



Personalize the Mission

*Mobilizing Every Member as a
Witness in Their Circles of Influence*



What if every member of your church embraced the reality that God's provision for them is the clearest proof of God's plan for how He wants to work through them for His glory? How might the realities of our neighborhoods change if we believed our homes are not just part of our heavenly Father's gracious provision for us but also strategic outposts for His mission? Imagine if every believer were equipped to naturally share their faith in the marketplace.

The key to mobilizing every believer as full participants in the Great Commission is to **personalize the mission** by helping them identify their unique place in God's larger plan of redemption through the relationships they already enjoy. This workbook includes biblical principles and practical resources to mobilize believers as witnesses in their circles of influence.

I am thankful for the work of the evangelism team in developing this tool to help churches. I pray the Lord might use it to bless you personally, as you strive to live missionally where you live, work and play. You can discover other great resources available at: **kybaptist.org/evangelism**.

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Evangelism Team

The Evangelism Team is organized into three groups to help churches engage lostness in their communities, on their campuses, and across the commonwealth. Every believer is called to be a witness in their circles of influence and every church is commissioned to reach their community for Christ.

We can help with:

- **Equipping in evangelism**
- **Evangelism strategies and resources**
- **Church planting or replanting in Kentucky**
- **Baptist Campus Ministries**
- **Multi Language Ministries**

Contact us

Web: kybaptist.org/evangelism

Call: 502-489-3576

Email: evangelism@kybaptist.org

Ten Evangelistic Practices of Churches Reaching Kentucky

The Evangelism Ministry Assessment Profile (E-MAP) is designed to help your church assess your current evangelistic activity in comparison to what a culture of evangelism could look like in your church's unique context. The E-MAP helps celebrate where God is moving and how to identify the next steps for developing an Evangelism Ministry Action Plan.

To access a growing library of resources or request a discovery workshop for your church go to: kybaptist.org/e-map.

Churches reaching Kentucky...

- 1 **Prioritize** evangelism through intentional leadership and focus.
- 2 **Pray** for the lost.
- 3 **Proclaim** the gospel expectantly, call people to decision and provide clear pathways to respond.
- 4 **Prepare** people and practical resources for both "go and tell" as well as "come and see" evangelism.
- 5 **Provide** inviting environments to remove unnecessary stumbling blocks to the gospel.
- 6 **Promote baptism** as a first step of obedience and create systems to help celebrate baptisms as public professions of faith and life change.
- 7 **Pursue discipling pathways** with clear next steps for new believers to mature into multiplying disciple makers.
- 8 **Personalize the mission** by mobilizing every believer to be a witness in their circles of influence.
- 9 **Plan** the work of evangelism into the life of the church and work a contextualized plan to "be the church" for their neighborhood.
- 10 **Partner** to take it farther.



Resources such as Personalize the Mission and E-MAP are made possible by the Cooperative Program giving of Kentucky Baptist churches.

Session One

Why is Reaching Your Circles of Influence Important for Personalizing Your Mission?

“One of the two who heard John speak, and followed Him, was Andrew, Simon Peter’s brother. He first found his own brother Simon, and said to him, “We have found the Messiah” (which is translated, the Christ). And he brought him to Jesus. Now when Jesus looked at him, He said, “You are Simon the son of Jonah. You shall be called Cephas” (which is translated, A Stone). The following day Jesus wanted to go to Galilee, and He found Philip and said to him, “Follow Me.” Now Philip was from Bethsaida, the city of Andrew and Peter. Philip found Nathanael and said to him, “We have found Him of whom Moses in the law, and also the prophets, wrote—Jesus of Nazareth, the son of Joseph.” (John 1:40-45 — NKJV)



“The light that shines the farthest shines the brightest at home.”

C.T. Studd

Reasons WHY Personalizing your Mission is important:

1. God has _____ placed people in your life that _____ the gospel.

2. These are _____ that currently _____ in your life.

Oscar Thompson believed that the most important word in the English language was the word "relationship."¹ Thompson reached this conclusion by observing the outward wave that the gospel traveled in the book of Acts (from Jerusalem to Judea, then Samaria, and then the uttermost parts of the earth).² In Thompson's view, the gospel continues to move outward in the Christian's relationships, beginning with those in close relationship with the Christian and then extending out to acquaintances and strangers.

3. TAKE NOTE: Reaching " _____ " as-you-go is a _____ which serves as an opportunity

for a gospel conversation.

