

LIBERTY BAPTIST THEOLOGICAL SEMINARY

EFFECTIVE AND ECONOMICAL OUTREACH AND EVANGELISM FOR THE
SMALL TO MEDIUM SIZE CHURCH

A THESIS PROJECT SUBMITTED TO
LIBERTY BAPTIST THEOLOGICAL SEMINARY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
DOCTOR OF MINISTRY

BY

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INDIANA, PENNSYLVANIA

APRIL 14, 2010

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ABSTRACT

EFFECTIVE AND ECONOMICAL OUTREACH AND EVANGELISM FOR SMALL TO MEDIUM CHURCHES

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Liberty Baptist Theological Seminary, 2010

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Pastors of small to medium size churches face a dilemma. Without exception, when asked in what areas they feel inadequate, inevitably one of the prominent deficiencies mentioned is outreach and evangelism. Many feel like they cannot compete with big-budget, high-attendance churches. Honest appraisal shows that most are facing attendance patterns that are declining or flat. Faced with the current economic depression, many churches experience a decrease in giving, and salaries, benefits and programs are either frozen or cut. What's a pastor to do?

The purpose of this project is to provide pastors of small to medium size churches with not only an abundant collection of outreach and evangelism ideas that are effective and economical, but also to equip them with the means to continue discovering and developing more. Most importantly, this project will give pastors a model with which to achieve outreach and evangelism by equipping a team of outreach leaders to carry the ministry forward and to perpetuate it for future generations.

Abstract length: 163 words.

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INTRODUCTION TO OUTREACH AND EVANGELISM PROJECT

Without exception, in ministerial associations and ministry conversations, pastors of small to medium size churches are frustrated and clueless about outreach and evangelism methods that are both effective and economical. In the current economic climate, churches are quite conscious about expenses. And yet pastors want to have outreach and evangelism that are effective. The author has pastored in four such churches and has many acquaintances in similar ministries. This project will help. Based on enthusiastic response and interest shown in conversations and correspondence, it appears that pastors are looking for the kind of answers this project will provide.

There is a real need for a work of this kind as evidenced in religious trends in America. "The proportion of the [American] population that can be classified as Christian has declined from 86% in 1990 to 77% in 2001." This is a steady drop of almost one percent a year.¹ George Barna of *The Barna Group* states, "There does not seem to be revival taking place in America. Whether that is measured by church attendance, born again status, or theological purity, the statistics simply do not reflect a surge of any noticeable proportions."² Gallup pollsters asked Americans, "Did you

¹ http://www.gc.cuny.edu/faculty/research_studies/aris.pdf, "American Religious Identification Survey," *The Graduate Center of the City University of New York*, / (accessed January 21, 2010).

² George Barna, "Annual Study Reveals America Is Spiritually Stagnant," *The Barna Group, Ltd*, <http://www.barna.org/> (accessed January 21, 2010).

yourself happen to attend church or synagogue in the last seven days?" Each year since 1939, about 40 percent of those polled have said yes.³

Bad economic times are not resulting in an increase in church attendance. A Gallup poll survey of almost 300,000 interviews shows no evidence that church attendance in America has been increasing as a result of bad economic times. "In September, October, November, and so far in December (2008), about 42% of Americans reported that they attended church weekly or almost every week, exactly the same as the percentage who reported attending earlier in the year."⁴

Kirk Hadaway in an article for the *Journal for the Scientific Study of Religion* says,

You have Joel Osteen's church with 20,000 or 30,000 people worshipping on an average weekend, and it just seems like religion is going great guns. I think it is creating a false impression of what is happening in the church. There are more giant churches now than there used to be—but at the same time, the average church is quite small. The decline among these small congregations has led to the death of a lot of churches. They have declining numbers and rising costs—insurance rates, pastors' salaries, utilities—making it really tough for many churches across America.⁵

These factors illustrate both the evangelistic decline and the financial decline in churches today.

Christine Wicker in *The Fall of the Evangelical Nation: The Surprising Crisis Inside the Church*, points out:

³ Bob Smietana, "Statistical Illusion," *Christianity today* 50, no. 4 (April 2006).

⁴ Frank Newport, "No Evidence Bad Times Are Boosting Church Attendance," *Gallup.com*, December 17, 2008, <http://www.gallup.com/poll/113452/evidence-bad-times-boosting-church-attendance.aspx/> (accessed January 21, 2010).

⁵ C. Kirk Hadaway, and, "How Many Americans Attend Worship Each Week? An Alternative Approach to Measurement," *Journal for the Scientific Study of Religion* 44, no. 3 (September 2005).

What Baptist leaders have known for years is finally public: The Southern Baptist Convention is a denomination in decline. Half of the SBC's 43,000 churches will have shut their doors by 2030 if current trends continue. And unless God provides a miracle, the trends *will* continue. They are longstanding and deeply rooted. The denomination's growth rate has been declining since the 1950s. The conservative/fundamentalist takeover 30 years ago was supposed to turn the trend around; it didn't make a bit of difference.⁶

Evangelical pastors do not want to see their churches dwindle or even plateau. Their passion is for believers to reach the lost and build the body of Christ. They face a challenge that is both spiritual and financial. Churches are strained in the current economic depression. Ed Stetzer, director of LifeWay Research reported in January 2010, that while the national economy may show glimpses of improvement, churches don't seem to be recovering yet, and in fact might actually be doing a bit worse.

It's not surprising that churches – and their giving – are more impacted by unemployment than, for example, the stock market or GDP [gross domestic product]. As unemployment goes up, giving tends to suffer since many churchgoers give proportionally.⁷

More than half of the pastors reported higher unemployment in their congregations and almost a fourth said that more people have moved away in search of work. Many more churches reported that they had frozen staff salaries for 2009 – 47 percent, in contrast to 35 percent as reported in a similar February 2009 survey. Forty percent indicated their churches had cut back on outsourcing products and services to save money.⁸

⁶ Christine Wicker, *The Fall of the Evangelical Nation: The Surprising Crisis Inside the Church* (New York: Harper Collins Publishers, 2008).

⁷ Staff, "LifeWay Research Finds Churches Not Yet Enjoying Economic Rebound," *LifeWay*, January 14, 2010, <http://www.lifeway.com/article/?id=169975/> (accessed January 23, 2010).

⁸ *Ibid.*

This project will approach the interconnected problems of evangelical dysfunction and economic pressure from a systems approach. Systems analysis examines all of the aspects of the interacting entities of an organization or organism. It is not unlike taking a malfunctioning car to the mechanic. The mechanic hooks the car up to a diagnostic computer which checks the various systems such as combustion, electrical, and exhaust. It shows which areas are working correctly and which ones need repair. The approach to this paper is to examine the interacting entities of a church as it seeks to develop outreach and evangelism that is effective and economical.

The basis for outreach and evangelism in the small to medium church will be reexamined. The climate of the church as a whole, will be examined and prescriptions given. Leadership development plans will be explored that can work, and a significant sampling of methods and means for outreach and evangelism will be presented.

By “small to medium size church”, this refers to churches that range from 75 to 400 worshipers. Steve W. Lempke of the New Orleans Baptist Theological Seminary, in a paper presented to the Mid-America Theological Seminary observes the following:

Small churches, which still make up the overwhelming majority of SBC churches, have begun to view mega churches in a way not dissimilar to how small business owners in small towns viewed a new Wal-Mart superstore moving into their town. In this day of mega churches, we may easily forget that just about 7,000 of our 43,000 SBC churches run more than 200 in Sunday morning worship, so 85 percent of our churches have less than 200 in weekly worship attendance.⁹

The vast majority of evangelical churches in America minister to less than 400 people, which is why this project is both relevant and almost universal in usefulness.

⁹ Steve W. Lemke, "The Future of Southern Baptists as Evangelicals," 2005, unpublished manuscript, Mid-America Baptist Theological Seminary, Corolla, TN.

It will not be the purpose of this project to delve deeply into the theological debates surrounding evangelism. Theological topics such as irresistible grace, election, and Lordship salvation will not be addressed. This project does not purport to be encyclopedic in its scope.

It must be understood that many of the outreach and evangelism methods at the time of the writing of this paper may be considered outmoded and obsolete within five years. What it will assess however, in addition to the outreach and evangelism means and methods currently in use, are the resources available to a church through its pastors, its people, and its systems. These resources are timeless in their usefulness.

The theoretical basis for the project finds a relationship with several fields of study. There are theological underpinnings for a church to provide outreach and evangelism both individually and corporately. Related theologies include Theology, Hermeneutics, Christology, Soteriology and Ecclesiology. There is significant Biblical data in terms of both instructions and examples to support a church's commitment to outreach and evangelism as well.

The research approach for this project will include printed materials and internet research, along with interviews with experts in the field. A survey was conducted regarding what small and medium size churches are presently doing, and how they assess their needs. The result will be a multi-faceted presentation of outreach and evangelism methods for small to medium size churches that are effective and economical.

The first chapter will open the topic and will describe the nature of the problem faced by many small to medium size churches- the dearth of outreach and evangelism. It will be introductory in nature.

Part I will be an overview of the biblical foundations and the theological foundations undergirding a church's commitment to outreach and evangelism.

Discussion will include the Adamic mission, Israel's mission, the church's mission and biblical history.

Part II explores at length how a church can be transformed from a lifeless, listless assembly into a vibrant, dynamic body exhibiting outreach and evangelism as a vital part of its corporate DNA. The church as a whole can create a culture of outreach and evangelism that permeates its ministry. There will be detailed discussion of preaching, teaching, and testimonies. Attention will be given to website impressions, printed materials, and publicity resources.

Part III comprises the core of the paper. It is devoted to utilizing the most effective and economical resource available to the church: its people. Some of the subtopics include empowering prayer, identifying and recruiting potential outreach leaders, small group training, formulating the scope of outreach ministry, implementing a vision statement and ministry description for the Outreach Leadership Team, beginning research in three spheres of outreach, creating goals and selecting methods, providing ongoing training, and developing multiplication/succession plans.

Part IV of the project will focus on collecting an anthology of outreach and evangelism methods and activities. It will show the reader a valid collection strategy which they can implement with their own church leaders, and it will show the current results of this project's collection efforts. The methods will be collected, and catalogued according to type, for better functionality and prioritization.

There is a broad base of literature and research material available for this project. There are books with classic approaches such as D. James Kennedy's *Evangelism Explosion*, as well as current models like Hybel's "Unchurched Harry and Mary". Magazines and journals are explored, such as *Outreach Magazine*, *Discipleship Journal*, and *Leadership Journal*. There have been a vast number of currently published books from the present author's Doctor of Ministry courses that have been accessed, as well as a review of the course notes taught by the Liberty Baptist Theological Seminary teaching staff. In addition, a wealth of material is available through the Liberty University Library system.

In addition, there is an immense amount of material available to be gleaned from the internet. Websites under consideration include church growth ministries, the SBC and other denominations, as well as perusing the websites of churches who are known for their outreach and evangelism effectiveness.

With this as an introduction, an honest look in the mirror by believers, pastors and churches is the first order of business.

CHAPTER 1

WHERE HAS ALL THE OUTREACH GONE?

Proverbs says that wisdom cries out in the streets, but we do not. Paul preached in the marketplace, but we do not. Jesus said that the master sent his servants to go into the highways and byways to invite the poor and the strangers to His banquet, but we do not. What has happened to outreach and evangelism in evangelical churches in America?

Applying the mirror of the Word, the church today resembles one or more of the three unfruitful soils of Matthew 13 in an allegorical sense. Jesus explained the wayside soil, rocky soil and thorny soil as follows:

"Listen then to what the parable of the sower means: When anyone hears the message about the kingdom and does not understand it, the evil one comes and snatches away what was sown in his heart. This is the seed sown along the path. The one who received the seed that fell on rocky places is the man who hears the word and at once receives it with joy. But since he has no root, he lasts only a short time. When trouble or persecution comes because of the word, he quickly falls away. The one who received the seed that fell among the thorns is the man who hears the word, but the worries of this life and the deceitfulness of wealth choke it, making it unfruitful." (Matthew 13:18-22. NIV)¹⁰

"The Parable of the Sower" might better be called "The Parable of the Soils" because it is the soils which tell the story. Ultimately, Jesus is teaching that the "good soil" represents true believers who produce good fruit.

While the Parable of the Sower is a kingdom parable, and not directed at the church, there are analogies that can readily be seen in the story. From an outreach and

¹⁰ All Scripture references are taken from the New International Version of the Bible.

evangelism standpoint, Jesus commanded His followers to “go and make disciples of all nations.” (Matthew 28:19) “Good soil” believers understand and act on that message and produce fruit for the kingdom. “Wayside” believers and churches ignore the call to “be my witnesses in Jerusalem, Judea, Samaria and the uttermost parts of the earth” (Acts 1:8). They settle for a social gospel, which is “another gospel.” And even if the imperative to evangelize is proclaimed it falls on the deaf ears of people who see it as the job of “professional clergy” or someone else- anyone other than themselves.

“Rocky soil” believers and churches shake their head “Yes” at calls to reach the lost. They attend seminars, webinars and revival services which call them to evangelical action. Swept along by group consensus, they believe outreach and evangelism are important and good ideas- for someone else to do. Sadly, they have no root in themselves. When it comes to outreach and evangelism they never get personally involved, or if they do it is short-lived at best. At the first sign of resistance to witness at the workplace they retreat into silence. At the first rejection of a spiritual conversation with a relative or acquaintance, they give up. At the first refusal by an unsaved person to attend an outreach event, they feel they have done their duty and resign.

“Thorny soil” believers and churches lose sight of the priority of reaching the lost. They get caught up in the pursuit of health, wealth and personal happiness. They worry more about their personal peace and affluence and give their attention and passion to less worthy uses. They prefer to not make someone uncomfortable about their eternal destiny, without realizing the insignificance of temporal discomfort compared to an eternity of abysmal suffering in hell.

Having taken an honest look in the mirror of the Word, most believers, pastors and churches are forced to conclude “mene, mene, tekel, upharsin” (Daniel 5:25). When it comes to outreach and evangelism, they have been “weighed on the scales and have been found wanting.”

Can believers, pastors and churches be turned around? How can a church move from a cycle of guilt and frustration, to one of aspiration and success? What will it take to see a lasting change that produces ongoing outreach and evangelism in small to medium size churches?

We must begin at the beginning- with the prepositional truth that God has always wanted a people of His own who are “called according to his purpose.” (Romans 8:28)

PART I. CONSULTING THE CONSTRUCTS;
OUTREACH AND EVANGELISM IN THE PLAN OF GOD

From the beginning of time, God has always wanted a redeemed people whom He could love and who would love Him in return for the glory of God. The Church, the Bride of Christ is the final iteration in His unfolding plan of redemption. The delivery system of the message of reconciliation and the creation of a people belonging to God is now the church.

A ministry that embraces outreach and evangelism must be built on a firm spiritual foundation, and guided by clear biblical blueprints. What follows is an examination of the biblical foundations and the theological foundations upon which a church can build and grow for the glory of God. Biblical foundations will include reviewing the Adamic mission, Israel's mission, the church's mission and biblical history.

Theological foundations for outreach and evangelism will be considered by examining the attributes of God. Equally cogent is the example shown in the life and ministry of the Lord Jesus. A logical conclusion is that now, as the church seeks to incarnate Christ in the world, we too must carry on the mission of outreach and evangelism.

CHAPTER 2

BIBLICAL FOUNDATIONS

Consider the Biblical foundations for outreach and evangelism. From the dawn of creation, God had laid out the plan of the ages for the salvation and redemption of mankind. Jesus Christ was “the lamb slain from the foundation of the world.” (Revelation 13:8) The story of history has been the continued effort of God to reach and redeem a fallen race, eventually at the cost of the life of the incarnated second person of the Trinity. Russell D. Moore describes the big picture:

The purpose of creation, redemption, and consummation are seen holistically as God’s purpose to glorify Christ by fulfilling the Adamic creation mandate, the universal Noahic promise, the patriarchal covenants, and the Israelite monarchy in Him, thus exalting Jesus as preeminent over the entire cosmos as the agent of creation, the true *imago Dei*, the Davidic subjugator of all rival powers, the firstborn of the eschatological resurrection from the dead, and the atonement through whom final cosmic peace is found at last. (Col. 1:15-23)¹¹

The Adamic mission spelled out man’s original dominion task: to fill the world and transform it all into a Garden of God that would manifest the praises of its Creator-King. The fall of Adam brought ruin. The world was defiled. Man was cast out of God’s presence, and Satan took de facto control over everyday affairs among the race of Adam. God had provided a means for covering sin, just as He provided coverings of skin for

¹¹ Russell D. Moore, *The Kingdom of Christ* (Wheaton, IL: Crossway Books, 2004), 108.

Adam and Eve. He was still reaching out to a redeemed people whom He could love, and who would love Him in return.

Yet as time went by men drifted farther and farther away from their Maker until mankind had become so reprobate that they were no longer fit to inhabit the earth God had made. Only Noah was faithful to God, and God aspired through him and his family to repopulate the earth with a redeemed people. Thus, the original creation was judged and the world was remade in Noah's days. The Adamic mission was reinstated with Noah and his descendants, but still the problem of Adam's sin was not solved. Only the coming of the Messiah, the promised Seed of the Woman, could bring decisive change.¹²

God's covenant with Noah was basically a renewal of the Adamic covenant to be fruitful and multiply and fill the earth. Additional issues included authorizing of meat-eating devoid of blood and the institution of capital punishment. However the core mandate was the same: "Then God blessed Noah and his sons, saying to them, "Be fruitful and increase in number and fill the earth." (Genesis 9:1) Would this be the redeemed people God was seeking who would love Him, and whom He would love in return? Not so. With the passing of time, mankind became so egocentric that God judged them at the Tower of Babel and dispersed them over the earth.

Genesis 12 bursts on the scene of history unexpectedly. God is starting over with a blank slate and a man named Abram. Originally in the *prot evangelicum* of Genesis 3:15, God told Eve that the seed (singular) of woman would crush the serpent's head. The promise is refined by God's suzerain-vassal covenant with Abram. This one-way covenant promised Abraham descendants innumerable, the land of Canaan for his people,

¹² Ralph A. Smith, "The Covenant Structure Of The Bible," *Berith.org*, 1999, <http://www.berith.org/essays/bib/> (accessed November 22, 2009).

a great nation, and a coming seed through whom the whole world would be blessed.

These promises were reiterated to his son Isaac and again to his grandson Jacob and his descendants.

It seems the promises lie dormant while Israel languishes for 400 years in slavery in Egypt. Then God calls Moses to bring the descendants of Jacob out of slavery. He establishes a covenantal relationship at Mount Sinai through which He can show His love and by which His people can love Him in return. To Israel, He promised a coming Savior, Redeemer and King.

Israel's mission was to be God's representative people to call all men into a relationship with Him. Isaiah says in Isaiah 42:6, "I, the LORD, have called you in righteousness; I will take hold of your hand. I will keep you and will make you to be a covenant for the people and a light for the Gentiles." Later, Paul was preaching in the synagogue in Antioch of Pisidia to the people of Israel and the devout Gentiles who feared the God of Israel. Quoting Isaiah's prophecy, he said, "For this is what the Lord has commanded us: 'I have made you a light for the Gentiles, that you may bring salvation to the ends of the earth.'" (Acts 13:47)

Old Testament Israel was called by God and blessed by God to be His means of dispensing salvation to the world. But Israel turned her back on her Creator. Despite overtures and warnings through prophets, Israel turned from God with the result of judgment, destruction, exile, and a remnant who eventually returned to live as a subject people under the Roman Empire.

Finally the Heavenly Father sent His only Son, to His vineyard Earth, saying, "I will send my son, whom I love; perhaps they will respect him." (Luke 20:13) Jesus was

rejected by those He came to save, but the Father's desire for a people He could love and who would love Him in return remained unabated.

The church's mission would be to proliferate that very people. Jesus called, empowered, trained and commissioned disciples who would make disciples who would be the means through whom He would call to Himself "a chosen people, a royal priesthood, a holy nation, a people belonging to God, that you may declare the praises of him who called you out of darkness into his wonderful light." (1 Peter 2:9) At long last, the Church, the Bride of Christ, would become the redeemed people whom God could love and who would love Him in return.

Christ's first instructions to His new followers in Mark 1:17 were, "Come, follow me, and I will make you fishers of men." His last instructions to His disciples before leaving this earth were, "But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." (Acts 1:8) And so Jesus began and ended His ministry with the command for His followers to be witnesses and fishers of men. This emphasis in His teaching is summed up in the Great Commission (Matthew 28:19, 20) where Jesus commands His followers to go into all the world and make disciples of all nations. "The first and most obvious principle, then, is that the Church is a body under orders by Christ to share the Gospel with the whole world."¹³

Early church history tells the story of how the church was scattered by persecution, and like a dandelion in the wind, carried the seeds of the gospel with them. They were intent on reaching the world for the Lord Jesus Christ individually and

¹³ D. James Kennedy, *Evangelism Explosion* (Wheaton, IL: Tyndale House Publishers, 1971), 2.

corporately. Acts 8:4 reports, “Those who had been scattered preached the word wherever they went.”

This is how the Church of Jesus Christ in 300 years accomplished the most amazing results. The whole pagan Roman Empire was undercut and overthrown by the power of the gospel of Christ, which on the lips of Christ-conquered disciples, crossed seas and deserts, pierced the darkest jungles, seeped into every city and town, and finally into the senate and the very palace of Rome itself- until a Christian Caesar was placed upon the throne. How? Because everyone was preaching the Word.¹⁴

The Christian Church was growing so rapidly that by the middle of the second century one of the great apologists could say, “We are everywhere. We are in your towns and in your cities; we are in your country; we are in your army and navy; we are in your palaces; we are in the senate; we are more numerous than anyone.”¹⁵

The key is in the “we”. Outreach and evangelism is both an individual and a corporate enterprise. The work of the Gospel should not be delegated to the trained clergy or ecclesiastical experts. Ministers should see themselves not as the star performers but rather as the player-coaches of a well-trained and well-coordinated team. Their God-given task is to “prepare God's people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ.” (Ephesians 4:12, 13) Throughout church history and time immemorial, the task has been the same- reach the lost and bring them into a redemptive relationship with God.

¹⁴ Ibid., 4.

¹⁵ Ibid.

CHAPTER 3

THEOLOGICAL FOUNDATIONS

Outreach and evangelism finds its origins in the very person of God. His attributes of love, grace and mercy require an object for manifestation. John 3:16 simply and eloquently tells the story of God reaching out to a fallen mankind- seeking a redemptive relationship.

Jesus explains that His mission for coming to earth was outreach and evangelism. “For the Son of Man came to seek and save what was lost.” (Luke 19:10) He has now entrusted that mission to His followers. Today, God still has physical skin. He can be seen, touched, and heard. How? Through His body the church, in whom He dwells. We are called, in the name of Jesus and by the indwelling Holy Spirit to be skin for people all around us.¹⁶

Scazaro, in *The Emotionally Healthy Church*, says,

The life of Jesus teaches us the three dynamics of what it looks like to incarnate in order to love other people: entering another’s world, holding on to yourself, and hanging between two worlds. All three, while distinct, happen simultaneously. So for true incarnation to be taking place, whether it is with a neighbor, coworker, friend, fellow board member with whom we disagree, a spouse, a parent or a child, all three components must be present.¹⁷

¹⁶ Peter Scazaro, *The Emotionally Healthy Church* (Grand Rapids, Mi: Zondervan, 2003), 175.

¹⁷ *Ibid.*, 179.

The theological foundation of outreach and evangelism finds its basis in God, and its expression through His people. Rick Warren tells the story of how someone once explained to him,

‘I’ve been feeling so burdened for the people in prison that I’ve been going out there to lead a Bible study. I think *the church* (emphasis his) should do something for those people!’ I said to him, ‘It sounds to me like the church *did* (emphasis his) do something. You are the Church!’ The next week I told the whole congregation, ‘I release all of you to visit those in prison, feed the hungry, clothe the poor, and shelter the homeless- and you don’t even have to tell me. Just do it! Represent the church in Jesus’ name.’¹⁸

This ministry does not require any staff supervision, other than helping people realize that they are the church- the people of God carrying out the heart mission of God in bringing to life “a people belonging to God.” (1 Peter 2:9)

God’s original delivery system for creating a redemptive relationship was through first-person communication with Adam and Eve and then with Abraham. Eventually God revealed Himself to Israel through the Law and the prophets. Then God reached out to the world by sending His one and only Son, Jesus. Today the Church, guided by God’s Word and indwelt and empowered by the Holy Spirit, is the “body of Christ” in the world. We are to incarnate and carry on His mission- be His mouthpiece and His means for bringing the last redeemed person into God’s family.

So how do we go about fulfilling the Great Commission to make disciples (Matthew 28:18-20) and the last commandment to “be my witnesses?” Through what means can outreach and evangelism be both effective and economical in today’s society? It begins by taking a calculating, objective look at who and what we are as a church.

¹⁸ Rick Warren, *The Purpose Driven Church* (Grand Rapids, MI: Zondervan Publishing House, 1995), 386.

PART II
CREATING A CULTURE OF OUTREACH AND EVANGELISM;
TURNING A CHURCH'S HEART TOWARD THE LOST

It doesn't take long for a pastor to tell if his church is plateaued or declining. The temptation is to downplay or make excuses for empty pews. The author knows of one pastor who padded his attendance numbers for denominational appearance sake by including people who were gone on vacation, because he "knew they would be worshipping somewhere." The numbers don't lie.

Sometimes local circumstances play a major role, such as the closing of a major manufacturing company and the subsequent relocation of many church families. A state's economic woes may make an impact, such as Michigan's auto industry going into crisis resulting in a mass exodus of workers leaving the state for employment elsewhere.

More often than not though, there has been past growth spurred by energetic outreach and evangelism, and high collective involvement, leading to a comfortable level of church ministry. The bills are being paid and the services are being performed. This is followed by a gradual acceptance of the status quo, a feeling of "having made it," a decline in personal commitment, contentment with the church family "the way it is," and a settling into a "maintenance mode" of ministry. Eventually atrophy sets in, followed by arteriosclerosis, and ultimately the result may be death. Dennis Bickers, author of *The Healthy Small Church*, warns, "Church health is never permanent. Just as people need

regular checkups to ensure a healthier life, churches should regularly check themselves for symptoms that would indicate that something might be wrong.”¹⁹

Rick Warren asserts that the key issue for churches is not growth, but health. In his book, *The Purpose-Driven Church*, he sets out five dimensions of church health that produce corporate church growth: fellowship, discipleship, worship, ministry and evangelism.²⁰ By far, the area in which most pastors feel the greatest insecurity and the most deficiency is outreach and evangelism. How can a pastor and congregation, guided and empowered by the Holy Spirit, be transformed from a state of comatose life-support, into a church body that is vibrant and alive, with a culture of outreach flowing throughout its veins? What kind of strategic plan can transform the atmosphere of a church into one of outreach and evangelism? It will take nothing short of a cultural revolution. And for many churches, it will be “just what the doctor ordered.”

Eight key components contribute to an overall climate conducive to outreach and evangelism. These eight ingredients coalesce to produce an outreach and evangelism atmospheric transformation. First the pastor must have a personal revolution and reformation, becoming convinced of the need for outreach and evangelism and giving himself in commitment to reaching out. Second he will lead his people to engage in passionate prayer for God’s work to unfold among them. Third, through preaching and teaching on outreach and evangelism, God’s Word can convict and equip people to reach out. Fourth, the church’s leaders must be proactive in overcoming resistance to change.

¹⁹ Dennis Bickers, *The Healthy Small Church* (Kansas City: Beacon Hill Press, 2005), 11.

²⁰ Rick Warren, *The Purpose Driven Church* (Grand Rapids, MI: Zondervan Publishing House, 1995).

Fifth, attention must be given to the importance of making a good first impression on guests to the church. This includes everything from welcome staff to printed materials, to website user-friendliness.

A sixth component for creating an atmosphere of outreach and evangelism will be providing specific training in outreach and evangelism which can equip people to reach out. Seventh, church attendees can be provisioned with resources for reaching out and tools for evangelism. Eighth, the corporate worship services are a place where outreach and evangelism can come alive with testimonies, visual reminders, and accounts of outreach by those who did them or those who were touched by them.

CHAPTER 4
THE BUCK STARTS HERE;
A PASTOR'S PASSION

In an address at the National War College on December 19, 1952 President Harry S. Truman said, "You know, it's easy for the Monday morning quarterback to say what the coach should have done, after the game is over. But when the decision is up before you -- and on my desk I have a motto which says 'The Buck Stops Here' -- the decision has to be made." In his farewell address given to the American people in January 1953, President Truman explained this concept very specifically in asserting that, "The President--whoever he is--has to decide. He can't pass the buck to anybody. No one else can do the deciding for him. That's his job."²¹

When it comes to leadership, "the buck stops here". But it is equally true, "the buck *starts* here." If the Pastor wants his church to have a contagious spirit of outreach and evangelism, he himself must display a contagious spirit of outreach and evangelism. John Maxwell describes a great leader as someone who knows where they are going, and they are able to persuade others to follow.²² He goes on to say, "Leadership is influence.

