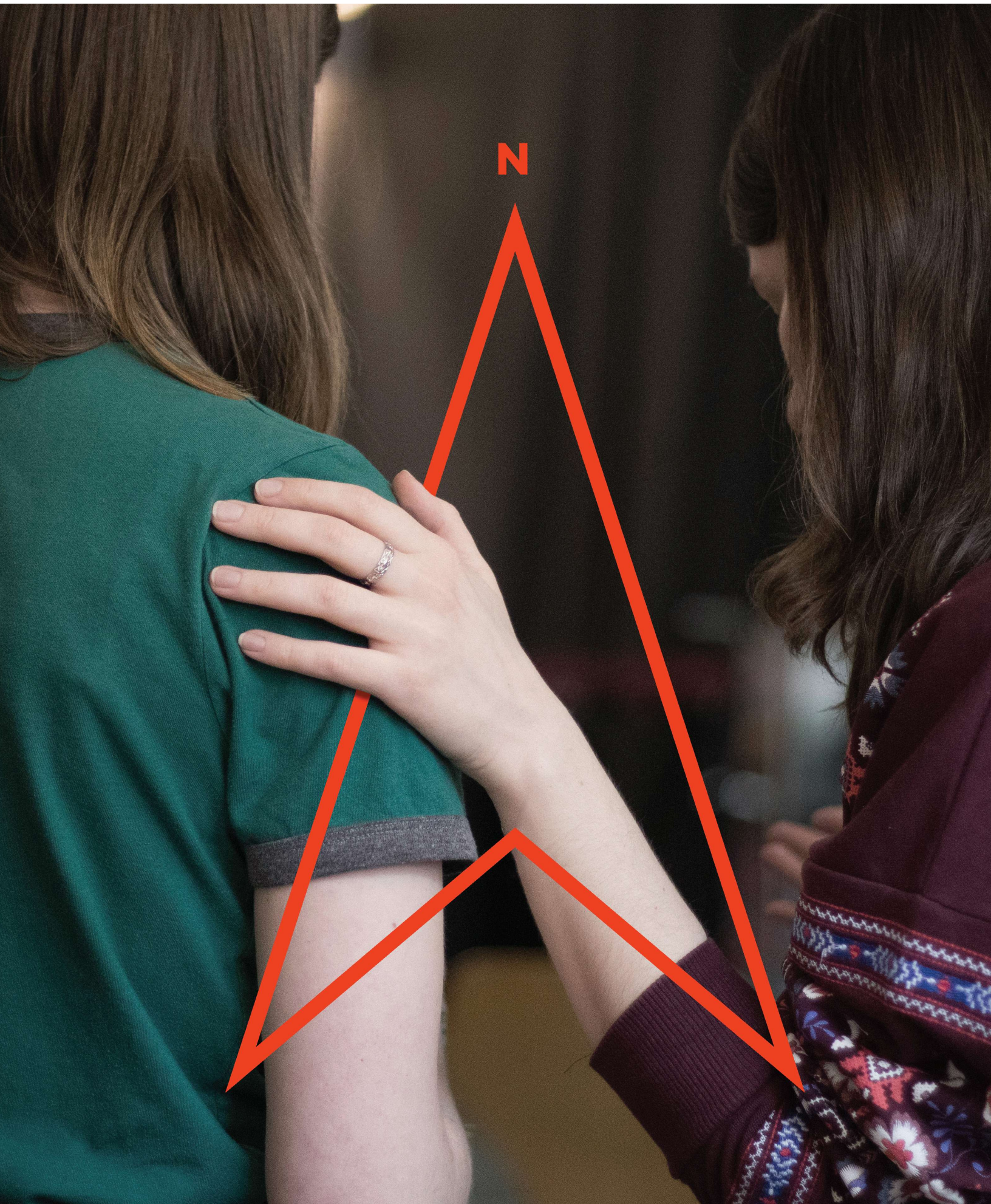




E-MAP Evangelism Ministry Assessment Profile



Evangelism Ministry Assessment Profile

Mapping Your Journey to Becoming an Evangelistic Church

Every Kentucky Baptist church prays to see the Great Commission fulfilled. We labor to create an evangelistic culture in which those closest to our churches are being saved, discipled, and mobilized as disciplemakers. Jesus promises that He will build His church and that not even the gates of Hades shall prevail against it (Matt. 16:16-18).

True to His Word, there are “hot spots” across Kentucky where God is moving in amazing ways through local churches to transform their communities with the gospel. What do the churches reaching Kentucky have in common? We have identified 10 Evangelistic Practices that helped them on their journeys to becoming evangelistic churches. Contained within this workbook are assessments, principles, real-life examples, and processes to help your church develop a culture of evangelism.

Your church has a unique calling to reach a unique community. The great news is that churches reaching Kentucky come in all sizes, shapes, and a God-honoring diversity of approaches. More than learning from one another, may these resources help us cooperate with greater effectiveness in reaching Kentucky and the world for Christ.



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A handwritten signature in black ink that reads "Rob Patterson".

Evangelism Team Leader

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Where do we start?

The first step in charting a course forward is accurately assessing where you are. The Evangelism Ministry Assessment Profile (E-MAP) on the following pages is one tool that can help.

1

How the E-MAP Can Help

The E-MAP is designed to help churches reflect on their current evangelistic activity in comparison to what a churchwide culture of evangelism could look like in their unique community context. Prayerfully complete the E-MAP from your honest perspective.

No church scores perfectly in all areas. This tool can help assess church strengths and opportunities for growth. The subsequent sections expand on ten evangelistic practices of churches reaching Kentucky. Each section provides evaluative helps, examples, and resources.

2

Group Assessment

The E-MAP is most effective when scored by a group of church leaders with influence to help shape culture. Your KBC Evangelism Strategist or Associational Mission Strategist can facilitate a discovery experience around the E-MAP. Provide individual copies to as many leaders as will be participating. Copies available at kybaptist.org/e-map.

After indicating where you believe your church stands in each of the areas, compile the results for analysis and discuss as a group. This experience can provide a necessary moment of clarity for church leadership. These “aha” moments are vital to creating and maintaining momentum towards building an evangelistic culture.

3

Scoring the E-MAP

Start at the left of each row. Place a check mark in the box if you believe your church matches that descriptor. Continue moving right to the next cell. Check as many boxes as apply. Once you reach a cell that you cannot easily affirm as the current reality of your church, stop. Go to the next row.

Do not overthink any one box. Go with your first impression.

4

Applying the Profile

Use the Evangelism Ministry Action Plan worksheet on page 13 to transform your findings into a MAP for becoming an evangelistic church. Remember. Creating culture takes time. Changing culture takes even longer! Most people drastically overestimate what can be done in one year and underestimate what God can do in five.

E-MAP (Evangelism Ministry Assessment Profile)

At our church evangelism is a...	Possibility	Project	Program	Priority	Purpose	Passion
	We want to be evangelistic. Our church COULD...	We are trying to be evangelistic. Our church OCCASIONALLY...	Evangelism is a regular part of our ministry. Our church REGULARLY...	Evangelism is important in our church. Our church GIVES PRIORITY TO...	Evangelism is seen as a primary responsibility. Our church FOCUSES ON...	Evangelism is integrated in the life of the church. Our church MAKES MOST IMPORTANT...
<i>Pastors & Leaders</i>	<input type="checkbox"/> Our church leaders would like to see our church plan more evangelistic activities.	<input type="checkbox"/> Our church leaders occasionally promote evangelistic opportunities or ministries.	<input type="checkbox"/> The pastor and church leaders regularly give priority to evangelism through platform time, preaching, and events.	<input type="checkbox"/> Our church leaders ensure our evangelistic program has people to lead and promote it.	<input type="checkbox"/> The leaders of most ministries are personally modeling evangelism and have ministry goals that contribute to reaching the lost.	<input type="checkbox"/> Impacting lostness guides planning, hiring, budgeting, and what is celebrated for the leaders of every ministry.
<i>General Leadership</i>	<input type="checkbox"/> Our church has people interested in serving as an evangelism leader or starting an evangelism team.	<input type="checkbox"/> Our church has an individual or team that occasionally leads an evangelism project.	<input type="checkbox"/> Our church has a group of leaders designated to help program regular evangelistic efforts.	<input type="checkbox"/> Our church has enlisted leaders to help prioritize evangelism through multiple ministries, events, or programs.	<input type="checkbox"/> Our church focuses on making sure all ministries are purposeful in evangelistic disciplining.	<input type="checkbox"/> Our church has leaders passionate about helping every believer reach their circles of influence for Christ and are modeling evangelism.
<i>Church Members</i>	<input type="checkbox"/> Our congregation is open to learn about ways to reach the lost in our community.	<input type="checkbox"/> Our congregation has some people who will occasionally participate in evangelistic projects.	<input type="checkbox"/> Our congregation supports one or more programs that regularly seek to evangelize the lost.	<input type="checkbox"/> Our congregation gives priority to reaching the lost in our community over personal preferences. We have an outward focus.	<input type="checkbox"/> Our congregation purposefully focuses on personal and corporate evangelism across ministries and age groups.	<input type="checkbox"/> Our church's commitment to reach the lost is evident every week in multiple ways and is an identity of our congregation.
<i>Pray for the Lost</i>	<input type="checkbox"/> Our church believes we should be intentionally praying for the lost to be saved.	<input type="checkbox"/> Our church responds positively to occasional prayer emphases for lostness, unreached people groups, etc.	<input type="checkbox"/> Our church regularly helps our members identify and pray for their "ones" (those close to them but far from God).	<input type="checkbox"/> Our church gives priority to praying for the lost in small groups, prayer gatherings, and leadership meetings.	<input type="checkbox"/> Our church has a purposeful plan to help the church consistently pray for lostness across ministries.	<input type="checkbox"/> Our church is characterized by a passionate burden for the lost driven by prayer. It is common to hear prayers for lost souls whenever we gather.
<i>Proclaim the Gospel</i>	<input type="checkbox"/> Our church is open to preaching & teaching on the necessity & urgency of sharing the gospel.	<input type="checkbox"/> Our church occasionally has special evangelistic sermons or series of messages on being a faithful witness.	<input type="checkbox"/> Our church clearly proclaims the gospel and calls people to decision, providing clear pathways to respond almost every Sunday.	<input type="checkbox"/> Our church has annual or more frequent emphases, revivals, or events intended to call the lost to respond to Jesus.	<input type="checkbox"/> Our church clearly proclaims the gospel in almost all church gatherings, events, or programs.	<input type="checkbox"/> Impacting lostness is a primary filter for everything our church does, determining what does or does not make it to the calendar.

