



PLANNING GUIDE for Local Churches

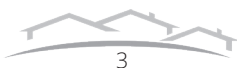


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with



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WHAT IS THE GOSPEL TO EVERY HOME?

The Gospel to Every Home is a cooperative initiative to help 69 associations mobilize 2,360 Kentucky Baptist churches to get the gospel to the 1,728,681 homes in Kentucky by November 2021.

This guide is intended to help develop a comprehensive evangelism strategy to get the gospel to every home located in close proximity to your church ... and beyond. Associational mission strategists, pastors, and every team at the Kentucky Baptist Convention have collaborated to bring these resources to you.

In addition to this planning guide, your kit includes:

- A USB drive loaded with tons of resources for your church's Gospel to Every Home initiative, including a 40-Day Emphasis
- A copy of 40 Days of Prayer for the Gospel to Every Home
- Samples of gospel resources available at no cost to your church, thanks to the Cooperative Program ¹ and our partnership with Saturate USA
- A sample of a customized Gospel of John available through the Pocket Testament League at ptl.org/KYBaptist
- Be sure to download the Gospel to Every Home Mobile App

There has never been greater urgency to get the gospel to every home! Thank you for leading your church to do all you can to get the gospel to as many homes as God allows by November 2021.

If you have questions about the Gospel to Every Home initiative or general evangelism resources, please contact the KBC Evangelism Team at (502) 489-3418 or evangelism@kybaptist.org.



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¹ To learn more about how the Cooperative Program is fueling ministry and missions, go to kybaptist.org/cp.



GOSPEL TO EVERY HOME ADVISORY TEAM

We are grateful for the contributions of countless Kentucky Baptist leaders as we cooperate to reach Kentucky and the world for Christ.

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WHY THE GOSPEL TO EVERY HOME?

We have a clear command from Christ to go make disciples (Matt 28:18-20)! And the only real hope for our communities is found in the good news of Jesus Christ.

The church no longer is the center of community life. And as culture becomes increasingly anti-Christian, the likelihood of unsaved neighbors suddenly coming to our churches is slim. In fact, on any given Sunday more than 3.6 million Kentuckians would not have been found in any kind of church anywhere (pre-COVID). Approximately 81% of Kentucky is unchurched.

Next time you drive to your church, slow down. Consider that as many as 8 out of every 10 homes you pass are unchurched. Whatever your convictions about evangelism, are we really OK with someone living within a mile of our church without ever being personally invited to surrender to Christ by a member of our church?

Will you lead your church to join Christ in proactively seeking out the lost (Luke 19:10)?

Will you join the churches of your association in making it nearly impossible for someone to live in your community without hearing about Jesus?

*ARE WE REALLY OK WITH SOMEONE LIVING
WITHIN A MILE OF OUR CHURCH WITHOUT
EVER BEING PERSONALLY INVITED TO
SURRENDER TO CHRIST
BY A MEMBER OF OUR CHURCH?*

** Mapping and distribution of resources is happening at the associational level, so an important first step for the statewide initiative is contacting your associational mission strategist.*



“As the AMS for the Central Kentucky Network of Baptists, I am excited about the churches in our network praying, planning and participating in the upcoming Gospel to Every Home initiative. I see this initiative coming at a critical time in the life of our network of churches. Why?

- Our churches need a gospel-centered initiative to pray and prepare for as they continue navigating the uncertainty of these times.*
- Each church needs to be prepared to engage their communities in an intentional and impactful way in the very near future.*
- We all need to be reminded ‘we are better together’ and what better way to strengthen the fellowship and cooperation of churches than to simultaneously and prayerfully focus on spreading the gospel and developing follow-up strategies impacting every home in our shared community?*
- To reverse decline in church attendance and baptisms, we need to reenergize our evangelistic focus and passion as church leaders and compel our members to go and make disciples.*
- Jesus needs to be made known, the gospel needs to be shared, and God deserves to be glorified.”*

*- DAVID STOKES,
CENTRAL KENTUCKY NETWORK OF BAPTISTS*



HOW CAN OUR CHURCH TAKE THE GOSPEL TO EVERY HOME?

Only by God's grace. This kit provides tons of quality resources and ideas for developing strategies. However, the best strategies and resources are all for naught unless prayerfully pursued in complete dependance on God.

Even if we physically get the gospel to every home, only God can spiritually call souls out of darkness into light (John 6:44).

So, while this guide focuses on practical tools, please do not neglect spiritual priorities.

Drawing our neighbors to salvation is exclusively God's work, but sharing the gospel is the joyful responsibility of every believer. Therefore, the following pages will help you develop strategies to encourage, equip, and empower your people to get the gospel to every home.

A SIMPLE PLAN INCLUDES:

- Cooperating with your association and local churches
- Prayer strategies for communities and lost neighbors
- Prayer walking
- Casting vision and creating momentum through a 40 Day Church Emphasis
- Equipping for evangelism
- Saturating your local community with gospel resources ²
- Follow-up and discipleship strategies
- Keeping the momentum going by creating an evangelistic disciple-making culture

² Samples are in your kit with a simple explanation of each in Appendix II



PRIORITIZE IT!

Churches are seldom any more evangelistic than their pastors. Some even suggest that there are no evangelistic churches, only evangelistic pastors. Therefore, the Gospel to Every Home will only become a driving priority for your church to the degree that you prioritize it in your leadership. Consider these priorities.

Priority of personal evangelism

Although you may never see yourself as the most effective evangelist in your church, your church must see you modeling evangelism. Research does not seem necessary, but it demonstrates that in evangelistically effective churches, 90% of the time pastors are found to “share their faith outside the church context at least once per month.” ³

Action steps

How can you more intentionally model evangelism? ⁴ Consider ways you can cast vision and help key church leaders begin modeling personal evangelism before casting the larger vision to your church.

“Growing in Personal Evangelism”

⁵ is a resource that can help you grow and encourage others. You might also consider participating in an evangelism cohort with others seeking to grow in evangelistic leadership. Email evangelism@kybaptist.org to learn more.

EACH ASSOCIATION
WILL BE DEVELOPING A
LOCAL TIMELINE. BE SURE TO
CONTACT YOUR ASSOCIATIONAL
MISSION STRATEGIST TO
LEARN HOW YOUR CHURCH
CAN COOPERATE IN
COMMUNITY INITIATIVES.