²¹ Mitford M. Mathews, *A Dictionary of Americanisms on Historical Principles* (Chicago: University of Chicago Press, 1951), 198-199.

²² John C. Maxwell, *Developing the Leader Within you* (Nashville, TN: Thomas Nelson, Inc, 1993), 140.

That's it. Nothing more; nothing less."²³ The oft-quoted maxim holds true: "As goes the leader, so go the people."

The pastor longing for a transformed church should begin by looking at his own life, and asking God to work a transformation within him. In a Southern Baptist Convention survey, 81 percent of pastors surveyed agreed with the statement, "When it comes to evangelism, I feel responsible to lead my church by example." [The buck starts here.] And yet, only 42 percent of the pastors pray daily for the salvation of non-Christians they know, and only 25 percent say that "Personal Evangelism comes easily for me."²⁴

What's a pastor to do? Where can he begin? The starting place is to ask God to examine his heart. Genuine soul-searching will reveal the base ugliness of apathy, laziness, lack of faith, narcissism, mediocrity, even callousness. Some pastors who once were aflame with gospel desire have lapsed into empty, cold futility. They can't remember the last time they named the name "Jesus" in a conversation with an unbeliever. Such a pastor needs to be broken and repentant before God, and cry out from the agony of their despair to the Lover of their soul for mercy, forgiveness, healing, restoration and a renewed calling and commission.

The author surveyed approximately 50 pastors concerning what they and their churches are doing related to outreach and evangelism.²⁵ Even though all were

²³ Ibid. 1

²⁴ Staff, "SBC Pastors' Views On Personal Evangelism," *LifeWay*, http://www.lifeway.com/common/lw_cda_slide_show/0,2556,M%253D562,00.html. (accessed January 23, 2010).

²⁵ See Appendix A for the "Alive and Growing Survey".

acquainted with the writer, and even though they were followed up with a second request to be involved, it was disappointing that only nine responses were received. This did not give a deep enough research response for quantitative analysis, but it was illustrative and anecdotal of certain points. For example, most of the pastors who responded did not indicate that they had even read one book on the subject of outreach and church growth in the past year. John Maxwell admonishes,

At the end of the day, we all have personal responsibility for the way we conduct our lives....the size and strength of our influence depends upon our effort. No one leads well without paying the price of discipline. As we push ourselves to grow and to learn, we enlarge our sphere of influence.²⁶

The fact that 80% of the pastors chose not to take time to do the survey, and that few are doing any reading in outreach and church growth is symptomatic. A pastor who longs for change must begin fueling his mind and soul with resources related to outreach and evangelism. A pastor needs to provision his soul for outreach. He will be aided by fervent prayer, purposeful study of Scripture, reading books and articles on the spiritual foundations of outreach and evangelism, networking with colleagues, seeking a mentor, building a skill set, and making changes in his own time use and priorities so as to allow for his own outreach and evangelism.

Many pastors in the depths of despair sense an overwhelming loneliness and helplessness to get out of the “slough of despond.” They need a partner. The most powerful catalyst for success will be for him to seek out an accountability relationship- ideally a soul-mate- a fellow-pastor who has the same desire. They can venture together

²⁶ John Maxwell, "Leading A Life Of Intentional Influence," *Leadership Wired*, http://www.giantimpact.com/articles/read/leading_a_life_of_intentional_influence/ (accessed March 24, 2010).

on the road to greater evangelistic fervor. As the scripture says, “Two are better than one, because they have a good return for their work.” (Ecclesiastes 4:9)

Maxwell enjoins pastors to not only embrace, but to embody their vision for outreach: “The best representation of a vision occurs when a leader embodies it. People sooner follow what they see than what they hear. When a leader is ablaze with passion, people invariably are attracted to the flame.”²⁷ When the pastor himself is changing, his preaching and teaching will be changing and his approach to unbelievers and the unchurched will be changing. The church’s leadership will see it, the people will sense it, and the catalyst for church-wide change has begun.

²⁷ John Maxwell, "Communicating Vision," *Leadership Wired*, http://www.giantimpact.com/articles/read/communicating_vision/ (accessed March 24, 2010).

CHAPTER 5
WHERE THE POWER IS;
THE PRIMACY OF PRAYER

Transforming a church that is dreary and dull and diminishing into one that is inviting, outreaching and growing is beyond the reach of human endeavor. Only God can do it. The only help and only hope for success is found in personal, passionate, persistent, pervasive prayer.

It must be personal and passionate, and it starts with the pastor alone with God. He must ask God to do a renovation in his own heart first. For many pastors the busyness and business of running the church takes their eyes off of the Savior, whose self-proclaimed mission was “to seek and to save that which was lost.” (Luke 19:21) They must realize that they are in for the long haul in seeking to undertake a change of this magnitude. Ramsey Coutta in *A Practical Guide for Successful Church Change*, cogently observes,

Some church leaders just walk away from change efforts and sometimes the church if the plan encounters problems and criticism arises. Leading change is not for the faint of heart. Church leaders must be prepared to endure and overcome the difficulties that may come their way.²⁸

²⁸ Ramsey Coutta, *A Practical Guide for Successful Church Change* (Bloomington, IN: iUniverse, 2008), 95.

The pastor needs the Spirit of God to transform his own attitude into one of outreach and a burden for the lost, before it can ever be conveyed to the church body.

The next step is for the pastor to engage the hearts and minds of his inner circle of leaders in praying for church change. His Elders and Deacons (or equivalents) must also sense the calling and priority of outreach and evangelism. Prayer is a starting place.

Pastor Bill Cornelius of Bay Area Fellowship, Corpus Christi, Texas, says,

One night, I asked our church, Bay Area, to commit to praying for our church growth 10 hours a month. Then I told them that while they were praying that month, I would commit to praying 100 hours. Hundreds of people signed up to pray. And our church exploded once again. We cannot ignore the prayer principle: When we pray diligently, we get big results.²⁹

Prayer should be made for the lost, for the evangelistic fervor of the people, and for individual and corporate evangelistic efforts. Scripture enjoins, “You do not have because you do not ask God.” (James 4:2) This principle aptly applies to an infusing of outreach and evangelism throughout the body. Jesus said with respect to reaching the lost, “With man this is impossible, but with God all things are possible.” (Matthew 19:26) We must own our dependence on Jesus and the work of the Holy Spirit. Jesus said, “Apart from me you can do nothing,” (John 15:5) and that “No one can come to me unless the Father who sent me draws him.” (John 6:44) Only God can kindle the fire of evangelism, and only God can save the lost. So our fervent prayers must be not only for the lost, but for ourselves to be dispensers of the life-giving message of salvation.

In one of Paul’s exquisite ladders of logic, we read the following in Romans 10:13-15:

²⁹ Bill Cornelius and Bill Easum, "Five Keys to Explosive Growth," *Outreach Magazine*, November/December, 2006, .

For, 'Everyone who calls on the name of the Lord will be saved.' How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can they preach unless they are sent? As it is written, "How beautiful are the feet of those who bring good news!

Part of the believer's spiritual armor in Ephesians 6:15 is having "your feet fitted with the readiness that comes from the gospel of peace." Gospel shoes. They go where you go. They give you a firm footing on the foundation of your faith. They give you the readiness to take a stand for your faith. They can only be put on with prayer, and it is true of the individual as well as the whole church body.

The pastor will want to enlarge on the prominence of outreach and evangelism prayer to enhance an atmosphere of outreach. Prayer for the lost and prayer for the believers who have the answer, should be a part of the weekly prayer ministries. Outreach prayer should flow from the pulpit in corporate worship services in a way that engages those attending. The consistent message should be that "our church is a church that cares about reaching lost people."

CHAPTER 6
TELLING IT LIKE IT SHOULD BE;
PREACHING AND TEACHING OUTREACH AND EVANGELISM

It is said that Billy Sunday used to preach “hell hot, heaven sweet, judgment sure, and Jesus saves!”³⁰ People outside of Jesus Christ do not need a morals upgrade, a cleaning up of their act, or a turning over of a new leaf. They need more than renovation, resolutions, or even resuscitation. They need a re-creation, wrought by the Holy Spirit alone, whereby they realize they are helpless, hopeless sinners in need of a Savior, and are led by God to repent and confess their sins, and turn in faith to receive Jesus Christ as their Savior and Lord. They are spiritually born again into a new life in Christ, with a new family, a new purpose for living and a new future in heaven.

Believers in Christ know this to be true, but what about the culture in general? Thom Rainer, in *Shattering Myths About the Unchurched*, asserts, “America is clearly becoming less Christian, less evangelized, and less churched. Yet too many of those in our churches seem oblivious to this reality.”³¹ Church consultant Aubrey Malphurs observes,

³⁰ Adrian Rogers, *The Power of His Presence* (Wheaton, IL: Crossway Books, 2001), 80.

³¹ Thom S. Rainer, "Shattering Myths about the Unchurched," *Southern Baptist Journal of Theology* 5, no. 1 (Spring 2001): 47.

The problem is that the overwhelming majority of American churches aren't committed to evangelism. My experience as a consultant working with churches from coast to coast is that evangelism is a dying value in America.³²

How can the Gospel mandate be revived? How can the fires of evangelism and outreach be rekindled? By preaching and teaching the Word of God.

Christians need to learn how from the beginning, God has been reaching out to His lost creation. Preaching can explain the Adamic mission, Israel's mission, and the Church's mission explained by the Great Commission, (Matthew 28:18-20) and epitomized by Christ Himself and the apostles. Preaching can explore the historic foundations of evangelism and outreach in the early church, both corporately and individually. Theological foundations can include God's attributes- especially love, grace, mercy, and justice, along with studies in hamartiology, anthropology, and soteriology. The theme of redemption flows like a crimson stream through the scriptures, culminating in the example of Jesus who came to reach the lost. Preaching can illustrate how Christ is incarnated through the life of the believer- Galatians 2:22 "I have been crucified with Christ, and it is no longer I who live, but Christ lives in me." Further, Jesus' life is to be incarnated through the life of the church, His body.

Other topics for effective outreach and evangelism preaching include the mandates for individual and collective evangelism. Fruitful themes can be drawn from preaching on spiritual gifts- evangelism in particular. Powerful life lessons can be learned from preaching biographies of Bible people like Philip, Peter, Paul, Andrew and Jesus. There is also a great opportunity for preaching a practical series on overcoming objections in sharing one's faith.

³² Aubrey Malphurs, *A New Kind of Church* (Grand Rapids, MI: Baker Books, 2007), 40.

Teaching opportunities abound for turning the mind and soul and spirit toward outreach and evangelism. Practical classes can be offered on being an effective witness. Teachers can teach on friendship evangelism and how to turn a conversation to spiritual things. Every Christian should be taught and able to articulate a presentation of the gospel.

Many people are predisposed to ignore training called “Evangelism Training”. Steve Bierly, pastor of Cobblestone Church, Schenectady, New York found that when he offered a two-day “Evangelism Seminar”, only a handful of folks showed up. A year later, however, he says,

I offered an evening on "How to Explain Christianity to Your Friends." I felt encouraged enough to offer another one on "How to Share Your Faith with People Who Think They Already Know It All." It seems the folks at Cobblestone are willing to be trained in evangelism—as long as we don't call it that.³³

Sunday School Teachers can educate their classes on spiritual gifts, and administer spiritual gift profiles in their classes. In fact each Adult Bible Fellowship or Sunday School Class should have a unit on spiritual gifts, and their application to the church body as well as to the lost. Elmer Towns offers a free Spiritual Gift Questionnaire on his website, www.elmertowns.com.

This questionnaire only surveys the nine *task* gifts, also called the *servicing* gifts. These nine spiritual gifts are generally recognized by evangelical believers. Different groups of believers add other abilities to their list which are not listed here, nor are they measured in this questionnaire. Because spiritual gifts should build unity in the Body of Christ (I Cor. 12:14-27), the obvious abilities usually

³³ Steve Bierly, "Evangelism for the Ordinary Church," *Leadership Journal* (July 1, 1997) .

found in a broad base of churches are: Prophecy, Helper, Teaching, Exhortation, Giving, Administration, Mercy Shower, Evangelism, and Shepherding.³⁴

A wise pastor will develop a system for linking the giftedness of his members to a ministry role in the church. Every new member should be given a spiritual gift profile so they can see where they can best serve the Lord in His church. Pastors can stir believers' imaginations regarding how to use other spiritual gifts for outreach and evangelism. Those with the gift of giving could fund outreach events, those with the gift of encouragement could do follow-up e-mails or letters or phone calls to event attendees. Those with the gift of service could create outreach props or venues, help with set-up and clean-up, cook food and provide childcare. Those with the gift of hospitality could be people who welcome those who attend outreach events.

Outside seminars may be brought in such as Search Ministries.³⁵ Search Ministries is a national organization with branch offices around the country. It was established to help adults develop spiritually and to assist them in sharing with friends and loved ones the beauty of a personal relationship with God. Search Ministries offers to produce a "Heart for Harvest" seminar, but this may involve more cost than some churches want to take on. The good news is that much of the material in the seminar is encapsulated in the "Connexions" study. This small group Bible study program by Search Ministries is a 12-week course in lifestyle evangelism which involves Bible

³⁴ Elmer Towns, "Spiritual Gifts Questionnaire," *Wwww.elmertowns.com*, http://elmertowns.com/spiritual_gifts_test/ (accessed February 14, 2010).

³⁵ *Search Ministries, Inc*, "About Search Ministries," http://www.searchnational.org/about_search.htm. (accessed November 22, 2009).

Study, group discussion, scripture memory, supplemental reading and practical application.

If a church has crafted a vision statement that includes outreach, it should be taught, explained, and illustrated so that people can learn it and personalize it. Biblical preaching and teaching provides the fuel for the Holy Spirit to ignite a fire for outreach and evangelism in the heart of the believer.

CHAPTER 7
OVERCOMING RESISTANCE TO CHANGE

Dr. Joe McKeever, pastor, former missions director of the Baptist Association of Greater New Orleans, has written an insightful article entitled, “Why Small Churches Stay Tend to Stay Small.” He discusses 10 factors:

1. Wanting to stay small.
2. A quick turnover of pastors.
3. Domination by a few strong members.
4. Not trusting the leaders.
5. Inferiority complex.
6. No plan.
7. Bad health.
8. Lousy fellowship.
9. A state of neglect permeates the church.
10. No prayer.

When it comes to change, McKeever says, that “The leaders would rather see their church disappear from the earth than to do anything new and different.”³⁶

³⁶ Joe McKeever, "Why Small Churches Tend To Stay Small," *Joemckeeper.com*, January 29, 2010, <http://www.joemckeeper.com/mt/archives/001352.html>. (accessed February 21, 2010).

So how can a pastor and his leaders to overcome resistance to change? The key factors are to pray, prepare, plan and process. Having already discussed prayer, let us consider preparation. The pastor must take several things into account before leading the change process. Ramsey Coutta in *A Practical Guide for Successful Church Change* suggests the following steps for pastors:

1. Be clear about the vision for change.
2. Develop in-depth knowledge about the change.
3. Prepare your expectations.
4. Keep in mind the perspective of others.
5. Remain calm when dealing with problems.
6. Maintain a positive, encouraging attitude.
7. Physically prepare.
8. Lean on spiritual resources.
9. Plan to actively participate in the change process.
10. Be flexible and willing to make adjustments based on changing conditions.
11. Do not (and do not expect to) work out all of the answers and the whole change plan before you involve others.
12. Plan on making a longer-term commitment to see the change through.³⁷

Once the pastor assesses the change horizon from a personal standpoint, it is good to do so from a church standpoint. A helpful step would be to gather his leaders together and have them work through Aubrey Malphur's "Implementation Barriers Audit."³⁸ This

³⁷ Coutta, 44-49.

³⁸ Aubrey Malphurs, *Advanced Strategic Planning* (Grand Rapids, MI: Baker Books, 2005), 355-356.

survey tool measures the value of 25 potential barriers to change, including such areas as status quo, complacency, tradition, inward focused, and stressed. Knowledge is power, and being aware ahead of time of resistance areas can be a great help in proactive planning.

Essential to Coutta's plan for implementing change is the formation of what he calls a "guiding coalition". Aubrey Malphurs refers to this powerfully influential catalytic group as the "Strategic Leadership Team." He explains how once the Spirit transforms the pastor or the point leader, his life in turn catalyzes the leadership team to a passionate pursuit of God's will. Malphurs in *Advanced Strategic Planning* asserts,

If it is not happening at the team level, it will not happen at the congregational level, because the team are the E. F. Hutton people- the leaders of the church who, like it or not, set the example for the congregation.³⁹

Malphurs develops in superlative detail the how-to's of laying a spiritual formation for the pastor, the Strategic Leadership Team, and the congregation as a whole. There is power in the combined resources and gifts of the Strategic Leadership Team. Together they can create and carry out effective efforts for outreach and evangelism. A helpful planning tool was explained by Dr. Frank Schmitt to his Pastoral Leadership class, entitled "Strategy for Planning Worksheet."⁴⁰ See Appendix C for a copy of this.

From there a wise pastor and team will communicate, communicate, communicate. The best way to overcome resistance to change is the grace-filled sharing of information- patiently, persistently, plentifully. Some churches have a low-morale

³⁹ Ibid. 91.

⁴⁰ Frank Schmitt, "Introduction to Planning," speech delivered to Students in the Pastoral Leadership class, May 27, 2009, PLED 970, Liberty Baptist Theological Seminary, Lynchburg, VA.

problem because they tend to follow a problem-based approach to planning, which tends to reinforce gloom, pessimism, despair and low self-esteem. Lyle Schaller recommends, “A better approach is to begin the planning with the suggestion, ‘Let’s build a list of the assets and strengths...and then talk about how those can be foundation stones for strengthening, reinforcing, and expanding our ministry.’”⁴¹ Churches will want to build outreach efforts around their strength areas, instead of merely trying to imitate the latest fad, or copy the latest mega-church model.

Many church attendees have a head-in-the-sand lack of awareness of the increasing lostness of their fellow-workers, neighbors and friends. They need a strong dose of reality. It will be helpful to show them the need for change by pointing out some of the many sobering statistics concerning the decline of the gospel. For example, Thom Rainer and his research team discovered that only four percent of the “Bridger generation” (those born between 1977 and 1994) are Christians, compared to 65 percent of the “Builder generation” (those born before 1946).⁴² For a church to survive, it must focus its efforts on reaching and ministering to younger generations or it will face extinction. This will not be easy, and the church will have to be open to change in ways that minister to and attract a younger generation.

Communication from the Pastor, staff, Strategic Leadership Team, and all other leaders can help counteract negative emotions associated with change. Couetta wisely

⁴¹ Lyle E. Schaller, *The Small Church is Different* (Nashville, TN: Abingdon Press, 1988), 59.

⁴² Michael Foust, "Nine Habits Of Churches That Reach And Keep The Unchurched," *Pastors.com*, July 21, 2004, <http://www.pastors.com/> (accessed July 25, 2009).

counsels, “Communication should address the nature of the change, the hope for the change, and the benefits of the change.”⁴³

A courageous and conscientious Board of Elders will have the spiritual fortitude to go public with their painful failing in the past. Picture a church where the Board calls the church family together and stands together in the front to explain. They share how God has convicted them; they confess their failure as individuals and leaders to be reaching out and witnessing; and they ask the congregation for forgiveness. This might just shock some of the apathy out of people. The board could ask the people to pray for them. They could even ask others in congregation to agree that they are convicted as well, and to stand in prayer asking for God to forgive them and give them a new heart and burden for the lost. Bold leadership begets bold results. Revival might just break out.

Rather than ignore “the elephant in the kitchen,” Coutta encourages constructive discussion about the need for greater involvement and investment in outreach personally and as a church. He advocates allowing people to talk about their anxieties, fears, doubts, confusion, and hopes. Listen closely to what they have to say. Tell them what you know that is clear about the change, and what still has to be worked out, and invite them to help in finding answers to questions that they have.⁴⁴

Dr. Frank Schmitt suggests a proactive approach. When you know someone who might resist, he recommends having a preemptive meeting- a lunch, just to let them sound

⁴³ Coutta, 20.

⁴⁴ Ibid. 21.

off and vent. Perhaps you can give them some insights; perhaps you will gain some. If anything, you may soften their objections.⁴⁵

When people see and hear and sense a renewed passion for outreach coming from their pastor and leaders, when they sense that their concerns are being heard and responded to, and when a proposed change is reinforced consistently and communicated thoughtfully and thoroughly, it goes a long way to heading off opposition.

As stated in Dr. Schmitt's class, "Proper prior planning prevents pitifully poor performance."⁴⁶

⁴⁵ Frank Schmitt, "Managing Change," speech delivered to Students of the Pastoral Leadership course, May 26, 2009, PLED 970, Liberty Baptist Theological Seminary, Lynchburg, VA.

⁴⁶ Ibid.

CHAPTER 8

THE IRREPLACABLE VALUE OF A GOOD FIRST IMPRESSION

The retail industry has a practice known as “secret shoppers,” in which people not employed by the store are asked to go to a store, and evaluate their shopping experience from a number of viewpoints. The store can then use their observations to make improvements in the shopping experience. Malphurs has the audacity to describe just that, in his Appendix L.⁴⁷ He offers a “Visitor Evaluation” and a “Sunday Worship Service Evaluation” in which the evaluator rates the greeting, facility, staff, music, worship, sermon, friendliness, and other aspects of a “church shopper’s” first impressions.

Churches need to take a look at their facility’s appearance if they are serious about outreach. Pastors surveyed in the “Alive and Growing” Survey (Appendix A) typically gave their church appearance a grade of B- or lower. Often it is easy to become comfortable in a facility, and begin to overlook its appearance. When a member has been attending for years, they no longer notice the peeling paint on the trim, the weeds around the sign, the faded parking lot lines, the sags or tears in the carpet, the rust in the restroom stalls, the worn-out hymnals, the stained, cloudy floor tile, or the threadbare seat cushions. A good question to give an honest answer to is: What grade would you give your church for physical attractiveness to non-attendees, compared to other public

⁴⁷ Malphurs, 357-358.

buildings such as a doctor's office or a school? A good question to ask is if the church facility is visitor-friendly, with designated visitor parking, clear signage for restrooms and nurseries, and attractive information displays.

The greeting a guest receives as they enter can make a positive impression as well. All of the welcoming staff- greeters and ushers- should have specific training to make a guest feel wanted and welcome. In the rain, greeters can use golf umbrellas to escort people from their cars. Upon welcoming them, the greeter should state their own name first, saying, "I am ____, welcome to our church." Then the greeter can ask, "Have you received one of our guest packets yet?" This helpful question takes the embarrassment out of them asking, "Are you new here?" and being answered, "No, I've been coming for six months now." Trained greeters will escort parents with babies to the nursery and introduce them to the nursery worker, who will explain their ministry. Others will be escorted to a Sunday School room and introduced to the teacher when appropriate.

Ushers can make a good impression as well, with a warm smile and handshake as they give guests a worship folder. If they see visitors looking for a seat, they may offer to go forward and locate a suitable spot for them. If they see a baby or elementary age children, they can invite parents to use the nursery and tell them about Children's Church if one is offered.

There is outreach potential in the printed materials as well. An outreach-friendly church bulletin will offer an engaging welcome, an attractive layout, contact information for the staff and website, inviting "non-insider" descriptions, and helpful inserts. Sometimes the inserts will serve as flyers to use as invitations, details of special

upcoming events for the youth or some other specialized ministry, or they may give helpful spiritual materials.

One very helpful bulletin insert is “Common Ground” published by Search Ministries. The Common Ground bulletin insert seeks to encourage the believer's desire to develop areas of common interest with those who have not yet experienced salvation through Christ. Published twelve times a year, Common Ground is filled with helpful instructions on the principles of lifestyle evangelism as well as lots of ideas for building relationships on the basis of common ground. Issues are devoted to a variety of topics such as how to build bridges of friendship, start a spiritual conversation, answer difficult questions, share a personal testimony, and present the gospel. Common Ground is a very friendly and affordable single sheet that can be used as a monthly bulletin insert, newsletter insert, or handout. Chuck Swindoll says,

Common Ground is more than just a church bulletin insert. This monthly publication offers practical, workable ideas for taking the message of God's love into the everyday world of car pools, 9-to-5 jobs, and next-door neighbors. Any pastor searching for creative ways to encourage outreach should consider using Common Ground.⁴⁸

An attractive, information-packed visitor packet should be prepared for the guests. Greeters can be trained to give these to guests, and in some cases, churches during announcements will ask guests to raise their hand indicating they'd like the usher to hand them one. Along with appealing presentation of the ministry with contact information, the packet may include a welcome gift of some type. At Christmas time it might be a

⁴⁸ *Search Ministries, Inc*, "Common Ground," <http://www.searchnational.org/resources.htm#connexions/> (accessed November 22, 2009).

small booklet on the true meaning of Christmas, and the same at Thanksgiving time, Valentines Day, and Patriotic tribute material for July. At the writer's church, during March and April associated with Easter, guests received in their welcome packet a DVD of the *Jesus Film*. This outstanding film is the most true to the Biblical account of Jesus' death and resurrection, and best of all it includes a clear presentation of the Gospel with a salvation invitation at the end. A children's version is also available, and cost varies based on quantity. For example, cost for 30 -59 copies is just \$7.50 each.⁴⁹

Churches should do their best to make sure that all of their printed materials make a good first impression. Churches should also make the most of publicity opportunities for their events. These include use of radio and TV public service announcements, newspaper public service announcements, community posters and flyers, neighborhood door-hangers, mailing contacts and phone contacts. These can be done at little or no cost. Often a newspaper ad will have both the benefit of being placed in the local paper as well as in its advertising supplement such as a "Penny Saver" or the like. In addition, don't overlook the very inexpensive but effective newspaper option of using "side-bars" on the front page for short announcements. All print advertising should be done in an appealing, relevant manner. Cues can be taken from the style and contents of advertising by looking at ads for public products over the radio and newspaper.

One of today's most widely used, and frequently neglected media for a church's first impressions is their website. Websites can make a powerful statement, a "nothing" statement, or a negative statement. According to the "Alive and Growing" Survey, (Appendix A) pastors surveyed gave their website a grade of B- and worse. In over half

⁴⁹ *Jesus Film Project*, "The Jesus Film," <http://www.jesusfilm.org/> (accessed February 21, 2010).

of the cases, several of those surveyed did not have a website at all. A pastor of a plateaued 234-year-old church said, “Do not have a website at this time. We are doing the research now as to whether to establish one or not.” In the writer’s opinion, this is a tragic omission and a missed outreach and evangelism opportunity.

With thoughtful attention, a website can be a powerful outreach tool that is very attractive and visitor-friendly. The church website should be easily navigable, and include outreach statements, photos of outreach activities, the promoting of outreach events, easily found service times, and complete contact information for staff. It is helpful to include a link to a gospel presentation. Other links can take the seeker to “How to” articles. Some church websites include links to other organizations with whom they have affiliation such as a Christian camp, Christian colleges, and a crisis pregnancy center. Seekers may click links to reputable sites like www.gotquestions.org.⁵⁰ Those wanting to do Bible searching may click on www.biblegateway.com.⁵¹

It certainly helps for the website to have a link to a maps program to assist newcomers in getting directions to the church. In addition, a map of the church facilities is very helpful. In every way possible, a church website should do all they can to make a first impression that is positive, helpful, and motivates a guest to come back.

The North American Mission Board (www.NAMB.net) offers a free resource entitled “Make Your Church Visitor Friendly.” This free PowerPoint presentation and listening guide helps churches develop a strategy to ensure each visitor will be made to feel welcome, have questions answered, learn about the church's ministries, and want to

⁵⁰ *Got Questions Ministries*, <http://www.gotquestions.org/> (accessed July 30, 2009).

⁵¹ *Bible Gateway*, <http://www.biblegateway.com/> (accessed November 22, 2009).

come back.⁵² Other NAMB resources include a free e-book, “Fifty Great Soul-Winning Motivational Sermons.” a women’s evangelism strategy, and an excellent article on following up evangelistic contacts.

⁵² *North American Mission Board*, "Make Your Church Visitor Friendly," http://www.namb.net/site/c.9qKILUOzEpH/b.4430857/k.3400/Make_Your_Church_VisitorFriendly.htm. (accessed February 16, 2010).