- Acts 17:16-17
- Fulfills the Great Commission
- 1 Corinthians 3:5-6

4. If you do not _____ the providential gospel opportunity within your relationships, who will?

5. The Bible provides us a _____ of gospel sharing within circles of influence.

- John 1:37-46 (Andrew & Peter; Philip & Nathanael)
- John 4:39-42 (Samaritan Woman tells a town)
- Acts 16:33-34 (Philippian Jailer witnesses to family)

¹ Ritzman and Thompson, *Concentric Circles of Concern*, 8.

² Ritzman and Thompson, *Concentric Circles of Concern*, 16.

³ Rainer, "A Resurgence Not Yet Fulfilled," 39.

⁴ Tom Mercer, *Oikos, Your World, Delivered* (Chapel Hill, NC: Professional Press, 2008), 37.

⁵ Mercer, *Oikos, Your World, Delivered*, 34.

6. Sharing the gospel within our circles of influence allows them to understand the _____ faith in Christ has had on us because of the relational proximity we have with them.

7. As we process and pray through personalizing our mission, it is a continual reminder of our calling: _____

- John 1:37, 43
- Following Christ is key!

A devotion to Christ is important towards a conviction of sharing Christ with others. It is important that you cultivate a life that abides in Christ. *Mark 1:17*

8. It will enhance your _____ life.

9. Statistics inform us that people _____ faith conversations from those who are _____ to them.

- Be encouraged: 8 out of 10 unchurched people indicate that they would come to church if invited.³
- Be encouraged: 75-90 percent of those who come to faith did so through a friend or relative.⁴

*"God has given each of us, on average, anywhere from eight to fifteen people who He has supernaturally and strategically placed in our relational worlds. . . . This is the world He wants to use each of us to change, our individual world."*⁵

10. Imagine if each Christian took a focused _____

to reach their circles.

- How would our baptisms at church look?
- How would our neighborhoods be different because the gospel was saturating it?
- How would our evangelistic culture be enhanced?
- What would our prayer life look like?

11. The Great Commission _____ we connect with

_____.

IMPORTANT: While we have great programs, many preferences and visionary potential it is imperative that our focus remains on people amongst all of these.

- Matthew 28:19-20
- Acts 1:8
- Romans 1:16

Written by W. Oscar Thompson, and later revised and updated by Claude V. King, *Concentric Circles of Concern* is an _____ strategy and plan that focuses specifically on the RELATIONSHIPS that God has sovereignly and providentially placed in _____ life, starting with those closest to you and moving outward within concentric circles.

Concentric Circles of Concern helps move from a general plan to a specific plan in personal evangelism, specifically focusing on our circles of influence.

What might you add to the reasons why it is so important to reach your circles of concern?

¹ Ritzman and Thompson, *Concentric Circles of Concern*, 8.
² Ritzman and Thompson, *Concentric Circles of Concern*, 16.



Session Two

*How to Personalize Your
Mission by Discovering
Your Circles of Influence*

Have you considered lately that as a Christian, our Lord has _____ someone in your life who is close to you, yet far from Him? Is it possible that the Lord has positioned _____ as one who has this person in your life to be reached with the gospel?

“But as for you, exercise self-control in everything, endure hardship, do the work of an evangelist, fulfill your ministry.”

2 Timothy 4:5



Let's look at how you can identify your circles of influence!

1. List the different _____ that you are _____ in.
 - a. You may need to think in seasons, months, days or hours.
 - b. _____ is involved at some level where people are.
 - c. Remember, _____ provides an interaction now where relationally you are involved in others' lives.
 - d. Examples of activities:
 - i. Where do you eat?
 - ii. Are you involved in a gym?
 - iii. What Facebook groups are you involved with? Have you made connections there?
 - iv. Church outreaches: How often do guests come to church? Have you asked them personally about their salvation story? Who do you know within the church walls that you don't know their salvation story?
 - v. Hobbies: Running, crafts, comics, sports cards, quilting.
 - e. Document the various activities that God has placed you in:

Church Activities	Secular Activities	Possible New Activities

2. _____ the various _____ of your _____ :

Circles of Concern

- 1 Those who live under your roof & relatives
- 2 People you spend time with; talk about important things, participate in hobbies, could call in middle of night
- 3 Neighbors, classmates from school, "not-so-close" friends
- 4 Grocery store, restaurants, gas stations, places that you frequent, etc.
- 5 The person in someone else's circle that you cross paths with unexpectedly, yet providentially by God

3. _____ those lost without Christ within your circles of concern. _____ list their names:

Family	Friends	Neighbors & Associates	Acquaintances	Person X

“God wants to work through your life to make disciples of those in your world—in your concentric circles.”