Priority of time

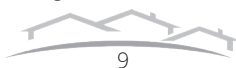
Priorities seldom become the rhythms of our lives until they make it to our calendars. The Gospel to Every Home must be prioritized in your church’s annual calendar to be successful. *Therefore, an important first step is calendaring the dates for saturating your community and laying out the steps in your plan.*

³ <https://www.namb.net/resource/the-pastor-factor-in-top-evangelistic-churches/>

⁴ <http://www.chucklawless.com/2020/06/8-reasons-churches-dont-do-evangelism-well/>

⁵ Available at www.kybaptist.org/evangelism

⁶ Multiple examples of one-year evangelism plans are also on the USB.



Appendix I provides examples of three possible timelines. There are also planning helps for scheduling a 40 Day Church Emphasis on the USB drive. ⁶

A worthy goal is dedicating at least some time during every gathering or meeting (especially staff or leadership meetings) to cast vision, celebrate, or pray for Gospel to Every Home.

Do you have a designated time for intentional gospel conversations? How will you follow up on contacts with guests?

What are the best times in your church’s schedule to provide training for evangelistic disciple making?

Priority of space

Your people will not “see it” until they can “see it.” As already discussed, they need to see it in you. What are ways you can help your people see your community and your progress in sharing the gospel?

Many Kentucky Baptist churches have created compelling visuals as part of their Who’s Your One⁷ emphases. Only slight adaptations are needed to expand from praying for our “ones” to sharing with our communities.

B.J. Donahue, pastor of Erlanger Baptist Church, led the church in committing to get the gospel to 8,800 homes within the Erlanger zip code. By reaching out to local government officials, they were able to print a wall-sized map. They also printed attractive posters that hang throughout the building sharing factoids about their community.

“We needed our faith family to visually see and remember the mission, wanting them to own that mission field. We made [the map] as big as possible and positioned it in our most trafficked area. We updated it and marked streets we had visited, seeking to encourage our people with the progress, but ever keeping before them the work that still was to be done!”

–B.J. Donahue

Action steps

Decide which timeline best serves your church and community.	Begin meeting with key leaders to prioritize Gospel to Every Home on your church’s calendar.	What are ways you can creatively give space to Gospel to Every Home in publications, communications, property, etc.? ⁸	How will you help your church celebrate every step of obedience whether it is participating in training, packing resources, having gospel conversations or baptisms?
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⁷ whosyourone.com
⁸ For in-depth demographics contact your KBC Regional Consultant.

PRAY FOR IT!

The pastor, church leadership, and all members must be united in prayer if churches are going to get the gospel to every home in their community. Prayer cannot be tacked on but must permeate the initiative. Consider what Jesus said in Mark 11:22-24.

“Jesus replied to them, ‘Have faith in God. Truly I tell you, if anyone says to this mountain, “Be lifted up and thrown into the sea,” and does not doubt in his heart, but believes that what he says will happen, it will be done for him. Therefore I tell you, everything you pray and ask for—believe that you have received, it and it will be yours.’”⁹

Getting the gospel to every home may seem as challenging as casting a mountain into the ocean! For this reason, we need to be encouraged to have faith in God through prayer. Warren Wiersbe writes that we should not interpret Mark 11:24 to mean:

“‘If you pray hard enough and really believe, God is obligated to answer your prayers, no matter what you ask.’ That kind of faith is not faith in God; rather, it is nothing but faith in faith, or faith in feelings. True faith in God is based on His Word (John 15:7; Rom. 10:17), and His Word reveals His will to us. It has well been said that the purpose of prayer is not to get man’s will done in heaven, but to get God’s will done on earth.”¹⁰

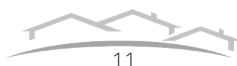
GOD STORIES

*BE SURE TO SHARE STORIES
OF HOW YOU SEE GOD
MOVING IN OR THROUGH YOUR
CHURCH! YOU CAN SHARE
STORIES ON THE HOME TAB OF
THE GOSPEL TO EVERY HOME
MOBILE APP OR BY GOING TO
KYBAPTIST.ORG/GODSTORIES*

As we pray, we are agreeing with God that our communities need the life changing message of the gospel. Though the task seems like an immovable object, we pray for God to cast this mountain into the sea. We believe that God can use our church to reach our community for Christ.

⁹ Christian Standard Bible (Nashville, TN: Holman Bible Publishers, 2020), Mk 11:22–24.

¹⁰ Warren W. Wiersbe, *The Bible Exposition Commentary*, vol. 1 (Wheaton, IL: Victor Books, 1996), 150.



LEADING IN PRAYER

The level of prayer happening in leadership meetings will eventually define the culture of prayer within the church.

Therefore, every leadership meeting should have a concentrated time of prayer designated for your reaching your community. Identify specific prayer requests for leadership meetings that can help create an evangelistic culture.

THE 40 DAYS OF PRAYER GUIDE CAN BE A POWERFUL TOOL TO ALIGN YOUR CHURCH IN PRAYER FOR GOSPEL TO EVERY HOME.

Prayer concerns for all leadership or committee meetings

List specific street names, neighborhoods, schools, or other identifiers.

What are specific needs of your community?

How do you hope to see God moving in your community for His glory?

What would it look like if your community is truly reached for Christ?
Pray for it!

Prayer concerns for the church staff

What specific challenges or obstacles does the staff need to commit to prayer?

Who are the “ones” your staff is praying to see come to Christ?

How are you hoping to see God move in and through your church for His glory? What would it look like if your church was multiplying disciples who are making disciples? Pray for it!

Prayer concerns for deacons and elders

- Church unity for Gospel to Every Home
- A churchwide burden for the lost
- Boldness for themselves and the church to witness
- Specific challenges or obstacles
- Their “ones”

What would it look like for your deacons to be passionate about the church getting the gospel to every home? Pray for it!



MOBILIZING THE CHURCH TO PRAY FOR THE LOST

As church leaders are faithfully praying for the Gospel to Every Home, it is important to mobilize the entire congregation to begin praying for the lost. Every believer should desire to have a burden for the lost, like Christ had over Jerusalem when He prayed, “How often I wanted to gather your children together, as a hen gathers her chicks under her wings” (Matthew 23:37).¹¹

Listed below are several ways the church can move from praying for everyone to specific “someone’s” who need the gospel.

These evangelistic prayer resources are available on the included USB drive.