CHAPTER 9
TOOLS OF THE FISHING TRADE;
TRAINING AND EQUIPPING RESOURCES

If Jesus said, “I will make you fishers of men,” then Pastors can be the tackle dispensers. Pastors can preach and teach about evangelism in ways that give everyone something to work with. Believers can be helped to discover and develop their own unique evangelism style. Mark Mittelberg in *Building a Contagious Church* outlines six different styles of evangelism displayed in the New Testament, and spends six chapters going into detail in how each style can be maximized for church-wide outreach. The styles he discusses are: the Confrontational style of Peter in Acts 2, the Intellectual style of Paul in Acts 17, the Testimonial style of the blind man in John 9, the Interpersonal style of Matthew in Luke 5:29, the Invitational style of the woman at the well in John 4, and the serving style of Dorcas in Acts 9.⁵³ A pastor could take these topics as a starting place and add other outreach styles to create an edifying and equipping preaching or teaching series.

Today more than ever before, church teachers have at their disposal a wide assortment of well-researched and engagingly prepared materials for teaching about outreach and evangelism. The delivery system varies, including small group study

⁵³ Mark Mittelberg, *Building a Contagious Church* (Grand Rapids, MI: Zondervan, 2001), 158.

materials, CD's, and DVD video series and webinars. Some excellent book studies for sharing one's faith include *Share Jesus Without Fear* by William Fay,⁵⁴ *How to Give Away Your Faith* by Paul E. Little⁵⁵, and *I Hate Witnessing*,⁵⁶ by Dick Innes.

For teaching lifestyle evangelism some book study resources worth checking include *Evangelism as a Lifestyle* by Jim Peterson,⁵⁷ *Gentle Persuasion* by Joseph C. Aldrich,⁵⁸ *Life-style Evangelism* by Joseph C. Aldrich,⁵⁹ and *Becoming a Contagious Christian*, by Hybels and Mittelberg.⁶⁰

Believers can be equipped to use their homes and hospitality for outreach and evangelism. Two good studies are *Your Home a Lighthouse*, by Bob and Betty Jacks,⁶¹ and *Open Heart, Open Home*, by Karen Burton Mains.⁶²

⁵⁴ William Fay, *Share Jesus Without Fear* (Nashville, TN: Broadman & Holman Publishers, 1999).

⁵⁵ Paul E. Little, *How to Give Away Your Faith* (Downers Grove, IL: Inter-Varsity Press, 1973).

⁵⁶ Dick Innes, *I Hate Witnessing* (Ventura, CA: Regal Books, 1985).

⁵⁷ Jim Peterson, *Evangelism as a Lifestyle* (Colorado Springs, CO: NavPress, 1985).

⁵⁸ Joseph C. Aldrich, *Gentle Persuasion* (Portland, OR: Multnomah Press, 1983).

⁵⁹ Joseph C. Aldrich, *Lifestyle Evangelism* (Portland, OR: Multnomah Press, 1983).

⁶⁰ Bill Hybels and Mark Mittelberg, *Becoming a Contagious Christian* (Grand Rapids, MI: Zondervan Publishing House, 1994).

⁶¹ Bob Jacks, Betty Jacks, and Ron Wormser, Sr., *Your Home a Lighthouse* (Colorado Springs, CO: NavPress, 1986).

⁶² Karen Burton Mains, *Open Heart, Open Home* (Elgin, IL: David C. Cook Publishing, 1987).

Child Evangelism Fellowship has chapters throughout the United States which partner with local churches in training Christian workers to reach children with the gospel. Child Evangelism Fellowship® is the world's largest ministry to children-dedicated to evangelizing boys and girls with the gospel of Christ, discipling them in the Word of God and establishing them in a local, Bible believing church. According to CEF's website, in 2008, 2,705 full-time Child Evangelism Fellowship® workers and many thousands of volunteers around the world reached over 9.3 million children with the Gospel of Christ.⁶³ CEF offers training and ministries to churches at no charge, which include 5-Day Clubs (back yard Bible clubs), Good News Clubs (weekly after-school clubs), CEF Mailbox club (correspondence club), One-day party clubs, Fair ministries, and ministry to prisoners' children. At the Child Evangelism Fellowship website, the CEF Chapter Finder button will help pastors find the closest chapter in their immediate area.

Pastors may provide outreach and evangelism tools to their people through numerous video series that are available. One series hosted by Christian actor Kirk Cameron focuses on learning to share faith as Jesus did, and is entitled "The Way of the Master."⁶⁴ Another church-wide outreach effort is to plan and hold an annual "Friend Day" event developed by Dr. Elmer Towns.⁶⁵ On Elmer Towns' website, he offers a free PDF file entitled "The second Friend Day" as an effective sequel to the original Friend

⁶³ *Child Evangelism Fellowship*, cefonline.com/ (accessed January 24, 2010).

⁶⁴ *The Way Of The Master Ministries*, <http://www.wayofthemaster.com/> (accessed July 28, 2009).

⁶⁵ *Church Growth Institute*, <http://www.churchgrowth.org/> (accessed July 28, 2009).

Day program.⁶⁶ The in-pouring of guests because of these Friend Day activities can at times double the church attendance on a given Sunday. If a pastor will spend some time in Christian bookstores, and on Christian publishing websites, he will find a vast array of ways and means for teaching and equipping his people for outreach and evangelism.

⁶⁶ Elmer Towns, "The Second Friend Day," *Elmer Towns Ministries*, <http://elmertowns.com/> (accessed July 28, 2009).

CHAPTER 10
LOCK AND LOAD;
PROVISIONING THE PEOPLE WITH RESOURCES

One component in cultivating an atmosphere of outreach and evangelism in the church is to provide people with outreach resources that they can get their hands on. Pastors want to provision their people with resources. Attractive gospel tracts are one example. There is a wide assortment of topics, ranging from seasonal to special events, to specific ages and demographic groups. It is helpful to have a thousand or more Halloween tracts available, and to put a couple samples in every bulletin the week before Halloween to stimulate interest and involvement. The same is true of Christmas and Easter tracts.

Radio Bible Class, creators of the *Our Daily Bread* devotional booklets offers a wide listing of booklets that address outreach and evangelism.⁶⁷ Some titles include “How Can I Break the Silence?” “The Greatest Story Ever Told,” and “Sharing Jesus Without Fear.” A church booklet rack can feature these, and over 100 other titles. Specific targeted 30-day devotionals are available to groups like expectant parents, military people, those who are grieving, and those interested in nature and the outdoors.

⁶⁷ *RBC Ministries*, <http://www.rbc.org/> (accessed July 28, 2009).

In addition, the church's library can have a healthy library section devoted to outreach and evangelism.

One effective way to resource believers is to put in their hands effective and engaging materials for them to give away. It could be an interesting book, a special Christmas or Easter CD, or perhaps the "Jesus" video.⁶⁸ The best pipeline for transmitting gospel resources from the church to the world is through the hands of the believers who come each week into the hands of people they know.

⁶⁸ *Jesus Film Project*, "The Jesus Video," <http://www.jesusfilm.org/> (accessed July 28, 2009).

CHAPTER 11
THE WOW-HEY-DO FACTOR;
HIGH IMPACT CORPORATE OUTREACH EMPHASIS

Few things are more inspiring than hearing first-hand accounts of how God has worked in peoples' lives through outreach and evangelism. Few things are more motivating than hearing and seeing the effects of reaching out. The corporate worship service is a wonderful place to give praise to God for what He is doing, and to show by example what it means to do outreach and what an impact it makes.

Grace Fellowship Church in New Haven, Indiana is a church that celebrates salvations. When someone new comes to the Lord, they light a candle on the front communion table. This is a symbol of the new life that has begun and is often accompanied by a testimony. At Easter, Wallen Baptist Church, a medium-sized church in Fort Wayne, Indiana, had a 6-week prayer wall. Church people put the names of unsaved friends and loved ones on the wall for whom they were praying and to whom they would be reaching out. Anything visual that can be done to illustrate or amplify outreach and evangelism is definitely worthwhile.

Church services come alive when testimonies are given by individuals or by groups. They may be verbal or written. They may be extemporaneous or read from a card, or take the form of answering interview questions by someone on the platform. Outreach stories may include photos and videos where possible. People can describe

what they tried for outreach, and even tell times it did not work out as they planned. Stories can be told by those who do the outreaching, and also by those who were reached by the outreach. Pastors can enable and improve this ministry by asking those giving testimonies to try writing them out first, and aiming for a five –minute limit. Pastors can then offer constructive encouragement and coaching to maximize the effectiveness of the testimony. This would certainly not need to be mandated, but it could be a big help in some cases. Every leadership person should be able to take a turn at least once a year to share with the congregation an outreach or evangelism story of some kind. If they cannot, it indicates something is wrong with the leaders.

When it comes to persuasion, hearing another person tell what they did, how the Lord used it, and what happened as a result has a powerful impact. It can provoke responses such as “Wow! Praise the Lord!” or “Hey! What a great idea!” or “Now I could do something like that!”

A church that has become lethargic and apathetic needs a change- a cultural transformation. By the grace of God, a pastor can himself be transformed and changed. He can be God’s instrument to then infuse passion, life and energy into his leaders and to create and cultivate a Strategic Leadership Team. Throughout the church, attention can be given to generating an atmosphere that “breathes” outreach and evangelism, from the parking lot to the website to the printed materials and the handouts. The preaching and teaching, the worship and testimonies can all exude the excitement of a pastor and leaders and people who have been changed. God can do it, through His people, by His Spirit, for the good of His church, for the building of His Kingdom, and for the glory of God.

PART III
CULTIVATING A CORPS

The local church is not so much an organization as it is an organism, a living entity. The Bible refers to it as “the body of Christ” with Christ being the head.⁶⁹ What is true of any healthy living organism is that it must continually grow, or it begins to die. “In the time it takes you to read this sentence how many new cells do you think your body will produce? Millions!”⁷⁰

Healthy churches will produce healthy Christians who will, by the instrumentality and sovereign working of the Holy Spirit, reproduce healthy Christians. This should be the vision and mission of every church collectively, and each believer individually. Dr. Rod Dempsey stated that his personal vision is “to be a multiplier of multipliers.”⁷¹ How is this possible for the church at large? The church must develop outreach and evangelism leaders who will develop reproducing leaders.

This will emanate from a church-infused culture of outreach and evangelism. The atmosphere of a church should be permeated with new life as believers reach out to their

⁶⁹ Ephesians 5:23, 29, 30

⁷⁰ Janet Sergent, "Why Should Your Body Grow New Cells," *Mysite*, http://mysite.cherokee.k12.ga.us/personal/janet_sergent/site/Syllabus/1/Why%20should%20your%20body%20grow%20new%20cells.pdf. (accessed April 17, 2009).

⁷¹ Rodney Dempsey, "Lecture Notes," speech delivered to CLED 997 Students, March 9, 2009, The Art of Developing Leaders, Liberty Baptist Theological Seminary, Lynchburg, VA.

unbelieving friends, loved ones and acquaintances. Much can be done to cultivate this kind of mindset among believers.

A culture of outreach and evangelism begins with the pastor having clear convictions about its primacy in the church. From this will flow preaching on outreach and evangelism, and teaching infused in a variety of venues. Testimonies in church services will give it life. John Cionca in *Inviting Volunteers to Minister*, tells of one pastor whose church has a “Look What God is Doing” time during the services, featuring stories of how God is at work. “Due to this positive atmosphere, most people that we approach about serving usually respond with, ‘Oh, I have been thinking about that. That is something I would like to try. Tell me more.’”⁷² Media, both website, printed and power point should be tooled for outreach. Publicity should be thorough and engaging, and resources for the congregation plentiful and easily accessed.

But atmosphere alone is not enough. Jonathan Falwell says, “Everything rises and falls on leadership.”⁷³ The most effective and economical outreach of a church will be found in developing people. Everything else will grow out of enlisting, creating, equipping and engaging an outreach leadership team. While a healthy church has a number of interdependent systems,⁷⁴ an essential component is the developing of leaders

⁷² John Cionca, *Inviting Volunteers to Minister* (Cincinnati, OH: Standard Publishing Company, 1999), 14.

⁷³ Jonathan Falwell, ed., *Innovate Church* (Nashville, TN: B & H Publishing Group, 2008), 37.

⁷⁴ Dempsey mentions seven church systems: Evangelism, Discipleship, Service, Leadership, Preaching, Church planting/missions, and Worship. "Lecture Notes", March 9, 2009

specifically for outreach and evangelism who will propagate and perpetuate outreach and evangelism throughout the church.

It is true that every believer should have a commitment to outreach and spiritual reproduction. However God works through spirit-led leaders to give awareness, motivation, education, training, examples, mentoring and opportunities. What follows in the next section is a functional sequence of essentials for creating an Outreach and Evangelism Leadership Team.

There must be specific targeted prayer for God to raise up workers for His harvest. Important tasks include identifying and recruiting potential outreach leaders, giving small group training, developing the scope of outreach ministry, creating a vision statement and ministry description for the Outreach Leadership Team, exploring three spheres of outreach, creating goals and choosing methods of outreach, implementing ongoing training, and working to multiply the ministry and continue raising up leaders.

CHAPTER 12

SPECIFIC, TARGETED PRAYER

In Matthew 9:37-38, Jesus said to His disciples, "The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field." On the one hand, outreach and evangelism prayer should permeate the congregation. It begins in the heart of the pastor and outreach leaders. It characterizes Elder and Deacon meetings and plans. Prayer about outreach and evangelism takes place in small group prayer meetings, and in corporate church-wide prayer.

However on the other hand, beyond corporate prayer and a prayerful church atmosphere, there must be specific, targeted, concentrated prayer to identify and cultivate a corps of Outreach Leadership Team members. This is exemplified by the Lord Jesus. Jesus was constant in prayer and specific in prayer. Prior to selecting the 12 disciples, Jesus spent the night in prayer, seeking the Father's will, the Father's provision of laborers, and the Father's guidance in selecting them.

Pastors should be pouring out prayer for Outreach Leadership Team members. They should enlist the prayers of their leadership board, and offer specific prayers in the church body, asking God to raise up harvest workers. People need to understand that they can be a part of God's answer to prayers for workers in outreach and evangelism.

CHAPTER 13

IDENTIFYING AND RECRUITING POTENTIAL OUTREACH LEADERS

Observation is essential here. A number of helpful criteria are available. John Maxwell lists 10 qualities to look for in a leader: character, influence, positive attitude, excellent people skills, evident gifts, proven track record, confidence, self-discipline, effective communication skills, and discontent with the status quo.⁷⁵

Fred Smith takes a different approach to identifying a person with potential. He says to take notice of leadership in the past, the capacity to catch or create vision, a person who likes a challenge, a constructive spirit of discontent, people not locked in the status quo, practical ideas, a willingness to take responsibility, a completion factor, mental toughness and respect.⁷⁶

One central quality to observe is what Danah Zohar calls the “Spiritual Intelligence Quotient”.

Spiritual intelligence is an ability to access higher meanings, values, abiding purposes, and unconscious aspects of the self and to embed these meanings, values, and purposes in living a richer and more creative life. Signs of high SQ include an ability to think out of the box, humility, and an access to energies that

⁷⁵ John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 47-59.

⁷⁶ Fred Smith, "Ten Ways to Identify a Person With Potential," *Leadership Journal* 17, no. 4 (Fall 1996): .

come from something beyond the ego, beyond just me and my day-to-day concerns.⁷⁷

The discerning leader will look for high SIQ signs in others.

Potential outreach leaders may also be identified by observing people who give testimonies of God's working in their lives. These are people who are already living the outreach/evangelism life and are not only in touch with God, but a conduit of His Spirit's work. Another factor to observe is the fervency of prayer among those who pray for the lost. When they are talking to God about others who need the Lord, they have hearts open to talk to those people about Christ.

One effective means of identifying outreach leaders is to review results of Spiritual Gift profiles. The wise pastor will administrate Spiritual Gift profiles in all of the Sunday School classes from high school through adult, and especially in the New Members class. These may be accessed from a variety of publishers, or administered free from an internet source such as one found at the Ephesians Four Ministries Church Growth Institute website.⁷⁸

When it comes to recruiting by volunteers, Bill Hybels makes the point that the best recruiters of volunteers are volunteers. "Despite our efforts to publicly communicate needs and ask people to serve, by far the most effective ask is the personal one- and the more personal, the better. In fact, volunteers make the best volunteer recruiters."⁷⁹

⁷⁷ Danah Zohar, "Spiritually Intelligent Leadership," *Leader to Leader*, no. 38 (Fall 2005): 41-50.

⁷⁸ Larry Gilbert, "Spiritual Gifts Analysis," *Ephesians Four Ministries Church Growth Institute*, <http://store.churchgrowth.org/epages/ChurchGrowth.sf/> (accessed April 24, 2009).

⁷⁹ Bill Hybels, *The Volunteer Revolution: Unleashing the Power of Everybody* (Grand Rapids, MI: Zondervan Publishing, 2004), 106.

In identifying and recruiting outreach leaders, new believers should not be overlooked. They have the freshest connections with lost friends and acquaintances, and new people make some of the best outreach people. According to Rod Dempsey, “You cannot do change management without new people.”⁸⁰ New people can bring invigoration and passion into an outreach program like no one else.

⁸⁰ Dempsey, “Lecture Notes,” March 9, 2009.

CHAPTER 14
INVESTIGATING AND ENLISTING POTENTIAL OUTREACH LEADERS

Leaders will attract leaders. Take note of those who identify with an outreach passion. Invite them as companions on outreach activities. D. James Kennedy says,

I have asked thousands of ministers how many of them have preached sermons on the need to witness and have taught classes on this subject. Most of them have raised their hand, but when I have asked how many of them make a habit of taking their people with them when they go out to evangelize, only three or four percent will usually respond...The average person can no more learn to evangelize in a classroom than he can learn to fly an airplane in the living room. The missing link of modern evangelistic training, which was so thoroughly provided by Christ, is ‘on-the-job training.’⁸¹

John Maxwell advocates nurturing a relationship using the “BEST” technique. “Who wouldn’t be more secure and motivated when his leader *Believes* in him, *Encourages* him, *Shares* with him, and *Trusts* him?” (emphasis his)⁸² In *Innovate Church*, Doug Randlett writes, “The most effective leadership tool is leading through building relationships. When the relationship is established, you have positioned yourself to face any challenge or opportunity with that person.”⁸³ Kennedy maintains that actual

⁸¹ D. James Kennedy, *Evangelism Explosion* (Wheaton, IL: Tyndale House Publishers, 1971), 7.

⁸² John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 62.

⁸³ Jonathan Falwell, ed., *Innovate Church* (Nashville, TN: B & H Publishing Group, 2008), 26.

recruiting should not be done from the pulpit, but rather should be done on a person-to-person basis, first by the pastor and then by the trained laymen.⁸⁴

Outreach leadership volunteers sign in and stay in because they have been brought in by relationships. "People buy into the leader before they buy into the leader's vision. Touch a person's heart before you appeal to their head and ask for a hand."⁸⁵ John Cionca asserts, "People are leery of a professional headhunter who is trying to fill a slot with their body. But they trust a friend whose heart they know, who offers an invitation to invest their lives in meaningful ministry."⁸⁶ From such relationships individuals could then be invited to attend an Outreach Leadership Small Group designed for training and developing outreach leaders.

⁸⁴ Kennedy, 9.

⁸⁵ John Maxwell, "Communicating Vision," *Leadership Wired*, http://www.giantimpact.com/articles/read/communicating_vision/ (accessed March 24, 2010).

⁸⁶ John Cionca, *Inviting Volunteers to Minister* (Cincinnati, OH: Standard Publishing, 1999), 34.

CHAPTER 15

DEVELOP AND LEAD AN OUTREACH LEADERSHIP SMALL GROUP

The terminology “403 Outreach Leadership Small Group” comes from Rick Warren’s well-known baseball-diamond shaped model of spiritual life development in *The Purpose Driven Church*. The “400” level classes deal with discovering one’s life mission, and sharing Christ. The purpose of 400 level classes is “to enlist people in the worldwide mission of sharing Christ.”⁸⁷

The groundwork of such a small group will involve choosing curriculum and course length. One example would be a 13-week study of *Becoming a Contagious Christian*, by Bill Hybels.⁸⁸ Another model is an evangelism training seminar called “Building Bridges” that is implemented at Southeast Christian Church in Louisville, Kentucky. Session 1 focuses on the individual, and discovering their evangelism style. Session 2 describes ways to build bridges to your friends, break down barriers and start spiritual conversations. Session 3 focuses on the Bridge illustration.⁸⁹ It is taught, demonstrated in a skit, and then attendees practice on each other.⁹⁰ Another curriculum example is *Share Jesus Without Fear*, by Bill Fay and Ralph Hodge, published by

⁸⁷ Warren, 144.

⁸⁸ Bill Hybels and Mark Mittelberg, *Becoming a Contagious Christian* (Grand Rapids, MI: Zondervan Publishing Company, 1996).

⁸⁹ For the Navigator's explanation/training in the Bridge Illustration, see Appendix B.

⁹⁰ Don Waddell, *Making Your Church a Place to Serve* (Joplin, MO: College Press Publishing Company, 2001), 122-123.

LifeWay Church Resources.⁹¹ It is participation oriented, and presents a great lifestyle evangelism method of cultivating spiritual conversations and giving one's testimony in a non-threatening, natural way.

D. James Kennedy's "Evangelism Explosion" has been used literally around the world.

It is the subject of much debate and criticism among evangelicals. Missional types dismiss it as a modernistic sales job, assuming too much to be of any use today. Reformed types dismiss it as one-sided, coercive, or decisionistic."⁹²

Despite its critics, the training model is still valid. The "EE" program consists of three types of training: class instruction, homework assignments, and on-the-job training.⁹³ Many other training models give instruction and homework, but do not provide actual experience. Kennedy maintains that the on-the-job-training is the most vital, almost indispensable element of the training.

Other details in preparing the 403 Outreach Leadership Small Group include choosing a class size and location, and most importantly choosing the teacher and an apprentice. The role of the apprentice will be to observe the class, and be given some responsibilities by the teacher from time to time. They come into the role with the view that they are learning, and learning by doing, and that they too will eventually lead such a small group. There should be a debriefing after each small group for the leader to process and evaluate with the apprentice what was done and learned.

⁹¹ William Fay and Ralph Hodge, "Share Jesus Without Fear," *Southern Baptist Conference*, June 2, 2008, <http://www.sbc.net/redirect.asp?url=http://www.lifeway.com/> (accessed April 17, 2009).

⁹² Mark Dever, "Where'd All These Calvinists Come From?," *Church Matters*, <http://blog.9marks.org/2007/07/whered-all-th-2.html>. (accessed March 27, 2010).

⁹³ Kennedy, 12, 13.

In *Spiritual Leadership*, authors Henry and Richard Blackaby, in their section on “Leading Others to Lead,” explain a list of four habits leaders must regularly practice to produce a corps of leaders for their team. These include delegating, giving people freedom to fail, recognizing the success of others, and giving encouragement and support.⁹⁴

For the greatest success, the pastor should be an outreach mentor himself, and encourage any current outreach leaders to cultivate mentoring relationships with others.

John Maxwell gives guidelines for selecting the right people to mentor and develop:

1. Select people whose philosophy of life is similar to yours.
2. Choose people with potential you genuinely believe in.
3. Determine what they need.
4. Evaluate their progress constantly.
5. Be committed, serious, and available to the people you mentor.⁹⁵

With this in view, The 403 Outreach Leadership Small Group should have as an overriding agenda, for members to be connected in a mentoring relationship with current outreach leaders.

⁹⁴ Henry Blackaby and Richard Blackaby, *Spiritual Leadership* (Nashville, TN: B & H Publishers, 2001), 162.

⁹⁵ John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 80-82.

CHAPTER 16

FORMULATE THE SCOPE OF THE OUTREACH LEADERSHIP TEAM'S MINISTRY

It is essential to begin and end this process with communication with the Elders/Deacons Board, or whatever governing board the church has. They should be involved in giving input to, approval of, feedback to, and support of the Outreach Leadership Team's ministry formulation.

This is the brainstorming phase, and ideas can come from a wide assortment of sources. Besides the Elders/Deacons, outreach ideas can be gleaned from research in books and websites, interviews with outreach leaders in other churches, church input surveys, pastors' fellowship groups, conferences, small group and informal chats, and from an invited input committee of potential leaders.

The scope of outreach can be quite broad. Among the themes to choose for the scope of a church's outreach ministry are whether the church is going to emphasize one style of outreach activities, or a combination approach. Some churches utilize attraction/event oriented outreach. Others prefer servant-evangelism community outreach. Some churches emphasize friendship evangelism outreach, while others put time and energy into internet/electronic sourced outreach. Offering a combination of these can tap into a wider source of outreach workers. Aubrey Malphurs, in *Advanced Strategic Planning*, maintains that it is imperative to think carefully about how the church positions itself in the community. He asserts three steps, (1) know your community, (2)

determine your identity, and (3) communicate your identity.⁹⁶ How you process this information and proceed in forming and communicating your identity will help define the scope of your outreach ministry and what you hope to accomplish and how.

⁹⁶ Aubrey Malpurs, *Advanced Strategic Planning*, 2nd ed. (Grand Rapids, MI: Baker Books, 2005), 191-194.

CHAPTER 17

CREATE AND IMPLEMENT A VISION STATEMENT AND MINISTRY DESCRIPTION

Proverbs 29:18 says, “Where there is no vision the people perish.” It is imperative that the Outreach Leadership Team works together to refine a vision statement, and from it to create a ministry description. The old adage holds true, “He who aims at nothing, will hit it every time.” It is not surprising that the majority of declining and plateaued churches in the “Alive and Growing Survey” are characterized as having no church vision statement, nor an outreach vision statement. In *Comeback Churches*, Stetzer and Dodson lament, “Too many churches are focused on maintenance and not strategic growth- and a new pastor or a changed pastor can make the difference, if they can change to strategic thinking.”⁹⁷

For maximum buy-in, the pastor should make use of the group process in creating vision statements and ministry descriptions. Jonathan Falwell models this in his approach to leadership.

To foster growth and respect with my ministry team, I place an emphasis on including them in the process of strategizing and fulfilling our ministry goals. As they see me including them in key discussions and critical ministry decisions, they feel a part of all that we are doing and understand my dependence on them. When they realize how much I depend on them, this fosters their spiritual focus.⁹⁸

⁹⁷ Ed Stetzer and Mike Dodson, *Comeback Churches* (Nashville, TN: B & H Publishing Group, 2007), 181.

⁹⁸ Jonathan Falwell, ed., *Innovate Church* (Nashville, TN: B & H Publishing Group, 2008), 38.

A few features of good vision statements are that they are concise, clear, and compelling. A concise vision statement uses an economy of words to encapsulate the vision. It is long enough to be effective and short enough to be memorable. A clear vision statement is one that is easily understood. It is not vague generalities but targeted, specific concepts. A compelling vision statement is motivational and catalytic. It is something worthy of putting on banners, on letterhead and contact cards. A vague outreach vision statement might read: “To reach the world for the Lord Jesus Christ.” It is short, but neither clear nor compelling. A better example is from Three Rivers Bible Church, of Three Rivers Michigan. Their outreach vision statement reads: “To introduce the unchurched to Christ and to show them that TRBC is a great place to grow.”

Once the Leadership Team comes together around a clear vision statement, then they may create a corresponding ministry description for their team that is unique to their church and community. This should be submitted as a proposal to the church board, fine-tuned, adopted, and unpacked and implemented by the team. Ingredients to include are the oversight of creating a culture of church-wide outreach and evangelism, training in outreach and evangelism, provision of outreach and evangelism events and activities on-site and off-site, and follow-up of guests and decisions.

With a vision statement and a ministry description, now is the time to ask for a clear commitment- it is really a call to discipleship. Rainer and Geiger list four concepts involved in the “simple church” process for making disciples:

1. Clarity – The ability of the process to be communicated and understood by the people.
2. Movement – The sequential steps in the process that cause the people to move to greater areas of commitment.
3. Alignment – The arrangement of all ministries and staff around the same process.

4. Focus – The commitment to abandon everything that falls outside of the process. Churches following these simple concepts demonstrated greater success in disciple-making than churches which followed more complex approaches.⁹⁹ While this is a church-wide paradigm, it can be applied on a smaller scale to the outreach leadership team-making process.

Once the vision statement and ministry description are in place, no doubt ministry is already ongoing. Now it is a matter of establishing regular meeting times and agendas, to pull together the outreach focus, celebrate the progress, and build on the momentum. John Maxwell gives a very compelling approach to having agendas that are inspiring, and effective.¹⁰⁰ His list of agenda structure ideas is given in Appendix C, and is a great model for making an outreach leadership team's meetings inspiring, instructive and motivational.

⁹⁹ Thom S. Rainer and Eric Geiger, *Simple Church: Returning to God's Process for Making Disciples* (Nashville, TN: B & H Books, 2008), 70-78.