Prepare for Evangelism	<input type="checkbox"/>	Our church is open to being equipped to share their faith and to invest in resources for reaching the lost.	<input type="checkbox"/>	Our church occasionally offers a class on how to share our faith.	<input type="checkbox"/>	Our church provides multiple opportunities each year for people to be equipped to share their faith and to participate in evangelism alongside others.	<input type="checkbox"/>	Our church gives priority to equipping every member for personal evangelism and providing resources for corporate evangelism.	<input type="checkbox"/>	Our church provides a clear strategy for how every member can evangelize their circles of influence & connect them to our church.	<input type="checkbox"/>	Our church is passionate about equipping for evangelism evidenced in budget, church calendar, & what we celebrate.
	<input type="checkbox"/>	Our church would like to provide a welcoming atmosphere where members would be comfortable inviting unchurched friends.	<input type="checkbox"/>	Our church occasionally has unchurched guests who have been invited by one of our members.	<input type="checkbox"/>	Our church has a first impressions ministry that seeks to provide a welcoming experience for guests from the moment they arrive until exiting.	<input type="checkbox"/>	Our church gives priority to guests in our social media and website design, parking, and making space every Sunday.	<input type="checkbox"/>	Our church emphasizes "come and see" evangelism, providing invite resources and opportunities.	<input type="checkbox"/>	Our people go out of their way to welcome guests "as they are" creating space to belong before they believe & follows up with every guest.
	<input type="checkbox"/>	Our church is excited to see people baptized and open to finding ways to promote and celebrate baptism.	<input type="checkbox"/>	Our church occasionally preaches or teaches on the importance of baptism.	<input type="checkbox"/>	Our church frequently calls people to be baptized and has a baptism team.	<input type="checkbox"/>	Our church makes a big deal out of baptism, celebrates them in worship, and has periodic special "baptism Sundays."	<input type="checkbox"/>	Our church focuses on baptisms, provides resources for inviting friends to baptismal services, and leads the church in praying and planning for baptisms.	<input type="checkbox"/>	Our church becomes burdened if we go very long without seeing people baptized.
	<input type="checkbox"/>	Our church would like to be more effective in making disciples who make other disciples.	<input type="checkbox"/>	Our church encourages everyone to participate in Sunday School/ Small Group and provides groups for all ages.	<input type="checkbox"/>	Our church occasionally provides discipleship groups beyond Sunday School.	<input type="checkbox"/>	Our church provides clear pathways for new believers to be disciplined into disciplemakers. Everyone has a next step and is encouraged to take it.	<input type="checkbox"/>	Our church has people equipped to immediately begin discipling new believers.	<input type="checkbox"/>	Our church has growing number of members actively growing in commitment to mission of Christ who were recently reached by our church.
Personalize the Mission	<input type="checkbox"/>	Our church members believe every Christian is called to be a witness and would like to be equipped to share their faith.	<input type="checkbox"/>	Our church sometimes helps people identify the lost in their circles of influence or opportunities to share.	<input type="checkbox"/>	Our church regularly encourages every member to live with gospel intentionality where they live, work, & recreate.	<input type="checkbox"/>	Our church provides clear models and helpful tools for witnessing to our friends, relatives, associates, and neighbors.	<input type="checkbox"/>	Our church frequently hears testimonies of people having gospel conversations in worship, groups, leadership meetings, etc.	<input type="checkbox"/>	It is common in our church for members to bring those that have been won to Christ outside of church sponsored ministries.
	<input type="checkbox"/>	Our church members would like to see our church reaching more people from the neighborhood closest to our church.	<input type="checkbox"/>	Our church occasionally plans special outreach events designed to reach the lost and unchurched in our immediate community.	<input type="checkbox"/>	Our church has one or more ongoing outreach ministries that mobilize(s) our members outside the walls of the church into the community.	<input type="checkbox"/>	Our church has a clear strategy for inviting all the homes closest to our church to hear and respond to the gospel.	<input type="checkbox"/>	Our church sees "being the church" for our neighborhood as our God-given purpose & our neighbors are grateful for our ministry to our community.	<input type="checkbox"/>	The demographics of our church reflect the neighborhood. It is common to have guests because of our presence in the community.
Partner to Take it Further	<input type="checkbox"/>	Our church recognizes that fulfilling the Great Commission goes beyond any one church and values cooperative partnerships.	<input type="checkbox"/>	Our church sometimes participates with our local association or sister churches in a cooperative project to reach the lost in our community.	<input type="checkbox"/>	Our church gives to the Cooperative Program (CP), Eliza Broadus (EBO), Annie Armstrong (national), and/or Lottie Moon (international) missions offerings.	<input type="checkbox"/>	Our church actively participates with our local association or the Kentucky Baptist Convention in cooperative efforts to reach Kentucky and the world for Christ.	<input type="checkbox"/>	Our church has established partnerships with Kentucky church planters, NAMB SEND, and/or our IMB missionaries.	<input type="checkbox"/>	It is common for our church to commission and send out leaders as planters, pastors, or missionaries.

E-MAP Scoring Grid

List the total number of responses for each box.

At our church, evangelism is a...		Possibility	Project	Program	Priority	Purpose	Passion
Prioritize evangelism through intentional leadership and focus.							
Pastors & Leaders							
Church Leaders							
Church Members							
Pray for the lost.							
Proclaim the gospel , call people to decision, and provide clear pathways to respond.							
Prepare people and practical resources for both "go and tell" as well as "come and see" evangelism.							
Provide inviting environments to remove unnecessary stumbling blocks to the gospel.							
Promote baptism as a first step of obedience and create systems to help celebrate baptisms as public professions of faith.							
Pursue discipling pathways with clear next steps for new believers to mature into multiplying disciple makers.							
Personalize the mission by mobilizing every believer to be a witness in their circles of influence.							
Plan the work of evangelism into the life of the church and work a contextualized plan to "be the church" for their neighborhood.							
Partner cooperatively with sister churches within their area and beyond.							

Evangelism Ministry Action Plan Worksheet

MAP your church's plan to becoming an evangelistic church.

What should you be celebrating?

What areas of strength does your E-MAP affirm? How can you celebrate an identified strength to help it grow into a passion for your church?

What could make the most difference if given focused attention?

You likely have multiple areas that are close to breaking through the programmatic lid to becoming more purposeful, or even a shared priority of your church. List them here:

Select one evangelistic practice that could help create the most momentum if given intentional focus this year:

What are some steps you could take to grow this evangelistic practice into a passion for your people?

What are some possible obstacles?

What will it take? Who needs to be involved?

Defining Some Initial Action Steps

Create some actions steps by finishing the below sentences.

In order to _____ I must _____

by _____ (date) with _____ (key people and resources needed).

Try to break larger goals into achievable actions steps.

The first month I must... _____

In order to accomplish this, I must... _____

Timeline:

Month

Month

Month

Month

Month

Month

no. 1

Prioritize Evangelism

Churches reaching Kentucky prioritize evangelism through intentional leadership and focus.

*"Do the work of an evangelist, fulfill your ministry."
2 Timothy 4:5b*

Why It Matters

It has been said that there are no evangelistic churches, only evangelistic pastors. Dr Tim Beougher, Pastor of West Broadway Baptist Church and Professor of Evangelism at the Southern Baptist Theological Seminary, rightly observes, "We never drift toward evangelism – we constantly drift toward fellowship, but we never drift toward evangelism. We must be intentional if evangelism is to be a part of our individual lives and a part of our local church's ministry."¹

Building an evangelistic culture demands intentional focus throughout every aspect of ministry including pastoral leadership, church facility space, annual church calendaring/ planning, providing intentional gospel conversation measurements, and more.

The starting point is bringing every decision back to the gospel. What are the possibilities? How can the gospel clearly be presented through this event, program, or activity? Are we leveraging everything entrusted to us to help people keep taking steps deeper into gospel intentionality? Prioritizing evangelism in prayer, planning, and budgeting will elevate evangelism from programs to a churchwide passion over time.

"We never drift toward evangelism – we constantly drift toward fellowship, but we never drift toward evangelism. We must be intentional if evangelism is to be a part of our individual lives and a part of our local church's ministry."

Dr. Tim Beougher

What It Could Look Like

Hebron Baptist Church – Hebron, KY

Pastor Shawn Dobbins prioritizes evangelism through various means. From the front door to the immediate mission field, church members cannot overlook the reality that evangelism is a part of the DNA of the church. For one, the church has a “Go + Tell” ping pong ball display. Church members are challenged to place a ping pong ball in this display for every “evangelistic” invitation they have personally extended. These invitations include: a gospel presentation of Christ, invitation to church, invitation to a “missional meal,” invitation to a D-Group, and/or an invitation to a Life Group.