- 40 Days of Prayer for the Gospel to Every Home¹²
- Seven Most Loved Prayers bookmark
- Praying for your FRANs
- Praying for the LOST Strategy

Other ideas:

- Who’s Your One prayer resources, which are available at whosyourone.com.
- Special prayer service for the lost community

EVEN THOUGH SOME MEMBERS MAY NOT PHYSICALLY BE ABLE TO GO OUT INTO THE COMMUNITY, THEY CAN PARTICIPATE IN COORDINATED PRAYER EVENTS. EVERY PERSON PLAYS A PART IN GETTING THE GOSPEL TO EVERY HOME.

Mobilizing for prayer walking

A love and burden for the lost can be cultivated through prayer walking (and driving) through the community. Prayer walking helps develop a heart for neighbors, schools and community centers. Therefore, it is highly recommended your church engages in prayer walking before the distribution of gospel materials.

Appendix III shares great tips for planning a prayer walking initiative developed through the experiences of the Central Association of Baptists.

A video training for prayer walking led by Eric Allen, Missions Mobilization Team Leader, is available via the mobile app or at kybaptist.org/gospel.

¹¹ Christian Standard Bible (Nashville, TN: Holman Bible Publishers, 2020), Mt 23:37.

¹² PDF on USB drive. Additional copies can be ordered at kybaptist.org/gospel.



Action steps

What steps can you take to strengthen the level of evangelistic prayer happening among leadership?

What tool(s) will you use to help your people begin praying for lost people by name?

How will you lead your church to pray more consistently and intentionally for your community?

When will you mobilize your people for prayer walking?

YOU WILL FIND A DETACHABLE
“POCKET GUIDE TO PRAYER WALKING”
ON THE LAST PAGE OF THIS GUIDE.
A PRINTABLE PDF IS INCLUDED
ON YOUR USB DRIVE. ADDITIONAL
COPIES CAN BE ORDERED AT
KYBAPTIST.ORG/GOSPEL.

PREACH IT!

The Lord uses biblical preaching to draw lost people to Himself. 1 Corinthians 1:21 tells us, “God was pleased to save those who believe through the foolishness of what is preached.”¹³

While preaching may indeed seem foolish to some, throughout history, many who ridiculed God’s message eventually fell under conviction and were saved through evangelistic preaching. As your church mobilizes to get the gospel to every home, hopefully many lost friends, family, and neighbors will begin attending in response to the invitations extended. Regardless, evangelistic preaching and leadership from the pulpit is the bedrock upon which an evangelistic church culture must be built.

Proclaim the gospel clearly and consistently

The gospel should be included in all messages, but what is the gospel? Paul concisely explains the gospel in 1 Corinthians 15:1-11.

- Christ died for our sins (v. 3)
- Christ was buried (v. 4)
- Christ was raised on the third day (v. 4)
- Christ is proclaimed and we are to believe (v. 11)

¹³ Christian Standard Bible (Nashville, TN: Holman Bible Publishers, 2020), 1 Co 1:21.



Questions to consider:

- Is the gospel clear in my sermons?
- Does the gospel permeate my message or is it just tacked on?
- Are people encouraged to respond?

Share evangelistic illustrations

This guide begins by emphasizing the importance of the pastor leading in evangelism. One of the most important ways a pastor leads evangelistically is through the stories shared in preaching. Consider sharing:

- Recent gospel conversations
- Recent stories of people coming to Christ
- Examples of times you missed an opportunity, or the conversation did not go as you hoped (these are often the most helpful)
- Stories that are being shared with you by church members (with their permission)
- What are some stories you can share?

*“EVANGELISTIC
PREACHING IS
AN OUTFLOW OF
EVANGELISTIC
LIVING. IF YOU
AREN’T LIVING
IT, YOU WON’T
PREACH IT.”*

*–JOSH SCHMIDT
PASTOR OF FIRST
BAPTIST CHURCH OF
GRAYSON*

Appropriately celebrate every step of obedience

The pulpit is a great place to celebrate what God is doing! These celebration stories bring glory to God and can accomplish two additional purposes. First, they encourage volunteers who faithfully are serving. Second, they show lost guests their importance to the Lord and to His church. Some celebration stories may include:

- Prayer walking efforts
- Baptisms
- Examples of lay leaders rising to the occasion
- Those discipling new believers
- Members who could not physically go door to door but contributed in other ways
- Stories from the community
- Wherever you see God moving
- People who shared their faith for the first time



Draw the net by extending invitations to respond

Jesus declared, "Come to me, all of you who are weary and burdened, and I will give you rest," (Matthew 11:28) ¹⁴. Gospel invitations are the natural conclusion to a gospel presentation. After you preach your sermon, extend a clear invitation to the lost.

There are a variety of ways that the gospel invitation can be extended, such as:

- A traditional invitation to come forward after the sermon
- A response card (found in the bulletin or in the pew) that can be dropped into the offering plate or left with guest services
- Counselors that are available after the service (up front, in the back, or in a prayer room)
- Text messaging apps
- Invite them to join a discovery class or other informational group

GOD STORIES

***BE SURE TO SHARE
STORIES OF HOW YOU
SEE GOD MOVING IN
OR THROUGH YOUR
CHURCH!***

You can share stories on the home tab of the Gospel to Every Home mobile app or by going to kybaptist.org/GodStories. This form will help us track how we are doing across the state. You can check our progress any time by going to kybaptist.org/gospel.

*Be sure to tag
@KentuckyBaptist and
your local association on
your social media posts.*

*Use the hashtags:
#GospeltoEveryHome
#ReachKYByNov2021*

"THE PROBLEM OF PEOPLE NOT ACCEPTING CHRIST DOES NOT LIE IN THE SAVIOR – OR THE SINNER – BUT THE SAINT OF GOD WHO IS NOT SHARING THE GOSPEL!"

–MARK BISHOP, PASTOR OF GRACEPOINTE

¹⁴ Christian Standard Bible (Nashville, TN: Holman Bible Publishers, 2020), Mt 11:28.



Consider preaching a series of evangelistic sermons to lead a 40 Day Gospel to Every Home emphasis.