¹⁰⁰ John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 104.

CHAPTER 18

COMPILE IDEAS, SET GOALS FOR OUTREACH EVANGELISM SPHERES

Typically outreach and evangelism falls into three spheres: cultivating friendship evangelism, offering in-church outreach events and activities, and implementing off-campus community outreach programs. It is helpful to try to have a balance of all three spheres. Ideas can be compiled for each, and then top activities may be chosen and priorities may be set.

At this point specific goals can be developed for each outreach evangelism sphere. Jerry Falwell loved to reference the term B.H.A.G. (pronounced B-Hag). “It is an acronym for the phrase: Big, Hairy, Audacious, Goals.”¹⁰¹ These goals are God-sized goals that stretch one’s faith, and call forth the best in everyone.

Maxwell recommends using the following guidelines in helping people set goals:

1. Make the goals appropriate.
2. Make the goals attainable.
3. Make the goals measurable.
4. Clearly state the goals.
5. Make the goals require a “stretch.”
6. Put the goals in writing.

¹⁰¹ Jonathan Falwell, ed., *Innovate Church* (Nashville, TN: B & H Publishing Group, 2008), 44.

“It is also important,” says, Maxwell, “to encourage your potential leaders to review their goals and progress frequently.”¹⁰²

Having selected goals and activities, it is time to put the wheels into motion. Specific activities and methods should be selected to implement outreach in all three spheres that are calendar specific, and assigned to accountable team members. A “point man” should be selected to lead each activity, and to shepherd the process.

Ramsey Coutta emphasizes the importance of sustaining momentum and gathering feedback. Two major goals are essential in sustaining momentum: (1) Maintain the advances already achieved and complete change already underway, and (2) Use momentum to take advantage of further change opportunities.¹⁰³ Good planning will have milestones and mid-point goals built in, so that short-term wins can build to bigger wins.

After the activity has been completed there should be a time for debriefing, evaluation, and celebration. This step is most often neglected, but can be most valuable for providing a sense of celebration, accomplishment, and fulfillment, and offers a platform on which to build for future successes.

¹⁰² John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 93-94.

¹⁰³ Ramsey Coutta, *A Practical Guide for Successful Church Change* (New York: iUniverse Inc, 2008), 97-98.

CHAPTER 19

PROVIDE ONGOING TRAINING FOR THE OUTREACH LEADERSHIP TEAM

As the Outreach Leadership Team grows through mentoring and discipling, God will give evidence of blessing. Mutual sharing is a form of ongoing training. Some of this will come from the Pastor, who should be a model of friendship evangelism himself. Tony Morgan in *Simply Strategic Volunteers: Empowering People for Ministry*, asserts, “I need to intentionally create opportunities to hang out with ‘normal’ people. Take time to build relationships and share life with people who don’t attend your church.”¹⁰⁴ This is a constant challenge for some pastors who find it easier to hole up in their studies and issue outreach orders to others.

It is easy to justify never meeting the neighbors or cultivating relationships with nonbelievers. There are so many church meetings to lead, committees to serve on, studies to prepare, counseling to provide, lessons to teach, and the list goes on. However nowhere does the scripture exempt a pastor from being a witness. Nowhere is he given a pass to only “shepherd the sheep, and let the sheep produce sheep” as some pastors assert. He is called by God to be an example of a disciple in all things. And this calling includes outreach and evangelism.

¹⁰⁴ Tony Morgan and Tim Stevens, *Simply Strategic Volunteers: Empowering People for Ministry* (Loveland, CO: Group Publishing, 2005), 144.

A specific program for ongoing training that is worth considering is *Outreach Teams that Win* by Jerry N. Tidwell. It utilizes the acronym GROW (God Rewards Our Work). Church members are asked to commit just one evening each month to outreach – with several avenues of outreach from which they can choose.¹⁰⁵ Church denominations and outreach ministry organizations can provide additional resources for the continual training and refreshing of the Outreach Leadership Team.

¹⁰⁵ Jerry N. Tidwell, "Outreach Teams That Win," *Southern Baptist Convention*, 1998, <http://www.sbc.net/redirect.asp?url=http://www.lifeway.com/> (accessed April 17, 2009).

CHAPTER 20

DEVELOP LEADERSHIP MULTIPLICATION/SUCCESSION PLANS

The church needs leaders who will produce leaders who will produce leaders. We need far fewer Joshua's and Samuel's who produced no successors, trained no one to follow them, and left the nation to flounder. Instead we need more Paul-Timothy relationships exemplified by Paul's words to Timothy, "The things you have heard from me in the presence of many witnesses, these entrust to faithful men who will be able to teach others also." (2 Timothy 2:2)

Developing leadership multiplication and succession plans is essential. John Maxwell cites the clarion call issued by Peter Drucker at a leadership conference he attended. "Peter asked us, 'Who will take your place?' He kept emphasizing, 'There is no success without a successor.'"¹⁰⁶ Maxwell himself sets forth and explains a "Five-Step Process of Training People": (1) I model, (2) I mentor, (3) I monitor, (4) I motivate, and (5) I multiply. "This is my favorite part of the whole process," says Maxwell. "Once the new leaders do the job well, it becomes their turn to teach others how to do it. As teachers know, the best way to learn something is to teach it."¹⁰⁷

¹⁰⁶ John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 10.

¹⁰⁷ *Ibid.*, 98.

In this manner the cycle is completed, and it continues to perpetuate. Empowered by prayer, potential outreach leaders are identified, recruited, investigated and enlisted. They are trained through small groups and mentoring, and they are engaged in the operation of the Outreach Leadership Team's ongoing ministry. They commit to the team, embrace the vision and ministry description, and set goals for outreach efforts within the church, within the community and within personal relationships. Ongoing training strengthens the team as it continues to cast its vision, and cultivate a church-wide atmosphere of outreach. Ultimately the Outreach Leadership Team will produce outreach leaders who will reproduce leaders- all for the glory of God.

PART IV
COLLECTING A CORPUS

The BBC.com September 27, 2008 news opening line was catchy: “Churches do something unheard of to get people in to church- they personally invite them.”¹⁰⁸

Anglican churches across Britain hoped to attract up to 30,000 new faces for the fourth annual “Back to Church Sunday,” a drive to extend personal invitations to would-be worshippers. Regular worshippers were encouraged to give VIP invitation cards to friends and neighbors, while some bishops went to much greater lengths to spread the word:

- In Nottinghamshire, Bishop of Sherwood, the Rt Rev Tony Porter, went underground to meet miners at Welbeck Colliery.
- Bishop of Doncaster, the Rt Rev Cyril Ashton, donned his motorbike leathers and rode to four areas of the Diocese of Sheffield to promote the Church to fellow bikers.
- A group of parishes in Dewsbury, West Yorkshire, took over a shop front in the town centre to hand out invitations to passing shoppers.
- Four bishops in the Diocese of Lichfield placed adverts in football match programs to reach out to fans. They read: "Because Jesus has already taken the penalty, you can be saved."
- In Cowplains, Hampshire, Rev Paul Moore rolled out a red carpet from the door of his church, St Wilfrid's.

"It's so easy for people who don't normally come to imagine that they'll be unwelcome intruders if they walk into a church service," he said. "In fact, nothing could be further

¹⁰⁸ *BBCnews*, September 27, 2008, "Churches Open Doors For "Guests", "<http://news.bbc.co.uk/2/hi/uk.news/7638541.stm/> (accessed January 23, 2010).

from the truth. We will aim to make them feel really at home." Research by the Diocese of Lichfield suggested there were an extra 6,000 people in the pews on Back to Church Sunday last year. Six months later, between 700 and 900 had become regular members- a 12-15% increase. Not a bad response to a simple invitation to come as a guest to church.¹⁰⁹

The methods and means of outreach and evangelism are myriad. And yet many pastors have only glimpsed the tip of the outreach iceberg. They content themselves in the security of doing what they've always done- a short list of outmoded items done for decades with diminishing returns. The problem is familiarly stated: If you keep doing what you've always been doing, you'll keep getting what you've always got.

This final Part IV of this project focuses on collecting an anthology of outreach and evangelism methods and activities. The reader will discover a valid collection strategy which they can implement with their own church leaders. Collection measures include surveys, conversations, researching resources, website resources and conferences.

The vast array of outreach and evangelism ideas may then be categorized into three categories: Friendship Outreach and Evangelism, On-Site Outreach and Evangelism, and Off-Site Community Outreach and Evangelism. Each of these categories will be illustrated by an abundance of examples.

¹⁰⁹ Ibid.

CHAPTER 21

COLLECTION METHODS

These final chapters are more of a beginning than an end. Think of them as a launching pad from which to explore the galaxy of outreach and evangelism. First of all where do you go to get a toolbox full of great ideas? There is an assortment of collection methods. Ideas and information can come from surveys, conversations, researching resources, website resources and conferences.

SURVEYS

Surveys can yield some really fruitful ideas and build relationships. They can be outreach surveys of churches of all types: large and small; in the neighborhood or in the region. Surveys may be offered to churches within a denomination, or an association such as the IFCA and even local pastors fellowships. They could be extended by email to all of the churches of the student body of a college or seminary.

A few principles will guide the forming of a good survey with the potential of a good response. First, it should not be too long. Skip the general demographics that can take up pages. Only ask for what you need. You can ask for effective means and methods of outreach and evangelism, and you can also ask for the ideas that flopped and floundered. Second, the survey should be personal in tone. Try to relate to the one receiving the survey with an engaging, brief cover letter. Third, try to perpetuate the

survey through the reader's network. Ask the reader to forward the cover letter and survey to all of the churches in their email address book. Fourth, it should have a kick-back. Offer to send the compiled results to all who participate. And then be sure to do it.

CONVERSATIONS

A second valuable collection method is through conversations- both verbal, written and electronic. The first source should be the pastor's own circle of colleagues. Every pastor has a circle of college and seminary buddies he can get in contact with. He can make a list of friends and then set a goal of talking to every one of these in a one-month time period. The goal of the conversation is to learn their insights and experiences of outreach and evangelism. Keep a journal of the conversations, and then share them with the Outreach Leadership Team. A wider circle of colleagues includes acquaintances in denominational regions, or association fellowships such as the local regional of the IFCA.

Another source of conversations can be extended through the Outreach Leadership team. Ask them to form a list of Christian friends to speak with. It could be pastors or friends from the church in which they worshiped in their previous community. It could be Christian relatives who are active in an outreaching church.

Pastors can take the initiative by compiling a list of other churches which they believe are doing a good job of outreach and evangelism. Then the Pastor or an Outreach Leadership Team member can contact the Outreach Director of that church for an interview. Tell them what you'd like to talk about and invite them to be your guest at

breakfast or lunch to talk things over. Ask them to bring along a calendar or list of ideas they think might help you. Then following the meal send them a sincere thank you note.

It takes a little more effort, but a wise pastor or church leader will make written notes of the contents of the conversations. These then can be put into a useful format for sharing with the Outreach Leadership Team.

RESEARCHING RESOURCES

Researching resources is a third collection method for outreach and evangelism ideas. Some research can take place at one's own seminary. Look through dissertation archives for any works that relate to the topic. Extend your search to other Christian colleges and seminaries. You may stick with those whose views and theology are similar to yours, or be bold to go "outside the box" to others. Look at their course listings. Ask for a copy of the syllabus. Search out the course required texts, materials and bibliographies. Make contact with the instructor of the course and arrange a telephone interview.

When it comes to researching and acquiring books one of the best websites to spend time in is www.dealoz.com. Dealoz.com is a search engine website, not a bookseller. Their self-description is: "We search over 200 online bookstores to find millions of books and prices. We find the best deals on any new & used books and textbooks. Save money by comparing prices before you buy."¹¹⁰ All major internet booksellers are searched, such as Half.com, Alibris, Abebooks, Valore, Biblio, Barnes &

¹¹⁰ *Dealoz.com*, "Dealoz.com Official Site," <http://www.dealoz.com/> (accessed February 10, 2010).

Noble, Amazon, and eBay. The author of this paper has used this website for all of his post-graduate book purchases. Dealoz.com is able to search for a book by title or author, ISBN or key word. Once found, they offer product details, reviews of the book, and a list of similar products. Of greatest interest is the listing of prices for the books. You can stipulate “Used,” “New” or “All.” When you click the “Buy” button, you are taken directly to the bookseller’s buy and check-out page without having to do any further searching. Many titles are almost as inexpensive for “new” copies as they are “used” copies. As a sampling of how the website works, when the word “outreach” is typed in the keyword line, Dealoz.com offers 56 titles for initial review. Many of the book titles are fascinating. For example the book *Getting Students to Show Up: Practical Ideas for any Outreach Event, from 10 to 10,000*¹¹¹ is worth a look. When this item is clicked, Dealoz.com displays a page of results for both new and used copies of this book. The 192-page book retails for \$9.99, but with DealOz, you can buy a new copy of it through eBay for \$1.00, plus shipping of \$3.00, for a total of \$4.00.

Type the keyword “evangelism” in Dealoz.com and 47 results are displayed. A title of interest for lifestyle evangelism is *Me an Evangelist? Every Christian’s Guide to Caring Evangelism*.¹¹² This book retails new on eBay for \$19.82 (\$15.83 plus shipping). Using Dealoz’s search, a brand new copy can be bought through Amazon Marketplace for \$8.74 (shipping included), and a used copy can be bought for 75 cents, plus \$2.99 shipping at TestbooksRUs for a total of \$3.74. This website is so helpful that everyone

¹¹¹ Jonathan R. McKee, *Getting Students to Show Up: Practical Ideas for any Outreach Event, From 10 to 10,000* (Grand Rapids, MI: Zondervan Publishing, 2007).

¹¹² William J. McKay, *Me an Evangelist? Every Christian's Guide to Caring Evangelism* (St. Louis, MO: Stephen Ministries, 1992).

who has used it, has expressed appreciation for the resource. As a side note, the author utilized Dealoz.com to purchase 20 Bible study books for a Sunday school class which retailed for \$14.99 each. The cost? \$5.00 per copy.

PUBLICATIONS

Another avenue for researching resources is through publications. Some are available online, others are available as paper subscriptions. Examples include *Outreach Magazine*¹¹³ and *Avant Magazine: Church Planting for a Changing World*.¹¹⁴ *Discipleship Journal*, published by NavPress, was taken out of print in 2009. However its content lives on in the [online archives](#), which offer thousands of articles from authors of depth and integrity. “When you search past issues, you’ll find feature articles on a variety of topics, as well as several articles related to the issue’s special theme topic, and a variety of ministry-helps articles.”¹¹⁵

Another avenue for researching resources that is available to Liberty University or Liberty Baptist Theological Seminary students is the [Liberty University Online](#)

¹¹³ *Outreach Magazine*, "Current Subscription Offer," <http://www.outreachmagazine.com/magazine/3176-Current-Subscription-Offer.html>. (accessed February 11, 2010).

¹¹⁴ *Avant Ministries*, "Avant Magazine Subscription," <http://www.outreachmagazine.com/magazine/3176-Current-Subscription-Offer.html>. (accessed February 11, 2010).

¹¹⁵ *The Navigators*, "About Discipleship Journal," <http://www.navpress.com/dj/content.aspx?id=1954/> (accessed February 11, 2010).

[Library](#)¹¹⁶. This website allows students to locate and borrow books, as well as access thousands of periodicals and scholarly journals through the Library Research Portal.

WEBSITE RESOURCES

A starting point would be to look at the websites of churches you are familiar with, both small and large. One benefit of doing so will be the acquiring of good ideas to incorporate into your own church's website. Take particular note of the features, the navigability, the user friendliness, and look at it through the eyes of an unchurched individual. Is it eye-catching or boring? Does it speak in engaging, non-churchy terminology? Does it give full details and avoid "insider-itis?" Does it give good contact links for them to inquire further?

Then look at the contents of the website from an outreach and evangelism standpoint. What training resources are offered to equip believers for outreach and evangelism? What outreach events are being offered as an ongoing ministry? What special outreach events are being planned? Most pastors are more than willing to take a moment on the phone or in a reply email to describe their event for your interest. In some cases you may be able to visit the church or the event to get a firsthand look at their outreach in action. Start a list of churches and websites visited, and start a list of activity ideas for the Outreach Leadership Team to consider.

One overlooked internet resource is the websites offered by church denominations like the Southern Baptist Conference and church associations like the Independent Fundamental Churches of America International. At the Southern Baptist Conference

¹¹⁶ *Liberty University*, "Liberty Online Library Services," <http://www.liberty.edu/index.cfm?PID=796/> (accessed February 11, 2010).

website (www.sbc.net), a survey of its contents leads you to a new program that relates to cultivating a climate of outreach and evangelism. It is called “Empowering Kingdom Growth.”

Empowering Kingdom Growth is an initiative designed to call individual Southern Baptists to renew their passion for the Lord Jesus and the reign of His kingdom in their hearts, families, and churches from which God can forge a spiritual movement marked by holy living, sacrificial service and global witness.¹¹⁷

A “40-Day Experience” kit is offered, complete with video, music and graphic art resources, Power Point presentations, sermon outlines, books, study guides and testimonials. It would certainly be worth a look as a rallying point to breathe new life into a coasting congregation.

On the SBC Life link, stories are offered of what other churches are doing for outreach. One example is the “FLIP” ministry. FLIP, stands for Free Lunch In the Park, a ministry provided by East Seventh Baptist Church and Graffiti Community Ministries in New York City which reaches the homeless, addicts, immigrants, and urban poor gathered at Tompkins Square Park on the Lower East Side.¹¹⁸ Other articles in SBC Life include “Reaching Uptown Chicago through Word and Deed,” “Multi-housing Ministry in Missouri,” and “Sharing the Gospel at Syracuse University.”

The Independent Fundamental Churches of America website features a section called “Healthy Church Toolbox.” It opens to a menu bar that gives a page listing sub-

¹¹⁷ Kenneth S. Hemphill, "Empowering Kingdom Growth," *Southern Baptist Conference*, <http://www.empoweringkingdomgrowth.net/ekg.asp?cat=about&subcat=aboutkh/> (accessed February 12, 2010).

¹¹⁸ Carol Pipes, "It Can Begin With A Sandwich," *Southern Baptist Conference*, <http://www.sbc.net/redirect.asp?url=http://www.sbclife.net/> (accessed February 12, 2010).

categories with links to web-sites and other helpful information and resources. Topics include Evangelism, Discipleship, Pastoring, Leadership, and Preaching. Some articles in the Evangelism link include “Reaching the Lost with our Hearts and Hands,” “The Local Church and Evangelism,” and “The Challenge of Evangelism.”¹¹⁹

Clicking through the Evangelical Free Church of America website,¹²⁰ in the church planting section, Ed Stetzer offers a wonderful “Annotated North American Church Planting Bibliography” in a 12-page PDF file.¹²¹ Here’s a chance to be pointed to some great resource reading by one of the best.

Another avenue of outreach and evangelism internet research is found in websites devoted to church planting. Dr. David Earley, Director of Liberty Center for Church Planting at Liberty University says,

“If you could cut the heart of God you would find that God bleeds Church Planting...It is not enough to merely tell the Gospel. It must be lived out with and before people in Christian communities. The New Testament way of doing this was through establishing new churches. A healthy church is the body of Christ on earth. Establishing a new church brings the hands and heart of Jesus into the lives of needy people.”¹²²

¹¹⁹ *Independent Fundamental Churches Of America*, "Healthy Church Toolbox," http://setup.finalweb.net/site/cpage.asp?cpage_id=140008195&sec_id=140003224/ (accessed February 12, 2010).

¹²⁰ www.efca.org

¹²¹ Ed Stetzer, "Annotated North American Church Planting Bibliography," *Evangelical Free Church Of America*, <http://www.efca.org/files/document/church-planting/annotated-church-planting-bibliography-oct-2006-stetzer.pdf>. (accessed February 12, 2010).

¹²² David Earley, "Church Planting And The Heart Of God," *Liberty University*, October 25, 2006, <http://www.liberty.edu/media/1162/cmt/churchplanting/CHURCH%20PLANTING%20AND%20THE%20HEART%20OF%20GOD.pdf>. (accessed February 13, 2010).

[Www.churchplantingvillage.net](http://www.churchplantingvillage.net) is a website devoted to just that. Along with offering resources for sale, it also hosts a vast array of helpful articles with titles such as “Church Planting and Event Evangelism,” “How to Conduct Community Surveys,” “One-Hour Witnessing Workshop,” and “Top Ten Ways to Connect to Your Community.”

[Www.newchurches.com](http://www.newchurches.com) is another church planting website with good resources. Under the direction of Ed Stetzer, it hosts a generous selection of free resources that will help pastors in any church who want to improve their outreach and evangelism. Some of the articles are incredibly relevant and usable. Examples include “Putting a Church Outreach Plan Together,” and “Starting Conversations with the Community.”¹²³

Steve Sjogren hosts a website, www.churchplanting.com. It is replete with outreach and evangelism principles- many offered in video format. The site lists church planting tips and sermon resources. Sjogren also directs viewers to other church planting websites such as: www.churchplanting.com, www.servantevangelism.com, www.newchurches.com, www.churchplantingamerica.com, www.transformationalcoaching.com, www.vanguardministries.org, and www.churchplantmedia.com .

www.IFCA.org has a division of ministries called “Church Extension.” Other church organizations do also. “Church extension” typically means “church planting.” Church planters are consumed with all things related to outreach and evangelism. The IFCA Church Planting Resources link lists several resources in outreach and evangelism

¹²³ Brett Andrews, "Externally Focused Outreach," *Newchurches.com*, <http://www.newchurches.com/externally-focused--outreach/> (accessed February 12, 2010).

areas such as research, promotion, recruitment, training, strategy, networking and cultural planting. Fruitful results will come from spending time researching there. One outstanding example is a compelling statistic-rich brochure for recruiting church planters (and also outreach leaders) entitled “When the Training is Done.”¹²⁴

There are many other church-planting websites from which to glean. In Appendix E is a helpful annotated list, entitled “My Top 10 Favorite Church Planting Websites,” by Dr. David Earley.¹²⁵ It can jumpstart the research in this area.

Yet another internet avenue for researching resources is those websites hosted by organizations devoted to outreach and church growth. Admittedly the majority of these will have products or services to sell, so “caveat emptor.” Nevertheless many of them have some great articles and resource ideas for programs, activities, and training materials.

Elmer Towns, co-founder of Liberty University and Dean of the School of Religion, hosts his own website, www.elmertowns.com. Towns’ site contains free books and resources to use as valuable resources for the study of Church Growth, Sunday School, Christian Education, Bible Study and Exposition, and Christian Life. On it he generously shares online copies of 76 of his books for free. Some of them have direct connection with outreach and evangelism, with titles such as “10 of Today’s Innovative

¹²⁴ *Independent Fundamental Churches of America*, “When the Training Is Done,” http://ifca.org/home/140001498/140001503/docs/MCE_When_The_Training_Is_Done.pdf. (accessed February 12, 2010).

¹²⁵ Dave Earley, “My Top 10 Favorite Church Planting Websites,” *Liberty University*, <http://www.liberty.edu/media/1162/cmt/churchplanting/My%20Top%2010%20Favorite%20Church%20Planting.pdf>. (accessed February 13, 2010).

Churches”, “10 Largest Sunday Schools,” “America’s Fastest Growing Churches,” “Capturing a Town for Christ,” “Church Growth State of the Art,” “Great Soul Winning Churches,” “Practical Encyclopedia of Church Growth,” and “The Complete Book of Church Growth.”¹²⁶ In addition he offers seven free resource packets, some numbering over 200 pages, on practical church growth topics.

Another church growth web site is www.myfriendshipconnection.com.

According to the site, 86 percent of people who trust Christ do so because of the simple invitation of their friend.¹²⁷ Their program, similar to “Friend Day,” relies on Christians simply using their network of relationships to reach out to others. “My Friendship Connection is a complete strategy specifically designed to mobilize your church for a great day of outreach and bringing churches together for a common cause.”¹²⁸ Besides the product which deserves a look, there are some good articles with titles like, “Why Evangelism Doesn’t Work Anymore,” by Greg Stier, and “Door to Door: A Look at the Numbers,” by Ed Stetzer.

The Navigators is an outreach group dedicated to helping people navigate spiritually, “to know Christ and to make Him known” as they look to Him and His Word to chart their lives. Their ultimate goal is to equip them to fulfill 2 Timothy 2:2—to teach what they have learned to others. On their website a number of helpful articles can be found that inspire outreach. Titles include: “Getting Out of Your Witnessing Box,” and

¹²⁶ Elmer Towns, "Online Books Listing," *Www.elmertowns.com*, <http://elmertowns.com/index.cfm?action=bksonline/> (accessed February 14, 2010).

¹²⁷ *Www.myfriendshipconnection.com*, "My Friendship Connection," <http://myfriendshipconnection.com/home/> (accessed February 14, 2010).

¹²⁸ *Ibid*

“How to Let Your Light Shine.”¹²⁹ Also available are some of their hallmark illustrations such as Navigators’ “Bridge” gospel presentation, and “Hand” Bible study and prayer prompter. A great illustration, with explanation for its use is the “One-Verse Evangelism” illustration. It is so helpful, the writer has shown it in Appendix F.

[Www.lifeway.com](http://www.lifeway.com) is a publishing and distribution arm of the Southern Baptist Conference. As such, it offers much in the way of resources. Embedded in the site is lifewayresearch.com. This site has some great studies that are useful for preaching illustrations and for training outreach leaders. Free studies and articles include such titles as “Americans Open to Outreach from Churches”. This study of over 15,000 Americans reveals their willingness to receive information about a local congregation and how effective they believe each approach to inviting them to church would be. Free graphs and a Power Point are offered to show how Americans responded to each outreach method tested. Another example of the free articles is the “Young Adults Consider Themselves Spiritual” study by Tobin Perry. Findings from this study conducted for [Lost and Found: The Younger Unchurched and the Churches that Reach Them](#) show that spiritual interest turns into higher response to invitations to attend Bible studies and church if done in the right ways.¹³⁰

Probe Ministries’ is an apologetics-based outreach and evangelism ministry. Their website, www.probe.org states as their mission:

¹²⁹ *The Navigators*, "Navigator Resources," <http://www.navigators.org/us/resources/> (accessed February 21, 2010).

¹³⁰ Tobin Perry, "Young Adults Consider Themselves Spiritual," *LifeWay Research*, <http://www.lifeway.com/article/?id=169448/> (accessed February 14, 2010).

to present the Gospel to communities, nationally and internationally, by providing life-long opportunities to integrate faith and learning through balanced, biblically based scholarship, training people to love God by renewing their minds and equipping the Church to engage the world for Christ.

Probe Ministries offers conferences, radio ministries, speakers, training and resources to equip believers. Of great interest are the 1500+ free articles available on the website that address a myriad of issues with a Biblical perspective, and provide tools for engaging society with the gospel. Some representative titles of the free articles include:

“Reflection on the Virginia Tech Shootings,” “China, the Olympics and Christians,” “Apologetics and Evangelism,” “Seven Questions Skeptics Ask,” and “Answering the Big Questions of Life.”¹³¹

¹³¹ *Probe Ministries*, "Reasons to Believe," http://www.probe.org/site/c.fdKEIMNsEoG/b.4466067/k.1914/Reasons_to_Believe_Apologetics.htm. (accessed February 20, 2010).

CHAPTER 22

CATALOGUING BY CRITERIA

The topic of outreach and evangelism methods is vast and varied. This chapter will catalogue the ideas into the broad headings of Friendship Outreach and Evangelism, On-Site Outreach and Evangelism, and Off-Site Community Outreach and Evangelism.

FRIENDSHIP OUTREACH AND EVANGELISM

This is evangelism everyone can do. But it takes a commitment by the pastor and church leaders, and Outreach Leadership Team to make it happen. Pastors and leaders need outreach and evangelism to be not only their own vision, but also their personal practice. They need to lead by example. But they also need to lead by training, and providing ministry opportunities. LifeWay Research surveyed 801 pastors and learned that while 96 percent said that they strongly agree that every Christian has a responsibility to share the Gospel with non-Christians, only about one-third of pastors cite evangelism training as an ongoing activity.¹³²

A great starting place is to teach the congregation about the Engel Scale of Spiritual Growth, shown in Appendix G. The Engel Scale describes the growth of a person from being a non-Christian to becoming a growing Christian. The negative scale

¹³² Mark Kelly, "LifeWay Research Reveals Top Evangelistic Activities," *Lifeway.com*, October 7, 2009, <http://www.lifeway.com/article/?id=169720/> (accessed March 2, 2010).

goes as far as “-8”, representing an unbeliever who has an awareness of a Supreme Being but no effective knowledge of the gospel. The scale moves through awareness, grasping implications of the gospel, to responding with a salvation decision and making steps in spiritual growth that grow to a “+5.” Engel suggested that the average person needs about ten significant encounters with the Gospel before they are ready to make a commitment.