The church sets an invitational goal to strive for and celebrate together. Members are encouraged to wear the popular “arm bands” that have the images of each of these invitations so that there is a daily, visible reminder of the common evangelistic priority to reach people for Christ!

They have consistently taught 3 Circles² over several years to equip as many people as possible in knowing how to turn everyday conversations into gospel conversations. Small groups are likewise encouraged to be evangelistic in their focus. There is a conviction to have a multiplying ministry whereby evangelism begets evangelism.



GracePointe Baptist Church – Louisville, KY

Pastor Mark Bishop leads with gospel intentionality. He absolutely preaches evangelistically, calling people to surrender their lives to Christ each Sunday and during almost every church event. But he also models evangelism. Since coming to GracePointe, he has personally knocked on hundreds of doors in Valley Station. Believing that “soul winning is easier caught than taught,”³ he provides regular opportunities for church members to go out with others for a great variety of community impact events.

The church has more than tripled in weekly attendance since calling Mark in 2017. The vast majority of that growth has come through baptisms. The evangelistic DNA of the church empowered people to continue having gospel conversations throughout the pandemic seeing 100+ people baptized even during COVID.

Getting the Gospel to Every Home was already their passion long before Kentucky Baptists began engaging the formal statewide initiative. Consequently, the church maintains a weekly time for churches to go out for front door evangelism, schedules regular revivals and evangelistic events, and prioritizes evangelism in every area of church life.

Where Are We?

Use the E-MAP assessment to help evaluate the priority of evangelism in your local church ministry.

What's Our Next Step?

Reflect on a time when you saw the Lord work because you prioritized evangelism in your personal evangelism, in church space, or in concentrated times within a church calendar. Think of your calendar, daily activities, and church space. What are 1 or 2 immediate actions you could make to catalyze evangelism?

¹ Timothy K. Beougher, *Invitation to Evangelism: Sharing the Gospel with Compassion and Conviction* (Grand Rapids: Kregel Academic, 2021), 320.

² <https://www.namb.net/evangelism/3circles/>

³ Robin Cornet, “Mythbuster: Louisville pastor triples attendance in 6 months by knocking on doors,” *Kentucky Today*, October 2, 2021. https://www.kentuckytoday.com/baptist-life/mythbuster-louisville-pastor-triples-attendance-in-6-months-by-knocking-on-doors/article_95be3650-0433-5135-8502-4370195d30af.htm

Evaluate below and then ask the question, "What adjustments can I make to raise the evangelistic temperature at least one degree?"

I am sharing my faith beyond just preaching or teaching settings.

1 2 3 4 5 6 7 8 9 10

I model evangelism and influence others by sharing stories from the pulpit about witnessing attempts, successes, and awkward encounters.

1 2 3 4 5 6 7 8 9 10

I invite others to join me in intentional evangelistic opportunities.

1 2 3 4 5 6 7 8 9 10

We frequently pray specifically for lost people in our weekly services.

1 2 3 4 5 6 7 8 9 10

We celebrate "God stories" of life change from the platform.

1 2 3 4 5 6 7 8 9 10

When people come into our church they will "see" evangelism (i.e. Bulletin Boards, Screens, Gospel tracts, Goals, Etc.).

1 2 3 4 5 6 7 8 9 10

When planning our calendar, we prioritize dates for specific evangelistic outreaches or programs that will seek to reach our community (i.e. Upward, Fall Festivals, etc.)

1 2 3 4 5 6 7 8 9 10

no. **2**

Pray for the Lost

Churches reaching Kentucky develop an intentional prayer strategy for engaging lostness.

He told them: "The harvest is abundant, but the workers are few. Therefore, pray to the Lord of the harvest to send out workers into His harvest.

Luke 10:2

Why It Matters

Intentional Pastoral Prayer:

Pastors who desire for their churches to become effective evangelistically, set the example of being intentional in prayer. Many use a mnemonic such as ACTS, keep a prayer journal, lead staff through a purposeful prayer guide, or disciple other believers in prayer. Leaders need to ask themselves, "What kind of leadership examples am I providing to the other leaders within my context?"

Prayer and Connectivity:

Leaders should take some time to get to know their technological context. Your church may naturally use one means of communication over the others. Use this to your advantage!

BlessEveryHome.com⁴ provides great resources to help every church pray for your neighborhood.

Celebrate Prayer:

A simple way to keep praying for the lost in the forefront is celebrating prayer regularly. This can be done through keeping prayer cards visible for members to grab or pray on the spot, filling a glass container full of ping pong balls representing those for whom you are praying as many have done with Who's Your One⁵, or by taking time to actively celebrate prayer during special emphases. One church hung the names of lost people on string with clothes hangers and promised to keep them up until each person came to Christ!

Teaching and Preaching Prayer:

Jesus' example from Matthew 6:5-15 provides believers the perfect prayer by which they can commune with the Father. V.10 reminds us that we are to pray for "His will to be done." When teaching and preaching on prayer, evangelism can be appropriately highlighted. As you seek the Lord for an evangelistic strategy that your church can employ, consider preaching a series on praying evangelistically.

⁴ Church members can sign up as "lights" free of church. You can receive two months free of a church account through KBC partnership.

⁵ www.whosyourone.com



What It Could Look Like

Immanuel Baptist Church – Corbin, KY

Pastor Allen Bonnell affirms praying for the lost as foundational to building an evangelistic culture. His first sermon at IBC Corbin was on Luke 15, casting vision from the outset of intentionally going after the "one." Using the "Where's Waldo" children's puzzle books, they began asking every church member to identify and start praying for their "Waldos," someone close to you but far from God. Today, the language permeates the church. People across all age groups are constantly being asked from the pulpit, in Life Groups, and other settings, "Who's your Waldo?"

One of the breakthrough moments came when church members wrote the names of their Waldos on the wall and devoted themselves to prayer. More than 100+ Waldos were saved and baptized, and the church has continually focused on praying for the lost ever since. Each year in January, the church is called to a weeklong prayer vigil. Church members are encouraged to register for a one-hour time slot until every hour of all seven days are covered. They navigate through interactive prayer stations that guide them in praying for lost, specific community needs, mission partnerships, and their next steps of joining God on mission.

Horse Cave Baptist Church – Cave City, KY

Pastor Kevin Denton leads his church to prayer walk their community on a regular basis.⁶ Pastor Denton was having trouble getting his church members excited to reach their community and the Holy Spirit reminded him that, "you don't have to be excited to be obedient."⁷ The church thought they knew their neighbors, but soon realized that over the years, many had moved, and new faces began to appear. As they began to seek the Lord for a way to reach their neighbors, Denton began reading the Gospel to Every Home training kit and came across the idea to prayer walk. Members are encouraged to speak to those they find outside their homes and to offer prayer and the Good News of the gospel. Church members have found this method of prayer/evangelism to be encouraging, effective, and allowed them to meet and reach new people with the gospel.

⁶ A Prayer Walking Pocket Guide can be ordered or downloaded at kybaptist.org/gospelresources

⁷ Rob Patterson, "With renewed energy, pastor sees every home with 'fresh eyes,'" *Kentucky Today*, September 24, 2021, https://www.kentuckytoday.com/baptist-life/with-renewed-energy-pastor-sees-every-home-with-fresh-eyes/article_224ab530-5e17-591c-b604-1b2c8bbdf2d.html.

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities toward developing an evangelistic prayer strategy. Consider inviting your KBC Evangelism Strategist or Associational Mission Strategist to help assess opportunities for growth in praying for the lost.

What's Our Next Step?

Pastors and leaders can be intentional about praying and leading in evangelistic prayer:

- How would you rate your faithfulness in taking time each day to intentionally pray for evangelism encounters and those with whom you and your church have been sharing the gospel?
- Can you take some time this month to begin reading through some of the Psalms and using Scripture to guide your time praying for the lost?
- Are you able to partner with a fellow pastor or friend to pray for evangelism opportunities or through an evangelism strategy that the Lord may have led you to begin?

Pastors and leaders can help members and congregants stay connected in prayer:

- Do you have a church member who is passionate about the gospel and technology? Begin to meet with them to brainstorm ideas to keep prayer at the forefront of your church.
- Keep your prayer list up-to-date and try to include specific names and needs instead of generalities.

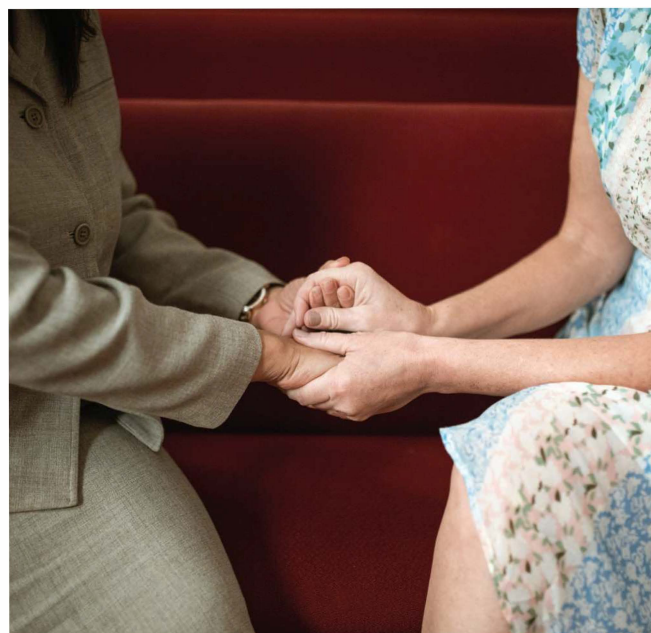
How often do leaders hear us praying over lostness in staff, committee, deacon or other meetings?