Everything needed to plan and lead a 40 Day Gospel to Every Home emphasis is provided on your USB drive, including:

- Sermon starter outlines
- Sermon video intros and customizable slides for presentation
- 40 Days of Prayer Guide
- Sunday school lessons for all age groups
- Social media resources
- Ideas for women’s ministry
- Worship outlines and song recommendations
- Planning guides and templates

KEY ROLES
NEEDED FOR
THE 40 DAY
EMPHASIS ARE
DESCRIBED IN
THE CAMPAIGN
RESOURCES ON
THE INCLUDED
USB DRIVE.

PREPARE FOR IT!

Preparing resources and people for the variety of ways you will be inviting them to serve is fundamental to a fruitful Gospel to Every Home initiative. We should always have a plan for equipping people to do whatever they are being asked to do.

Start by identifying all the opportunities for serving in a Gospel to Every Home initiative

Beyond your ongoing areas of ministry, take a moment to brainstorm all the ways someone can participate:

- Identifying and praying for specific lost people
- Creating usable maps for community engagement
- Helping create church resources
- Social media posting
- Planning packing parties
- Packing door hanging bags
- Coordinating prayer walking days
- Prayer walking
- Front Door Evangelism
- Volunteering for gospel conversations with Need Him Global
- Discipling new believers
- Other opportunities?
- What existing ministries will need additional volunteers, such as First Impressions, etc.?

¹⁵ See Appendix V



As you plan to equip people for roles unique to Gospel to Every Home, do not miss the chance to raise the level of equipping for ongoing ministries. Here are some unique opportunities for which you will want to prepare your people.

Prepare for prayer walking

Prayer walking is an essential part of the Gospel to Every Home initiative that should take place before mobilizing the church for Front Door Evangelism and distribution of resources. What resources will be needed for prayer walking? Maps? Guides?

You will find a detachable “Pocket Guide to Prayer Walking” on the last page of this guide. A printable PDF is included on your USB drive. Additional copies can be ordered at kybaptist.org/gospel.

We will schedule training for prayer walking on these dates:

*REMEMBER,
YOUR ASSOCIATION
MAY BE OFFERING
OR HOSTING
TRAINING THAT
YOUR CHURCH
CAN ATTEND.*

*APPENDIX III
SHARES GREAT TIPS
FOR PLANNING A
PRAYER WALKING
INITIATIVE.*

*A video training for
prayer walking led by
Eric Allen,
Missions Mobilization
Team Leader, is
available via the
mobile app or at
kybaptist.org/gospel.*

Prepare to use Gospel to Every Home inserts

The Gospel to Every Home insert is intended to serve as an evangelistic tract that helps when telling others about Jesus (a sample is included in the church kit). The insert also provides prayer prompts as well as the toll-free number and website through which people can take next steps.

We will schedule training for how to use the gospel insert on:

*Kenny Rager, KBC
Church Evangelism
Strategist, models
how the insert
can be used in a
brief training video
available via the
mobile app
or by going to
kybaptist.org/gospel.*



Prepare for Front Door Evangelism

For some, simply hanging gospel resources on a door will be a significant step of faith. However, we want to equip our people to be ready for gospel conversations while prayer walking and on front porches. While the best way for people to be equipped is by going out with those more comfortable with the process, formal training helps people find the confidence to go as a prayer partner.

The Front Door Evangelism Training provides six brief videos taught by evangelistic pastors and KBC Evangelism Team members. Each video ends with practical applications. The videos could be shown over a series of weeks or in a 90-minute session.

THE EVANGELISM TEAM WILL GLADLY SCHEDULE TRAINING FOR YOUR CHURCH OR ASSOCIATION. JUST CONTACT EVANGELISM@KYBAPTIST.ORG OR CALL, (502) 489-3576.

The videos, along with a PDF of the Front Door Evangelism training booklets, are available via the mobile app or by going to kybaptist.org/gospel.

We will schedule training for “Front Door Evangelism” on:

Prepare for gospel conversations through Need Him Global

Gospel to Every Home resources are designed to help people take next steps. They can text or call the toll-free number (844) 979-2525 and have immediate gospel conversations 24/7 through our partnership with Need Him Global.

Or they can go to gospeltoeveryhome.com where they can watch a video presentation the gospel, using the same outline printed on the inserts. They will be encouraged to surrender their lives to Christ and to reach out for gospel conversations via call text, or live chat.

WE ARE PRAYING TO SEE THOUSANDS OF KENTUCKIANS RESPOND. THEREFORE, WE NEED HUNDREDS OF KENTUCKY BAPTISTS VOLUNTEERING THROUGH OUR PARTNERSHIP WITH NEED HIM GLOBAL. SEE APPENDIX V FOR MORE DETAILS.



The gospeltoeveryhome.com site also allows people to search for a local church, request help, or find discipleship resources to take next steps. Information on those responding via the website will be forwarded to associations for local follow-up.

We will schedule training for volunteering with Need Him Global on:

Prepare for packing parties

Your associational mission strategist has enough transparent door hanging bags, Gospel to Every Home inserts, gospel tracts, and copies of the Jesus Film DVD for all the homes in your adopted area (samples are included in the church kit). You will also want to include additional materials about your church’s ministries.

Action steps

What resources do you already have that you would like to include? Will you need to order or produce additional copies?

What resources would you like to create? By when will you need them?

Is your association producing resources? How and by when can you obtain them?

The sorting and packing of door hanging bags will take time and organization. We suggest planning a packing party. Not only can this be a fun event, but it can also be a spiritual event. Have opening prayer, read scripture, and pray over each bag.

Remember: There are some people who may not be physically be able to walk your communities. A packing party provides a meaningful opportunity for participation.

The best person for the Party Packer Planning job is _____.

We will schedule planning parties on:

Appendix IV provides Tips for Planning a Packing Party.

Your USB drive includes recommendations for Packing and Distributing Resources considering current CDC guidelines.

Prepare for follow up and discipling new believers

You have prepared the resources and your people for gospel conversations. Are they prepared for what to do when people say “yes” to Jesus?

Some important questions to think about:

How will church members communicate their evangelistic needs or concerns before and during the campaign?

If someone prays to receive Christ at the door, how will a person record their information? How can that information most efficiently be shared with the right people?

How will you follow up on decisions or requests made during visits?

How will church members share what they have learned at the conclusion of this campaign?

Is the church ready to receive new guests?

- Does the church have easy to complete guest cards?
- Does the church have a membership or next steps class?
- What happens after a person visits the church for the first time?
- How can we get this person involved in a small group or Sunday school class?