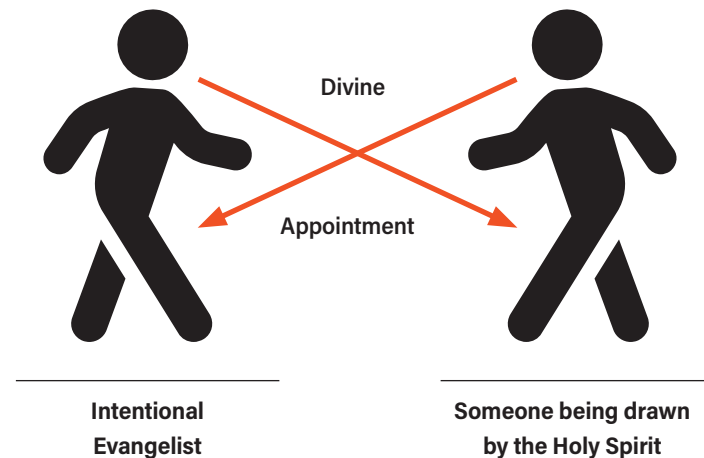
W. Oscar Thompson, Concentric Circles of Concern, 30

“Jesus was ready for divine appointments. In fact, He was a walking divine appointment.”

J. Mack Stiles, Speaking About Jesus, 7

4. **IMPORTANT:** _____ with an everyday evangelistic _____ that God will providentially place people in your life that you can _____. Remember, your “random” encounters with people could be people in others’ circles of influence. **Share Christ with them!**

Seeing “Person X” as a Divine Appointment



Graphic adapted from Share Jesus without Freaking Out: Evangelism the Way You Were Born to Do it written by D. Scott Hildreth and Steven A. McKinion.

Go to kybaptist.org/e-map to access videos designed to help identify lostness in your circles of concern and for tips on how pastors can build into the culture of the church. These helpful video resources feature Dr. Tim Beougher, Pastor of West Broadway Baptist Church and Associate Dean of the Billy Graham School of Evangelism, Missions, & Ministry at the Southern Baptist Theological Seminary,

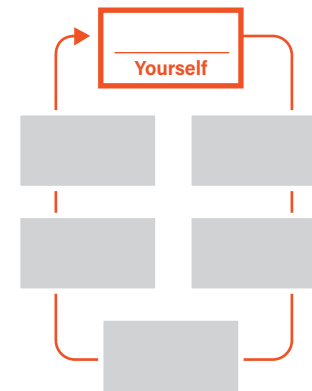
Session Three

How Can You Personalize Your Mission by Reaching Your Circles of Influence?

Upon the discovery process, one will need to begin _____
gospel conversations with those in their circles who are _____.

This strategy to do so will be a comprehensive, 6-fold approach that believers can incorporate in their life.

Consider these steps:



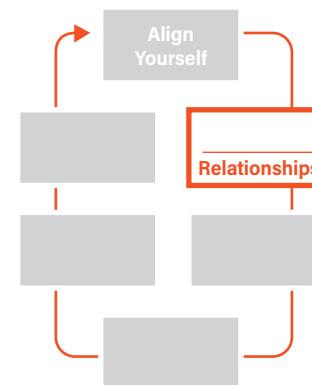
RATIONALE:

You must think _____ before you think _____.

Reflection:

Consider these questions to align yourself rightly:

- **Is there any unconfessed sin in my life?**
- **Is there any unforgiveness that I am living with?**
- **How is your walk with God?**



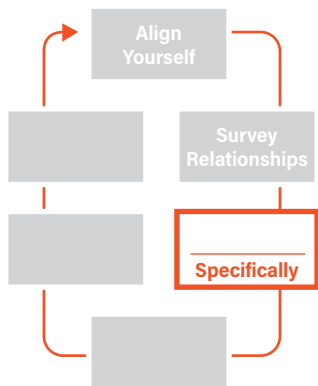
RATIONALE:

You must think _____ about who God has _____ placed in your life.

Reflection:

Consider these questions to align yourself rightly:

- **Who are people that are close to you yet far from God?**
- **How can you organize this list to be more intentional in sharing the gospel? App? Notes?**
- **God has placed people in your life. If you do not pray and share with them, who will?**

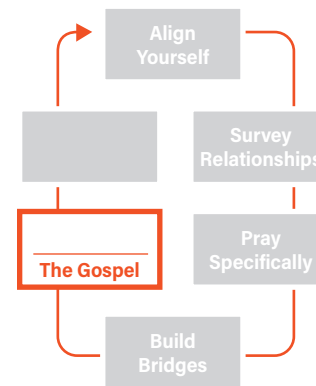
**RATIONALE:**

When we _____, God _____ in powerful ways.