This concept is so freeing to many Christians who feel like “evangelism failures” because of not being able to get people to “pray the prayer.” Engel’s premise is that success in evangelism is moving a person one step closer to the day they make a salvation commitment to Jesus Christ. It is all a part of the sowing, watering and cultivating that Paul told the Corinthians about in 1 Corinthians 3. Paul Hazelden has taken the Engel Scale and modified it to be even more illustrative of the process of evangelism. His starting place with the unbeliever goes to a -12 representing “no God framework” or even hostility to the concept of God. He then shows how God is at work, and what man’s role is in the evangelism process at each stage. Both scales are displayed in Appendix G.

Many of the same materials used to train the Outreach Leadership team can be used for training the church as a whole. Chapter 15 references *Becoming a Contagious Christian*, by Bill Hybels, *Building Bridges*, by the Southeast Christian Church in Louisville, KY, and *Share Jesus without Fear*, by Bill Fay and Ralph Hodge.

Friendship outreach and evangelism can also be promoted church wide by using “FAITH Evangelism” by LifeWay publishers. The FAITH Evangelism strategy consists of a 12 week course. The session titles give an idea of what is included in each session.

1. Session 1: The Great Adventure
2. Session 2: Moving Toward Spiritual Dialogue

3. Session 3: Finding Connection Points
4. Session 4: F Is for Forgiveness
5. Session 5: A Is for Available
6. Session 6: I Is for Impossible
7. Session 7: T Is for Turn
8. Session 8: H Is for Heaven
9. Session 9: The Invitation
10. Session 10: They Accepted Jesus; Now What?
11. Session 11: Your Role in Kingdom Work
12. Session 12: Your Next Step

Each session includes home studies with a strong emphasis on one's daily personal walk with the Lord. Pastor Ted Sherrill of First Baptist Church, Georgetown, SC says, "I have not found a more effective tool for cultivating an evangelistic spirit in the church than FAITH Evangelism Training. FAITH is not hype, or a fad, but the work that the Lord has called us to." Some points that make the program effective are

- Short- takes only 12 sessions to complete
- Flexible- works in Sunday School, Bible studies, and small groups
- Conversational- makes sharing the gospel more natural
- Cultural- builds disciples who train others to share

Westside Baptist Church of Gainesville, Florida has been using FAITH Evangelism for many years. Their website, www.westsidebaptist.org gives insights into how they use it and its effectiveness. While it is sold by LifeWay.com and is not cheap, since it is a reusable resource, it can be very economical in the long run.

One of the newest organizations promoting friendship evangelism is "The Way of the Master," hosted by Ray Comfort and Kirk Cameron at www.wayofthemaster.com. The flagship product is the Basic Training Course, an 8-week video series with small group materials. Using a captivating teaching style, Comfort and Cameron not only teach

how to witness, they demonstrate it, through fascinating on-the-street conversations with gang members, atheists, cult members, and intellectuals. Weekly homework assignments gradually coax participants, step-by-step, out of their comfort zone to reach their loved ones and others for Christ. Group members will be inspired and motivated as they learn, watch, and then do.¹³³ A free e-newsletter is available, and the website offers a nice selection of free tools in the forms of articles, video clips and reports.

Evantell.org is an organization devoted to training and equipping people to share the gospel through friendship evangelism. They offer some excellent training materials on DVD's at reasonable prices, as well as coming to do a live seminar in a church. Two examples are "You Can Tell It," an 8-week seminar that equips participants with a clear and simple method for sharing Christ with confidence. Far from mechanical, this method will free believers up to be a warm, friendly, and gracious witness for Christ as they explain the message of the gospel with anyone at anytime. At \$49.95, "You Can Tell It" is a very adaptable training curriculum for Sunday School, Small Groups, Mission Trips, Prison Ministries, and Outreach Teams.

Evantell's "Seeds" friendship evangelism training curriculum is a 12-session training experience and will help any believer become more comfortable and confident to share Christ. Designed for small groups or Sunday Schools, SEEDS is a creative, interactive study that addresses the theology and the real-life challenges of evangelism. With three months of study, prayer, and accountability, believers are thoroughly equipped

¹³³ *Way of the Master*, "The Way of the Master," <http://www.wayofthemaster.com/btc.shtml/> (accessed February 21, 2010).

to share the gospel clearly and simply.¹³⁴ Topics covered include: Motives & Attitudes for Evangelism, Building Relationships with Non-Christians, How to Present the Gospel, Giving a Personal Testimony, Responding to Questions and Objections, Overcoming Fear, and How to Follow-Through. \$149.00 provides a small group of 10 people and a leader with the 6 DVD set, Leader's Guide, and three different participant workbooks for the 10 small group members. It comes out to a cost of \$13.54 per person for three months of training.

One of Evantell's signature items is a simple, clear gospel presentation called, "May I ask you a question?" It poses what this writer considers the very best witnessing question: "Has anyone ever taken a Bible and shown you how you can know for sure that you are going to heaven?" This question is so simple, so sincere, so clear and so uncomplicated. The writer's experience is that 95% of people will say "No," and when asked if they would like to learn how, the majority say "Yes."

Evantell has a tract form of this question that goes on to unfold the answer in an engaging "Good News/Bad News" format. An online version can be viewed at:

http://store.evantell.org/images/document/new_blue.pdf.

Once you've gotten acquainted with Evantell.com, you will see their partner website, www.evangelism.net. [Www.Evangelism.net](http://www.Evangelism.net) is a new and dynamic connection to the ministry team of EvanTell. It's written by Larry Moyer, President and CEO, AJ Rinaldi, Director of Academic & Parachurch Ministries, David Souther, Director of International Ministries, and Mary Margaret Gibson, Director of Workplace Ministries.

¹³⁴ *Evantell.com*, "Ministry and Outreach," <http://www.evantell.org/MinistryOutreach/tabid/68/Default.aspx/> (accessed February 15, 2010).

Participants can join in online discussions, submit questions and feedback, and join the conversation with others who are as passionate about evangelism as they are. The archives alone are worth spending some time on the site. Titles include “Help! I Don’t Have the Gift of Evangelism,” “Going Public With Your Faith in the Workplace,” “What Does it Mean to ‘Contextualize’ the Gospel?” “Effective Evangelism Through the Local Church,” and “Cultivate Meaningful Relationships with Non-Christians.”¹³⁵

The North American Mission Board has some great friendship evangelism resources at their website. Yes, there are very worthwhile training items for sale. For example, “The NET,” is an 8-week evangelism training tool designed to equip believers in evangelism by learning to share the gospel through their story/testimony in a culturally relevant way. The cost for the complete kit is \$59.99. The ICE program (Intentional Community Evangelism) is designed to be implemented over a 12-month period as a whole congregation, and includes the NET training as a component. “The ICE strategy will enable the local church to be intentional in reaching the community through evangelistic opportunities, community ministry, prayer walking and follow-up.”¹³⁶

If economical is good, free may be better! NAMB.net offers free evangelism training called the “One Day/One Hour Witnessing Workshop.”¹³⁷ This material gives

¹³⁵ *Evangelism.net*, "Site Archives," <http://evangelism.net/archives/> (accessed February 16, 2010).

¹³⁶ *North American Mission Board*, "What Is Ice?," http://www.namb.net/site/c.9qKILUOzEpH/b.774889/k.6EF5/Intentional_Community_Evangelism_ICE.htm. (accessed February 16, 2010).

¹³⁷ *North American Mission Board*, "One Day/one-hour Witnessing Workshop," http://www.namb.net/site/c.9qKILUOzEpH/b.224372/k.62A8/OneDayOneHour__Witnessing_Workshop.htm. (accessed February 16, 2010).

the believer the skills necessary to present the basics of the Gospel. Best of all, with the exception of the colorful witnessing card, all of the training materials and the training video are free and downloadable! The One-Hour Workshop can be taught in as little as one hour and covers only the basics of developing one's personal testimony and the use of the witnessing card. The One-Day version is normally taught over a period of three hours, and includes expanded information and a planned witnessing encounter. It's definitely worth a look.

[Www.EffectiveEvangelism.com](http://www.EffectiveEvangelism.com) seeks to equip the saved to share their faith through friendship evangelism with people of all types. This website is a link hosted by www.ChristianAnswers.net. The site hosts a deep list of free articles under the headings of: "What Are They Thinking?" "How to Respond When They Say..." "Ways to Share" and "How to help People Grow in Christ."¹³⁸

The Lighthouse Movement was created by the Mission America Coalition. The idea is that each believer and church can be a lighthouse by developing a prayer, care and share lifestyle. [Www.Lighthousemovement.com](http://www.Lighthousemovement.com) has a nice assortment of free materials that may be downloaded and printed to promote friendship evangelism. Some topics include: "Lighthouse Tri-fold Brochure," "Ideas for Caring in Your Neighborhood,"

¹³⁸ *Effectiveevangelism.com*, "Training For "Normal" Christians," <http://christiananswers.net/evangelism/> (accessed February 20, 2010).

“Suggestions for Caring as a Lighthouse,” and “Lighthouse Frequently Asked Questions.”¹³⁹

Another aspect of training for friendship Evangelism is the concept of prayer walking. The South Carolina Baptist Convention has produced a very helpful 12-page booklet called “A Guide to Prayer Walking.”¹⁴⁰ This book is available on their website at www.scbaptist.org. Waymakers.org has a helpful article entitled “How to Prayerwalk,”¹⁴¹ and they also make available FreshPrayer, a free, monthly, single-page prayer guide, that's designed to help you pray for those not yet following Christ using a specific passage of Scripture.

[Www.act111.org](http://www.act111.org) is a free friendship evangelism training site. They take the participant through a four-session training program. The first session is on Christian perspective on the role of evangelism. The second is on the message of the gospel. Session three is on the presenting of the gospel, where a simple, effective model is taught. Session four deals with overcoming fear. Each session lasts about 20 minutes and includes video, animation, illustration, and interactive exercises. Workbooks may be downloaded and reprinted. Among the testimonies shared, Michael Alfieri says:

¹³⁹ *Lighthouse Movement*, "Tools To Help Develop The Prayer, Care, Share Lifestyle," <http://www.lighthousemovement.com/Brix?pageID=13455/> (accessed February 21, 2010).

¹⁴⁰ *South Carolina Baptist Convention*, "A Guide To Prayer Walking," http://images.acswebnetworks.com/2013/1271/Prayerwalk_Guide.pdf. (accessed February 21, 2010).

¹⁴¹ *Waymakers.org*, "How To Prayerwalk," <http://www.waymakers.org/index.php?p=prayerwalking&pp=howto/> (accessed February 21, 2010).

I was trained with Bad News/Good News years ago and have used this approach over the years in sharing the grace and truth of the Gospel. When I saw ACT111 I signed up, and went through the training. On this past Sunday I began teaching our International Adult Sunday School class ACT111. Out of the 20 of us in the class approx. 3 of us are living evangelistic lifestyles, so I'm praying that as a result of being equipped with ACT111 many more of us will live this way. We were able to complete part of session 1 and as an application I asked them to pray each morning this week asking God to show them His harvest field in their lives. I look forward to seeing what the Lord will do in and through their lives in the sessions ahead. Then on this Monday, I'm a hospice chaplain, one of my patients asked me "What have I done wrong?" I proceeded to tell her the Bad News/Good News and she wanted to ask Jesus to forgive her and trust Him for her salvation.¹⁴²

Pastors have used these free friendship evangelism materials in youth groups, Sunday School classes and sermon series.

For personal encouragement and inspiration, pastors can introduce church leaders to a free bi-weekly e-newsletter from Christianitytoday.com called "Faith in the Workplace."¹⁴³ Articles, testimonies, tips and how-to's give practical guidance about what it means to be an authentic Christian in the workplace, as well as tools for better communication, for character development, and other building blocks of leadership excellence.

ON-SITE OUTREACH AND EVANGELISM

For some believers, the starting point for them to evangelize is to invite an unbeliever to attend some kind of event hosted by their church, or simply to come as their guest to a worship service. Danielle Hartland posted a blog on

¹⁴² Michael Alfieri, "Act 111 Testimonies," *Www.act111.org*, June 13, 2009, <http://www.act111.org/tabid/62/Default.aspx/> (accessed February 14, 2010).

¹⁴³ *Christianitytoday.com*, "Faith In The Workplace Newsletter," <http://www.christianitytoday.com/lyris/subscribe/workplace.html>. (accessed March 24, 2010).

www.churchmarketingsucks.com entitled, “Our Marketing Budget is \$0.” They discovered that 50% of their guests were coming because of their church’s website, and the other half were coming through personal invitation. She writes,

This year our church made the decision to pull all of our traditional marketing dollars (phone book, newspaper, radio, etc.), and we moved it to equipping our people and staff to engage and connect with the lost.... We started speaking in terms of ‘relationships,’ ‘investment’ and ‘customization.’ We also stopped saying ‘marketing’ and started saying ‘communication.’ It is now way more important for us to listen for and tell stories about people coming to Grace through friends and relatives than it is to have a big “successful” marketing campaign with community buzz every year.¹⁴⁴

One of the most successful and oft-imitated on-site outreach events is “Friend Day,” created by Dr. Elmer Towns. So significant has been its impact that Dr. Rick L. Rasberry, wrote a 102-page Doctor of Ministry dissertation for Liberty Baptist Theological Seminary on the topic of “Friend Day,” entitled “*An Analysis of the Friend Day Program, written by Elmer Towns and published by Church Growth Institute, Lynchburg, Virginia.*” The dissertation is available to view on Towns’ website, www.elmertowns.com. Rasberry summarizes,

This study has shown Friend Day to be Biblically-grounded, theologically sound and extremely effective as an instrument for church growth and evangelism. Churches which use it will be employing sound principles of church growth and should expect to realize significant increases in attendance and professions of faith in Christ. It is an exceptional tool for reaching out to receptive prospects, bringing them under the gospel, bonding them to the church and winning them to Christ.¹⁴⁵

¹⁴⁴ Danielle Hartland, "Our Marketing Budget Is \$0," *Churchmarketingsucks.com*, February 15, 2010, http://www.churchmarketingsucks.com/archives/2010/02/our_marketing_b.html#more/ (accessed April 2, 2010).

¹⁴⁵ Rick L. Rasberry, "An Analysis of the Friend Day Program, Written by Elmer Towns and Published by Church Growth Institute, Lynchburg, Virginia" (D.Min diss., Liberty Baptist Theological Seminary, Lynchburg, VA, 1995), 83.

A typical sample testimonial reads as follows:

Dear Dr. Towns, I want to thank you for all you did to help make our church grow on Friend Day. We followed the outline in the package, planned and worked, and on the sixth of this month doubled our Sunday morning worship attendance! Normally we had been running about 120, but on the 6th, 241 people were present! Not only that, but souls have been won every Sunday since, we will be baptizing about 10 converts this Sunday (27th), and it looks like we will be adding 10-15 families to our church! The Friend Day package was a real blessing to me as pastor, and helped me teach my people what to do. They did it and God surely blessed. My most sincere appreciation to you and your staff! Sincerely, Ernie Moore, Calvary Baptist Church, Harrisburg, Pennsylvania.¹⁴⁶

Rasberry's research concluded that those who followed the program to the letter had the most outstanding results compared to those who only used part of the program or improvised their own ideas. At www.elmertowns.com free Sunday School lessons may be downloaded for Friend Day and the Sundays leading up to it. For those who are ready to try a second Friend Day, a free 134-page resource by Elmer Towns and Larry Gilbert is available at www.elmertowns.com.¹⁴⁷

One pastor who responded to the "Alive and Growing Survey," reported that the Friend Day they hold in October is their most effective outreach method. They do not get effective outreach results from prayer walking, community service projects, soda giveaways, parade floats and face-painting, and door-to-door personal invitations. The pastor says, "We no longer do door-to-door, we sometimes still do big events, but we primarily (90%) rely upon FRANs now and thinking of new ways to empower our people to reach their FRANs."

¹⁴⁶ Ibid., 93

¹⁴⁷ Elmer Towns and Larry Gilbert, "The Second Friend Day," *Www.elmertowns.com*, 1989, http://elmertowns.com/books/resourcePkts/2ndFriend_Day/SecondFriendDay-ResoursePacket%5BETowns%5D.pdf. (accessed February 14, 2010).

An alternative, similar approach is to hold a “Back to Church Sunday” for the unchurched and de-churched. There is a national movement to hold a “Back to Church Sunday” event in early September each year. Their website, www.backtochurch.com has an abundance of resources- some at a reasonable cost, and many free resources as well. The premise, based on a Dr. Thom Rainer study is simple. “82 percent of the unchurched are at least ‘somewhat likely’ to attend church if invited by a trusted friend or relative. Only 2 percent of church-going people invite someone to church in a given year. 98 percent of church-goers never extend an invitation in a given year.”

As a natural part of calendar planning, the church can offer an evangelistic Event for special days in addition to Friend Days or Back to Church Sundays. These can include Homecoming Celebrations, and God and country events around July Fourth, Veterans and Memorial Day. Holiday special events, such as Christmas, Thanksgiving, Independence Day, Valentines, and even Halloween can be effective tools to get the attention of the community, put your church on the map, and lead many to faith in Jesus Christ.

Another idea is to create your own special day and target specific people to invite. Cornelius and Easum suggest,

What about a teacher appreciation day? Find a local restaurant to sell you \$20 gift certificates for \$10—tell the manager they're for teachers in the community. Then give them to all the teachers who show up that day. What other special days will work in your church without much money? Little League day? Firefighters or police officers day?¹⁴⁸

¹⁴⁸ Cornelius and Easum, "Five Keys for Explosive Growth."

Think of people that your attendees have a connection with, and find a way to reach out to that specific group.

The North American Mission Board website (www.mamb.net) offers a wonderful 82-page manual for organizing evangelistic events as a free download. The “High Impact Events” Manual¹⁴⁹ covers the important basics such as event selection, promotion, logistics, evangelism, music and prayer teams. Then it gives detailed insights and how-to’s for planning eight specific seasonal events, six sports events, and ten other types of events. Just getting and using this manual will be worth the time spent reading this paper.

One way some churches offer on-site outreach to their community is by opening their doors to walkers during the cold winter months. The writer offered his church as the first church in his county to offer indoor walking. Three mornings a week, the church was open from 8:00-11:30 for indoor walkers. The program was called “In-Step,” and was offered at no cost to the public. Guests had to sign a once-per-season medical release/registration form, which is shown in Appendix G. They were allowed to walk or run in the church’s gym, while Christian music was played in the background. Each week a free fitness handout was placed on the entryway table along with church-related information. Seasonal tracts were placed there, as well as invitations to special upcoming church events, and a general church information flyer. Both church people and community people took part. At least once a week, the pastor made a point to come join in taking a couple of laps with walkers, introducing himself and striking up friendly conversations. It showed the community that the church was open to them, and resulted

¹⁴⁹ NAMB, "High Impact Events," *Namb.net*, http://www.namb.net/site/c.9qKILUOzEpH/b.5183039/k.9EC7/HighImpact_Events.htm. (accessed February 28, 2010).

in some first-time visitors to the church. Aside from a little wear to the floor, the cost was zero but the exposure was priceless.

Saddleback Church under the leadership of Rick Warren uses an annual series of community-wide events which they call “bridge events”. These events are designed to build a bridge between the church and the community. Their bridge events include a Harvest party as a safe alternative for children at Halloween, community-invited Christmas Eve services, community-invited Easter services, and Western Day near the Fourth of July, as well as other seasonal emphases, and events.¹⁵⁰ Some of the bridge events are overtly evangelistic, while others they consider “pre-evangelism”, meaning that they simply make the unchurched of the community aware of their church. A church doesn’t have to be huge with a mega-budget to reach out to the community. Simple events with a heartfelt invitation can work just as well.

Another way Saddleback reaches out to the community is by offering their Life Development Institute. This is an assortment of opportunities for spiritual growth they offer the community: Bible studies, seminars, workshops, mentoring opportunities and independent study programs.¹⁵¹ Small churches can do the same, and can even become host sites for online college credit courses.

Thomas Road Baptist Church makes use of their most valuable asset: their people. They have created a selection of “Community Interest Groups” built around the hobbies, skills and interests of their members. Their goal is to connect the interests and needs of the community to the church. The 2010 Winter/Spring session runs for 10

¹⁵⁰ Ibid., Warren, 142.

¹⁵¹ Ibid.

weeks from January 27 to March 31.¹⁵² The groups have leaders who have been trained in how to conduct the session, introduce the gospel, and maintain the spiritual component of the group. The groups can be as diverse and varied as the interests in the church. A sampling of TRBC Community Groups includes: Advanced Computer, Basic Budgeting, various fitness groups, English as a Second Language, martial arts, guitar, GED Preparation, Rock Climbing, Scrapbooking, Soccer, Photography and Real Estate Investing. Some of the sessions are eligible for use as CEU's for teachers and other educators. A complete listing of the groups is provided in Appendix I.

Clark Cothorn is pastor of Living Water Community Church, Ypsilanti, Michigan. He rides a Honda Shadow Spirit motorcycle. His small church of 120 meets in a high school cafeteria. His church has a "seeker season" in the spring and fall, and they pour lots of energy into one major "outrageous outreach"—something unusual, fun, and aimed at reaching a sub community within their community. Months of prayer and preparation and posting 3,000 posters where bikers might hang out led to an afternoon turn-out of 60 bikes, 70 guests and a total of 215 people. They had a “Peoples Choice Bike Show,” a guest speaker who was a bike-riding, Messiah-serving rabbi who gave his testimony, and that day one young lady made a commitment to Christ. Creatively reaching this sub community was a church wide effort that took a lot of work, but didn't feel like work because it was so much fun. Says, Cothorn, “The rewards from this single event were huge.”¹⁵³ For more resources and ideas for creating a “Biker Sunday,” see Appendix J.

¹⁵² *Thomas Road Baptist Church*, "Community Interest Groups," <http://home.trbc.org/index.cfm?PID=11862/> (accessed February 24, 2010).

¹⁵³ Clark Cothorn, "Hog Heaven: Our Biker Sunday," *Leadershipjournal.net*, January 1, 2007, <http://www.christianitytoday.com/le/2007/winter/14.15.html>. (accessed February 27, 2010).

Orland Evangelical Free Church of Orland, California launched an onsite outreach event aimed at a different sub community: Cowboy Sunday. People were encouraged to ride their horses to church for a service followed by a chuck wagon pot luck and afternoon activities. A western dress contest gave awards for the biggest hat, the biggest belt buckle, and the best dressed man, woman and child. Some folks came in chaps, spurs, and wore real guns. The person that came the farthest on a horse received a bunch of carrots - for the horse. Mutton bustin' and the calf scramble became part of the festivities. The first year had 40 guests, but subsequent years grew to hundreds. They outgrew the city park and eventually are being hosted at a nearby ranch, averaging 700 people.¹⁵⁴

Another on-site outreach event held in the writer's church was a Wild Game/Tame Game Dinner. This event sought to reach another subculture in the area: hunters and fishermen. It became so popular it became a yearly event. Publicity with posters and handout invitations was widespread. Local sporting goods stores, bait shops and outfitters donated some great free gifts for door prizes. One year a Christian sportsman and sportswriter gave a talk, complete with Power point show and gospel invitation. Wild game dishes were many and varied. They included deer, bear, squirrel, rabbit, duck, pheasant, goose, wild turkey, salmon, northern pike, blue gill, and some imported alligator and shark. Special features included a Casting Contest, "Name that Wild Game Call," and everyone receiving a free 30-day "Outdoor Edition" of the *Our Daily Bread* devotional booklet. This special evangelistic edition of *Our Daily Bread* is designed for those who love the outdoor sports of hunting and fishing. Its purpose is to

¹⁵⁴ *Orland Evangelical Free Church, "Cowboy Sunday Evolves,"*
<http://orlandefc.org/interacting/cowboy-sunday-evolves/> (accessed February 27, 2010).

bring the truth of a loving Creator to those who love creation. At just 50 cents each, these devotional booklets are a great give-away.¹⁵⁵ See Appendix K for more information about the Wild Game/Tame Game Dinner.

An outreach event that is gaining widespread popularity and effectiveness is holding an evangelistic block party. There are two approaches to block parties. One way is to hold the block party at the church. This approach provides members an opportunity to invite friends and family to come with them to an event that is not "churchy." When unbelievers interact with church folks in the back yard or ball field, the unbeliever can find a place of love and acceptance in a non-threatening environment. The second approach is to target a neighborhood and take the block party to them. Generally, it is going to be in the neighborhood of church members, but that is not necessarily the case. It may be in a brand-new area the church wants to impact with the Gospel.

Some keys for evangelistic block party success are to plan and prepare well and to be intentionally evangelistic. Keith Manuel of the Louisiana Baptist Convention recommends:

The approach that we've found to be most successful is to announce during the block party, "We have a free gift for everyone. See the people in the red hats (or however you identify your evangelism team) to receive your gift." When the people approach you for their gift or you approach them, it now becomes very non-threatening. You ask, "Have you received your free gift yet?" If the person answers, "No," then you say, "Here it is. We have a Bible for you. Do you mind if I take a moment and show you how to use it?" It is very rare for someone to respond negatively. The number of professions of faith increases when this simple

¹⁵⁵ *Rbc.org*, "Outdoor Edition," http://www.resourcesforyourministry.org/Products/Outdoor-Edition-%E2%80%94-from-the-pages-of-Our-Daily-Bread-%28Devotional%29__N7589.aspx/ (accessed February 27, 2010).

method is used. We've found 'The Gift' New Testament to be an inexpensive tool for this approach. Besides, the name already fits the approach. You can purchase these paperback Bibles in bulk through Holman Bible Outreach (www.holmanbibleoutreach.org). Other benefits of this Bible are its 30-day devotional guide and its list of Top 10 Truths of the Bible.¹⁵⁶

OCOEE Outreach is a 501 3c non-profit ministry of the Bradley Baptist Association of southeastern Tennessee. One of their ministries is to provide churches a turn-key approach to evangelistic block parties. Most small to medium size churches can do an excellent job without paying the pros. See Appendix K for some of OCOEE's helpful ideas, and some other top websites with lots of free resources and training and planning materials.

American culture is so sports-focused, any church can offer on-site outreach with the facilities they have. Some are blessed to have a gym, others have a ball field, and all have a parking lot. Each of these can be used for outreach.

It appears that the most effective sports outreaches are one-time, short-term events. When one pastor was asked what he thought the contribution of his church's softball team was to outreach, he answered, "Absolutely nothing. The same Christian guys come, and play guys from other churches. Non-Christians don't want to play with church teams- I'd rather have my Christian guys go and join a city team where they could actually shine a light for Christ."

One effective avenue for on-site sports outreach is to offer a clinic for neighborhood kids of various ages. It could be a clinic for soccer, basketball,

¹⁵⁶ Keith Manuel, "It's Block Party Time," *Baptist Press*, <http://www.bpnews.net/BPFirstPerson.asp?ID=27600/> (accessed February 27, 2010).

baseball/softball, football or volleyball. Athletes from a Christian college could be recruited at little or no cost to give expertise. Local sporting goods and retail stores could be solicited for door-prizes. Features could include an athlete's testimony at the halfway point, door prize drawings, and a goodie bag to take home, containing sports theme tracts, free give-aways, invitation to the next church events, and a sample copy of Sports Spectrum, a high quality Christian sports magazine.¹⁵⁷ Registration cards for the drawings should be used for further follow-up.

With all such on-site sports clinics, a word of caution is in order. Plan early, plan well, and publicize, publicize, publicize! The greatest event, with a super speaker, outstanding trainers, and fantastic give-aways will fall flat if nobody shows up. There are a few unique ways to publicize sport clinics besides the usual newspaper ads, neighborhood door hangers, community-wide posters, radio spots, and invitation flyers placed in church bulletins and on store counters. For every event, send out email blasts to all of the church membership, and encourage them to pass them on to their email contact list. For sports clinics, specific invitations can be made to be given to the boys and girls by the Junior High and Senior High coaches once permission is secured. Otherwise have Christian kids who play on the teams give the invites. On a younger level, give a quantity of invitations to every coach in the local league to give his team-whether it is Rocket Football, Little League, or AYSO Soccer. Be sure to follow up one week before the event to see if the coaches gave them out or need more invitations. [Note: Deliberately avoid inviting other churches to publicize your sports clinics in their bulletins. You are hunting for the "lost", not fishing for the "found" in their ponds.]

¹⁵⁷ <http://www.sportsspectrum.com>

Don't have a gym? Get portable basketball goals for the parking lot and host a Basketball Jamboree. It can include 3-on-3 tourney, free-throw contest, three-point shooting contest, slam dunk contest, and fast break dribbling contest around an obstacle course.