Pastors and leaders can celebrate prayer:

- What is one way your church could add a visual celebration of prayer to your evangelistic strategy?
- Who are the prayer warriors within your church? Are you actively including them in your evangelistic strategy?

Pastors and leaders can preach and teach regularly on prayer:

- Can you identify several biblical examples of Jesus or early church leaders praying evangelistically? What is the context and how might you share these through a sermon or lesson?
- As you plan to preach on evangelistic prayer, how can you lead your church to apply these Scriptural principles in a practical way?
- What are a few ways you might include your Sunday School/Bible Study groups in teaching their groups about praying evangelistically? What resources do you need and how might you need to equip your leaders on this topic?



no.

3

Preach and Proclaim the Gospel

Churches reaching Kentucky clearly proclaim the gospel, call people to decision, and provide clear pathways to respond.

"For if I preach the gospel, I have nothing to boast of, for necessity is laid upon me; yes, woe is me if I do not preach the gospel!"

1 Corinthians 9:16

Why It Matters

Charles Spurgeon has been noted as saying, *"If there is a mist in the pulpit there is a fog in the pew."* If evangelism is a mist from the pulpit, one can be sure that it will be a fog in the pew – and that must not happen! Perhaps this was why Spurgeon would conversely state, *"I take my text and make a beeline for the cross!"*

The pastor must seize the opportunity that the Lord has given him to clearly proclaim Christ and evangelize through the proclamation of the Word of God. As the gospel is preached from the pulpit, it will consequently equip, encourage, and expand the evangelistic emphasis within the congregation. Essentially, the pastor will positively change the culture of the church by evangelistically preaching. Equally, there is no greater opportunity to reach lost people that may be sitting in the pews. Because of this, an invitation should be given in one form or another for unbelievers to repent and believe the gospel. By using personal illustrations, practical application, and pointed invitations the pastor will lead the lost to be saved and the saved to be better equipped to be soul-winners

Dr. Tim Beougher outlines eight characteristics of a good evangelistic sermon. He lists that it is *Bible-centered, Christ-centered, Cross-centered, Response-centered, Simple, Clear, Compassionate, and Urgent.*⁸ As the pastor prepares his sermons, he should give careful consideration to these stated characteristics as they will serve as a helpful framework for reaching the lost and teaching the congregation.

⁸ Timothy K. Beougher, *Invitation to Evangelism: Sharing the Gospel with Compassion and Conviction* (Grand Rapids: Kregel Academic, 2021), 304-12.
⁹ Choe Sergeant, Interview with author, February 28, 2022.

What It Could Look Like

Junction City First Baptist

Pastor Choe Sergent affirms gospel-centrality as the filter for planning and calendaring all events. He states, "If we cannot clearly see how something is about the gospel, then we simply don't do it."⁹ But as soon as something makes it to the calendar, his leadership team begins prayerfully planning how they can clearly proclaim the gospel and give people next steps during the event. Each Sunday they provide multiple pathways for people to respond to what God is saying through the preaching of His Word.

Those common pathways include invites to come forward and speak with an encourager or to connect with someone in 3860 (their café and gathering space) where staff members and other trained leaders are available to connect with guests or those looking to take next steps. They also have someone proactively engaging those watching online offering easy next steps on various social media or streaming platforms. The church app also provides clear steps for conversations about salvation, baptism, serving, or church membership.

Some Common Pathways for Response among Churches Reaching Kentucky

Churches reaching Kentucky go the extra mile to make sure the only stumbling block to responding to the gospel is the gospel itself. Pastors of evangelistic churches consistently cite that they devote significant time, prayer, and energy to extending clear invitations with easy next steps from wherever people are. Many churches are recruiting volunteers or staffing team members to engage online participants throughout and following services. Minimally, be sure to acknowledge online participants during the response time. In addition to a traditional invitation, we see churches offering physical and/or digital response cards that can be submitted, "Next Steps" stations where people can go for conversations, options through church mobile apps and/or church website, QR or text codes, and proactive follow-ups.

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities for growth in preaching and proclaiming the gospel. Consider inviting your KBC Evangelism Strategist or Associational Mission Strategist to help share ideas for effective ways of providing clear pathways for people to respond to the gospel message.



Helping people take the step from the "virtual room" onto the physical church campus requires extending personalized, positive invites.

What's our next step?

Evaluate below and then ask the question, "What adjustments can I make per area to move in a positive direction?"

Christ-centered sermons are a priority.

1 2 3 4 5 6 7 8 9 10

We use illustrations and personal stories of sharing Christ in sermons.

1 2 3 4 5 6 7 8 9 10

There is clarity in proclaiming the gospel so that if someone wants to be saved, they would know next steps to take.

1 2 3 4 5 6 7 8 9 10

There is an expectation in preaching that people will be saved.

1 2 3 4 5 6 7 8 9 10

We celebrate "God stories" of life change from the platform.

1 2 3 4 5 6 7 8 9 10

In the invitation, we regularly invite people to be obedient in baptism and/or church membership.

1 2 3 4 5 6 7 8 9 10

In the invitation, we explain step-by-step how one can be saved or where they can go to say "YES" to Christ.

1 2 3 4 5 6 7 8 9 10

We provide clear next steps for how those watching online can connect or take a next step.

1 2 3 4 5 6 7 8 9 10



no. **4****Prepare
People &
Resources**

*Churches reaching Kentucky
prepare people and practical
resources for both "go and tell"
as well as "come and
see" evangelism.*

*"And He Himself gave some to be
apostles, some prophets, some
evangelists, and some pastors and
teachers, for the equipping of the
saints for the work of ministry, for
the edifying of the body of Christ."*

Ephesians 4:11-12

Why It Matters

Equipping the saints for the work of the ministry is primary among the reasons God gives pastors, teachers, and evangelists to His church.

Churches reaching Kentucky pick a primary method of sharing the gospel which fits their DNA. While every biblically faithful method of evangelism is affirmed and training is offered to add other tools to people's evangelistic toolbelts, they consistently train people across age groups with this primary tool over time. Leaders intentionally model and use the same presentation when sharing the gospel conversationally, during evangelistic events, and even in preaching. This intentional consistency builds a common gospel language and equips believers with confidence in sharing.

Churches reaching Kentucky also provide quality invite resources and opportunities. The New Testament reveals the importance of both "go and tell" commissions as well as "come and see" invitations. Well organized high attendance emphases, special days, or community events provide great opportunities for people to take first steps in witnessing. Be sure to provide easy digital or paper invite resources for people to share.

A focused evangelistic event moves our invite from "some Sunday" to a specific Sunday, which greatly increases the likelihood of our "ones" attending. It also creates extra motivation for us to step through doors God is opening. Amid the busyness of life, most need a deadline to help give priority to what is truly important.

The most effective method of equipping people for evangelism is evangelizing! Therefore, trainings include opportunities to practice and "get reps" with other believers followed by a chance to go out. Then, whether through local projects or short-term mission trips, they provide opportunities to "come go with" someone else.

Creating a culture of evangelism builds as people are equipped, resourced, and mobilized to share the Good News.

What It Could Look Like

Pleasant Grove Baptist Church – Owensboro, KY

Pastor Jonathan Bonar led PGBC in praying for the lost during the pandemic using the Gospel to Every Home¹⁰ 40 Days of Prayer Guide and weekly prayer gatherings happening both virtually and in person. They produced a variety of invite tools that were incorporated into their GTEH home visits as well as provided to members for personal invites. Their Easter attendance in the heart of the pandemic was larger than any previous Sunday in the history of a church started in 1835! The church is experiencing phenomenal growth through baptisms and additions as fruits of preparing their people for both “go and tell” and “come and see” evangelism. Bonar, states, “Our goal coming out of COVID is that we wouldn’t return to normal, but we’d return to revival. We’ve been trying to push, let’s not get back to normal but be something different and let God do something.”¹¹

West Broadway Baptist Church – Louisville, KY

Dr Tim Beougher provides evangelism training at West Broadway four times annually. He focuses especially on equipping with bridges to the gospel because one of the greatest barriers to sharing is understanding how to transition an everyday conversation into a gospel conversation.¹² They incorporate practicing with one another into trainings. In fact, for a period of time, all adult Sunday School classes dedicated the first ten minutes to encouraging people to practice. Dr Beougher would rotate visiting with classes to help facilitate. West Broadway also offers frequent opportunities for people to pair up and go out with others for evangelism.

Dr Beougher helps his people identify opportunities for witnessing through adaptations of the concentric circles of concern. People usually are able to list at least 10 lost people, but when walked through a simple equipping experience, the average person often identifies as many as 35 lost people with whom they already have relationships. As culture continues shifting, Dr Beougher is seeking to equip people to be comfortable with ongoing gospel conversations as many of our friends, relatives, neighbors, and associates are less familiar with the gospel.¹³

Immanuel Baptist Church – Corbin, KY¹⁴

Pastor Allen Bonnell has been equipping members with two primary tools since being called to pastor Immanuel Baptist Corbin in 2008: their personal testimony and one verse evangelism.¹⁵ The first lesson in their “ownership class,” required for church membership, is presenting the gospel using the one verse method, equipping them to do the same, and then providing tools to prepare their personal testimony. Immanuel emphasizes, “every name has a story and every story matters to God.”

Participants are challenged to practice sharing their stories with 2-3 people during the week. When they come to week two of the ownership class, “encouragers” are ready to listen to their story and provide encouragement. These encouragers are equipped to listen well for gospel stories. When hearing something else, to start asking questions. Many have been led to faith while participating in ownership class! The one verse method is taught across age groups for events, mission trips, projects, and as part of discipleship meetings.



What is more important than equipping every believer with tools to share their own story and His story?

¹⁰ www.kybaptist.org/gospel.

