



ESTABLISHING AN EFFECTIVE EVANGELISM PROGRAM

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INTRODUCTION

Christ's final command was to "Go and make disciples of all nations..." (Matthew 28:19). To be witnesses both in Jerusalem, Judea, and Samaria and unto the uttermost part of the earth-(Acts 1:8). Evangelism/Outreach Ministries should commit to assisting every member to become personally involved in the Great Commission.

I. THE VISION

"What begins in the pastor's heart will be contagious if it is communicated and structured biblically. This is God's design. He works through spiritual leaders to mobilize His people and accomplish His purpose. This has been true from the time of the book of Genesis to today. If your church is not a soulwinning church, it is either because you are not a soulwinner, or because you are not communicating and managing your soulwinning passion properly. What God does in your life, He desires to spill over into the entire church's life if you will allow Him.

What will you and your leaders do to involve the entire membership in the effort of reaching the lost? What system, what program, what training materials, and what details must be put in place? Let me share a few things that have consistently worked well for our church." (Pastor Paul Chappell)

MARK 16:15 *And he said unto them, Go ye into all the world, and preach the gospel to every creature."* (Fulfill the Great Commission)

1 CORINTHIANS 10:31 *Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God. (Glorify God in all)*

II. THE STRATEGY – ACTS 1:8

Give vision of area around your local area.

ACTS 1:8 *But ye shall receive power, after that the Holy Ghost is come upon you: and ye shall be witnesses unto me both in Jerusalem, and in all Judea, and in Samaria, and unto the uttermost part of the earth."*

Where is your company mission field?

Witnesses:
(Acts 1:8)

Jerusalem

Your Church Services and nearby community.

Judea	All Visitors and Their families
Samaria	Supported Church Plants around your region
Ends of the Earth	All Foreign Missions and Missionaries

III. THE STRUCTURE

Organization

- How will the Evangelism/outreach ministry be implemented
- Who will oversee the ministry

What is needed to implement

Communication

How will the Church family know about the Outreach/Soul Winning Ministry and special events

Communication should be:

- Concise
- Clear
- Consistent

IV. THE TRAINING

Personal Testimony

Help all church family learn how to share their personal testimony. What their life was BC (Before coming to Christ) and what it has been like AD (after making the decision to follow Christ).

The Power of a changed life (Ref. John 4- the woman at the well). Remind – Their story is a bridge to tell His story. It's all about Christ and Him crucified!

Soulwinning Programs

- Romans Road, EE, The Way of the Master...
- Consistently schedule Ongoing Evangelism training programs

How to make a follow-up visit

Some of the most important work in soulwinning is done after a visitor comes for the first time.

Just the fact that they came indicates that their heart is open. The follow-up visit is one of the best opportunities to lead them to Christ. Here are the parts that make an effective follow-up visit.

The Best Follow-up Visit Begins When You Meet the Visitor at Church • Be visitor conscious at church. After spending a few minutes getting to know each other in church, having that home visit is much more comfortable. Always be on the lookout for new faces in your services to meet.

Upon Arrival at the Home, Discern Whether They Are Saved • This is the most important matter to talk about. You do want them to come back to your church, but more important is that they know without a doubt that Jesus Christ is their Saviour.

Express Gratitude for Their Visit, and Share Some of the Background of the Church • Talk about some of the history of the church and the pastor. Share when you came to the church and how God has worked in your life through the church.

Explain Some of the Philosophy of your Church • Talk about how the pastor preaches Bible messages with application for today's believer. If they come from a denominational church, explain some of what it means to be an independent Baptist church. I will often talk about how we directly support missionaries instead of going through a denomination. You may even want to go through the Baptist Distinctives.

Listen to Their Questions • Ask them if they have any questions. They may want to know more about separation, children's classes, or the Sunday service. Try to anticipate their questions and have clear answers ready.

Invite Them to Fellowship in Your Home • During the visit, ask them to come to next Sunday's service and then out to lunch with you afterwards. The meal doesn't need to be extravagant, even a DQ Ice Cream after the evening service is fine. People appreciate the personal touch.

Introduce Them to Other People in the Church Family • Try to find other people with similar interests. When a visitor comes, they may not even realize that Christians are real people with jobs, hobbies, and families. Help them to connect with other people like them.

Seek a Commitment • Ask them, "Can I save you a seat in class on Sunday?" Help them take that mental step from interest to commitment.

Nurture the Relationship • This takes some initiative. A follow-up visit isn't a task we can check off our list and forget about. Consistently write notes to people who recently started coming to the church. Call them. They need someone who cares about them and their spiritual life. Email or text (if same sex or mass text) them about upcoming services or special events.

Disciples are made by other disciples. When God leads someone to your church, it is a sacred stewardship of a soul, or the souls of an entire family. Commit yourself to pursuing that new person.

Excerpts taken from Ministry 127 article- Pastor Paul Chappell

Tracking- Do you know who visited your church last month, who followed up on them, and what happened? Do you know who is continuing to follow up? Having a system of collecting information, distributing visits, and tracking progress will help you steward every opportunity you have to bring others to Christ.

Show a sample of our tracking and follow up system using The Climb- also mention the Climb and that Sam will be in the foyer to discuss/present following the conference.

V. THE IMPLEMENTATION

Weekly Visitation

- Set day and time with visits to be made. Try to pre-arrange teams if possible.

Optional programs

- Jerusalem Project

- Extra Mile Program
- Good Neighbor

Outreach Events

- Local Community Days and Community Events
- Harvest Festival/Fall Festivals
- Seminars for: Marriage, Parenting, Kid, People Skills...
- Sports Camps, Sportsman's banquets...
- Weekly Men and Ladies Open Gym Nights
- The ShareJOY Run

CONCLUSION

People do what people see and leadership plays a very large role in encouraging others in soul winning and evangelism. Soulwinning, pointing others to the Lord Jesus Christ is the "main thing" of the local church! "Keep the main thing the main thing!"