Want to try more? Host a Skate Board Jam in the parking lot. Get some local boarders to help as consultants to come up with a cool itinerary. On the North Carolina Baptist website, a pastor's son took an offhand idea from his dad, and now there is a Skateboarding Church reaching people who would never normally set foot in a church.¹⁵⁸ The Skate Board Jam could include a mid-point video featuring skateboarding footage, complete with testimony by professional freestyle skateboarder, Tim Bryne. See <http://timbyrne.org>.

A church parking lot can also host a Bicycle Rodeo, complete with police giving a bicycle safety presentation, competitions, food and door prizes. A Christian BMX video can be shown. "Livin' It" offered by breakawaytv.com costs only \$15. but the ministry impact is great. Breakawaytv.com, offers evangelistic videos for almost every kind of sports event.

Churches can become hosts of super-duper Super bowl parties. By using a media projector, the Super bowl can be displayed on the big screen or on an entire gym wall-talk about huge! With great food, and half-time Christian football video, it's a great way to enjoy the game. At the same time, given the short attention spans of youth, it is also

¹⁵⁸ *North Carolina Baptists*, "Skateboard Church," <http://www.ncbaptist.org/index.php?id=723/> (accessed February 27, 2010).

worthwhile to have other activities (x-box, wii, ping pong, basketball) going on at the same time for the less-than-avid sports fans.

The Rock church in San Diego is built on outreach. It is a large church and they really try to put their people resources to work for the Lord. Their website lists the following on-site and off-site ministries which are clickable for more information:

[Adoption](#) [Arts & Performance](#) [Bikes for Kids](#) [Block Parties](#) [Business](#) [Comedy](#) [Cancer Care](#) [Care & Concern](#) [Carpool](#) [Computer Services](#) [Cyber Saints](#) [Convalescent Home](#) [Deaf](#) [Deaf Foster Home](#) [Diabetes](#) [Disabilities](#) [Dog Lovers](#) [Doll](#) [Domestic Violence](#) [Drama](#) [Eating Disorder](#) [Evangelism](#) [Finances/Stewardship](#) [Follow Up](#) [Food Service](#) [Foster Youth Mentor](#) [Gang Home](#) [Repair](#) [Homeless](#) [Human Trafficking](#) [iServe](#) [Inner-City Youth Tutoring](#) [Interpreters](#) [JC's Girls](#) [Kids Rock!](#) [Leadership](#) [MACs](#) [Makeover](#) [Mexican Christian Mission](#) [Military](#) [Mime](#) [Moms'](#) [Photography](#) [Pivot](#) [Prison](#) [Pro Life](#) [Quilt](#) [N Knit](#) [Recycle 4 Life](#) [Rock Recovery](#) [Salt and Light](#) [Same-Sex Attraction](#) [Share](#) [Single Parent Family](#) [TJ House Building](#) [Work](#) [Writers](#).¹⁵⁹

An example of creatively using their people resources is “Jesus Geeks” their computer service ministry.

The purpose of the Jesus Geeks Ministry is to serve people with technological needs while sharing the gospel at every opportunity the Lord gives. Jesus Geeks is an IT Ministry of the Rock Church. We are men and women of Christ who use our geeky IT skills to serve those in need, while taking every opportunity to encourage, share the gospel, and reach the lost. The Jesus Geeks will repair minor computer issues, perform computer maintenance, give away refurbished computers from donated parts, and help build simple websites for Christ driven organizations in need. This ministry will also be focused on spreading the truth of God throughout the IT community in San Diego for Christ.¹⁶⁰

The Rock San Diego also provides the following sports ministries:

[Basketball](#) [Boxing](#) [Fitness & Nutrition](#) [Football](#) [Four-Wheel Drive](#) [Golf](#) [Hiking](#) [Hip Hop](#) [Island Praise and Dance](#) [Martial Arts](#) [Motorcycle](#) [Mountain Bike](#) [Rock](#)

¹⁵⁹ *The Rock San Diego*, "Outreach Ministries," <http://www.therocksandiego.org/about/> (accessed February 28, 2010).

¹⁶⁰ *Ibid.*

[Climbing](#) [Rock Roadsters](#) [Runners](#) [Sailing](#) [Sea Kayak](#) [Skateboard](#) [Soccer](#) [Softball](#)
[Spiritual Wellness](#) [Surf](#) [Volleyball](#).

Clearly the small to medium size church cannot do all of these things, but that should not stop them from doing some things they can do, utilizing their people's strengths and abilities for outreach and evangelism. Churches can attract people by helping to meet their felt needs. Some churches have free oil changes for single moms. Others have courses in emergency car repair for senior citizens, complete with an emergency road kit. Some churches host job fairs or hold seminars on "How to Write a Resume," "How to Buy a First Home," or "How to Interview for a Job." All of these events make sure to share the Good News in some way with attendees. The point is to meet a felt need so that everyone's real "felt need" of knowing and loving Christ can be addressed.

OFF-SITE COMMUNITY OUTREACH AND EVANGELISM

Just the fact that you are a church and in a community provides some ready-made outreach and evangelism opportunities if you know where to look. An outreach-oriented church will produce a brochure of the church that is attractive and practical for non-attendees. One or more versions could be created to reach different audiences. Contact the local Chamber of Commerce and Tourism Bureau. Ask them to put your brochure in newcomer packets and community brochure racks. Place your brochures in public places everywhere- especially in businesses of attendees. Make bold and ask. The writer has been able to place church brochures and posters in Laundromats, restaurants, gas stations, beauty shops, auto shops, grocery stores, bait shops, dentist's office, auto parts stores, doctor's office, and the public library. Of course if a poster is placed, the locations should be listed, and the poster promptly removed once the event is over.

Another means of getting name recognition is to utilize the free Cable TV Community Calendar page. Look it over on TV, size it up, compare the competition and fax or email your publicity information. Include your website address, phone number, Sunday worship times and if possible include graphics or photos.

More exposure can be gained by making use of the local newspapers- especially in a smaller town. Besides sending the newspaper free public service announcements, look at the religion page to see if they print a “sermon of the week.” Put some of your best material on it. It is amazing how many people read those articles, and it is good exposure.

Many churches live in a community where they can get newcomer information from the city water works, the Welcome Wagon or other newcomer group. For a relatively small fee, some companies will send a postcard of your design to newcomers, and send you their addresses for additional contact.

Another off-site outreach media is internet evangelism. www.internetevangelismday.com is a website devoted to helping churches and individuals use the internet for evangelism. One of their flagship methods is to train and equip a church to do an IE Day (Internet Evangelism Day). The website is stocked with outreach strategies, planning, training and tips resources. Heritage Baptist Church Lynchburg has a internet computer ministry team that meets every Wednesday night to respond to people who have checked out internet key words. They partner with Campus Life who pays to have their site listed first on Google search key words such as “God,” “Christianity” and others.

For more off-site outreach and evangelism, some communities offer annual events in which churches may participate. If there is a town festival, the church can build a float, and have walkers handing out a flyer with a piece of candy taped to it. At the festival site, a free game activity with prizes and info-flyers can be a great way to gain name recognition in the community.

In the writer's town, the local community Children's Activity Council sponsors a "Family Fun Fest" in the shopping mall. See Appendix M for a copy of their poster. This event showcases all the agencies in a town that provide services to children. Since they do allow churches to participate, make a great display, have a great game with great prizes, and have clear-cut church handouts designed to reach the unchurched. This year, out of a community with 130 churches, only two churches had the initiative to set up a display in the mall, which had stop-by traffic of 3,000-5,000 people.

In the writer's town a Farmers' Market is held in the summer every Wednesday night and Saturday afternoon. The place is packed with mostly moms and kids. Bored kids. The Farmers' Market has a designated "Community Booth" area available free of charge to community groups like Boy Scouts and churches. It is seldom used. Why not make it a kids' game area with free activities and attractive invitations to church. It could be manned by the church's youth group or Sunday School classes.

Two event-evangelism activities that happen off-site are a Golf Invitational and a Fishing Tourney. Get people who like these sports to do the planning and promotion—they'll have the best ideas. For the Golf Invitational, the author had a simple guideline: it is for outreach and at least one person in the foursome must be a guest. Start out with early breakfast, and a speaker while they are eating. Fill up the teams if some haven't

gotten partners yet, and head to the golf course. Make the event move along by having a “shotgun start” with the teams shooting “best-shot” around the course. (Your golf buddies will tell you what this means.) Have a wide assortment of prizes to give at the end, along with random drawing door prizes. Be sure to send each player home with a church invitation flyer, and information about upcoming events.

For the Fishing Tournament, select the “free fishing weekend” offered by your state’s DNR- usually the first weekend in June. Make sure your church knows the goal is outreach and to invite their unsaved friends. On this day, start with an early 6:00 breakfast at a café or the church, with a speaker while they are eating. Charge only the cost of the meal, or provide a free breakfast. If a café, the best meal is to have a breakfast buffet ready for your guys. Then go over the rules and send them out fishing. All fish must be reported to the official by 12:00 noon to be counted. Prize categories include: largest fish, largest catch of 5 fish in inches, most different kinds of fish, smallest fish, and ugliest fish. Loads of other free door prizes donated by sporting goods stores and other places add to the fun. Have a free “goodie bag” to send home with each fisherman that contains church info-flyer, “Outdoor Edition” of Our Daily Bread, and an assortment of lures, and a bag of “gummy worms”. When the writer organized this event, 40% of the participants were outreach guests. See Appendix N for a copy of the Tourney rules that were set at each breakfast place setting, along with planning details.

Another off-site outreach idea is to take the church service to the city park and invite everyone in. Pick a park with ample seating area and electricity for a sound system. Reserve the pavilion area, which is usually cheap or free and get busy with publicity. Make invitation flyers for every person in the church to give out- challenge

them to give out a dozen. In the flyer, tell people to dress for the weather, bring their lawn chairs and blankets and coolers if they like. Put together your best music, and include some kids special music. Make the preaching upbeat, full of life and the gospel. Don't take an offering, and tell them "We are not taking an offering for our church today- we want our service to be our gift to you." But do give everyone an informative flyer about the church and its ministries. It could include a gospel explanation on the back. Consider doing a free hotdog cookout afterwards. Have a pre-sign-up for church people to provide the food. You are trying to get some name recognition, so invite the local newspaper and television station to stop by for an info-spot.

A similar variation on the theme would be to hold a "Praise in the Park" music concert. Same approach as above, and make it an evening with your best musicians. Be sure to include some kids songs too. As an added feature consider along the sides doing some face-painting and balloon animals for the kids. Have the flyers with church info, and invite the press. You're looking for name recognition by taking your church to the park.

NAMB.com offers some great guidelines for community surveys, six different free sample door-to-door surveys, a free 40-page e-book for cultivating evangelistic contacts entitled *Tool for Locating and Cultivating Evangelistic Prospects*, complete with a Prospecting Conference PowerPoint Presentation, and an excellent article on following up evangelistic contacts.

Since most churches are near neighborhoods, attend neighborhood association meetings if possible. Offer the church as a meeting place for the neighborhood

association. Offer the church as a community tornado shelter or crisis center if it is needed.

Pastors who care about outreach and evangelism have unique opportunities to extend the scope and outreach of their ministry. Pastors can get acquainted with local school administrators. They may volunteer at the local school to be available as a counselor if a crisis occurs.

Pastors can expand their outreach to the unchurched by contacting the local funeral homes to offer to officiate at funerals of families who do not have a pastor or a church home. Even if the family is from out of town, the guests will be local. A pastor has the chance to talk to more unbelievers per square inch at a funeral than at any other event. And what is the topic? That death is a reality we all must face, and that we can prepare by coming to God on His terms. A caring pastor can extend the love and mercy of God to hurting people who need it the most.

By merit of his profession, a pastor may be invited to offer an invocation at public events. Seek out opportunities. Contact the Mayor and offer to pray at the start of the monthly city council meeting or other public gatherings. Ask him/her what some of their requests for prayer for the city might be. Then ask, "In my personal prayers, is there something specific I could pray about for you?" Do the same for the local Police Chief and Fire Chief.

One method of off-site outreach and evangelism that has gained widespread involvement in churches is the concept of "servant evangelism." In simplest terms, it means to be a "go and do good" church as opposed to being a "come and see" church.

A word of caution is in order here. The most important feature is to serve with identity rather than merely doing anonymous deeds of kindness. It is the difference between the Peace Corps altruistically digging a well for a third world culture, and Samaritan's Purse digging the same well, while witnessing the gospel of Jesus Christ to the community. We need to name the Name, and give the credit to Him.

From a Biblical standpoint, Jesus said that we are to give a cup of water in His name (Mark 9:41). He further commands us in the Sermon on the Mount, "In the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven." (Matthew 5:16) Simply doing "random deeds of kindness" without giving reference to Christ, or at least to one's local church is like shooting arrows into the air without a target. Recipients will compliment and commend the servant, but no evangelism will take place. In essence, "they see your good deeds and praise you," with the result that you have your reward in full. Servant evangelism puts the spotlight on Christ and the church, not on the servant

Unquestionably one of the leading influences in this movement is Steve Sjogren, founding pastor of Vineyard Community Church in Cincinnati. He has authored and co-authored numerous books on the subject of servant evangelism- by individuals and by church communities. His best-selling *Conspiracy of Kindness*,¹⁶¹ has been followed by *Community of Kindness*,¹⁶² and more recently, *Irresistible Evangelism*.¹⁶³ Other books

¹⁶¹ Steve Sjogren, *Conspiracy of Kindness* (Ventura, CA: Regal Books, 2008).

¹⁶² Steve Sjogren and Rob Lewin, *Community of Kindness* (Ventura, CA: Regal Books, 2003).

¹⁶³ Steve Sjogren, Dave Ping and Doug Pollock, *Irresistible Evangelism* (Loveland, CO: Group Publishing, 2004).

worth getting and gleaning from include *The Church of Irresistible Influence*,¹⁶⁴ by Lewis and Wilkins and *The Externally Focused Church*,¹⁶⁵ by Rusaw and Swanson.

The examples are many and varied. “I will never forget the comment of one fourth-grade teacher as she stood there, amazed at the work being done on her classroom by complete strangers. ‘If this is Christianity, then I’m interested,’ she said.”¹⁶⁶

The opportunities for servant evangelism are as plentiful as the needs of people, which are legion. Appendix M has a four-page listing of 268 servant evangelism ideas which are described in detail online at www.servantevangelism.com. The writers tell how well each activity worked, things to avoid, things that flopped, and improvements for next time. The venues for serving in Jesus’ name include the categories of: public places, automobiles, holidays, sporting events and festivals, roadsides and traffic lights, high school, downtown, college campuses, house to house, parks, malls and shopping centers. When printed out, this treasure trove of insights fills 32 pages.¹⁶⁷ The following quotes are two examples of the detailed explanations for the 268 projects:

Windshield Washing

Some years ago when we started serving, this was one of our first projects. We still do it just about every weekend. The materials list is short and inexpensive: a good squeegee, a wiping rag, a connection card, and windshield cleaner (We recommend you not use Windex style cleaner – ask your car parts store what they

¹⁶⁴ Robert Lewis and Rob Wilkins, *The Church of Irresistible Influence* (Grand Rapids, MI: Zondervan Publishing, 2002).

¹⁶⁵ Rick Rusaw and Eric Swanson, *The Externally Focused Church* (Loveland, CO: Group Publishing, 2004).

¹⁶⁶ Sjogren and Lewis, "Community of Crisis", Forward.

¹⁶⁷ *Servantevangelism.com*, "Servant Evangelism Ideas: A Matrix of Outreach Projects," <http://www.servantevangelism.com/matrix/public.htm>. (accessed March 6, 2010).

recommend). If it's too hot (above 85°F) or too cold (below freezing) you might end up making a dirty windshield even worse. If you are doing this at random in a parking lot, don't wash high-end cars. Their owners are unlikely to see your service as helpful. Car alarms? If you accidentally set one off, finish cleaning, and move on. We've set off plenty. They will reset themselves shortly.

Restroom Cleaning at Public Places

This is Steve Sjogren's favorite project. There's nothing like walking into a gas station, restaurant or retail store and offering, "We'd like to clean your toilet for free!" Put a little cleaning kit together. The essentials: brush, air freshener, window cleaner, paper towels, toilet bowl cleaner, rubber gloves, doorstop. There's nothing magical about the technique here. Steve has cleaned commodes all over the world and says they are all pretty much the same as the ones in your home. This is probably one of the most frequently rejected projects we do – probably because the offer to clean a toilet is a bit overwhelming. No matter. Give them your connection card, smile, and say, "OK! We'll come back some other time and clean when you need it. We're just trying to show you God's love in a practical way."¹⁶⁸

A key element to servant evangelism promoted by Sjogren and others is to make use of a small "Connect Card" with each act of service. This is a colorful card the size of a business card that has a catchy statement on the front, and church information on the back such as map, service times and website and phone number. The Connect Card can be themed to the outreach activity, a holiday, or can be generic for year-round use.

For example from www.kindnessresources.com, below is the front of a soda giveaway card, with the church information on the back.



¹⁶⁸ Ibid.

The back of the card could look something like this:



The cost of the connection cards is relatively inexpensive, and the higher the volume purchased, the greater the savings. As one source, pricing at www.kindnessresources.com, is \$100. for 500 cards (20 cents each), \$185. for 2,500 cards 7.4 cents each, and \$225. For 5,000 cards (4.5 cents each).¹⁶⁹

In answer to the question, “Why is servant evangelism so effective?”

www.servantevangelism.com lists the following reasons:

Servant Evangelism is effective because it is

- quick
- high volume
- done in groups
- culture-current
- gives the Holy Spirit an open door to convict those we are leading to Christ
- allows shy people to launch into effective evangelism
- an approach families can do together
- easily picked up by new Christians
- simple
- friendly non-pushy, non-aggressive
- appeals to every segment of our cities
- emotionally safe
- giving-centered rather than asking-centered

¹⁶⁹ *Kindnessresources.com*, "Outreach Cards," <http://www.kindnessresources.com/Outreach-Cards-C10.aspx?s=IsFeatured%20DESC,%20Name%20ASC&p=2/> (accessed March 6, 2010).

- provides a safe place for ambitious people to expend their energy
- provides an open door for the miraculous—if God so moves
- big fun!

The website has an excellent disclaimer which gives an honest appraisal with a recommendation:

By itself Servant Evangelism is incomplete as an approach to sharing the gospel. Traditional approaches alone are also incomplete. By focusing on the earlier phases of planting and watering, deeds of kindness tenderize hearts; so they can later receive the message of God's love. We don't believe Servant Evangelism will work unless we also use more traditional approaches to actually harvest those accepting Christ. As we serve people, God will provide opportunities to explain the Gospel message and eventually pray a sinner's prayer with someone. Many useful aids have been developed for this purpose, including Evangelism Explosion, the Four Spiritual Laws, and Steps to Peace with God.¹⁷⁰

This appears to be a well-balanced approach for a small to medium sized church to have as they include servant evangelism in their toolbox of effective and economical outreach and evangelism methods.

¹⁷⁰ *Servantevangelism.com*, "Questions About Servant Evangelism," <http://www.servantevangelism.com/questions/> (accessed March 6, 2010).

CONCLUSION

The key to effective and economical outreach and evangelism for the small to medium size church is the leaders and the people. Once a pastor becomes convinced of the biblical and theological basis and mandate for outreach and evangelism, he can become a catalyst for change. Leading by example, he can infuse enthusiasm into his leadership. Together they can create a culture of outreach that permeates the atmosphere of the church. Personal prayer and corporate prayer will be a foundation.

No pastor can carry the outreach and evangelism ministry alone. It is essential that an Outreach Leadership Team be recruited, trained, and empowered with a vision for leading an outreach movement within the church that they can pass on to future leaders.

The opportunities for outreach and evangelism are abundant and available. The Outreach Leadership Team will use their insights to seek and select a good assortment and variety of outreach and evangelism efforts and to put them on the calendar and into operation. By the grace of God and the empowering of the Holy Spirit, such a church will pulsate with a passion for the lost, and see numbers of souls who are brought into the kingdom and are disciplined to follow Christ and multiply His church.

To summarize, a pastor and church may experience renewal and revitalization by committing to and engaging in outreach and evangelism methods that are effective and economical. To do so they must commit to pursuing four areas of endeavor.

1. Consult the constructs. Start by recognizing the outreach heart of God, as seen in Biblical foundations and theological foundations.

2. Create a church-wide culture of outreach and evangelism. It begins with personal pastoral renewal. It includes prayer, preaching and teaching, overcoming resistance to change, assessing the church's first impression, equipping believers with outreach tools and resources, and inculcating outreach and evangelism into the fabric of corporate worship.
3. Cultivate an Outreach Leadership Team. Begin with specific prayer, then identify and recruit potential outreach leaders. Train them in an outreach leadership small group, and work together to form a unique ministry. This involves creating a vision statement, ministry description, compiling ideas, implementing outreach and providing for ongoing outreach training and leadership succession.
4. Collect a wide assortment of outreach and evangelism ideas. Catalogue them as Friendship Outreach and Evangelism, On-site Outreach and Evangelism, and Off-Site Outreach and Evangelism. Then, through the instrumentality of the Outreach Leadership Team, select appropriate outreach and evangelism methods and begin implementing them to reach the unchurched for the glory of God. Girded by prayer, guided by preparation, and empowered by the Holy Spirit, the pastor and his church can experience outreach and evangelism flowing in their fellowship, and pouring out into their community.

The scope of this project has only been limited by the time constraints and limitations of the writer. It is the kind of work that will be ever-changing to reach and meet the needs of the lost as the currents of society change.

It is said that someone once came upon Michaelangelo who was intently making the most minute stroke on a statue that looked the epitome of perfection. "Master," they

asked, “When do you know you have finished?” With a smile and a sigh he replied, “Not until the workmen come to take it away.”

And so the work of the Gospel goes on. Until Jesus comes, may we be busy in His harvest, and may seeking and reaching the lost in His name be our heart’s passion.

APPENDIX A

“ALIVE AND GROWING SURVEY” - PART ONE

This survey provides helpful data about you and your church, and will be held in strict confidence. It is designed to generate a demographic data base, and it addresses the cultivation of a culture of outreach and evangelism in the congregation as a whole. Please fill it in as best you can and I will email you my conclusions regarding how to create a culture and climate of outreach in the local church.

ABOUT YOU...

Name: Preferred Email address:

Phone:

Age: Years as a Senior Pastor: Years at your current church:

Your Higher Education (list name of institutions and degrees completed):

Your spiritual gift(s):

ABOUT YOUR CHURCH...

Church Name: Phone:

Church Address:

Church Denomination:

Church website address: Age of the Church:

Your location: Within city or town of (___population___); Within a suburb; or Rural.

Cultural mix of attendees: Professional ___% White Collar ___% Blue Collar ___%

Number presently attending Sunday morning worship:

Ages of attendees: 1-12=__% 13-25=__% 26-40=__% 41-55=__% 56-70=__%

71+=__%

Number of baptisms in past 12 months: Number of new members in past 12 months:

Average Worship attendance for each of the last 3 years: 2006:____ 2007:____

2008:____

How would you describe your church? Growing, Maintaining, Declining, or something else:

What grade would outsiders give your church for physical attractiveness compared to other public places like a doctor's office or a school: (A – F)

In what ways is your facility visitor-friendly: (list all you can think of)

OUTREACH & EVANGELISM ATMOSPHERE...

1. About how many times per year do you preach directly about Christians sharing their faith:

2. How often is prayer for the lost given from the pulpit: 0-33% 31-66% 67-100% :

3. Do you give a direct salvation invitation in your preaching, involving something physically tangible such as coming forward, standing up, looking up, or raising your hand: If so, what percent of the time:

4. Does your church have a mission statement or vision statement? If so, what is it?

5. What percent of your teens through adults can tell it to me:

6. How would you describe your website: Nonexistent; Boring or visually appealing to an unbeliever or seeker; Basically just an internet billboard; More member-oriented or

outreach-oriented; Currently updated or in need of updating; low-tech or highly interactive; other: (list as many as apply)

7. What grade would you give your website: (A - F):

8. How would you describe your church bulletin or worship folder: engaging and attractive or boring and ho-hum; inviting non-insider descriptions, or more insider-friendly; outreach flyers and inserts or not; other: (list as many as apply)

9. What grade would you give your bulletin: (A – F):

10. In what ways have you publicized outreach events? Any creative efforts?

11. What ways do you provide your people with resources, i.e. tract rack, free booklets, CD's, DVD's, church library, other:

12. Do you include reports of outreach events in the worship services? IF so, by what media- verbal, written, projected pictures, videos, etc.

13. Do you include testimonies specific to outreach and evangelism in the worship services? Examples: Individual outreach stories by those who did the outreaching, even if it didn't work out; or stories by those who were reached by outreach. By what media- interview, testimony, video, etc.

14. What other methods or means have you used or know of that can help cultivate a climate and culture of outreach and evangelism in the church?

15. List books and websites you have personally read and recommend that relate to outreach, church growth and small churches:

Thank you so much for your response to this survey! The results will be worth it in what you learn from the info I'm gathering! Please e-mail your completed survey to me by July 24th.

BUT WAIT! THERE'S MORE! If you would like to help me, and make this project the best it can be, please take this survey, and forward it to all of your pastor friends of small to medium-size churches. I'd love to have them join the team too!

Stan W. Kesler, E-mail: swkesler@liberty.edu

“ALIVE AND GROWING SURVEY” – PART TWO

This second survey provides helpful data about you and your church, and will be held in strict confidence. It is designed to focus on specific outreach and evangelism activities that are taken by individuals or groups outside of the regular church meetings that are effective and economical.

Please fill it in as best you can. Dig out your previous year's calendars if you like, to help you remember. And thanks ahead of time for helping

ABOUT YOU...

Name: Preferred Email address:

Phone:

Church Name: Phone:

Church website address:

OUTREACH & EVANGELISM ACTIVITIES...

GROUP ACTIVITIES

I am finding that for the most part, church outreach and evangelism group activities fall into the categories of:

1. **On-site** Outreach & Evangelism (i.e. Concerts, Hobby outreach, Sports teams that take place AT the church)
2. **Off-site** Community Outreach & Evangelism (i.e. serving with identity, Sports clinics, Fishing Tournament, Golf Scramble)
3. **Friendship** Outreach and Evangelism

Can you think of another category? If so, please add it at the end of the survey with your ideas.

1. Please list below as many of the specific **On-site** outreach and evangelism activities which take place at the church, which you have done or know of. Give a description of those you have done, and rate them: Very effective, somewhat effective, and not very effective.

2. Please list below as many of the specific **Off-site** outreach and evangelism activities that you have done or know of. Give a description of those you have done, and rate them: Very effective, somewhat effective, and not very effective.

3. Please list below as many of the specific **Friendship** outreach and evangelism activities that you have done or know of. Give a description of those you have done, and rate them: Very effective, somewhat effective, and not very effective.

4. Another outreach and evangelism category is..._____.
Describe activities you have done and rate them. List others you have heard of.

5. Miscellaneous question: Have you used your church's website or the internet for outreach in any way? Please describe.

List books and websites you have personally read and recommend that provide ideas of activities for outreach and evangelism:

Thank you so much for your response to this survey! The results will be worth it in what you learn from the info I'm gathering! Please e-mail your completed survey to me by October 17th.

Stan W. Kesler, E-mail: swkesler@liberty.edu

APPENDIX B
BRIDGE ILLUSTRATION

The following material is presented by the Navigators and may be seen at:

<https://www.navigators.org/us/resources/illustrations/items/The%20Bridge%20to%20Life>

The Bridge to Life



Step 1 - God's Love and His plan

God created us in His own image to be His friend and to experience a full life assured of his love, abundant and eternal.

Jesus said, "...I have come that they may have life, and have it to the full." ([John 10:10b](#))

"...we have peace with God through our Lord Jesus Christ." ([Romans 5:1](#))

Since God planned for us to have peace and abundant life right now, why are most people not having this experience?



Step 2 - Our Problem: Separation from God

God created us in His own image to have abundant (meaningful) life. He did not make us robots to automatically love and obey him, but he gave us a will and a freedom of choice.

We chose to disobey God and go our own willful way. We still make this choice today. This results in separation from God.

"For all have sinned and fall short of the glory of God." ([Romans 3:23](#))

"...your iniquities have separated you from your God; your sins have hidden his face from you so that he will not hear." ([Isaiah 59:2](#))

On our own, there's no way we can attain the perfection needed to bridge the gap to God. Through the ages, individuals have tried many ways...without success.

Good works won't do it...or religion...or money...or morality...or philosophy...