Reflection:

Consider these questions to align yourself rightly:

- **Have you been intentional in praying for your list from your survey?**
- **Using tools like *Who's Your One* or *KBC 7 Most Loved* bookmark, place this list close by and pray by name for your circle(s) of influence**
- **Intercessory prayer is the first and greatest step you need to take in reaching people with the gospel of Jesus Christ. (*Concentric Circles of Concern*, 120).**

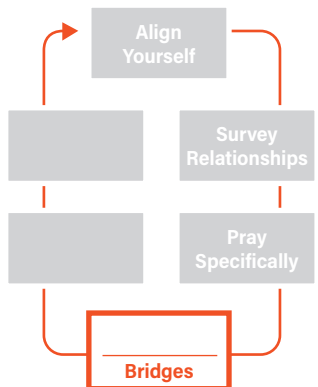
**RATIONALE:**

You must ultimately seek an opportunity to share a _____ proclamation of the good news of Jesus Christ.

Reflection:

Consider these questions to align yourself rightly:

- **A verbal proclamation of the full gospel is always the goal in EVERY CIRCLE! Be intentional and be ready!**
- **Be familiar with a gospel sharing method and ask the Lord to open the door to share.**
- **Be prepared when someone in your circle says "YES!" to the gospel and follows Christ.**
- **Are you prepared to share? If not, now is the time.**

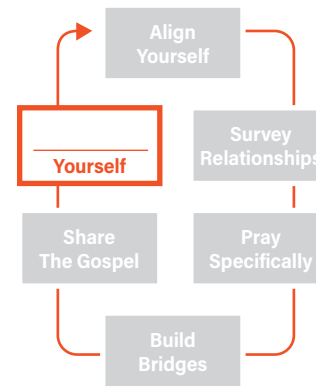
**RATIONALE:**

You must look for ways to _____ with your circles of influence by seeking ways to turn everyday conversations into gospel conversations.

Reflection:

Consider these questions to align yourself rightly:

- **How could you meet needs or show concern for those in your circles?**
- **Building bridges:**
 - **Happens during times of *celebration, stress or sorrow*. How can you live out and share the gospel during these times? *Be the hands and feet of Jesus!***
- **Questions like, "How can I pray for you?" or "Tell me how things have been going?" are great conversation questions.**

**RATIONALE:**

You must confidently _____ yourself by equipping a new believer to adopt circle of influence into their life.

Reflection:

Consider these questions to align yourself rightly:

- **When someone says "YES!" to Jesus, are you prepared to assimilate them into a small group, church and/or personally disciple them yourself? *Write out your plan.***
- **What resources will you use to help them grow as disciples? Consider the following:**
 - *Growing in Christ* by NavPress
 - *The 2:7 Series* by NavPress
 - *Disciples Path* by Lifeway Resources
 - *Discipleship Essentials* by Greg Ogden
- **Challenge and teach them *Circles of Influence* as a strategy for personal evangelism. *Multiply yourself!***

Session Four

*What are the Next Steps to
Personalizing the Mission?*

Now that you have defined why it is important to steward your relationships well, discovered who exist in your network of relationships that needs Christ, and developed a personal strategy to reach them you must

_____ into your mission field!

Steps to Personalize your Mission:

Step One: _____ **for God to grant you clarity and focus.**

- *Paul Worcester shared at the 2023 KBC REACH Evangelism & Missions Conference a challenge to pray for B.O.B.*
 - *B=Burden for the lost*
 - *O=Open doors to share*
 - *B=Boldness in sharing*

Step Two: _____ **your future.**

- *Where is life taking you in the next 6-12 months?*
- *Who will you be spending time with?*
- *Consider these aspects:*
 - *Do you have children/grandchildren that play spring, summer, fall sports? Remember, these will become your acquaintances quickly.*
 - *What hobbies will place you around others that fall within your circles of influence?*

Step Three: Identify _____ **of the circles you can give immediate focused attention to for the next 6-12 months.**

- *Consider:*
 - *Friends, neighbors and associates, acquaintances*
 - *Which ONE of these can you focus on? Perhaps you choose many, but focus is important.*
 - *Where has God been working in your Circles? Are there celebrations? Crisis moments? Where can you minister and bring a word of hope?*
 - *What circle would give you the broadest impact?*

Step Four: Be familiar with a gospel _____ tool.

- *There are many:*
 - *3 Circles*
 - *Best News*
 - *Romans Road*
 - *G.O.S.P.E.L. (Dare to Share)*
 - *Two Ways to Live*
 - *Steps to Peace with God tract*
- *We should always be ready to share the gospel. Whatever tool you are most comfortable with, familiar yourself with it!*

Step Five: Be _____.

