

[R E F (O) C U S]

comprehensive evangelism strategy



EVANGELISM



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“ The Evangelism Team was created by churches for churches to help churches fulfill the “reach Kentucky” mandate of KBC’s larger mission statement. We help churches by encouraging evangelism through keeping lostness in view, equipping for personal and comprehensive evangelism, providing opportunities for engaging lostness, and expanding Kingdom impact through cooperative partnerships. The Lord has brought together an amazing team of evangelistic servants organized into three groups.

The Baptist campus ministry group helps students encounter Christ through engaging the local church.

The church planting group helps churches plant multiplying churches by partially funding but fully supporting church planting apprentices and church planters, as well as supporting multilingual ministries.

Be sure to check out the individual group reports to see how God is moving through the evangelistic cooperation of Kentucky Baptists.

– **ROB PATTERSON**
KBC Evangelism Team Leader

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[R E F (O) C U S]

2022

table of contents

SESSION ONE

Immanuel Corbin's Amazing Story of Revitalization

5

SESSION TWO

Evangelize to Revitalize, Lessons Learned

7

SESSION THREE

Key Steps to Developing an Evangelistic Culture

9

SESSION FOUR

Practical Nuts & Bolts for Leading Evangelistically

11

RESOURCES

14 – 19

NOTES

Session One:

Immanuel Corbin's Amazing Story of Revitalization

1. The power of story.
2. Discover your story. And keep sharing your story.

Every person has a name, every name has a story, every story matters to God.

What's your story?

What stories you tell are important, and those you hear others in the church and community share are even more honest and revealing.

His story

But evangelism itself is the proclamation of the historical biblical Christ as Savior and Lord, with a view to persuading people to come to him personally and so be reconciled to God. In issuing the gospel invitation we have no liberty to conceal the cost of discipleship." – Luasazne Covenant

"One beggar telling another beggar where to get good." – CT Niles

DISCUSSION QUESTIONS:

"Who first shared the Gospel with you?"

What stood out to you about them? What would you tell them today?

What is your church's mission statement?

How can you help your church share its story?

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Session Two:

Evangelize to Revitalize, Lessons Learned

The Power of Invitation: Systems & Services

“Go and Tell” AND “Come and See”

1. It begins with the pastor, but it doesn't stop there.
2. Invite, invite, invite.
 - Invite people follow Jesus.
 - Invite people to go with you.
 - Invite students to join the mission.
 - Invite others to speak to your people.
3. Use systems that are reproducible.
4. Events work.

NOTES

Session Three:

Key Steps to Developing an Evangelistic Culture

The Power of Culture: Stories and Systems Develop Culture

1. Write down what you want to be.

Mission statement – Connect the Gospel to people, people to community, and community to the mission of Jesus.

Vision – Growing leaders to plant healthy churches in collegiate towns across Kentucky and beyond for the glory of God.

His Grace > My Past

2. A long obedience in the same direction.
3. You put the cookies on the lowest shelf, so anyone can reach them.
4. Celebrate what you want repeated.

TABLE TALK (DISCUSSION QUESTIONS ON SCREEN)

1. How would an outsider describe your culture?
2. If a new leader walked in tomorrow as the new pastor, and had one change they could make, what would it be? What is stopping you from making that change?
3. What is one step you can take now to begin to bring about the culture where evangelism will thrive?

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Session Four:

Practical Nuts & Bolts for Leading Evangelistically

The Power of Prayer



NOTES

[illegible]

1.

2.

Romans 6:23 Bridge Illustration

Wages

"How would you define the term *wages*?" (Wages are the reward we receive for what we have done.)

"How would you feel if your boss refused to pay the wages that were due you? Deep down, we all know that a person gets what he deserves. We earn wages from God for how we have lived our lives."

Sin

"What do you think of when you hear the word *sin*?"

"How would a person have to live in order to get into heaven? Have you always lived a life like you just described?"

"Imagine that you agreed with your roommate on rules regarding your stereo. What would happen if your roommate ignored the rules and broke your stereo? Would that create a separation or problem in your relationship? Our sin creates a distance between us and God."

Death

"What comes to mind when you think of *death*? When we die our soul is separated from our body. If a person chooses to reject God while he is alive, that separation will extend into eternity: the separation will ultimately result in eternal torment in hell."

But

"This is the most important word in the verse because it indicates that there is hope for all of us. What we have talked about so far is bad news, but God has good news."

Gift

(From now on, be sure to point back and forth to each side of the cliff to emphasize that the words contrast with each other)

What is the difference between a gift and wages?"

"Some people try to earn God's favor by doing good deeds, living moral lives, or taking part in religious activities. But it is impossible to earn something that has already been bought."

Of God

"God wants to give you a gift. I can't give it to you; a church can't give it to you; no one can give you this gift

but God alone. Why do you think God would want to give you a gift? Why does anyone want to give someone a precious gift?"

Eternal Life

"What do you think eternal life is?"