"There is a way that seems right to a man, but in the end it leads to death." ([Proverbs 14:12](#))



Step 3 - God's Remedy: The Cross

Jesus Christ is the only answer to this problem. He died on the cross and rose from the grave, paying the penalty for our sin and bridging the gap between God and people.

"For Christ died for sins once for all, the righteous for the unrighteous, to bring you to God..."

([1 Peter 3:18](#))

"For there is one God and one mediator between God and men, the man Jesus Christ." ([1 Timothy 2:5](#))

"But God demonstrates His own love for us in this: While we were still sinners, Christ died for us."

([Romans 5:8](#))



Step 4 - Our Response

Believing means trust and commitment - acknowledging our sinfulness, trusting Christ's forgiveness and letting Him control our life. Eternal, abundant life is a gift

for us to receive.

"For God so loved the world that He gave His one and only son, that whoever believes in Him shall not perish but have eternal life." ([John 3:16](#))

"I tell you the truth, whoever **hears** my word and **believes** Him who sent me has eternal life and will not be condemned; he has crossed over from death to life." ([John 5:24](#))

Is there any reason why you shouldn't cross over to God's side and be certain of eternal life?

How to receive Christ:

1. Admit your need (I am a sinner).
2. Be willing to turn from your sins (repent).
3. Believe that Jesus Christ died for you on the cross and rose from the grave.
4. Through prayer, invite Jesus Christ to come in and control your life through the Holy Spirit (Receive Him as Lord and Savior of your life).

What to pray:

Dear Lord Jesus,

I know that I am a sinner and need Your forgiveness. I believe that You died for my sins. I want to turn from my sins. I now invite you to come into my heart and life. I want to trust and follow You as the Lord and Savior of my life.

In Your name. Amen.

God's assurance of eternal life

If you've prayed this prayer and are trusting Christ, then the Bible says that you can be sure you have eternal life.

"...for, everyone who calls on the name of the Lord will be saved." ([Romans 10:13](#))

"For it is by grace you have been saved, through faith - and this not from yourselves, it is the gift of God - not by works, so that no one can boast." ([Ephesians 2:8-9](#))

"He who has the Son has life; he who does not have the Son of God does not have life. **I write these things to you who believe in the name of the Son of God so that you may know that you have eternal life.**" ([1 John 5:12-13](#))

Receiving Christ, we are born into God's family through the supernatural work of the Holy Spirit who indwells every believer...this is called regeneration or the "new birth."

What next?

This is just the beginning of a wonderful new life in Christ.

To deepen this relationship you should:

1. Maintain regular intake of the Bible to know Christ better.
2. For more information see the Word Hand illustration.
3. Talk to God in prayer every day.
4. For more information see the Prayer Hand illustration.
5. Tell others about your new faith in Christ.
6. For help doing this, use the same illustration that is presented above. The important thing is that you let others know about your new faith in Christ.
7. Worship, fellowship and serve with other Christians in a church where Christ is preached.
8. As Christ's representative in a needy world, demonstrate your new life by your love and concern for others.

Bridge training tool

The following PDF document is also available to download for training in how to use The Bridge Illustration as a ministry tool.

Bridge training tool ([bridge.pdf](#))

(Requires Adobe Acrobat)

Contact Us for Reprint Permission**Mail:**

NavPress

Permissions Coordinator

P. O. Box 35001

Colo Spgs, CO 80935

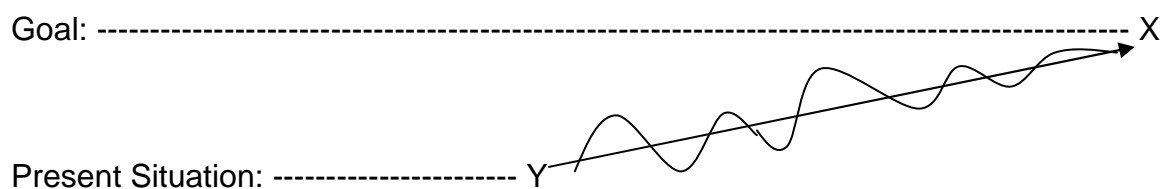
Fax: 719-260-7223

Email: permissions@navpress.com

Bridge to Life booklet

From NavPress - this small booklet presents the gospel clearly, using simple diagrams and selected Scriptures to explain the need for salvation and how to come to faith in Christ.

APPENDIX C
STRATEGY FOR PLANNING WORKSHEET



Helping Points: (list) uphill surges

Hindering Points: (list) downhill slumps

Action Plan: (what, who is responsible, how, where, when, how much it costs...)

1.

2.

3.

4.

5.

6.

APPENDIX D

CONDUCTING PERIODIC EQUIPPING MEETINGS¹⁷¹

When I prepare an equipping meeting, I include the following:

Good News. I always start on a positive note. I review the good things that are happening in the organization and pay particular attention to their areas of interest and responsibility.

Vision. People can get so caught up in their day-to-day responsibilities that they lose sight of the vision that drives the organization. Use the opportunity of an equipping meeting to recast that vision. It will also give them the appropriate context for the training you are about to give.

Content. Content will depend on their needs. Try to focus training on areas that will help them in the “A” priority areas, and orient the training on the people, not the lesson.

¹⁷¹ John Maxwell, *Developing the Leaders Around You* (Nashville, TN: Thomas Nelson, Inc, 1995), 104.

Administration. Cover any organizational items that give the people a sense of security and encourage their leadership.

Empowerment. Take time to connect with the people you equip. Encourage them personally. And show them how the equipping session empowers them to perform their jobs better. They will leave the meeting feeling positive and ready to work.

APPENDIX E

MY TOP 10 FAVORITE CHURCH PLANTING WEB SITES BY DAVE EARLEY

“I believe I am called to plant a church. I am eager to get started. Where do I begin?” That is the essence of emails I regularly receive as the Director of Church Planting at Liberty University. I usually refer to four resources that help the would-be church planter get started. I send them a list of the most helpful websites to search, books to read, and conferences to attend. Then I also tell them about the new MA in Evangelism and Church Planting from Liberty Baptist Theological Seminary.

www.liberty.edu/seminary

In future articles, I'll discuss some of my favorite books, and training options. In this article I want to give a quick survey of what I think are ten of the most helpful or interesting websites on church planting.

1. www.churchplantingvillage.net This is the site presented by the North American Mission Board of the Southern Baptist Convention. It is absolutely loaded with information. There is information on everything you can imagine including multi-site church planting, bi-vocational church planting, indigenous church planting, church planter wives. If you go to the Discover Church Planting section, you can take several free online assessments to determine whether or not you are suited to be a church planter.
2. www.newchurches.com/ "New Churches" is Ed Stetzer's updated site. Ed is an author, pastor, and church planter who currently serves as the Missiologist and Director of the

Center for Missional Research at the North American Mission Board of the SBC. This site is laid out very nicely. It has lots of great tools, resources, information on events, blogs, podcasts, links, and info on vendors.

3. www.nextinitiative.net/ NEXT is a network of purpose-driven churches dedicated to launching 1000 churches in the next five years. NEXT is directed by Ron Sylvia who has been teaching the Purpose Driven Church planting seminar for many years. Ron Sylvia is the founding and lead pastor of Church at the Springs in Ocala, Florida and has a passion for training and coaching church planters. This website has some good downloads and materials. Most importantly, it is the door to getting involved in Ron's monthly church planter coaching network.

4. www.churchplantingresources.com/ This is very professional organization that has a ton of highly practical stuff including setting up a 501c3, to writing a church constitution, info on how to set up blogs and pod casts, creating email campaigns, and more.

5. www.churchplanting.com/ This is Steve Sjogren's new site. Sjorgren is an effective church planter, author, and the leading spokesman for servant evangelism. He has some good resources and articles available. I like it because I like servant evangelism.

6. www.acts29network.org/ Acts29 is on the forefront of the Resurgence Movement attempting to combine reformed theology and a contextualization of the Gospel. The Acts29 Network came out of Mark Driscoll's Mars Hill church in Seattle, Washington. This site is very well done with plenty of media downloads, information on upcoming church planter training boot camps hosted by Acts29, and other resources.

7. www.organicchurchplanting.org/ This is Neil Cole's site. It is dedicated to planting movements and organic house churches. There are many articles on house churches.

8. www.mislinks.org/church/chplant.htm A collection of a hundred websites, articles, and organizations all related to church planting.

9. www.church-planting.net/ Passion for Planting is a not-for-profit church planting support ministry started in 2002 by a group of church planters from New Life Christian Church in Centreville, Virginia. They have a good looking site with a few nice free resources.

10. www.churchplants.com/ This is an extension of Outreach Marketing. They do have some good free articles. But most importantly, this site connects you to stuff you can use to market the new church.

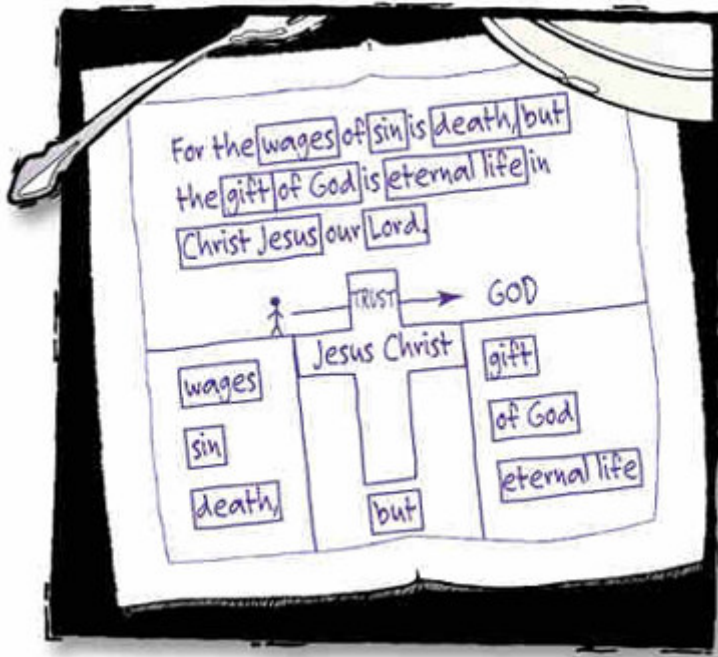
Dr. Dave Earley is an experienced church planter and coach. He serves as the Director of the Liberty Center for Church Planting at Liberty Theological Seminary. He is also Chairman of the Department of Pastoral Leadership and Church Planting for Liberty Theological Seminary. He has authored ten books on subjects such as small groups, leadership, prayer, and the Christian life. www.daveearley.com
<http://www.liberty.edu/media/1162/cmt/churchplanting/My%20Top%2010%20Favorite%20Church%20Planting.pdf>

APPENDIX F

ONE-VERSE EVANGELISM

How to Share Christ's Love Conversationally & Visually

By Randy D. Raysbrook, The Navigators



Many people feel that to be effective in evangelism they must memorize a complex illustration and a multitude of verses. But the Gospel is most powerful when shared with love, clarity, and simplicity.

One-Verse Evangelism(r) is a simple, interactive way to share Christ's love conversationally and visually. It is based on asking questions and sharing. It's easy to learn because it uses just one verse. One-Verse Evangelism(r) is also sensitive to peoples' busy schedules because it can be shared in just 10 or 15 minutes.

Here's a brief look at how it works. Let's say God's leading you to share the Gospel with your neighbor, Jeff. Write out Romans 6:23 on a piece of paper or a napkin: "For the wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord" (NIV). Then put your Bible away. Ask Jeff if he would like to see a simple

picture based on this verse that will explain God's relationship with people.

wages

Circle this word and ask, "How would you feel if your boss refused to pay you the wages that were due to you?" Deep down, we all know that it is only right that we get what we deserve. Similarly, we earn wages from God for how we have lived our lives.

sin

Draw a circle around "sin," asking your friend what he thinks when he hears this word. You might explain that sin is more an attitude than an action. It can be either actively fighting God or merely excluding Him from our lives. You can ask, "Has God ever seemed far away?" If he says "Yes," add that that's one of the things sin does-it makes God seem far away. Now draw two opposing cliffs with a gap in between.

death,

Circle this word and ask what thoughts come to mind. Explain that death in the Bible always means some kind of separation.

but

While circling this word, mention that it is important because it means that a sharp contrast in thought is coming. What we have just looked at is bad news; what follows is good news.

gift

Draw a circle around this word. Ask, "If wages are what a person earns, then what is a gift?" Remind your friend that someone must purchase every gift.

of God

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

eternal life

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

Christ Jesus

Draw these words so they create a bridge between the two cliffs. Help your friend to consider that every gift has a giver, and only Jesus Christ can give the gift of eternal life.

TRUST

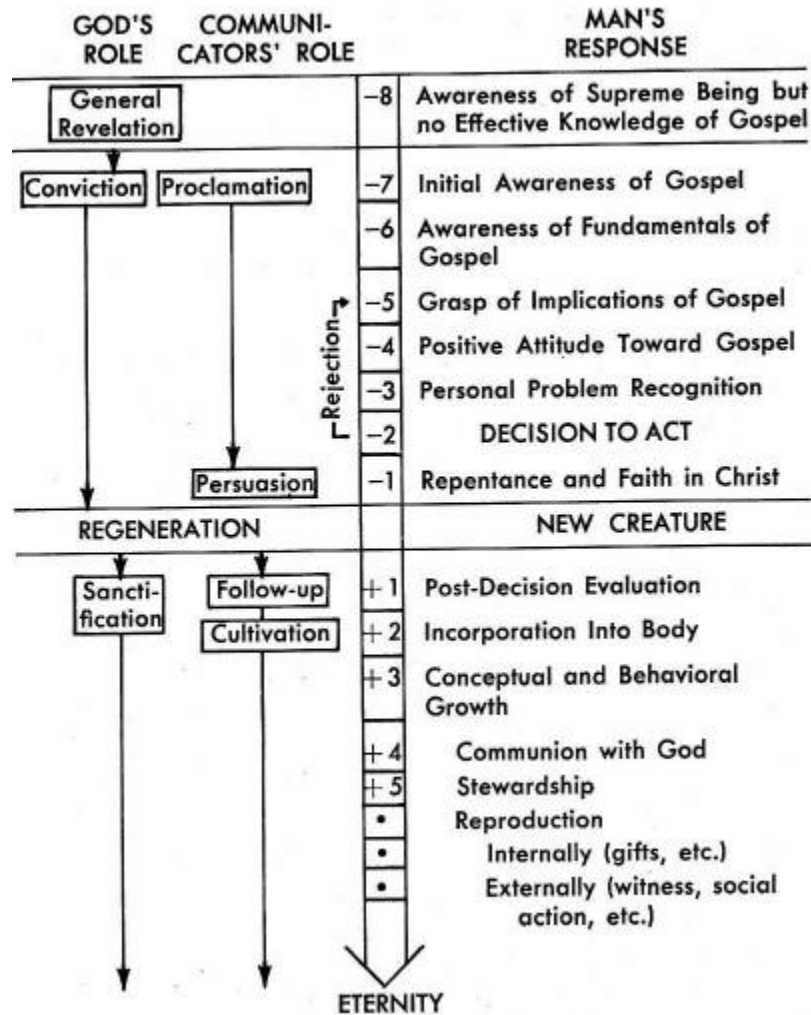
Write this word over the bridge you just drew. Explain that friends trust each other, and tell your friend that Jesus wants a trusting friendship with him. All he has to do is admit that he is responsible for the "sin" of either fighting or excluding God from his life. That is what trust means—trusting that Jesus wants to forgive us for rejecting Him from our lives. At this point, you can ask him if he wants to start a relationship with God that will last forever. If he says "Yes," invite him to pray a short prayer in his own words, asking Jesus to forgive him.

Close by reminding him that this simple illustration shows what God is like: Someone who really cares about people, especially him. Invite him to read all about it in the Bible, perhaps beginning in the gospel of John.

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APPENDIX G

THE ENGEL SCALE OF SPIRITUAL GROWTH



Paul Hazelden has created a revision of Engel's scale, called "The Modified Engel Scale. A 20-page article describing it may be found at:

http://www.hazelden.org.uk/pt02/art_pt068_modified_engel_full.htm

The Modified Engel Scale

The Dynamics of New Birth			
Level	Description	God Is	Man's Task
-12	No God framework	Confirming	Prayer
-11	Experience of emptiness		Presence
-10	God framework	Revealing	
-9	Vague awareness and belief in God		
-8	Wondering if God can be known		Preparation
-7	Aware of Jesus	Guiding	
-6	Interested in Jesus		
-5	Experience of Christian love		Proclamation
-4	Aware of the basic facts of the gospel	Convicting	
-3	Aware of personal need		

-2	Grasp the implications of the gospel		Power
-1	Challenged to respond personally	Converting	
0	Repentance and faith		
+1	Holy Spirit and baptism	Transforming	Encouragement
+2	Functioning member of local Church	Empowering	
+3	Continuing growth in character, lifestyle and service		
+4	Part of Team Leadership		Support

Please note that the characteristics of our task are cumulative: at stage -9 for example, we are to pray *and* reveal God's presence. For the sake of clarity this has been omitted from the diagram.

APPENDIX H

IN-STEP WALKING PROGRAM REGISTRATION FORM

2009 – 2010 “IN STEP” PARTICIPANT REGISTRATION

Name(s): _____ Date: _____

Address: _____

Phone No.: _____ Email: _____

Emergency contact(s) and phone number(s):

[Please check] I understand that my physical activity at Three Rivers Bible Church is at my own risk and responsibility. ____Yes ____No

SIGNATURE: _____

Physical Activity Readiness Inventory (*Optional – but please read this*)

For most people physical activity should not pose any problem or hazard. This inventory can help you identify if physical activity might be inappropriate for you, or if you should have medical advice concerning the type of activity most suitable for you. Please read and check the “Yes” or “No” opposite the questions, as they apply to you.

YES NO

1. **Has your doctor ever said you have heart trouble?**
2. **Do you frequently have pains in your heart and chest?**

3. Do you often feel faint or have spells of severe dizziness?
4. Has a doctor ever said your blood pressure was too high?
5. Has your doctor ever told you that you have a bone or joint problem such as arthritis that has been aggravated by exercise, or might be made worse with exercise?
6. Is there a good physical reason not mentioned here why you should not follow an activity program even if you wanted to?
7. Are you over age 65 and not accustomed to vigorous exercise?

If you answered YES to one or more questions.....if you have recently done so, please consult with your personal physician by telephone or in person before increasing your physical activity.

**We're glad you are here! And we hope our "In Step" indoor walking
will help you stay healthy and happy!**

APPENDIX I

COMMUNITY GROUPS

Spring 2010 Groups ~ Thomas Road Baptist Church

Group: Advanced Computer (Eligible for CEU)

Room: 218

Description: PC hardware and Windows Operating System (no applications) Overview of PC systems, basic hardware installation and troubleshooting. Installing operating systems, system management using Windows Control Panel utilities, setting up virus and malware protection. Basic LAN and wireless network install and troubleshooting. Topics driven by students areas of interest. BYO hardware.

Group: Basic Budgeting (Eligible for CEU)

Room: 267

Description: How do I start a budget? How much should go into savings? What is the benefit of having a budget? Find out the answers to these questions and more.

Group: Basic Computer (Eligible for CEU)

Room: 111

Description: Covers basic computer operations from start up to shut down. Basic coverage of, file management, email accounts, web browsing, word processing, presentations, and spread sheets. Goals: Logging in, send and receive email and attachments, create and edit documents, search and browse the web, manage your files, and shut down.

Group: Basic Video Production (Eligible for CEU)

Room: 235

Description: Have you Ever seen a Movie and wondered, "How did they do that?" Have you ever seen short videos on YouTube and wanted to do something similar, but don't know where to start? This is your chance to learn! This group will provide you with an overview of video production, specific help with any problem areas you've encountered, and limited practical hands of experience. Make your videos standout, Join Today!

Group: Caring for Kids Gods Way

Room: 259

Description: Understanding Children and their World, Stress and their kids, Nutrition and Health, Family Systems, Understanding and breaking Generational Patterns, Parenting with Love and Grace and much more helpful information to help families and those working with children be effective in their work to care for kid's God's way.

Group: Colossians

Room: 229

Description: An in-depth study of the book of Colossians

Group: Cooking

Room: 262

Description: Quick and easy meals you can make for the whole family. Recipes will be given to you each week and you will be able to build a cook book throughout the semester.

Group: DJ'n

Room: 243

Description: Have you ever wanted to learn how to be a real Disk Jockey? Well don't waste your money by buying DJ Hero. come to the DJ'n group and learn how to spin. this class will primarily focus on skill development.

Group: English as a second language (Starts at 7 p.m.) (Eligible for CEU)

Room: 250

Description: Helping anyone who doesn't speak English very well or at all to become better acquainted with the language.

Group: Financial Planning (Eligible for CEU)

Room: 2414

Description: Basic help in planning your financial future.

Group: Fibromyalgia Support

Room: 155

Description: Support group for those struggling with Fibromyalgia and their families, as well as an informational group for those interested in learning more about Fibromyalgia.

Group: Fitness

Room: Adult Fitness Center (Midtown Lynchburg)

Description: Fitness will be held at the Adult Fitness Center in Midtown Lynchburg. Located at 500 Alleghany Ave. Lynchburg, VA 24502. You can call 434-229-4864 for more details

Group: Freedom Ministries Counseling Training (Eligible for CEU)

Room: 2412

Description: For anyone wanting to help with Freedom Ministries at Thomas Road.

Group: GED Preparation (Tuesday 6:30-8:30 pm.)

Room: 235/237

Description: Need a GED? Not sure how to pass, or even where to start? This class will help you get ready to take the GED test. The GED Preparation class will help prepare you for the GED test by offering a practice test to give you an idea of how to take the real GED test, and will offer tutoring to help you better understand the material covered when applying for a GED.

Group: Guitar

Room: 161

Description: Learn the basics for playing the guitar.

Group: Horseback Riding

Room: 2420

Description: This class will meet in a class room for a few weeks then head out to the leaders ranch Serene Creek Run for free riding lessons in Eastern and Western Disciplines. Horses will be provided at the ranch. For more information on Serene Creek Run visit... <http://www.serene creekrunridingcenter.faithweb.com/>

Group: Ice Skating

Room: Lahaye Ice Center

Description: Ice skating be held from 5:15 to 6:15 in the Lahaye Ice center

Group: Interior Design (Eligible for CEU)

Room: 113

Description: Every week we will be going over a different topic relating to interior design.

Group: Intermediate Spanish (Eligible for CEU)

Room: 270

Description: More advanced Spanish for those who wish to continue learning the language.

Group: Intermediate Computer (Eligible for CEU)

Room: 218

Description: More detailed coverage of, file management, email accounts, web browsing, word processing, presentations, and spread sheets. Plus connecting devices such as, printers, wifi, cameras, scanners. Basic image editing. Overview of virus, Trojan, and other exploit protection.

Group: Jewelry Making

Room: 168

Description: Buying Jewelry can be very expensive, and with everyone saving money now is the time to learn how to make unique jewelry that fits your personal style and will turn heads everywhere you go. It's a fact that making your own jewelry can cost a fraction of what buying pre-made jewelry costs. So if you want to start, or continue, making personalized jewelry this is the class for you!

Group: Knitting

Room: 110A

Description: This class is for beginners as well as the experienced knitter. We will cover the different types yarn, stitches and etc, as well as helping you with a project of your choice.

Group: Learning Korean Language and Culture

Room: 257

Description: Have you ever wanted to learn a new language? well now is the perfect time to start. We will be offering a free class helping you to learn Korean.

Group: Losing to Live

Room: 1500

Description: A weight loss competition besieged by the author of "Bod for God." This competition will help encourage you to lose weight and help you form a team around you to help you keep it off.

Group: Love and Respect

Room: 2413

Description: This Love and Respect message is about how the wife can fulfill her need to be loved by giving her husband what he needs -- respect. And the husband can fulfill his need to be respected by giving his wife what she needs -- love. Does this always work? No. But if one is married to a person of good will, I would bet the farm that it would work!

Group: Martial Arts

Room: Wrestling Room in the Indoor Track

Description: Tae-kwon-Doe instruction.

Group: Military Family Support Group

Room: 167

Description: Do you currently have a family member or friend deployed overseas or currently serving in the armed forces? This group offers support for those in the military and those who love them.

Group: Oil Painting

Room: 256

Description: The Oil Painting group is for anyone who wants to learn basic techniques for oil painting as well as those who are seeking to deepen their painting skills.

Group: Photography (Eligible for CEU)

Room: 271

Description: Taught by a professor from Liberty University. This is a basic Photography class that will show you the ins and outs for creating eye catching and memorable photographs.

Group: Pre-Marital (LU)

Room: 1491

Description: A pre-marital group with Dane Emerick.

Group: Pre-Marital (TRBC)

Room: 2418

Description: A pre-marital group with Charlie Davidson. This class is a requirement for any couple wishing to be married at Thomas Road Baptist Church and have the ceremony preformed by a TRBC Pastor.

Group: Preparing for Marriage in Ministry

Room: 170

Description: Are you planning on serving in full time ministry? are you planning on marrying someone who is? Preparing for Marriage in Ministry is a class for couples

who are planning on serving in full time ministry. This class explores the special circumstances you may face as you are married and involved in full time ministry.

Group: Real Estate Investing (Eligible for CEU)

Room: 2415

Description: Basic Information on the ins and outs of real estate investment including, commercial and residential, tax benefits, flipping, long term, and etc.

Group: Rock Climbing (Thursday Nights 6 pm.)

Room: Rise Up Climbing Downtown Lynchburg <http://www.riseupclimbing.com/>

Description: TRBC is partnering with Rise Up Climbing in downtown Lynchburg to offer a rock climbing class taught by professional rock climbing instructors. There is a one-time fee of \$45 for 8 weeks of rental fees; Rise up has reused their normal rates by 70% for this group only. The first week will meet for two hours; the next 7 weeks will meet for about an hour of climbing time.

Group: Ruth Brooks Free Health Clinic

Room: 118

Description: Health screening and medical advice.

Group: Scrapbooking (Tuesday)

Room: AC Moore

Description: For those who wish to attend the scrapbooking class but cannot come to the Wednesday night group, or want to meet more than once a week AC Moore has allowed us to meet there from 6:30 to 8:30 the 2nd, 3rd, and 4th Tuesday of each month.

Group: Scrapbooking (Wednesday)

Room: 110

Description: Telling your story your way. Preserving your past, tracking the present, and embracing the future, you can scrapbook anything. Bring pictures, pages, and whatever else you like for decoration.

Group: Soccer

Room: Lahaye Indoor Soccer Complex

Description: Weekly pick-up Soccer.

Group: Social Security (Eligible for CEU)

Room: 242

Description: When is the best time to retire? Is it better to wait until full retirement age? Can I get Medicare when I retire? Do you qualify for disability... what are the requirements? What is SSI? How long do I have to work to qualify for benefits? Are my spouse/children eligible for benefits? For out to all these questions and more in the Social Security group.

Group: Sound Mind Investing (Eligible for CEU)

Room: 240

Description: Basic investing tips, tricks, and help.

Group: Voice Lessons

Room: 156

Description: Taught by a vocal coach this class will help you practice and stretch your singing talents.

Group: Witnessing

Room: 231

Description: This class will show you different techniques of witnessing as well as provide opportunities to share your faith with people in the community through witnessing events.

Group: Writing Skills 101 (Eligible for CEU)

Room: 261

Description: Have you found yourself frustrated with an inability to communicate well through the written word? Do you want to further develop your writing skills? Writing Skills 101 is a safe environment to grow as a writer. You will find the skills you need to confidently communicate through writing.

Women Only

Group: Mom to Mom

Room: 150

Description: Biblically based parenting program designed around the Titus 2:4 concept of older women teaching and encouraging younger women in their relationships with their husbands and children. It includes quality instruction in parenting, small group discussion, and the interaction of more experienced mothers with younger moms. Designed to be both a place of nurture for committed Christian women and a “safe place” to bring community friends, it often becomes a bridge into the church.

Group: Body and Soul Aerobics

Room: Lahaye Student Center

Group: After The Boxes Are Unpacked

Room: 143

Description: Recently moved to Lynchburg? This is a class for you to get connected to other women new to the area. This class answers the question, “what do we do now the boxes are unpacked?”

Group: Ladies Bible Study

Room: 2411

Description: A women's Bible study for Wednesday nights.

Group: Lies Women Believe

Room: 268

Description: A study for young wives and Moms by Nancy Leigh DeMoss.

Group: The Excellent Wife

Room: 244

Description: Who is an excellent wife? What is she like? Using the woman in Proverbs 31 as a model, a study of trusted Christian counselor Martha Peace offers detailed practical answers to questions most often asked by Christian wives. The proven principles and scripturally based insights will encourage you to become the wife God wants you to be.