- *Communicate with a trusted friend your goals in sharing the gospel with your circles of influence.*
- *Send text message prayer updates and share any progress you make.*
- *Perhaps you can lead your small group or Sunday school class into a gospel conversation challenge.*

“Do you not say, ‘There are still four months and then comes the harvest’? Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest!”

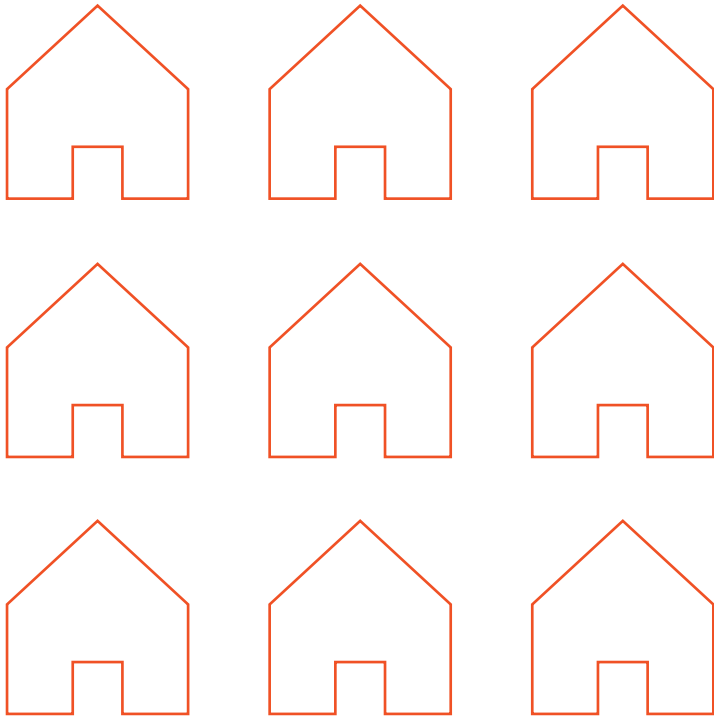
John 4:35

Resources for Engaging Your Circles of Concern

Who is my neighbor?

- 1 Place your name in the house in the middle.
- 2 Now write the names of as many neighbors in each home as you can under the houses that surround yours. (If you live in a very rural area, think about the closest houses to yours). How many neighbors could you name?

- 3 List as many facts about each neighbor as you can beyond what can be learned observationally by standing in your driveway.
- 4 Do you know where each neighbor is in his or her walk with God?



Which of the activities below could you do to engage your neighbor? Circle the ones that are a possibility for you.

- *Invitation for backyard cookout*
- *Invitation for coffee*
- *Movie on the lawn for the kids*
- *Bake and deliver cookies*
- *Deliver Christmas ornaments/small gift*
- *Potluck*
- *Pickleball*
- *Hunting*
- *Invite a family over for dinner*
- *Deliver Thanksgiving pies*
- *Walk your neighborhood and engage those outside*
- *Intentional mailbox and trash can conversations*
- *Join neighborhood social media groups*
- *Attend homeowner associational meetings*
- *Check on neighbors during times of inclement weather*
- *Invitation to home Bible study*
- *Organize neighborhood watch*

Other ideas?

Utilizing invite cards

Invite cards are helpful tools to invite your circles of concern to church or other events.

- They fit in your pocket, wallet or purse
- They can be customized for your church
- They can fit in the pocket, wallet or purse of your friend
- They can be reproduced

What to include on an invite card

- Church name and logo
- Service times
- Church address
- Church website

What not to include on the invite card

- Specific dates
- Distracting artwork (keep it simple)



Answer key

Session One

1. *Providentially, need*
2. *Relationships, exist*
3. *Person X, divine encounter*
4. *Leverage*
5. *Pattern*
6. *Difference*
7. *To follow Christ and fish for people*
8. *Prayer*
9. *Welcome, close*
10. *Responsibility*
11. *Demands, people, evangelistic, your*

Session Two

- *Positioned, you*
1. *Activities, involved*
 - b. *Everyone*
 - c. *Social Media*
 2. *Defining, circles, concern*
 3. *Identify, Prayerfully*
 4. *Live, expectation, evangelize*

Session Three

- *Pursuing, lost*
1. *Align, vertically, horizontally*
 2. *Survey, intentionally, providentially*
 3. *Pray, pray, moves*
 4. *Build, connect*
 5. *Share, verbal*
 6. *Multiply, reproduce*

Session Four

- *Deploy*
1. *Pray*
 2. *Forecast*
 3. *One*
 4. *Sharing*
 5. *Accountable*



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