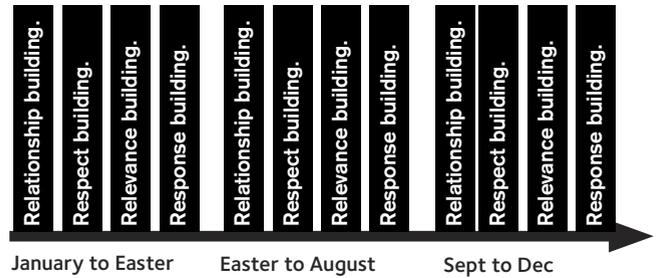
E. Community group first strategy



Establish a cycle of events

Link activities together in a progression:

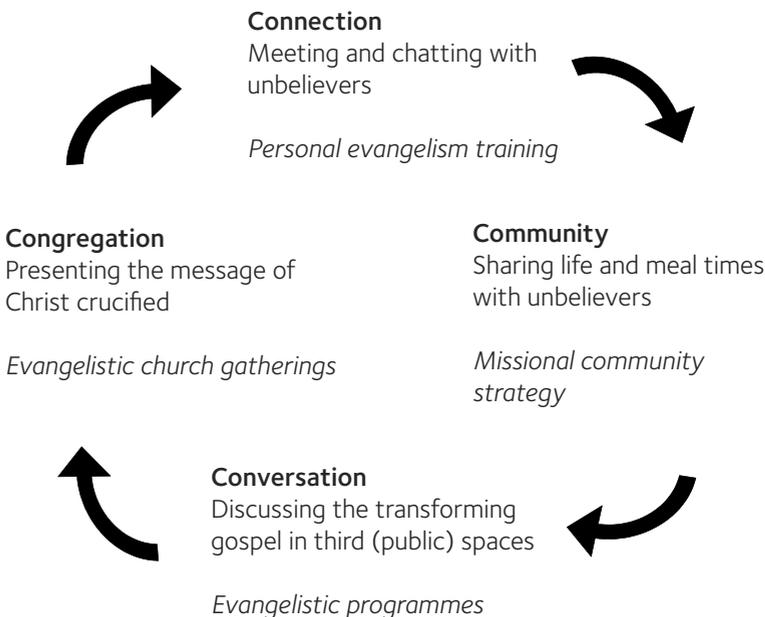
- Start by developing contact with people
- Plan activities to show Christians are not weird.
- Organize events that show how the Bible and faith make sense of the issues people face.
- Hold events that enable people to look at the claims of the gospel and accept Christ as Lord.



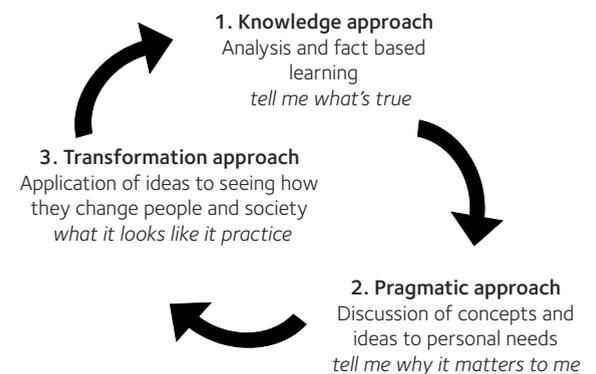
Option 1: A cycle of relationship, respect and relevance building activities each term that lead to an evangelistic course each term.

Option 2: In an annual cycle, focus on one or two activities each term: spring-term training for Christians and activities to establish relationships with unbelievers; summer-term activities that develop those relationships, show faith in practice and invite friends to relevance building events; during the autumn term invite friends to launch events for the evangelistic course (relevance building activity) and to the course itself (response building activity).

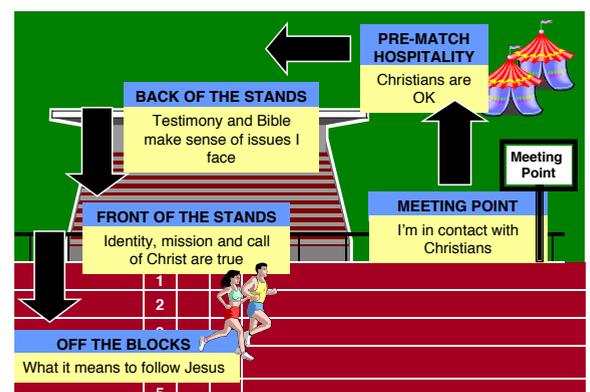
The four elements and locations of evangelism



The learning cycle



The stadium model



BECAUSE 3

For more information please see www.becauseapproach.com or contact Andrew Baughen on andrew@jc-church.org