Prepare for a harvest gathering

The Gospel to Every Home is fundamentally a gospel sowing initiative. Our goal is to abundantly sow the gospel seed, trusting the Lord for the harvest. Hopefully, this sowing mentality becomes the ongoing culture of the church.

Action steps

Why not plan some intentionally evangelistic events following your gospel saturation efforts?	What type of intentionally evangelistic events best fit the culture and strategy of your church?	What kind of events could best respond to what you are learning about your community?	What kind of events best fit your chosen Gospel to Every Home timeline? ¹⁶
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¹⁶ See Appendix I



** The next section helps make ongoing events, processes, and programs more intentionally evangelistic.*

PROGRAM IT!

Evangelism is not a program, but evangelistic churches can learn how to make most programs evangelistic. The Gospel to Every Home initiative is a great opportunity to raise the bar for existing ministries. If the ones for whom we are praying show up, we do not want to them stumble over anything other than the message of the cross!

Therefore, be sure to remove stumbling blocks such as poor first impressions, children's classes without teachers present on time, etc.

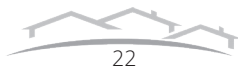
Evaluate and refocus existing programs

Churches have been so focused on how and when they can return to normal programming after the pandemic that they may be missing the chance to reevaluate and refocus for greater evangelistic impact. Ask these questions.

1. Which programs should NOT continue? ¹⁷
2. Which programs need to be refocused or relaunched for greater effectiveness? ¹⁸
3. Which programs/process/events are bearing the greatest fruit and should receive greater resources and priority?
4. What is missing generally? What is needed for Gospel to Every Home specifically?

¹⁷ You will find a 4-part series of brief videos for "Helping Ineffective Programs Come to a Graceful End" led by Evangelism Team Leader Rob Patterson at kybaptist.org/revitalizationpastor.

¹⁸ Your USB drive includes the EMMA scale, a tool developed by Dr. David Evans for pre/post evaluation. Originally published: Jody Dean and Hal Stewart, *Together We Equip: Integrating Discipleship and Ministry Leadership for Holistic Spiritual Formation* (Bloomington, IN: WestBow Press, 2018), 38-9.



Intentionally program evangelism

Important programmatic elements of an evangelistic culture include:

- Clarity of outward-focused vision
- Evangelistic leadership and preaching with clear steps inviting people to respond
- Evangelistic prayer strategies
- Invite strategies and easy-to-use invite resources for members
- First impressions ministries (from online presence to physical property to a welcoming first 7-11 minutes on campus to connection points)
- Ways to identify and connect with guests
- Consistent follow-up strategies to invite people to keep taking the next appropriate step (easy to use church management software)
- Ongoing evangelism training
- Celebration of gospel conversations, baptisms, and serving
- Regular opportunities for people to go out in intentional evangelism alongside more seasoned leaders
- Process for discipling new believers as soon after conversion as possible
- Open groups strategy to start and multiply new groups
- “Side door” ministries that engage unchurched community such as Upward Sports, Celebrate Recovery, ESL, Discovery Groups, etc.
- Two to three evangelistic or harvest events annually
- Evangelistic Vacation Bible School
- Intentionally sharing the gospel with clear next steps at most events

Action steps

In which area does your church need the most improvement?

Your KBC regional consultant, members of the Evangelism Team, and associational mission strategist are available to help your church develop a true evangelistic culture.



PERSONALIZE IT!

One of the best measures of an evangelistic church culture is the degree to which people are personally sharing Christ during events, programs, and more importantly, outside of programs and beyond the church property.

The Gospel to Every Home should not be seen as a one-time churchwide campaign, but rather as an important step toward cultivating an evangelistic heart within the lives of church members. The more personalized the campaign becomes to their daily lives, the more an evangelistic heart might be developed within God's people.

Acts 17:26 is a great reminder: "From one man he has made every nationality to live over the whole earth and has determined their appointed times and the boundaries of where they live."

The starting point for Gospel to Every Home is believing that God has sovereignly given us our physical addresses for His strategic, spiritual purposes. All people in your congregation have been sovereignly placed in their location by God. They are occupying real time and space around real people with whom they have connections. When the Gospel to Every Home campaign becomes personal to the people, they can see how God wants to use them to reach the people on their street and in their lives.

Personalize it by praying for your "oikos"

Oikos is the Greek word for "household." An oikos list is a personalized list of lost people with whom a believer has connections.

- Copies of the "7 Most Loved" prayer bookmark can be printed from the USB drive or ordered by contacting the Evangelism Team – evangelism@kybaptist.org.
- Consider distributing "7 Most Loved" during a worship service.
- Have a time of reflection for people to fill out their "7 Most Loved."
- Have a prayer time when people pray for their "7 Most Loved."
- Encourage small group leaders to pray for each person's "7 Most Loved" throughout the duration of the campaign.



Personalize it by identifying and connecting to neighbors

B.L.E.S.S. Every Home allows church members to create free accounts by signing up as “a light.” If they commit to being a light in their neighborhood, they will begin receiving daily emails with the names of five neighbors and a suggested prayer.

The website, blesseveryhome.com, also provides a great feature that allows lights to access online maps of their community. They can click on homes to track progress as having prayed for, provided care to, shared the gospel with, or are in process of discipling someone in that home.

BE SURE TO CONNECT AS “A LIGHT” OR CHURCH OF THE KENTUCKY BAPTIST CONVENTION IF YOU SET UP AN ACCOUNT!

Churches or associations can purchase subscriptions that include more features and allow the individual lights of your church to connect to your church’s account for tracking.

Personalize it by sharing the gospel with those in your home

The clear starting point of getting the gospel to every home must be our own homes! Many church members have small children in their homes that have not yet received Christ. How can your church use Gospel to Every Home to equip them to share the gospel and disciple their own families?

- Provide great children’s ministry environments that also engage the home with easy-to-use take-home resources for parents.
- Equip and encourage parents to share the gospel acrostic with their kids and family members.
- Pray for lost loved ones and friends during family devotions. Ask children if they know someone for whom they would like to pray.
- Encourage families to prayer walk together.
- Encourage families to watch the Jesus Project: Jesus Film Kids Version (Located on the Jesus Film DVD included in GTEH materials. Also accessible on YouTube).
- How else can you use Gospel to Every Home to help families with the ongoing discipleship of their children?