Group: Dealing with Disappointments

Room: 169

Description: Life is hard and sometimes it feels overwhelming, especially if we are trying to do it alone. This is a support group for women who need some encouragement to help deal with challenges, changes, disappointments and losses that often come our way. The group will be facilitated by a licensed professional counselor who will provide a safe, caring environments for women to support one another.

Group: Life Journaling Through Scripture

Room: 232

Description: Life Journaling through Scripture includes four parts: (spells "SOAP") Scripture, Observe, Application and prayer. either we will all journal about the same scripture, or participants can choose their own Scriptures to journal about. Over the course of this group we will cover the importance and application of these four parts to journaling.

Men Only

Group: Men's Basketball

Room: Lahaye Student Center

Description: Five on five Basketball.

Source: <http://home.trbc.org/index.cfm?PID=11862>

Director: Anthony Randall

APPENDIX J

BIKER SUNDAY RESOURCES

BIKER SUNDAY RESOURCES



Date: Sunday, May 17, 2009
Time: 10:45am - 4:30pm
Location: Manassas Assembly of God
Street: 11500 New Life Way
City/Town: Bristow, VA

<http://www.facebook.com/event.php?eid=77037533483&index=1>

Description

Join Manassas Assembly of God on May 17th for Biker Sunday. Bring your bike and have it blessed. Participate in Bike and Rider games. Enjoy a Free Lunch and Live music. Vote on who should receive the 3 foot tall "Best of Show People's Choice" trophy. You can enter your bike in the show at magchurch.org/bikersunday. Show registration is \$10.00

Free general admission (come enjoy the show!). For more information call 703-368-2895 or check out magchurch.org/bikersunday

Schedule of Events:

Church Service - 10:45am (lunch immediately following)

Blessing of the Bikes and Riders - 12:30-1:30

Bike Show - 1:30-4:30

10 Show Classes:

1st, 2nd, 3rd place trophies in each class
 3' Tall "Best of Show People's Choice" trophy

Classic Cars are also welcome

Biker Sunday Celebrated At Fork Presbyterian Church

The Dillon Herald, by Betsy Finklea

http://www.thedillonherald.com/view/full_story/323279/article-Biker-Sunday-Celebrated-At-Fork-Presbyterian-Church

FORK—Fork Presbyterian Church celebrated their first ever Biker Sunday on October 19th.

Several bikers from all over the region turned out to participate. During the service, bikers were invited to participate in a Bikers Choir where they entertained the congregation with two selections.

Another special highlight of the service was a reading of “Enjoy Your Bikes” by Rev. Lyn Anderson.

Bikers were also presented mugs to keep as keepsakes of the event.

After the service there was a parade of bikes in front of the church.

After the parade, those in attendance enjoyed a wonderful meal and fellowship.

The following website lists reports of many different church’s Biker Sunday events: <http://www.amc.nazarene.org/index.php/biker-ministries/20-nmf/122-biker-sunday> Here are two examples:

On August 17th, Cornerstone Church of the Nazarene in Frankfort, KY, hosted a "Biker Sunday", and the church's attendance almost doubled! It all began with breakfast, and then a worship service led by David Middendorf. Speaking on "unconditional love and grace", the open altar was lined with folks of all ages seeking God to do something for them! As the service concluded with David singing "It Is Well With My Soul", the presence of the Holy Spirit was so evident! A picnic, a ride through the Central Kentucky horse farm country, and a dessert contest completed the Sunday experience! Summarizing the event, Pastor Howard Wilson remarked, "What a great day of

excitement and energy in our church! God's spirit was there for spiritual healing and Christian fellowship. It was incredible to watch God at work!"

Rev. Fred Laeger, pastor, Harvester's Church, excitedly reports that he's still receiving e-mails from those who were touched by the [Biker Sunday] experience. "They couldn't believe that we didn't ask for money and that we did it just because we loved them as much as Jesus loved them! Several have already received Christ, and others returned to their communities to seek out a church that will receive them. Praise the Lord! Others have said, 'How do we become involved with this ministry? It is what we've been looking for.' Isn't God awesome?"

11TH ANNUAL

BIKER SUNDAY

FEBRUARY 21, 2010

WORSHIP SERVICE
9:30 AM & 11:00 AM

BIKE BLESSINGS
Fallen Biker Memorial Prayer Service

FREE BBQ

FREE BIKE SHOW

FREE BIKE GAMES

GREAT PRIZES
Everyone Welcome!

STUNT SHOW
BY TEAM BUELL AND FRIENDS



PRECISION DRILL TEAM EXHIBITION
BY CENTRAL FLORIDA DRILL TEAM



WORLD CHAMPIONS



**Bring Your Bike. Bring An Appetite.
Bring Your Friends. Be Our Honored Guests.**

For information call
Mitch Edwards 407-538-7430 or
Peace UMC Office 407-438-8947



UNITED METHODIST CHURCH

Peace United Methodist Church
13502 Town Loop Blvd.
Orlando, FL 32837
Located in Hunter's Creek

APPENDIX K

“WILD GAME/TAME GAME DINNER” RESOURCES

MEN’S MINISTRY- “*WILD GAME/TAME GAME MEAT-EATING EXTRAVAGANZA*”
Friday, April 18, 2008 at 7:00 at TRBC

Set-up: 6 round tables with 6 chairs each; a perimeter ring of long tables for displaying mounts; 2 long tables for meat dishes & side dishes.

Leadership team bring desserts and side dishes.

Drinks and desserts at the serving window.

Have index cards & markers ready to label meat dishes that come in.

For fun, have “Road Kill Grill” menus on tables, with pencils and “Name That Game Call” sheets.

Have registration sign-in cards for door prizes. Use emails/addresses for follow-up.

Doors open at 6:00, meal begins at 7:00.

Leadership team spread out to host at different tables

Welcome- go over events of the meeting. Mention after supper is a 20-minute mixer time, with casting contest into hula hoops at various distances. Also take some time to look at each of the mounts and pictures. When you hear the duck call, return to your tables for a special game.

Prayer

EAT THE WILD GAME AND TAME GAME!

MIXER TIME: casting contest, look at mounts.

TABLE TIME:

Give candy bar “prizes” for mount providers.

“Name That Game Call”. Have a wild game call identification contest. Keith Whitford has about 12 different wild game calls he is willing to do. (deer, duck, rabbit, turkey, goose, etc) On papers on tables have guys guess what the game call is for.

Announce winners of casting contest, give candy bar prizes.

STORY TIME: Guys share:

“My favorite hunt...”

“The big one that got away...”

Pastor Stan’s tragically funny terrible fish story joke.

DEVOTION- The Hunter and the Hunted in Hebrews
Have drawing for Door Prizes

Give everyone an “Outdoor Edition” Our Daily Bread- point out free subscription order form in the middle.

Invite all to next Guys’ Bible study.

Announce next Men’s Ministry event: May 17 at 7:30 a.m. at Happy Landing Café
Announce upcoming Outreach Fishing Tournament

Introduce: Wrap-up Table Share and Prayer

1. Each guy tell something they are thankful for.
2. Ask if there are any prayer requests.
3. Ask lead guys to lead in table prayer. When you’re done you’re dismissed.

Calling all Guys! TRBC Mens Ministry presents. . . .

"WILD GAME-TAME GAME MEAT-EATING EXTRAVAGANZA!"

***Come this Friday, April 18, at 7:00
to the TRBC Gym.***

SIGN UP and bring a buddy to the

“Wild Game/Tame Game Meat-Eating Extravaganza”!

It will be a great night of friendship and fun, and some big meat-eating!

Each guy attending, bring a Wild or Tame meat dish, and invite a guest. (“Tame” meat includes basket of fish or carton of chicken - Guests don’t bring anything.) Hunters and fishermen bring your favorite mounts to display, photos to show, and stories to tell.

There are casting contests, “Name that wild game call”, door prizes, a devotion, and everyone gets an “Outdoor Edition” of Our Daily Bread. Come early with your stuff - doors open at 6:00 and meal begins at 7:00! *[Note: please label any wild game meat dish you bring!]*

APPENDIX L

EVANGELISTIC BLOCK PARTY RESOURCES

HOW TO HOST AN EVANGELISTIC BLOCK PARTY

Ocoee Outreach is a 501 3c non-profit ministry of the Bradley Baptist Association of southeastern Tennessee.

<http://www.docstoc.com/docs/20886783/An-evangelistic-block-party-is-a-fun-event-sponsored>

An evangelistic block party is a fun event sponsored by the church(s) to reach the community with the gospel of Jesus Christ. The block party is designed to catch the attention of the residents in a community by appealing to their interests, tastes, and curiosity. The key to a successful evangelistic block party is to BE INTENTIONAL! Our Goal at Ocoee Outreach is to match your group up with a partnering church in the (or close to the) neighborhood that your block party will be held to assist you and to provide follow-up. We will connect you with the Pastor or church leaders.

HOW DO YOU MAKE IT HAPPEN?

Prayer - a block party is God-sized task, it provides focus, builds unity and taps into God's power.

Placement - people should work according to their giftedness, talents, and interests.

Preparation - advance preparation and training are essential to an effective block party.

PUBLICITY - Ocoee Outreach will make flyers for you that are attractive and give all the pertinent information. We will need information from you concerning activities and special features of your block party. Your team will need to hand out flyers and invite people that live in the neighborhoods around the block party location the night before your block party. Street banners and jumbo on-site signs are a big plus. It would be good for you to develop a publicity team to make or obtain Banners and signs (Ocoee Outreach does not provide signs & banners). We will also advertise through our area churches and community centers.

SITE LAYOUT - The block party should be noticeable to the neighborhood. Use loud and appealing music (Ocoee Outreach will obtain sound permits) and the aroma of food should heighten the desire to join the fun. You will want to be strategic as you position your featured activities and stage area for good visibility. The pre-project weekend will give you an idea of how you can chart things out plus we can assist you with some ideas. You will want to have an area where your registration team register guests and gives free food tickets (cards can be used for giveaways and for follow-up (Ocoee Outreach will provide registration cards).

Things to consider bringing: garbage bags, ice chests, variety of drinks and water, a power source (will be available in most cases), long extension cords, a portable sound system, chairs and tables, food, grill - if cooking hotdogs, cups/paper products/etc., canopies, door prizes, pens & pencils, first aid type station.

EVANGELISM - develop an evangelism team to see that personal evangelism is done effectively. The evangelism team should include individuals whose sole responsibility is to conduct a one-on-one approach to evangelism at the block party. They can also serve

as an immediate follow-up team to any decisions that might be made during or at the conclusion of a testimony or gospel presentation. Ocoee Outreach will provide the witnessing bracelet tools and decision cards for your team to use, but feel free to bring any witnessing tools of your own. Even though we provide each team member with a Bible to giveaway to someone else during their mission experience with us you might want to bring additional Bibles to give out during the block party.

ACTIVITIES - your options are as limited as your imagination and resourcefulness of your team. You will benefit by developing an Activities Team to plan any of the following or more creative activities they might come up with.

Face Painting, Clowns, Health Checks, Free Food, Games, Snow Cones, Cotton Candy, Free Clothes/Free Yard Sale, Music, Helium Balloons/Balloon Animals, Praise Band/live music, Puppets, Door prizes /Grand Prize, Evangelistic testimonies, Gospel Presentation, Free Food, Door Prizes.

- Collect door prizes from church members and businesses around your town. Give enough prizes to add excitement without overdoing it. Award prizes to block party guests. The intention is to make a good impression on those who do not regularly attend church. Types of door prizes could include toys, books, music CDs, craft items, Wal-Mart gift cards, children's videos....use your creativity and imagination.

Grand Prize - To provide an incentive for the crowd to hear the gospel presentation from the main stage event. 1. Winner must be present. 2. Drawing should be conducted after the gospel presentation. 3. The prize should attract attention and create excitement. 4. The grand prize could be a child's bike or a portable stereo or gift cards.

Food Team - you will want to have some of your team members responsible for deciding what food and drinks to provide, along with the set-up, the preparation, and the distribution of the food and drinks.

Evangelistic Stage Events - Use a stage area with music, drama, or puppets.

Entertainment should be of good quality with the tastes of the audience in mind. This does not need to be a long program (you will find that you can easily lose the crowd if you do not keep things moving and intentional). Mix in a personal testimony or two including the plan of salvation. In most of our block party locations we can share the gospel but are not permitted to have a traditional altar call. What has worked best in the past is at the decision time for the speaker to lead the prayer time and have those that are making decisions raise their hands. The evangelistic team should then be prepared to go and stand by those who indicated a decision so that as soon as the prayer is finished they can go into a one-on-one follow up. It is very important to have decision cards filled out on everyone making a decision or requesting prayer & follow-up.

Sample Schedule

6pm. Everyone setting up

6:45pm. Ready to go w/events happening at the same time (food, games, crafts, activities, music, etc...)

7:45pm. A few small door prizes, Faith Story/Gospel Presentation

8:00pm. Door prizes & Grand prize

8:15pm. Finish all activities/games

8:35pm. Everyone clean-up

ADDITIONAL WEBSITE RESOURCES

NAMB has a 48-page detailed Evangelistic Block Party Manual available online.

The web address is: http://www.namb.net/atf/cf/%7BCDA250E8-8866-4236-9A0C-C646DE153446%7D/Block_Party_Manual.pdf

The Huron and Southeastern Baptist Associations have a Block Party Trailer, equipped with supplies for helping churches host block parties. While the trailer is not accessible to most readers, their website has a good two-part Evangelistic Block Party Training Video series that could give inspiration and insights. See:

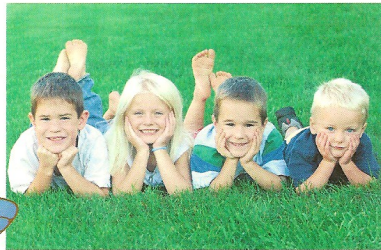
<http://www.findmichurch.org/templates/System/details.asp?id=20294&PID=49840>

[Www.churchblockparty.com](http://www.churchblockparty.com) is a free ministry website devoted to evangelistic block parties that offers lots of free resources. Among other things are training videos, photo galleries, and free clip-art for designing flyers and promotions.

[Www.evangelisticblockparty.com](http://www.evangelisticblockparty.com) is also another ministry website offering resources and direction in planning the EBP event. Offered by Betheszal Ministry of Carrollton, Texas, it is a very user-friendly website with clickable captions: Planning the EBP, The Day of the Event, Block Party Follow-Up, Success Stories, Bridge Gospel Presentation, and Online Resources. In the Follow-Up sector there is a Questionnaire that they use after the event. It is a friendly follow-up visit, asking if the guests would share with you to help you improve the block parties in the future. The last of the seven questions is, "We are praying for you and your family. Is there anything specific you would like us to pray for?" This may lead to further evangelistic conversation.

APPENDIX M

COMMUNITY FAMILY FUN FEST OPPORTUNITY
The 7th Annual
Family Fun Fest



Spring

- F.** fitness
- L.** laughter
- I.** invention
- N.** nature
- G.** go green

Saturday
March 20, 2010
10AM - 3PM, Indiana Mall,
Indiana PA

We invite human services, child care providers, children's organizations, civic organizations, businesses, churches and educational institutions to set up informational displays and **provide free activities for the children**. We encourage everyone to offer activities that fit our theme of "Spring F.L.I.N.G."

DISPLAY: SET UP between 9:00 a.m. and 10:00 a.m.;
MANNED FROM 10:00 A.M. TO 3:00 P.M.
Activities: 10:00 a.m to 3:00 p.m.



Promoting the importance of early learning in Indiana County through play for children, information for parents, and education for the community.

Sponsored by the Children's Advisory Commission of Indiana County / Indiana County Community Engagement.

For more information, contact planning committee co-chairs: 724-463-8200
Kathy, extension 18 or Maureen, extension 17

E-mail: IndianaCountyCEG@gmail.com

Internet: www.IndianaCountyCAC.com

APPENDIX N

FRIENDS AND FAMILY FISHING TOURNEY RULES

Safety and Sportsmanship: Safety and sportsmanship shall be of utmost importance at all times. Each competitor must have a U.S. Coast Guard approved personal flotation device in the boat from which they are fishing.

Competitors must show courtesy to all boaters and fishermen. Fishing is not permitted within 100 feet of another fisherman's anchored boat. Give a wide berth and slow down for a low wake when your moving boat is close to other boaters who are fishing.

Tackle: Anything goes! Lures, live bait, spray scent, fly rods, etc. Only one rod and reel may be used at a time, and fish must be caught live in a conventional manner. No spearing, trolling nets, or dynamite!

Types of Fish: This is a "for-fun" tournament, so any type of fish may be caught. Remember that the size limit for smallmouth bass and trout is 14 inches, walleye is 15 inches, channel catfish is 12 inches, and on Corey Lake you can keep 10-inch large-mouth bass. No size limit on pan fish.

Check-in: Check-in time will be by 12:00 noon, by the Tournament Director's watch. At that time all boats must reach the dock and one person report to the Statistician's table. Then catch may be brought for measuring.

An air horn will sound three blasts 20 minutes before check-in, and at noon. Contestants arriving late, will lose one-half inch per minute for being late. Checking in more than 10 minutes late will result in losing all credit for his catch. All contestants are asked to stay for the announcement of the winners, and the drawing of a wide assortment of *great* door prizes.

Tournament Prize Categories: Description of prizes.

Winners may choose from the prize table in the following order:

Largest Single Fish. This will be measured by inches to the nearest eighth, by the Statistician.

Second-Largest Single Fish.

Largest catch of fish. Total inches of mixed fish. The maximum number of fish to be measured will be five, although more may be caught and kept.

Most kinds of fish. These will be determined by the Statistician and Tournament Director.

Smallest fish caught. No, you may not enter your bait for this category!

Ugliest Fish caught. As determined by Tournament Officials.

Surprise Categories! Yes, there are other ways you can win as well!

Remaining prizes will be given as door prizes, by drawing registration slips of those who haven't won anything yet. Ties will be resolved by means selected by the Tournament Director. Check-in time will determine most ties. All decisions by the Tournament Director and Statistician are final.

HOW TO SETTLE TIES:

Largest Fish- if same length, weigh each fish.

Largest Catch of Fish- if same total length, award to earliest check-in time.

Most Kinds of Fish- if same number, award to earliest check-in time.

Smallest Fish- if same length, award to earliest check-in time.

PRIZE EXTRAS:

For Largest Fish, along with picking from prize table first, give to the winner a \$100,000. candy bar.

OLDEST SKUNK AWARDS: (to the oldest fisherman who got "skunked" and didn't catch any fish) Give three Mepps "Pocket Guide to Angling" books, and Snickers candy bars.

PRIZES AVAILABLE:

Matt & Mike's Eatery Certificates- two prizes of two free meals

Perfect Pet & Bait Shop \$10 Gift Certificate

Quantum Rod and Reel (donated by Harold Stalter)

Maxlite flashlight

Small tackle kit

Needlenose pliers

Three 5-packs of golf balls- Fewest Fish

Stan's \$25. assortment of lures, bobbers, de-liar, lure case & stuff

SCHEDULE

6:00-6:10 Sit and visit, then Welcome- Tournament Director

Fill in registration slips for door prizes. Turn in when you get in line for breakfast.

Pray. Get names of Boat Captains for Statistician sheet.

First table with all slips filled out, raise hands- get breakfast first.

6:15 Get Food (Speaker gets in line with first group)

6:30 Speaker shares gospel devotional.

6:45 Do Drawing for Matt & Mike's, and Bait Shop

Tournament Director goes over rules. Asks for Questions. Give out time.

Dismiss.

11:40- sound air horn. Statistician records times of incoming boats, and begins measuring fish. Photographer takes pictures of all entries.

12:00- sound air horn. Announce Guest Gift Bags at the end. Thank participants.

Announce winners who pick from prize table. Draw for door prizes for remaining gifts. Give out Guest Gift Bags. Dismiss.

APPENDIX O

SERVANT EVANGELISM IDEAS

Servant Evangelism Ideas!

<http://www.servantevangelism.com/matrix/public.htm>

Public Places

Soft Drink Giveaways
Newspapers
Vinyl Gloves
Umbrella Escorts
Windshield Washing
Coffee Giveaways
Restroom Cleaning
Urinal Screens
Restroom Deodorizer
Grocery Bag Loading Assistance
Bag Packing at Self-Serve Grocers
Grocery Cart Returns
Quarters Attached to Cards for Phone Calls or
Parking Meters
Donut Giveaway during Morning Traffic
Cookies
Lifesavers
Dollar Drop
Quarter Drop
Chewing Gum
Lollipops / Blow Pops
Small Bags of Taffy
Gourmet Chocolates (Truffles)
Bottled Water Giveaway
Flower Seeds
Freshen-up Packs - (mints & moist towelettes)

Sporting Events

Coffee Giveaways
Soft Drink Giveaways
Popcorn

Popsicles
Windshield Washing
Peanuts
Sunglasses (cheap ones!)
Hand Cleaning Towelettes
Freshen-up packs - (mints & moist towelettes)
Trash Pick Up
Bottled Water Giveaway
Glow in the Dark Necklace Giveaway

Downtown

Windshield Washing
Soft Drinks for Shoppers
Parking Meter Feeding

Umbrella Escorts
Business Window Washing, Toilet Cleaning
Cart Token for Shopping Carts
Soft Drink Giveaway to Employees
Cookies
Cappuccino
Polaroid Photos at Carriage Rides
Shoe Shines
Hand Cleaning Towelettes
Stamps in Front of Post Office
Business Blasts
Seeds on Cars

Parks

Doggie Treats
Pet Festivals
Hot Dog Grilling
Helium Balloons for Kids
Polaroid Family Photos
Picnic
Ice Cream Coupons
Gatorade at Biking Trails
Pictionary in the Park

Flower Seed Packets
 Face Painting
 Doggie Dirt Cleanup
 Doggie Wash
 Golf Balls
 Golf Tees
 Golf Ball Cleaning
 Pump-up Spray Water Bottles
 Lambs Lunch
 Matthew's Party
 Clowning
 Bottled Water Giveaway

Automobiles

Car Wash
 Windshield Washing
 Check Oil and Fill
 Single Mom's Oil Change
 Washer Fluid Fill
 Tire Pressure Check
 Interior Vacuuming
 Interior Window Cleaning
 Bulb Replacement
 Windshield Ice Scraping at Apartment Complexes
 Windshield Ice Scrapers
 Freeing Cars Stuck in the Snow
 Car Drying at Car Washes
 Windshield Washing at Self-Serve Gas Stations
 Buy Down Gas to Bargain Price
 Hand Cleaning Towelettes at Gas Pumps

Roadsides & Traffic Lights

Parking Meter Feeding
 Summer Car Washes
 Coke Giveaways
 Winter Car Washes/ Desalting
 Popsicle Giveaways
 Trash Pickup with "Kindness in Progress" Signs
 Towelettes Giveaway on Side of the Road

College Campuses

Bike Fix-Up
 Pen and Pencil Giveaways
 Post Cards and Stamps
 Photocopying
 Floppy Discs
 Tutoring
 Soft Drinks, Gatorade, and Lemonade at Class Sign-up

Dorm Room Cleaning
 Drinks at Intramural Athletic Events
 Drinks at Greek Events
 Breakfast Pop Tarts
 Test Essay Booklets
 Exam Answer Sheets
 Coffee and Tea during Late Night Study Sessions
 Pizza on Move-In Day at Dorms
 Quarter Drop
 Phone Cards for Long Distance Calls
 Ice Cream Coupons
 Care Packages for Students
 Gum, Blow Pops
 Snacks (chips, crackers)

Malls & Shopping Centers

Christmas Gift Wrapping
 Dollar Drop
 Meal Purchasing at the Food Court
 Quarters in Coin Returns
 Long Distance Phone Cards
 Ice Cream Cone Coupons
 Package Check-In
 Childcare during Christmas Shopping
 Coffee/Hot Chocolate Coupons
 Boxes to Merchants with your Logo and Number Imprinted
 Business Blast

Holidays

Chocolate Hearts on Valentine's Day
 Roses on Valentine's Day
 Green Foiled Coins at St. Patrick's Day Parades
 Easter Baskets for Business Blast Door to Door
 Butterfly Cocoons for Easter
 Easter Candy Giveaway
 Flower Seeds for Spring
 Mother's / Father's Day Carnation Giveaways
 Independence Day Festival Giveaways: Glow in the Dark Necklaces
 Independence Day Picnics House to House
 Independence Day Festival Giveaways: Blow Pops, Gum Balls
 Labor Day - School Supplies House to House
 Halloween - Reverse Trick or Treat (House to House to give them candy)
 Thanksgiving - Door to Door Holiday
 Thanksgiving - Door to Door Turkey
 Door to Door: Mums
 Fall Candy Giveaway

Fall Leaf Raking
 Christmas: Gift Wrap at Mall
 Christmas: Giveaway Special Christmas Candy
 Christmas: Caroling and Candy Canes
 Christmas: Door to Door Poinsettias
 Christmas: Giveaway Scotch Tape
 Christmas: Tree Giveaway
 Winter: Snow Shoveling
 Winter: Winter Survival Kit

High School and College Sports Teams

Oranges for High School Football Practice
 High School Sports Party
 Watermelon after practice
 Gatorade after a hard practice
 Facilitate a community service project
 Make hospital visits
 Greet students and parents and help the freshmen move in
 Baby-sit for the coaches
 Physical therapy rehab
 Care packages during finals week
 Offer tutoring
 Honor a team at your athletic meeting
 Shag, throw and rebound
 Shovel manure
 Go to lesser followed sports
 Set up social settings
 Copy great talks and hand them out to the athletes
 Capture seasonal times with high touch ideas
 Take a camera to practice/games
 Make up your own Appreciation Day
 Clean up after a sporting event
 Meet with the freshmen for a coke
 Organize surprise mini-birthday parties
 Give away peanuts/popcorn at sporting events
 Offer to do videoing of a team's practice
 Offer to keep stats
 Free car washes for the athletic department

House to House

Fruit give away
 Sunday Morning Paper and Coffee Giveaways
 Leaf Raking
 Lawn Mowing
 Grass Edging
 Screen Cleaning
 Rain Gutter Cleaning
 Garbage Can Return from the Curb
 Food Delivery to Shut -Ins

Kitchen Cleanup
 General Yard Cleanup
 Door to Door Carnation Giveaway
 Tulip Bulbs
 Potted Plant Giveaways
 Flower Seed Packet Giveaways
 Sidewalk Sweeping
 Windshield Washing
 Snow Removal from Walks and Drives
 Window Washing
 Minor House Repairs
 General Interior Cleaning
 Community Dinner
 Doggie Yard Cleanup
 Weed Spraying
 Tree Limb Trimming
 Light Bulb Replacement
 Seal Blacktop Driveways
 Fireplace Ash Removal
 Radon Detectors
 Carbon Monoxide Detectors
 Smoke Detector Batteries
 Fragrance Spraying
 Dog Washing
 Filter Change for AC / Heater
 Garage Cleaning
 Fireplace Kindling
 Bark and Mulch for Yards
 Salt for Snowy Driveways
 House Number Painting on Curbs
 Shopping Assistance for Shut-ins
 Poinsettias at Christmas
 Picnics at Independence Day
 Easter Baskets

Miscellaneous

Steaks and Salmon for Firefighters
 Gasoline for Your Neighbor
 Cleaning Up at Food Courts
 Toilet Seat Covers
 Birthday Party Organizing
 Pay Library Fines
 Winter Survival Kit
 Suntan Lotion
 Surf Wax
 Summer Survival Kit
 "Biggie Size" Food Orders in Fast Food Drive Thru Lanes
 Blood Pressure Screening
 Mother's Day Carnation Giveaways
 Car Drying at Self-Serve Car Washes

Grocery Store Bag Packing
Free Bird Feeders and Refills to Convalescent Home
Residents
Christmas Tree Collection
Christmas Tree Giveaways
Bait at Local Fishing Spots
Coffee at Bus or Subway Stops
Pay Laundromat Washer and Dryer
Memorial Service for Unchurched
Carnations to Cemetery Visitors
Easter Baskets
Pizza on Moving Day at Apartments
Move In Welcoming Party
Lawn Mower Tune-up
Time Change Reminder Flyer
Cocoons on Good Friday
Church Match Books
Scotch Tape at Christmas

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PROFESSIONAL

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Three Rivers Bible Church, Three Rivers, Michigan, Senior Pastor-Teacher, 1996-2008.

Faith Evangelical Church, Radcliffe, Iowa, Senior Pastor-Teacher, 1986-1996.

Evangelical Christian Church, Fort Wayne, Indiana, Associate Pastor, 1984-1986

New Haven Baptist Church, New Haven, Indiana, Assistant Pastor, 1977-1984.

Good News Camp, Gladwin, Michigan, Program Director, summer 1976.

PROFESSIONAL SOCIETIES

Member, Independent Fundamental Churches of America, 1994-present.

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