¹¹ https://www.kentuckytoday.com/baptist-life/we-let-the-lord-help-us-pleasant-grove-baptist-finds-joy-in-gteh/article_fa69044b-f681-58d3-8461-920072f2631a.html?utm_medium=social&utm_source=email&utm_campaign=user-share

¹² Access Dr Beougher’s training on 13 Bridges to the Gospel at kybaptist.org/refocus.

¹³ Tim Beougher, Interview with Author, August 10, 2021.

¹⁴ Go to www.kybaptist.org/refocus to learn more about how Pastor Allen Bonnell is building an evangelistic culture at IBC Corbin.

¹⁵ <https://www.navigators.org/resource/one-verse-evangelism/>

Where are we?

Consider how your team is preparing people and resources for evangelism.

How frequently are you offering evangelism training for your people? For your youth? For older children?

What percentage of your church has received evangelism training?

How often are you planning special "come and see" invitations? How effectively are you preparing quality invite tools for your people to share?

How are you intentionally modeling evangelism and equipping others through "come go with" opportunities?

Which evangelism method best fits you? Which might best fit the DNA of your church and why?

What steps can you take to grow in preparing your people for "go and tell" as well as "come and see" evangelism?

no. **5**

Provide Inviting Environments

*Churches reaching Kentucky
provide inviting environments to
remove unnecessary stumbling
blocks to the gospel.*

*"Walk in wisdom toward those
who are outside, redeeming the time."*

Colossians 4:5

Why It Matters

Every Sunday could be somebody's first Sunday! Therefore, churches reaching Kentucky give priority attention to creating inviting environments through social media, how they develop their website, building a great hospitality ministry, and going out of their way to connect and follow up with guests.¹⁶

For years, research has shown that the average guest decides within the first 7-11 minutes on your campus whether they will return or not. In a digital age, the clock is starting long before guests pull into your parking lot. *The average guest will visit your church up to ten times virtually before ever visiting your church physically.*¹⁷

As you build a "come and see" culture of evangelism, the first place those being invited will go is to your church's social media. Then, possibly to your mobile website. Only if they discover inviting environments in these online spaces will they risk a visit in person. So, invite a trusted friend who's never been to your church to check out your church's social media and website. Is what they find inviting? If they decided to visit, can they easily find all the information needed?

Those unfamiliar with Christ and His church naturally have concerns and trepidations. We want to remove as many stumbling blocks as possible that might keep them from hearing the gospel proclaimed. The gospel is offensive. Nothing else about our worship gatherings or church events should be.¹⁸

Let's face it. Building a "come and see" culture of evangelism will never happen so long as your church members are uncertain or uncomfortable about what their friends might see or experience if they come!

¹⁶ Atkinson, Greg. *Secrets of a Secret Shopper: Reaching and Keeping Church Guests* (p. 22). Rainer Publishing. Kindle Edition.

¹⁷ Atkinson, Greg. *Secrets of a Secret Shopper: Reaching and Keeping Church Guests* (pp. 33-34). Rainer Publishing. Kindle Edition.

¹⁸ Danny Franks, *The Gospel is Offensive (Nothing Else Should Be: 5 Plumb Lines for Guest Services)* (Durham: Summit Church, 2021) <https://dfranks.com/>.

What It Could Look Like

Center Point Church – Lexington, KY

Open Center Point Church's (cpclex.org) site on your mobile and the immediate message is "you belong here." Pictures are scrolling showing people participating in a variety of ministries throughout the building, which answers some of the most common questions. Can I see myself fitting in here? How do people dress? Prominently visible on your screen is the link "plan your visit." Service times are clearly listed in multiple locations. They have volunteers greeting guests in the parking lot and gathered throughout the entrance space. Volunteers are trained to identify guests and proactively engage in conversations.

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities for growth in creating inviting environments. Consider inviting your KBC Regional Consultant to come offer a "secret worshiper" evaluation of your church's hospitality ministry.

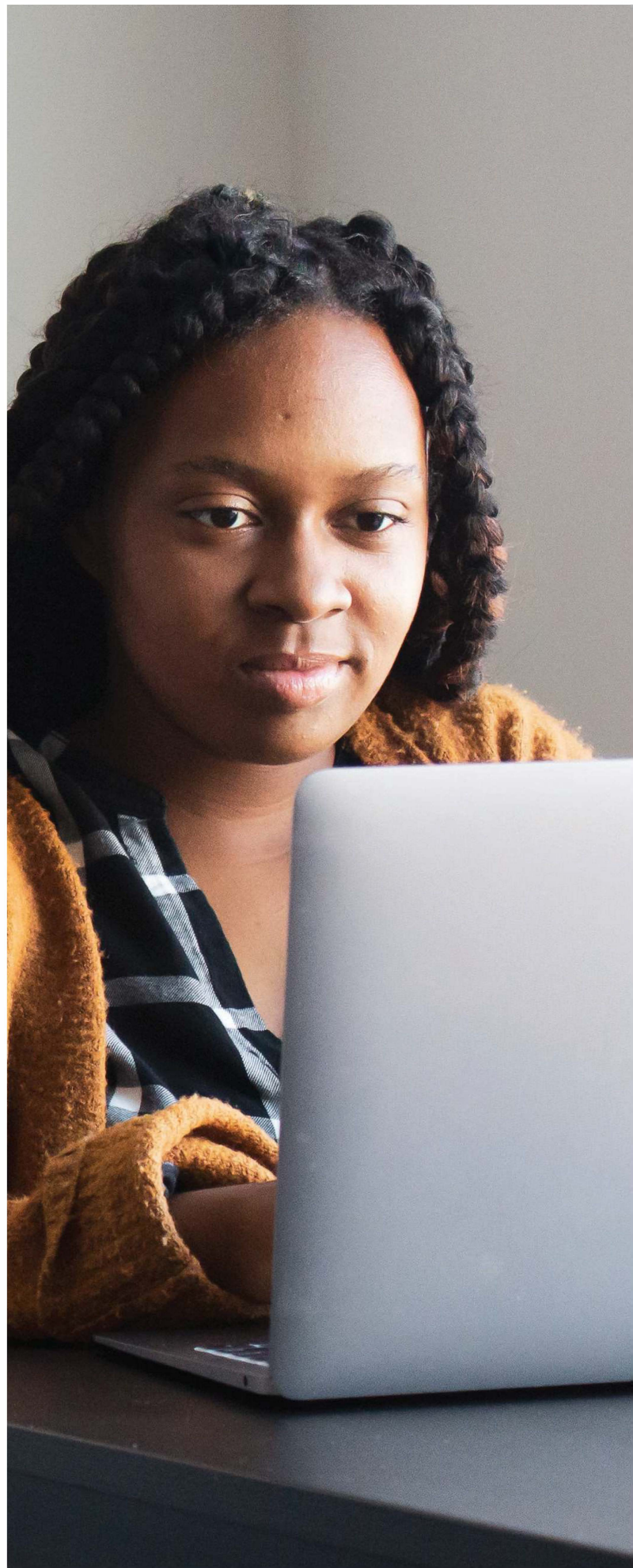
What's Our Next Step?

Gather some of the most outgoing members of your church and those with the gift of hospitality. Envision together the level of hospitality you desire guests to experience from the moment they first check you out online, as they arrive on campus, until they leave, and beyond their visit. Work backwards to create a road map to get there.¹⁹

"How we prepare for and welcome 'company' or guests to our churches says a lot about how seriously we take the Great Commission."

Greg Atkinson

¹⁹ Waltz, Mark L. *First Impressions: Creating Wow Experiences in Your Church*. Loveland, CO: Group Pub., 2005.



Evaluate how inviting your church is.

Put a check in the areas where your church is strongest. Place an "x" where you could grow in hospitality. Circle which of the following areas could help create the most momentum with intentional focus right now?

- | | |
|--|--|
| <input type="radio"/> Social Media engaging guests & providing info to help plan visits. | <input type="radio"/> Mobile-friendly website. |
| <input type="radio"/> Website with more intentional focus on guests & ways for people to take first steps online. | <input type="radio"/> Do you have an easy check in process for children? Do you capture family info for follow up? |
| <input type="radio"/> Is there sufficient signage (inside & outside) to let guests know where to go? | <input type="radio"/> Is your children's area clean, safe, and inviting? |
| <input type="radio"/> Are your facilities clean and uncluttered? Is there convenient parking designated for guests? | <input type="radio"/> Are Sunday School/small group leaders in place early and prepared to welcome guests? |
| <input type="radio"/> Are there friendly greeters (inside and outside) who can welcome and direct guests? | <input type="radio"/> Is your worship service celebrative and designed to exalt Jesus and make Him known? |
| <input type="radio"/> Have you politely tried to obtain as much guest information that they are willing to share online and via various forms on campus? | <input type="radio"/> Are worship greeters in place and prepared to welcome guests (before, during & after)? |
| <input type="radio"/> Are you intentionally interacting with guests watching online and providing ways for them to take next steps? | <input type="radio"/> Is there a welcome hub guests can easily find and obtain helpful, quality information? |
| <input type="radio"/> Are there trained volunteers ready to help people take next steps in response to message? | <input type="radio"/> Is the campus clean and inviting? |
| | <input type="radio"/> Do you have a plan for quick follow up with every guest? |

no. **6**

Promote & Celebrate Baptisms

Churches reaching Kentucky promote baptism as a first step of obedience and create systems to help celebrate baptisms as public professions of faith and life change.

"Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age."