Personalize it by using your home for evangelism

An invitation to your home may be an easier yes for some neighbors than an invite to church. Here are some ideas for using your home for evangelism.

- If you do not know your neighbors yet, introduce yourself by bringing cookies to their home.
- Attempt to speak to your neighbors every time you see them outside.
- Ask your neighbors how you can pray for them.
- Invite a neighbor over for a BBQ, dinner, or game night.
- Host a small group Bible study and invite your neighbors to attend.
- What other ways could homes be utilized to reach neighbors?

*FOR MORE IDEAS ON
EQUIPPING PEOPLE
TO REACH THEIR
NEIGHBORHOODS BY
LEARNING THE "ART OF
NEIGHBORING," GO TO
ARTOFNEIGHBORING.COM*

PARTNER TO TAKE IT FARTHER!

The apostle Paul shared with early believers that he had thanked God for their partnership in the gospel (Phil 1:3-5). Remembering this brought him joy because he knew the early church was already stretched thin by their own ministry needs and financial pressures, and yet they chose to partner together selflessly to further the kingdom.

We know from scripture that partnership between churches is an important aspect of New Testament Christianity. While their context may have been different from ours, the truth remains that partnership enables us to take the gospel farther than we can alone, thus creating greater kingdom impact.

The importance of partnering together is seen through the Cooperative Program. Contributions from partnering churches provide financial support for missionaries and church planters, theological training, equipment and supplies for disaster relief, the Gospel to Every Home, and so much more!¹⁹

¹⁹ To learn more about the global impact of the Cooperative Program go to kybaptist.org/CP



Local associations also embody partnering together. Churches within an association take the mission farther as they share resources, provide encouragement, afford training, and offer accountability. The Gospel to Every Home initiative may seem like an impossible task, but we can do it by partnering together.

A church is sadly mistaken if it pridefully believes it does not need to work together with other churches involved in the same mission. It honors Christ when we consider others better than ourselves and seek ways to work together for the sake of sharing the gospel with every home in the commonwealth.

Finally, as we think about taking the gospel farther, be reminded that Kentucky is not the end of the road. The KBC Missions Mobilizations Team invites you to consider participating in a North American or international partnership. A partnership is a long-term, strategic relationship with an IMB or NAMB missionary/church planter involving multiple connections (in person or online) throughout the year.

To learn more, contact the Missions Mobilization Team at missions@kybaptist.org or by calling (502) 489-3530. Will you partner to take it farther?



TAKING THE GOSPEL TO EVERY HOME AND DORM ROOM

The call to take the gospel to every home in our state compels Kentucky Baptist churches to also take the gospel to every student on every college and university campus in Kentucky. Approximately 200,000 students attend colleges, universities, and technical schools on 120 campuses in the commonwealth.

The university campus has been described as the epicenter of lostness in our society. Consider these factors that make the university campus one of the most strategic mission fields in the world:

What the university is: A cultural engine that shapes the worldview of students.

Who is there: Future leaders in almost all fields and from around the world. International students from more than 200 countries study in the U.S.

When students are on campuses: A critical transition period in life when many are questioning who they are, determining what they believe, and discovering their life's purpose and work.

Why it's important: A generation is at risk in matters of faith with as few as 5% identifying themselves as Christian and up to 60% of those who grow up in the church walking away from it after high school.

How can you and your church help reach students on a campus?

1. Pray for this generation.
2. Partner with your regional campus minister to support the work of a BCM near you.
3. Prayerfully consider helping your church start a new Baptist Campus Ministry work on a campus that does not have one. Kentucky Baptists currently have work on 25 campuses with a goal of developing ministries on 50 campuses by 2025.

To learn more about how your church can be part of taking the gospel to every home—and dorm room— go to kybaptist.org/campusministry or contact your regional campus minister.





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WHY CHURCH PLANTING IS VITAL FOR GOSPEL TO EVERY HOME

“Ask the Lord of the harvest, therefore, to send out workers into his harvest field” (Matthew 9:38).

Getting the gospel to every home will require churches planting new churches to reach underserved or uniquely diverse communities. On any given Sunday (Pre-COVID), more than 3.6 million Kentuckians would not have been found in any kind of church anywhere. That scale of harvest is beyond even the cooperation of our 2,360 KBC churches!

Therefore, just as we are praying for an exponential multiplication of disciples, we are also praying for the rapid multiplication of new churches to disciple, train, and fellowship with these new believers. Often, new believers feel more comfortable connecting with something new and novel in their community. It is our prayer that the Gospel to Every Home will create opportunities to mobilize Kentucky Baptist churches around the common goal of seeing new churches planted in your community and across the state.

As you get ready for the Gospel to Every Home please consider the following practical steps:

Prepare: Familiarize yourself with the area adopted by your church. How would you describe the people living in the area? Has the area changed over the years? Gather good demographics.

Pray: As you mobilize for praying walking/driving, ask the Father to increase your compassion for the lost and to see your community through His eyes. How can your church best serve and reach your community? Are there groups of people that might be best reached through a new church focused on their realities? Ask God to call out people to start new works locally, in other cities, or globally.

Listen: As the time comes for you to take the gospel to every home, listen well. Pay attention to what the people in your designated area say or do not say about their church experience and perceptions. Listen to their unique stories and their individual needs. Be sensitive to the Holy Spirit as He guides you.

Mobilize: Regroup after you have covered your designated area. Talk to your church members about their experiences. Inquire about what the



Lord is stirring up in their hearts. Then invite them into action. God may call some to explore church planting. Others may be called to deepen their relationships with people in the designated area. Whatever the case, be ready for God to use you and your church in a mighty way!

Explore ways that your church might partner with KBC church planters across the state or how God might be leading your church to help plant a new church. To learn more, go to kybaptist.org/churchplanting or contact any of our Church Planting Team Members.



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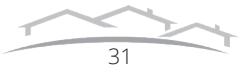
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WHAT ABOUT HOMES WHOSE HEART LANGUAGE IS NOT ENGLISH?

If we are to get the gospel to every home, what about the homes whose heart language is not English? Our Multi-Language Gospel to Every Home Advisory Team is developing resources at three levels.

Awareness

What does a family from Afghanistan, a young man from Somalia, a Berber from Algeria, and a married couple from China have in common? They all came to know Christ in Kentucky! We want to raise awareness of the vast numbers of unreached people groups (UPGs) living within our own communities and the amazing doors God is opening for Kentucky Baptists to engage the nations with the gospel.