(Ask if there is any part that you have explained so far that he does not understand or if he has any questions. Be sure that each point is clear before you proceed any further. If necessary, go back and explain each point that is not clear.)

Christ Jesus

"Jesus is the means by which we can obtain the gift of eternal life. No one can offer a gift except the one who purchased it. He purchased it by paying for it with his life."

"In order to accept God's gift, you must do two things."

Lord

The gift is offered to everyone who makes Jesus as Lord. For Jesus to be Lord, He has to have total control of a person's life. He gains that control, or becomes Lord, when a person does two things."

Confess and Surrender

1. "Confessing means to agree with God that we are not perfect, that there are things in our lives that are wrong, and that we want Christ to forgive us as we turn away from our sin."

2. "To surrender means to allow Christ to be the final authority in our lives and to live in order to please him and not ourselves. It doesn't mean that we have to be perfect, but that we will try our best to please Christ."

Call to Commitment

Draw a man on the left side of the bridge.

"As a person confesses and surrenders, he passes across the bridge. He begins a relationship with God and starts to experience a new and eternal life."

Draw an arrow across the bridge.

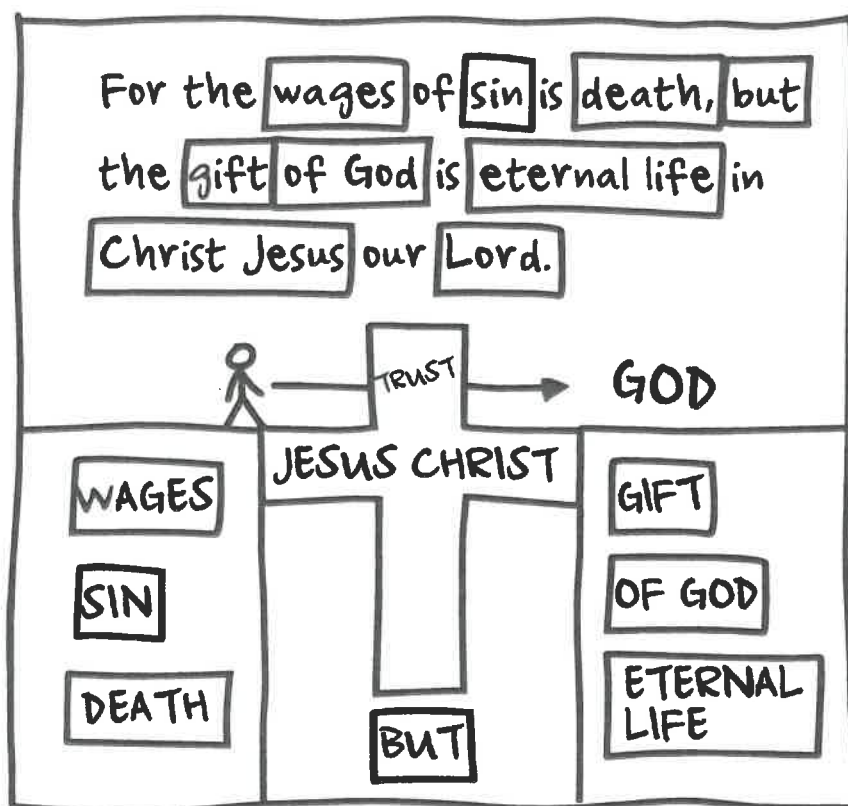
"On the basis of what I have just explained, what must a person do to have a relationship with God and eternal life?"

"If you were to place yourself on the bridge, where would you be? Are you far off to the left—far away from God—or close to the bridge and eager to learn more about God? Is there any reason why you should not confess and surrender right now and begin to experience a close relationship with God and eternal life?"



Navigator Discipleship Tool

One-Verse Evangelism® is a simple, interactive way to share Christ's love conversationally and visually. As you are in a conversation with a friend, you can illustrate Romans 6:23 on a napkin or piece of paper to explain God's relationship with people.



ONE VERSE EVANGELISM

Circle **WAGES** and ask, "How would you feel if your boss refused to pay you the wages that were due to you?" Of course, your friend would want justice, the wages he had worked for. Deep down, we all know that it is only right that we get what we deserve.

Draw a circle around **SIN**, asking your friend what he thinks when he hears this word. You might explain that sin is more an attitude than an action. It can be either actively fighting God or as simple as excluding Him from our lives. Now draw two opposing cliffs with a gap in between.

Circle **DEATH** and ask what thoughts come to mind. Explain that death in the Bible always means some kind of separation—in its most basic sense, separation from life. Because God is the author of life, a spiritual death simply means separation from Him.

While circling the word **BUT** mention that it is important because it means that a sharp contrast in ideas is coming. What we have just looked at is the bad news; what comes next is the good news.

Draw a circle around **GIFT**. Ask, "If wages are what a person earns, then what is a gift?" Though every gift is free for the person receiving it, someone still has to purchase it.