Matthew 28:19-20

Why It Matters

Baptism is specifically mentioned in the Great Commission and should be highly valued in the local church. Knowing that baptism is not salvific, baptism is critical for the obedience of a new believer in Jesus Christ. Churches should regularly teach on baptism and promote baptism. Baptismal promotion can take many forms, such as being taught in a new believer's class or a new members class. Special baptismal days can also be utilized through promotion.²⁰

It is very important that baptism is treated with the utmost respect. Make sure that candidates understand what baptism is and is not. Interview baptismal candidates and spend time explaining the ordinance.

What It Could Look Like

Hillcrest Baptist Church – Hopkinsville, KY

Pastor Joe Bufford has created an amazing culture of celebrating baptisms. He states:

Immediately before baptism, and as a final assurance, one of our pastors on staff personally questions the candidate and then explains in detail what Scripture teaches concerning baptism. Once done, we have all baptism candidates sign our baptismal wall located behind the baptistry. It literally has hundreds of names signed to it along with the date of every person who has gone before them. Afterwards, we usually go live with the candidate on social media and share who the candidate is and his or her decision to follow Christ. Our live feed also broadcasts every baptism.²¹

Hillvue Heights Church – Bowling Green, KY

Hillvue has a strong evangelistic culture of church members introducing their friends to Jesus. This culture leads to baptism. It's not uncommon to see Co-Pastor Jamie Ward baptizing people during a baptismal service.

Pastor Jamie writes:

A baptism ministry is an important ministry for every church. Just the presence of this ministry communicates weekly that this is an important area to the life of the church. It also communicates the expectation that we are going to have baptisms. We utilize several teams as part of our baptism ministry. We have teams of 2-6 people for each worship service. One of those team members make sure that those being baptized have signed in and we have all their information to follow up with after baptism. One of the team members takes a video and pictures of the baptism to give to each person as a gift. The other team members help

with towels and getting those baptized from changing area to the baptistry and back. Then the whole team cleans baptism area. Another team is in place to teach the baptism class. This is a one-time class that is taught weekly. The class covers the biblical purposes of baptism and the logistics for when they will be baptized. People do not have to sign up for the class they can just show up. That team will have 2-4 people who teach the class. Usually, each team member taking a Sunday to teach.²²

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities for promoting baptism as a first step of obedience. Consider speaking with your KBC Evangelism Strategist or Associational Missionary Strategist for a historical record of your church's baptismal numbers.

What's Our Next Step?

Listed below are several ideas for helping you to promote baptisms.

- **Teach and preach often on purpose and significance of baptism.**
- **Develop a process to disciple new believers immediately upon profession of faith.**
- **Teach carefully on baptism in your membership class or process.**
- **Provide a "Why Be Baptized?" brochure with Scriptural truths, pictures, and testimonies.**
- **Publish the "Why Be Baptized?" brochure content to website and/or church app. Consider including videos.**
- **Celebrate baptisms by inviting friends, family, & members of Sunday School or small group to stand in support of one being baptized. Applaud baptisms!**
- **Provide quality invite resources.**
- **Consider planning a reception (party) for guests of those being baptized following the service.**
- **Include testimonies either through prerecorded videos or brief interview at water's edge.**
- **Provide sound system so that congregation can hear testimonies clearly.**
- **Capture the baptism on video or by high quality photo to share as gift for the family.**
- **Invest in baptismal folders, frames, or ways to present certificates, pictures, and meaningful memories.**
- **Have extra greeters serving to provide great experience for guests.**
- **Build a baptism team to assist with all baptisms.**
- **Provide shirts with a message such as "I Have Decided," "Risen," etc. for them to keep.**
- **Post pics before and during baptism to social media tagging lots of people.**
- **Constantly emphasize baptism as the next step after committing your life to Christ. Have sign ups everywhere.**
- **Give a follow up booklet and next step discipleship tools to each person baptized.**
- **Develop a "Baptism Party in a Box" that includes ideas for parents to celebrate with children and know how to continue discipling children.**
- **Encourage Sunday School or small groups to plan time on the Sunday of or immediately after someone is baptized to hear their testimony and celebrate together.**
- **Promote baptism with posters around the church. Include one-line testimonies.**
- **Always have the baptismal pool warm and chlorinated before services.**
- **Provide handkerchief or hand towels with the church's logo as keepsake.**
- **Plan baptisms on significant dates when family or guests are likely to attend.**
- **Build a baptism Sunday into an extended spiritual growth campaign. Build on the momentum.**
- **Consider special offsite baptism days during warmer weather at the lake or slow-flowing river.**



20 A Baptism Sunday Planning Guide can be downloaded at kybaptist.org/e-map

21 Joe Bufford, email message to author, February 11, 2022.

22 Jamie Ward, email message to author, February 11, 2022.

Baptism is confession for the believer. The reason many churches do not have preservation in their membership, even though they may have participation and proclamation, is because of a lack of emphasis on the first step of obedience, which is baptism.

Why do Southern Baptists emphasize baptism so much? It is not because the water will wash away a single sin, but it is vitally important to spiritual growth and preservation. If we are not obedient to the first step of Christian growth, how are we ever going to grow? If we do not live up to the light God gives us, how are we going to expect any more light?²³



no. **7**

Pursue Discipling Pathways

*Churches reaching Kentucky
pursue discipling pathways
with clear next steps for
new believers to mature into
multiplying disciple makers.*

*"Follow Me, and I will
make you fishers of men."*

Mark 1:17

Why It Matters

Making disciples is our clear commission from Christ. Therefore, in his classic work, *The Master Plan of Evangelism*, Robert Coleman insists:

*This is a question that should be posed continually in relation to the evangelistic activity of the church. Are our efforts to keep things going fulfilling the Great Commission of Christ? Do we see an ever-expanding company of dedicated people reaching the world with the gospel as a result of our ministry? That we are busy in the church trying to work one program of evangelism after another cannot be denied. But are we accomplishing our objective?*²⁴

First, every time someone says, "yes," to Jesus they open a door to an entire network of lostness. Sadly, too few churches are following up closely enough with new believers to step through that door. The key to seeing entire households baptized like in the book of Acts is helping new believers "go home to your friends and tell them what great things the Lord has done for you" (Mark 5:19).

Second, new believers are targets for intense spiritual warfare. The enemy cannot steal salvation from one truly born again, but he will do everything possible to keep the new believer from becoming fruitful. He does not want the gospel seed multiplying thirty, sixty, or a hundredfold (Mark 4). It should not surprise us when many never follow through with baptism or even fall away when churches lack urgency and intentionality in following up with those making professions of faith.

²³ "Guidestone: The Preservation of the Gospel – Part 3," <https://www.oshawkins.com/sermons/the-proclamation-of-the-gospel/-1>.

²⁴ Coleman, Robert E., *The Master Plan of Evangelism* (pp. 13-14). Baker Publishing Group, Kindle Edition.

Third, maturity in Christ cannot be separated from the mission of Christ. Drawing from Matthew 4:19, Jim Putnam affirms that a disciple is one who is:

Following Christ – “Follow me” (head). A disciple has surrendered to Jesus as Savior and Lord of his or her life. A disciple is one who says, ‘I know He is Lord and Savior and I accept Him as my authority.’

Being changed by Jesus – “I will make you” (heart)...

Committed to Jesus’ mission to save people from their sin – “fishers of men” (hands). Jesus saved us for a purpose...God’s mission is now our mission....²⁵

Jesus’ plan for transforming His first disciples into fishers of men was by inviting them to join Him as He lived out His mission (Mark 1:14-20). Bottom line. Maturity in Christ cannot be separated from living out the mission of Christ, so give new believers (every believer) clear next steps of what it looks like to join Him on mission.

What It Could Look Like

Center Point Church, Lexington, KY

Tim Parsons modeled intentional discipling relationships with a reproducible process.²⁶ Almost any Wednesday you could have found him in Panera Bread on Richmond Road discipling someone one-on-one or pouring into leaders. It is no surprise that the church God planted through Tim, Susan, and a core of believers in 2005 has multiplied leaders and churches locally and globally.

Nick Parsons, Tim’s son and current Collegiate and Young Adult Pastor at CPC, affirms that it is an expectation of every staff member to be discipling at least five people. One of those should be a collegiate-aged adult. Two key questions in staff meetings are, “With whom are you scheduling coffee to share the gospel?” and “Who are you discipling?”. Discipling people through a reproducible process for over fifteen years has resulted in 200+ people being equipped and available to disciple others!²⁷ CPC’s collegiate ministry uses shared Google Sheets to track two measures. First, that every student who visits has a coffee conversation with a leader to hear their story and share His story. Second, where are students in their discipleship process?

Gilead Baptist Church, Glendale, KY

Having been called to his first pastorate just months before the pandemic hit, Rio Taylor recognizes how the Lord worked through difficult circumstance to help turn Gilead Baptist Church around. When gathering in larger groups became challenging, they launched discipleship groups adapted from the Replicate²⁸ resources. Through these groups, they started praying for the lost to be saved. When a man for whom many had been praying for years got saved and baptized, the church celebrated! But the real breakthrough came soon after when the wife of a deacon who was participating in the discipleship group led by Rio’s wife, Renay, came to realize she was not saved and got baptized.

Rio, celebrates, “She started inviting everyone and that was when we experienced a breakthrough.”²⁹ The church began praying for 47 baptisms. Rio confesses the specific number was somewhat random, except he was looking for a number big enough to force the church to depend on God in prayer and to know something big would have to change. They have baptized 34 people during the pandemic, which is more than the total baptisms of five years combined prior to COVID and has seen attendance grow by almost 90%!

New believers are being discipled using an adaptation of the “7 Commandments of Christ,”³⁰ each of the initial discipleship groups has already multiplied, and the church is emphasizing Who’s Your One.³¹

Where Are We?

Use the E-MAP assessment tool with your leaders to evaluate strengths and opportunities for growth in pursuing discipling pathways. Also consider:

Seeing exponential multiplication comes down to the urgency of your follow-up plan with new believers.