Mobilization

We want to develop multi-language resources to mobilize the amazing diversity of KBC churches. Did you know that thanks to Cooperative Program giving our Multi-Language Ministries are currently partnering with churches among Burmese, Cambodian, Chin, Filipino, Hispanic, Korean, Myanmar, Myanmar-Karen, Nepali, South Asian, Vietnamese, and Zomi peoples?

Multiplication

There are significant populations of some of the least-reached peoples on earth now living in Kentucky. One of our prayers for the Gospel to Every Home is seeing KBC churches embrace a vision to plant reproducing churches among these UPGs.

For more information, contact:



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APPENDIX I: THREE POSSIBLE TIMELINES

While the comprehensive timeline for Gospel to Every Home is longer, a local church initiative requires a focused period of at least four months. Here are three possible timelines based on gospel distribution dates of...

MONTH	EASTER April 4th, 2021	SUMMER 2021	FALL 2021
NOV/DEC	<ul style="list-style-type: none"> • Review GTEH initiative & resources • Contact assoc. • Share with key leaders • Begin mapping • Plan a schedule & start thinking about needed resources 		
JAN 2021	<ul style="list-style-type: none"> • Recruit leaders • Develop resources & follow-up plans <p><i>Option #1: Launch 40 Day Emphasis to culminate with start of distribution</i></p>	<ul style="list-style-type: none"> • Review GTEH initiative & resources • Contact assoc. 	<ul style="list-style-type: none"> • Review GTEH initiative & resources • Contact assoc.
FEB	<ul style="list-style-type: none"> • Evangelism training • Packing parties • Prayer driving or walking <p><i>Option #2: Launch 40 Day Emphasis to culminate on harvest day</i></p>		
MAR	<ul style="list-style-type: none"> • Prayer walking • Gospel distribution 	<ul style="list-style-type: none"> • Recruit leaders • Plan schedule • Begin mapping • Develop resources & follow-up plans 	



MONTH	EASTER April 4th, 2021	SUMMER 2021	FALL 2021
APR	<ul style="list-style-type: none"> Easter as harvest day Follow up & ongoing efforts 	<ul style="list-style-type: none"> Evangelism training 	
MAY		<ul style="list-style-type: none"> Packing parties <i>Option #1: Launch 40 Day Emphasis to culminate with start of distribution</i>	<ul style="list-style-type: none"> Share with key leaders Recruit leaders Plan schedule
JUNE		<ul style="list-style-type: none"> Prayer walking <i>Option #2: Launch 40 Day Emphasis to culminate on harvest day</i>	<ul style="list-style-type: none"> Mapping Develop resources & follow-up plans
JULY		<ul style="list-style-type: none"> Prayer walking Gospel distribution Evangelistic VBS of community events	<ul style="list-style-type: none"> Evangelism training
AUG		<ul style="list-style-type: none"> Follow up & ongoing efforts 	<i>Launch 40 Day Emphasis</i> <ul style="list-style-type: none"> Prayer walking Evangelism training Packing parties
SEPT			<ul style="list-style-type: none"> Gospel distribution Harvest events Follow up & ongoing efforts
OCT	Celebration at Associational Fall Meetings		
NOV	Statewide Celebration at KBC Annual Meeting in Elizabethtown		



Additional questions for developing your timeline

What is your local association's timeline? Can you adapt your church's calendar to participate?

Which target for gospel distribution best serves your church and community?

Based on that date, where would the 40 Day Emphasis best serve your church? One option is using it to cast vision, create momentum, and recruit participation. A second option is culminating in "Big Day" evangelistic events for drawing the net after distribution.

Are there associational events that can prepare your people, such as evangelism trainings, packing parties, dates for community-wide prayer walking, or harvest events?

By when will you recruit leadership for all elements of Gospel to Every Home? How will people sign up for participation?

How can you prioritize Gospel to Every Home in calendar planning for all ministries?

What existing programs, events, or processes can be used to achieve Gospel to Every Home?

What is the best format to equip for evangelism and projects? How can we prioritize participation?

Are there new resources needed for promotion or distribution? Who will take the lead? By when are resources needed?

How can you best organize people to go out? What model best fits your church culture?

What other events might need to be rescheduled or removed from calendar to give priority attention to Gospel to Every Home during the emphasis period?



APPENDIX II: EXPLANATION OF GOSPEL SATURATION RESOURCES

A key element of Gospel to Every Home is a door-to-door distribution of gospel resources. How can we measure if we are getting the gospel to every home without eventually knocking on the doors of those homes?

Included in this kit are samples of resources available to your church at no cost thanks to the Cooperative Program and our partnership with Saturate USA. Contact your association to secure your resources.

- **The Gospel to Every Home** insert. This is the one resource that we request all participating churches utilize. It includes:
 - A brief explanation of why churches are visiting homes
 - A gospel acrostic that can be used for evangelism
 - The toll-free number that allows people to have gospel conversations 24/7 by texting or calling
 - Links to the gospeltoeveryhome.com website, which is designed to help people take next steps
- **Transparent door hanging bags** large enough to include all the free resources plus additional resources from your church or association.
- **The Jesus DVD** provided by Saturate USA. It includes the classic film in multiple languages and points people to the website or mobile app where they can watch.
- **The Four Spiritual Laws** gospel tract.
- **Customized Gospels of John** are available for purchase through the Pocket Testament League. It includes the gospel acrostic as well as bridge illustration and a reading plan. Order at ptl.org/KYBaptist.

Each church will customize their bags to best serve their communities and depending on the time of the year. The one resource we request that all churches use is the Gospel to Every Home insert.



APPENDIX III: PRAYER WALKING PLANNING TIPS

Associational Mission Strategist Jay Hatfield helped coordinate a large-scale prayer walking process with the Central Association and the Washington County Ministerial Association. He recommends these tips for developing a prayer walking/driving strategy:

- Divide your area into four or more separate areas.
- Assign a prayer coordinator for each area.
- Have the prayer coordinator identify key locations such as schools, police and fire stations, etc.
- Start the prayer walk with corporate prayer.
- Pray with eyes open. (Look around your surroundings. What is God showing you as you are walking the area? Do you see toys in the yard? A wheelchair ramp? Any type of special needs?)
- Encourage prayer walkers to engage with people they meet. Ask them how you can pray for them.
- Consider a Sunday afternoon or evening (People are home and the church may already have plans to meet).
- For rural areas, consider prayer driving.
 - When you see something that catches your eye, safely pull over and pray on the side of the road.
 - If some people are in their yard, pull over and tell them what you are doing. Ask them if you can pray for them.
- Have a set time for people to gather back and share stories. Conclude with another time of corporate prayer.