Circle **OF GOD** and explain that the gift you are talking about is free. It is from God Himself. It's so special that no one else can give it. Ask, "How do you feel when someone gives you a special gift?"

Circle **ETERNAL LIFE** next, and then ask, "How would you define these words?" Contrast one side of the cliff, death, with the other side, eternal life. Ask, "What is the opposite of separation from God?"

Write **JESUS CHRIST** so it creates a bridge between the two cliffs. Help your friend to consider that just as every gift has a unique giver, only Jesus Christ can give the gift of eternal life.

Write **TRUST** over the bridge. Explain that a true friend is a friend you can trust; Jesus is offering to be a true friend to him. All he has to do is admit that he is responsible for his sin—either of fighting against God or excluding Him from his life. Trusting Jesus means believing that He has power to forgive us for rejecting God and that He will wash us clean from all that we have done wrong in life.

Now, ask your friend if he wants to start a relationship with God that will last forever. If he says "Yes," invite him to pray a short prayer in his own words, asking Jesus to forgive him and make him new. Close by reminding him that this simple illustration shows what God is like: Someone who really cares about people—especially him. Invite him to read all about it in the Bible.

Write Your Testimony

My life before knowing Christ (or being committed to Him).

How I came to know Christ (be specific) or what were the circumstances when I committed my life to Christ.

My life after I committed my life to Christ (changes He has made, what He means to me now, etc.)

Preparing a Personal Testimony

A carefully prepared testimony, empowered by the Holy Spirit, can be of immediate and effective use in nearly every witnessing situation. It should be our desire to present Christ in such a clear, attractive, yet simple way, that those who hear will not only want to know Him, but they will also know "how" to know Him personally.

Do:

1. Ask the Lord to give you wisdom and guidance as you write your testimony (James 1:5-6).
2. Begin with an interesting, attention-getting sentence and close with a good conclusion. Include relevant, thought-provoking secular facts and experiences.
3. Write in such a way that others will feel associated with you in past and present experiences.
4. Give enough details to arouse interest.
5. Use one or two scripture verses.

Don't:

1. Use Christian jargon such as "saved," "convicted," and "born again." Non-Christians do not associate with these terms.
2. Be too wordy, beat around the bush, or emphasize how bad you used to be.
3. Mention church denominations, especially in a derogatory way.
4. Speak critically or negatively about any other individual or group.

DOOR-TO-DOOR SURVEY

(At the door, say) Hello, I'm _____ and this is _____. We are with the _____ Church (and other churches) and are looking for ways to help us more effectively serve our community. May we take a moment and get your feedback to a few simple questions?

1. When you attend church, where do you attend?
2. Many people seem to be living under a great amount of stress. Why do you think this is so? Would you say:

<input type="checkbox"/> Financial pressures	<input type="checkbox"/> Family pressures	<input type="checkbox"/> Lack of purpose
<input type="checkbox"/> Changing moral values	<input type="checkbox"/> Uncertain of future	<input type="checkbox"/> Other _____

3. In your opinion, how can churches help families and individuals deal with today's pressures?

4. We have a prayer ministry. Do you have any concerns we could pray for?

5. Many people are expressing an increased interest in spiritual matters. Is this true for you?
☐ Yes ☐ No

6. In your opinion, how can a person know for certain that they will go to heaven?

If answered correctly, ask "Do you know this for yourself?" If yes, go to conclusion. If wrong answer or "no", go to #7.

7. Thank you for helping us with this survey. Could we share with you how the Bible answers that last question?
☐ Yes (Use your preferred gospel presentation)
☐ No (Go to conclusion)

Conclusion: Thank you for your time and help. We will be praying for you.
(If permitted, leave the witnessing booklet and church information.)

Survey

1. Name the colors of the rainbow?

ROY G BIV; Red Orange Yellow Green Blue Indigo Violet

2. What are the ingredients on a big mac, hint there are 7.

two all beef patties, special sauce, lettuce, cheese, pickles, onion and sesame seed bun

3. What are the names of the original Beatles?

John Lennon, Paul McCartney, George Harrison and Ringo Starr,

4. Name the main characters in Friends? Who is your favorite Friend?

Rachel, Ross, Monica, Joey, Phobe, and Chandler

5. Name the 7 Continents. Bonus, can you name the 4 oceans? Double bonus, can you name the 5th ocean that has been added?

North America, South America, Europe, Africa, Antarctica, Asia and Australasia (Australia). Atlantic, Pacific, Indian, and Arctic → Southern

1. Do you believe the Bible is accurate?
2. Do you believe the Bible has helpful information for us today?
3. Do you believe Jesus was a real person?
4. Do you believe Jesus died on a cross?
5. Do you believe, that Jesus is the only way to heaven?
6. Do you believe that when you die you will go to heaven? Why or why not?
7. (optional question) If you believe these statements what difference should it make in your life?

(if they are believers, ask if they are plugged into a church. If not, invite them. If they are not sure, proceed)

8. Do you mind if I share with you how Jesus changed my life?

[R E F (O) C U S]

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