²⁵ Putnam, Jim. *Real-Life Discipleship: Building Churches that Make Disciples* (Colorado Springs: Navpress, 2010), 32-33.

²⁶ You may download the resources and learn more about CPC’s reproducible processes by going to <https://cpclex.org/discipleship>.

²⁷ Nick Parsons, Interview with author, Lexington, February 22, 2022.

²⁸ Replicate mobile app and resources - <https://replicate.org/>

²⁹ Rio Taylor, Interview with author, Elizabethtown, February 23, 2022.

³⁰ An example of a discipling process using the “7 Commandments” is available at <https://noplaceleft.net/>

³¹ www.whosyourone.com

Consider these questions to better understand how your church is pursuing discipling pathways.

How quickly and effectively are you following up with new believers?

How developed is your discipleship pathway? Can church members articulate the key next steps you encourage for every follower of Jesus? What are they?

How many church members are equipped with a reproducible model of discipling a new believer?

What one step could you take to help create the most momentum toward pursuing discipling pathways?

no.

8

Personalize the Mission

Churches reaching Kentucky personalize the mission by mobilizing every believer to be a witness in their circles of influence.

"And He has made from one blood every nation of men to dwell on all the face of the earth and has determined their preappointed times and the boundaries of their dwellings, so that they should seek the Lord, in the hope that they might grope for Him and find Him, though He is not far from each one of us."

Acts 17:26-27



Why It Matters³²

In Acts 17, the Apostle Paul boldly declared to a gathering of philosophers on top of Mars Hill who the true God is. Foundational to his evangelistic message was the assertion that God had physically placed them where He wanted them as part of His plan of redemption. The Lord still does the same today.

It is important to view your church as sovereignly gathered and sovereignly placed by God. Your church is made up of unique people who inhabit a specific space and time. Each person is connected to a different network of people, many of whom may not know the Lord. Helping church members to identify lost people within their "Oikos" or circles of influence can help create a burden and sense of personal responsibility to share with those God has placed into our lives.

What It Could Look Like

Walnut Grove Baptist Church – Russellville, KY

Pastor Calvin Naylor has led his people to identify lost loved ones. During a Who's Your One emphasis, WGBC created a bulletin board in the back of the sanctuary. Church members placed the first names of those for whom they were praying. Blue dots were placed on the names of "ones" being prayed over. Green dots were placed on the names of "ones" with whom they had opportunities to have gospel conversations. The experience personalized evangelism for the people of WGBC.

East Bernstadt First Baptist – East Bernstadt, KY

Pastor Norm Brock is an evangelistic pastor who plans the work of evangelism into the life of the church. Several times a year they give away a tool for sharing the gospel. Pastor Norm writes: We provide opportunities for the church to engage the community and before each one will have at least a brief session on sharing, using a tool, or looking for openings to share. We try to mentor sharing by celebrating when someone responds to the gospel because of a conversation or invitation. Like one particular Sunday, we baptized the school nurse from across the road because one of our folks working there began to invite and share with her, all the time caring for her.³³

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities for personalizing evangelism.

What's Our Next Step?

In their book, *Share Jesus Without Freaking Out: Evangelism the Way You Were Born to Do It*, Scott Hildroth and Steven McKinion observe, "While it's true that many Christians don't have relationships with unbelievers, the fact is this: most of us are actually more connected than we think we are. Let's go through a little exercise that will help you see the people around you through gospel-sharing eyes. Grab a pen and get ready to write down some names. The following chart is adapted from W. Oscar Thompson's class book *Concentric Circles of Concern*. . . use it as a way of thinking about the spiritual condition of the people you name."³⁴

Family members that do not know the Lord:

Relatives that do not know the Lord:

Acquaintances that do not know the Lord:

Random individuals that you encounter or "divine appointments" that do not know the Lord:

³² D. Scott Hildreth and Steven A. McKinion, *Share Jesus without Freaking Out: Evangelism the Way You Were Born to Do It*, 2nd Ed (Nashville: B&H Academic, 2020) 13.

³³ Norm Brock, email message to author, February 11, 2022.

³⁴ D. Scott Hildreth and Steven A. McKinion, *Share Jesus without Freaking Out: Evangelism the Way You Were Born to Do It*, 2nd Ed (Nashville: B&H Academic, 2020) 13.

How would you rate your church's current progress in personalizing evangelism?

Our church members are praying for lost friends, relatives, associates, and neighbors by name.

1 2 3 4 5 6 7 8 9 10

We have led the church through a process of identifying the lost within personal networks.

1 2 3 4 5 6 7 8 9 10

We consistently train our members in personal evangelism.

1 2 3 4 5 6 7 8 9 10

We can name the homeowners / tenants of those who live next to the church.

1 2 3 4 5 6 7 8 9 10

It is common for members to share their faith beyond church-sponsored events.

1 2 3 4 5 6 7 8 9 10

1=Never 10=Always

*You're a Christian.
You have a story.
You have relationships.
You have everything
you need to begin
sharing Jesus with other
people right now.*³⁵

³⁵ D. Scott Hildreth and Steven A. McKinion, *Share Jesus without Freaking Out: Evangelism the Way You Were Born to Do It*, 2nd Ed (Nashville: B&H Academic, 2020) 13.

no.

9

Plan the Work of Evangelism

Churches reaching Kentucky plan the work of evangelism into the life of the church and work a contextualized plan to “be the church” for their neighborhood.

“But you will receive power when the Holy Spirit has come upon you; and you shall be witnesses to Me in Jerusalem, and in Judea and Samaria, and to the ends of the earth.”

Acts 1:8

Why It Matters

Believers are to evangelize “as they go.”³⁶ Believers should be ready to present the gospel in daily conversations and interactions with lost people. Nevertheless, a church must be intentional in planning the work of evangelism into the life of the church. Events, trainings, and community engagement will not happen unless the leadership is proactive. Planning the work of evangelism requires thought, prayer, and advanced strategic planning. Planning the work of evangelism also requires bringing key leaders to the table to offer input. Key leaders can bring insights on how evangelism can be planned for the upcoming year.

The church can offer a variety of ongoing evangelistic efforts throughout the year. Open Groups / Sunday School classes can serve as an excellent entry point to engaging the lost. For many churches, Vacation Bible School is a key evangelistic event of the year. Block parties, door to door canvassing, revivals, and many other ideas provide avenues towards an effective evangelism strategy. All these events require planning in order to be done successfully. Planning the work of evangelism into the life of the church is critical for evangelism.

It is very important to remember your context when planning. Always ask yourself, “Does this evangelism effort match the community that we are attempting to reach?” Attempt to plan outreaches that match the demographics and context of your community. For example, Recovery Groups can be utilized in almost every community, but with limited resources what will have the best yield for your church field?

“We plan for so many less important things; why not plan our evangelism.”³⁷

Mark Dever

³⁶ Matthew 28:19-20

³⁷ *The Gospel and Personal Evangelism* (Foreword by C. J. Mahaney) (9Marks) (p. 24). Crossway. Kindle Edition.

³⁸ https://www.kentuckytoday.com/baptist_life/church-adopts-city-as-mission-field/article_edc4c57c-3d76-11ec-b5fe-ef2e5be1915e.html

³⁹ Abram Crozier, email message to author, March 29, 2022.

⁴⁰ Many churches have adapted initiatives such as Love Loud and Operation Inasmuch to regular community evangelism efforts.

⁴¹ <https://naobc.org/missions/tell/apartment-ministry/>

What It Could Look Like

Churches that intentionally plan the work of evangelism into their calendars will not conduct evangelism haphazardly. They will have a yearlong strategy for intentionally reaching their communities.

Trinity Southern Baptist Church – Falmouth, KY

Pastor Abram Crozier has so successfully led Trinity Southern Baptist Church in “adopting” Falmouth as their mission field that the city embraced the “adoption” through a formal proclamation endorsed by the mayor and city judge!³⁸ When God called Abram to a declining congregation in 2019, he immediately led the remaining 20 or so members to turn their attention outward to a struggling community with declining demographics. One year later when the pandemic hit, this community-focus only heightened. The church is experiencing exponential growth having grown from 20 to 200 in two years breaking through all previous baptism and attendance records.

Pastor Abram comments, “From our vision to be a ‘church on the move’ all the way to the budget and calendar, everything is designed to engage our community. Our outreach is to get us in front of people who would never step foot in the church. We will spend the day paying for people’s laundry so that we can engage them with the gospel. We will partner with the schools, to engage with the students and their families. We will work with our first responders to help us engage with our community.”³⁹ Pastor Abram began describing Trinity Southern as a “church on the move” even when there was not much movement

happening. Now, the momentum seems impossible to stop! They are currently praying for 52 baptisms believing that God is “on the move” every week and every Sunday.

Ninth & O Baptist Church – Louisville, KY

The pastoral staff of Ninth & O Baptist Church continue working a contextualized plan to help their people “Love the Ville.”⁴⁰ On a monthly basis members are equipped through a “Take the Step” course designed to equip them to “go, live, & tell the gospel.” The church annually conducts a “Love the Ville” weekend when multiple community projects take place to serve the community and open doors for the gospel. Knowing that multi-housing complexes represent great concentrations of lostness, Ninth & O is engaging the apartment complexes on Breckenridge Lane with great intentionality.⁴¹ They staffed two interns who are living in one of the apartment complexes and taking the lead in planning outreach events and teaching Bible studies for their neighbors. The church also plans regular outreach events both on and off the church campus throughout the year.

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities for planning the work of evangelism. Consider inviting your KBC Evangelism Strategist or Associational Mission Strategist to share insights on how to best plan evangelism into the life of the church. Your KBC Regional Consultant can provide and help process community demographic studies.