APPENDIX IV: TIPS FOR A PACKING PARTY

Rick Reeder, AMS for Caldwell-Lyon Association

As you plan to get the gospel to every home, it is best to have all materials ready to go. Here are some tips to assemble a group, assemble the bags, and have fun doing it!

Involve as many as you can! I have learned, on average, one person can assemble 21-25 bags per hour. This will help you know how many volunteers and possibly how many hours it will take. Caldwell-Lyon Association recently assembled nearly 2,600 bags in about 5 hours with the help of 23 adults and teens from a local youth group. Social distancing was maintained with one person on each end of six-foot tables.

Prepare ahead. Before the group arrives, have all boxed materials ready on separate tables where packers will work. You will need one person per 8 packers to keep them supplied with materials. Bundle bags in groups of 25 with a strong rubber band. Suppliers can pack the bundles in sturdy boxes as ready. Conspicuously label boxes with the total number of bags (not bundles).

Pack resources intentionally. You may be thinking, “We just stuff the bags, right?” Yes, but how you order the resources is important. Place the Gospel to Every Home insert first so that it faces outward. Then add additional resources according to size, largest to smallest.

Your packing group will become a team that accomplishes an important part of getting the gospel to every home. I am confident that God will honor your efforts to sow the seed of the Word of God.

Rick has led Gospel Saturation efforts in Kentucky, New York, and Mexico. He shares lessons learned about distributing resources in “Going Door to Door Still Works” on your USB drive.



APPENDIX V: GOSPEL TO EVERY HOME KINGDOM PARTNERS

Need Him Global

Their ECHO platform enables Kentucky Baptist volunteers to have gospel conversations with those responding to Gospel to Every Home by calls, chats, and/or texts.

It is quite simple. All conversations are contained within their response system. You will only receive a conversation if you are logged into the system and available. Every effort is made to keep a volunteer's personal information private and confidential along with the personal information of people seeking conversation. Once the connection is made, you get to encourage, pray for, and share the gospel of Jesus Christ with people seeking to have a conversation.

Need Him Global began in 1996 as a partnership between several evangelical organizations to create a safe place for people to talk about what it means to know Jesus Christ. These organizations include the Billy Graham Evangelistic Association, Campus Crusade for Christ, Moody Broadcasting, Ron Hutchcraft Ministries, Luis Palau Evangelical Association, the Southern Baptist Theological Seminary, Southwestern Baptist Theological Seminary, and now the Kentucky Baptist Convention for Gospel to Every Home.

To learn more and sign up as a volunteer, go to: <https://needhim.org/get-involved/#volunteer>. Please select Kentucky Baptist Convention in the drop-down box under ministry partners. This will streamline your process and position you as a volunteer for GTEH.

Saturate USA

Saturate USA is one of the expanding ministry initiatives of Christ for All Peoples. They are dedicated to resourcing initiatives such as Gospel to Every Home with the goal of reaching 120 million homes in the United States with gospel resources by 2027.

To learn more about this important kingdom partner, please go to: saturateusa.org or christforallpeoples.org.





A GUIDE TO Prayerwalking

"Every place on which the sole of your foot treads, I have given it to you, just as I spoke to Moses."

– Joshua 1:3 NASB

More important than any strategy we create, our foundation must be in prayer. Great spiritual dividends have resulted in the efforts of God's people touching a community through intercession. So, as you walk, pray for impossible things to happen in your city and county (Luke 18:27). This pocket card is provided to guide you in prayerwalking.

Pray that God would give people a hunger and a thirst for Him and His Word (Psalm 42:1-2).

Pray that God would heal the emotional wounds of people living in these homes (James 1:17; Psalm 147:3).

Pray that God would bind the evil one and render ineffective the plans of Satan (Mark 1:23-26).

Pray that God would open doors for the gospel and that many would hear and receive Jesus (2 Thessalonians 3:1-2).

PRAY that God would remove any racial or social barriers between the neighbors in this community.

Acts 10:34

PRAY for God to bless the pastors of this community, granting them power, insight, and protection as they minister.

1 Timothy 3:1-7

PRAY that justice would prevail and that crime would be erased.

Psalms 82:3; Romans 13:4

PRAY that God would destroy the poverty in this area, granting economic growth to meet the financial needs of the people.

Ecclesiastes 2:24

PRAY that God would strengthen families in the neighborhood and bless each home.

Ephesians 5:22-6:4

PRAY that God would deliver the believers in this community from self-centeredness and indifference toward those who need Jesus.

Matthew 20:28

PRAY that God will grant believers an agonizing burden for lost people and an unceasing desire to share the gospel with them.

Matthew 28:18-20; 2 Corinthians 5:10

FOR ORDERING INFORMATION:

www.kybaptist.org/prayer

PRAY that God's Kingdom would come to this area and that many will come to a saving knowledge of Jesus.

Matthew 6:9

PRAY that God would drive occultic influence and not allow any open doors for evil in the community.

Colossians 2:16

PRAY for the church to repent of its failures, pleading for God's mercy.

Dan. 9:1-19

PRAY that God would transform the homes in this community, so they will be Christ-centered and Word-based.

Psalms 127

PRAY that the church will give a powerful witness of Christ in word and deed to the poor, the prisoners, the blind, and the oppressed.

Luke 4:18-19

PRAY that believers in the community would be faithful to attend and serve in a local church.

Hebrews 10:25

PRAY that God would grant peace and prosperity to the community and for Christ's influence to increase.

Jeremiah 29:7

PRAY that God would rekindle the passion and desire between husbands and wives, protecting their marriages from the attacks of Satan.

Proverbs 5:15-23

PRAY that believing students in the schools would have the strength and courage to stand for Christ and His Word.

2 Timothy 3:10-12

PRAY that God would deliver the community from alcohol and drug abuse.

Galatians 5:20; Proverbs 20:1

PRAY that God would provide parents the wisdom and insight needed to raise and guide their children.

Proverbs 2:6