Block parties, door to door canvassing, revivals, and many other ideas provide avenues towards an effective evangelism strategy.



**What's our next step?
Consider the following checklist
to help you plan the work of
evangelism into your church.**

- ☐ **Brainstorm and prepare a list of evangelistic ideas for the next year.**
- ☐ **Recruit an evangelism team / committee to assist with planning and implementation.**
- ☐ **Brainstorm a list of evangelistic ideas, events, or projects with team.**
- ☐ **Identify and mark church calendar for established annual events that will need to be planned around.**
- ☐ **Review time, money, and promotional needs before planning.**
- ☐ **Work with other existing teams / committees for calendar planning.**
- ☐ **Plan promotion and implement evangelistic events on Sunday announcements, bulletins, social media.**

no. **10**

Partner to Take it Farther

*Churches reaching Kentucky
find ways to strategically partner
with sister churches within their
area and beyond.*

*I give thanks to my God for every
remembrance of you, always praying with
joy for all of you in my every prayer, because
of your partnership in the gospel from the
first day until now. I am sure of this, that he
who started a good work in you will carry it on
to completion until the day of Christ Jesus.*

Phil. 1:3-6

Why It Matters

It matters as we partner at home. Perhaps the easiest way to demonstrate obedience to the Acts 1:8 evangelistic mandate is to have an active presence in the community in which you worship. Local Baptist Associations provide many opportunities for local churches to minister in their own communities. Neighboring churches can strategize ways to work together to partner in an evangelistic outreach. Church leaders, groups, or committees can look at their local calendar of events for ways they can make an impact with the people closest to their own meeting place.

It matters as we partner with churches in our state.

Your KBC mission board staff not only work to provide periodic training for leaders and churches, but they will also come to your church to provide training and consultation so you can maximize your evangelistic effectiveness as you minister to the needs of the Commonwealth. If you or the members of your church have not attended a Disaster Relief training put on by members of the Missions Mobilization Team, please make this a priority this year. 2021 provided solid evidence that those representing Kentucky's DR team are well organized, trained, and provide an opportunity for you and your church to help physically and spiritually those in need.

*Has your church signed
up to pray for a KBC
assisted church planter?
You can do so by visiting
kybaptist.org/pray4.*



It matters as we partner with our nation. Part of a comprehensive evangelism strategy is partnering with our churches to reach our nation with the gospel message. Each church has the opportunity and ability to do so through prayer, giving, and going. As you plan your evangelistic strategy, how can your church impact the lostness in our nation? The North American Mission Board (NAMB.net) has many resources available to help your church actively partner with sister churches. Church planters need help and encouragement, Disaster Relief teams are sent to varying states, and churches are requesting help with week-long Bible clubs and evangelism projects.

It matters as we partner with churches throughout the world. Partnering with other churches to reach our world for Christ can be a daunting thought. Through your Cooperative Program⁴² giving, you can make a huge impact with the gospel through the International Mission Board. Make sure your evangelistic strategy includes missions' education using printed, digital, and visual material available for download at imb.org. Start today to line up an IMB missionary to come to your church/association in person or by video. Share, promote, and encourage giving to the Lottie Moon Christmas Offering and set a giving goal that will encourage your church.

What It Could Look Like

Churches of Little Bethel Baptist Association

Pastors Tony Lipford of Concord Missionary White Plains, Lee Davis of Nortonville Baptist, and Jonathan Lail of Second Baptist Madisonville provide a wonderful example of how sister churches within an association are working together to partner in an Acts 1:8 mandate. They are partnering together to assist a church plant in Indianapolis, IN. Pastor Yale Wall of Living Faith Church has received prayer, funds, evangelistic work, and building labor from these three pastors and other associational partners. As each church began to seek opportunities to assist a church plant, they realized that their efforts could be exponentially multiplied through working together.

Daviess-McLean Baptist Association

Associational Mission Strategist Nathan Whisnant is leading DMBA to identify and produce a strategy to engage unreached peoples and under-reached neighborhoods within their own region. He and his team have partnered with the KBC Church Planting Group to produce Church Planting Snapshots. These snapshots give a summary of an area, provide demographics and data, and include an area prayer strategy and PDF presentation that can aid a pastor or church in partnering with sister churches to begin reaching this community for Christ. The Daviess-McLean *Snapshot* can be found by visiting kybaptist.org/snapshots.

Where Are We?

Use the E-MAP assessment to help evaluate strengths and opportunities for partnering toward an evangelistic strategy. Your KBC Church Planting Group can also help your church or association develop a strategy to identify unreached people or areas in your association and add this information to the *Snapshots* website. Consider speaking with the Missions Mobilization Team to help develop ideas in partnering with sister churches.



⁴² Go to www.kybaptist.org/cp for great resources to help inform and celebrate what God is doing through the cooperative work of Kentucky Baptists.

⁴³ Go to kybaptist.org/regional-consultants to connect with your Regional Consultant.

⁴⁴ Go to kywmu.org/ebo for resources.

⁴⁵ <https://www.namb.net/resource/2022-missionary-prayer-calendar/>

⁴⁶ The Missions Mobilization Team can help your church develop an Acts 1:8 Missions Strategy. Go to kybaptist.org/missions-strategies for more information.

⁴⁷ Go to imb.org/lmco

What's Our Next Step



At home

- What are 2-3 community events that take place each year in your town or surrounding area?
- How is your church uniquely gifted to minister to the needs of the community?
- Is there a group of community leaders who meet regularly for coffee or lunch? If appropriate ask them if you or a representative from your church can join them.



In Our Nation

- Have you received/downloaded the NAMB desk calendar? Each week features a different church planter or chaplain and provides information about them and a way to contact them.⁴⁵
- What are two ways your church can partner with other churches to reach our nation this year? How will you implement and promote these in your evangelism strategy?
- Has it been a while since your church has ministered outside of our Commonwealth? Learn about mission partnerships through a vision tour or Acts 1:8 consultation by going to kybaptist.org/missions-partnerships.⁴⁶



In Our State

- Are you aware of the many ways you and your church can partner with other churches throughout Kentucky? Contact your Regional Church Consultant⁴³ to meet for coffee or lunch. Talk about ways you can begin to partner with other churches throughout the state.
- Which trainings/workshops could you or members of your church attend this year to better equip you in your ministry?
- Have you considered setting a goal for the Eliza Broadus Missions Offering in September for state missions and evangelism?⁴⁴



In Our World

- Is your church currently promoting and giving to the Lottie Moon Christmas Offering?⁴⁷ What are three ways you can better promote or educate your church this coming year?
- Are you planning an overseas missions trip this year? If you have never been/not been in a while, partner with an area church who has already established a partnership with a church/missionary and work with them. If you have a partnership already, invite a pastor friend and their church to go with you this year.
- Do your children and youth know about Lottie Moon? How can you help your staff/volunteers encourage missions' education among the younger population in your church?

Where Do We Go From Here?

Possible Pathways to Becoming an Evangelistic Church

1

Commit to leading evangelistically and providing a reproducible model.⁴⁸

2 Timothy 4:5; 1 Corinthians 11:1

How can you grow personally as an evangelistic disciplemaker? What steps can you take to grow in modeling evangelistic leadership? Consider joining an evangelism cohort or making yourself accountable to others.

2

Identify and enlist a church evangelism leader.

Ephesians 4:11

"Everything rises and falls on leadership."⁴⁹ Therefore, Ephesians 4:11-12 reminds us that "evangelists" are among the leaders God provides to His churches "for the equipping of the saints for the work of the ministry, for the edifying of the Body of Christ." Who is the person in your church passionate about evangelism and gifted in equipping others? Enlist and empower that person.



3

Create an E-MAP with culture builders and cast vision consistently.⁵⁰

2 Timothy 2:2

The Evangelism Ministry Assessment *Profile* is designed to be a discovery process. Involving key culture builders in such a discovery process can lead to the collaborative development of an Evangelism Ministry Action *Plan*, but then you must work your contextualized plan! Consider regular "culture infusion" gatherings with these culture builders to maintain momentum and avoid mission drift.

4

Persistently endure.

Galatians 6:9

Transforming a church culture typically takes at least 3-5 years, but Dr Rick Richardson, Director of the Evangelism & Research Institutes of the Wheaton College Billy Graham Center, affirms a "tipping point" can often be reached at the two-year mark when pastors are providing accessible models of oikos evangelism and facilitating intentional culture infusions with leaders. Richardson cites, "Our research shows that tipping point comes when 16% of church members begin practicing everyday evangelism."⁵¹

⁴⁸ Rick Richardson, interview by author, Zoom, February 15, 2022.

⁴⁹ John Maxwell, *The 21 Irrefutable Laws of Leadership: Follow them and people will follow you*. (Nashville: Thomas Nelson Inc, 2007), p. 267

⁵⁰ Resources available at www.kybaptist.org/emap.

⁵¹ Dr Rick Richardson, interview by author, Zoom, February 15, 2022.

"An evangelistic culture will never catch in a church so long as the people only see the pastor 'doing what pastors do.' You must preach and lead evangelistically. But what your people must see in you is a living example of what it looks like to share the gospel with real people outside the pulpit."

Dr Rick Richardson



The 10 Evangelistic Practices are not meant to be seen as a “plug and play” list. Rather, they are identifiable characteristics of an evangelistic culture. A healthy expression of these practices in your church will necessarily look different than examples cited in this workbook. The unique culture of your church will be found at the nexus point of your calling and passions as pastor, the collective gifting of the congregation, and your current community context. **How close are you to reaching a tipping point in becoming an evangelistic church?**

Notes

[illegible]

