

Designing & Developing an Evangelistic Strategy

CO-MISSION:



Discussion

FOR CHRIST

Think of an evangelistic event that you have attended recently.

What did you make of it?

What was good?

What was bad?

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ivp

READY STEADY GROW

EQUIPPING TODAY'S
GOSPEL CHURCHES

RAY EVANS



FOR CHRIST



'A Study of How Adults Become Christians with Special Reference to the Personal Involvement of Individual Christians'

Dave Bennett, University of Sheffield

400 adult converts to Christianity who became Christians between 1995 and 2002 revealed that 92% had had a relationship with a Christian before they were converted and 86% said it was significant to their conversion

Of the converts 87% were given an invitation to some kind of event.

'This is one of the key findings of this study – that, second only to praying for them, giving them an invitation was the most significant way Christians had helped'



1. Christians are generally onboard with what you're proposing!

FOR CHURCH



2. This isn't the silver bullet of church growth

CHURCH LEADERS SEE SMALL NUMBERS COME TO FAITH

Average number of people that leaders have seen become Christians in the past three years from outside of the church/unchurched:

5

Average number of people that leaders have seen become Christians in the past three years who were already church attendees:

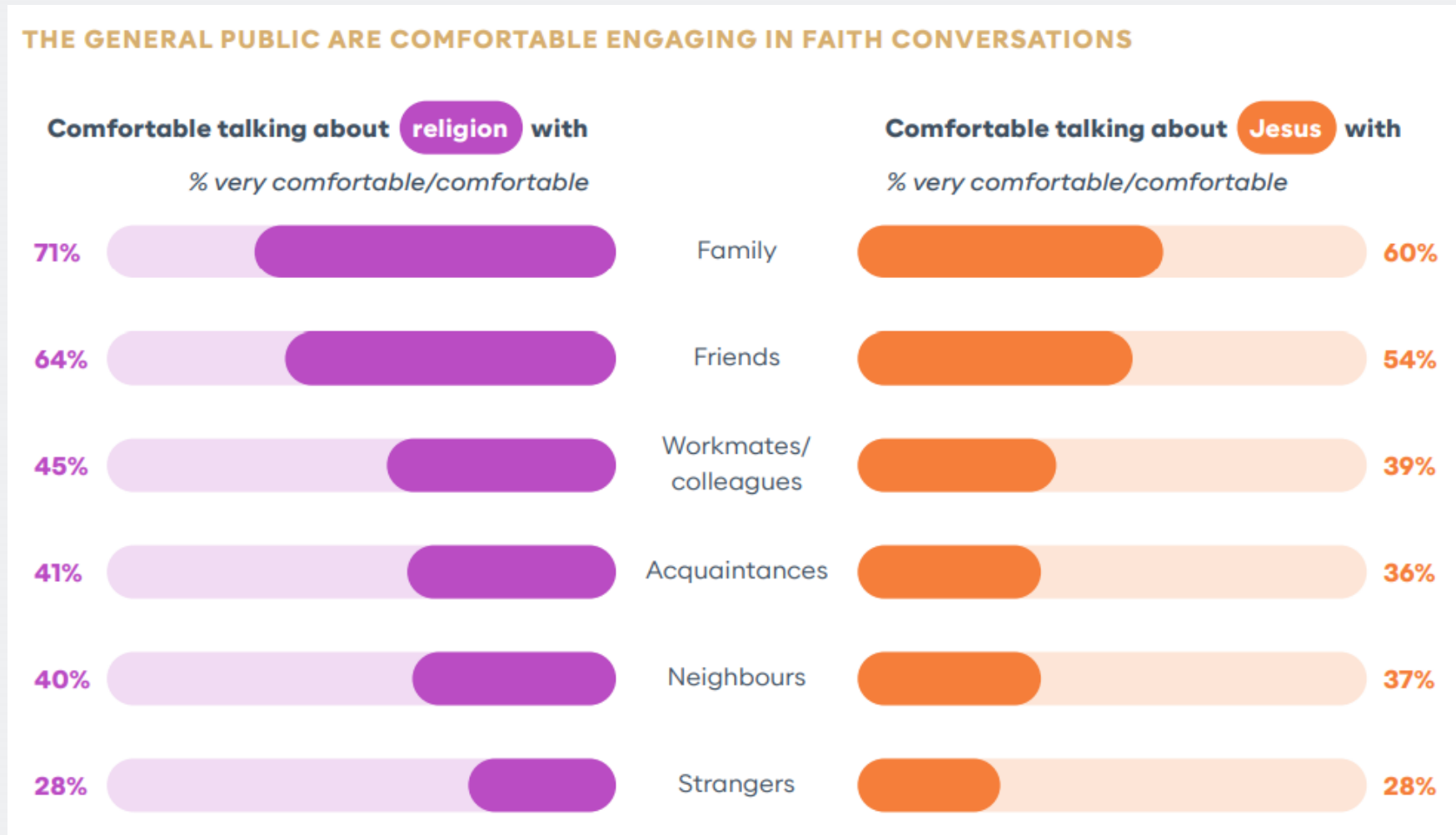
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3. The public are comfortable talking about religion and Jesus

FOR CHRIST



Two Gospel Growth Strategies

1. Go and Tell.

The missional approach.

Emphasis on equipping the church family to take the gospel out of the church into the world.

2. Come and See.

The invitational approach.

Emphasis on encouraging the church family to invite the world into church to hear the gospel.



What are we trying to do?

Create or provide opportunities for non-Christians to meaningfully engage with the gospel.

Engage



Evangelize



Establish



Equip



Why might we run attractional events?

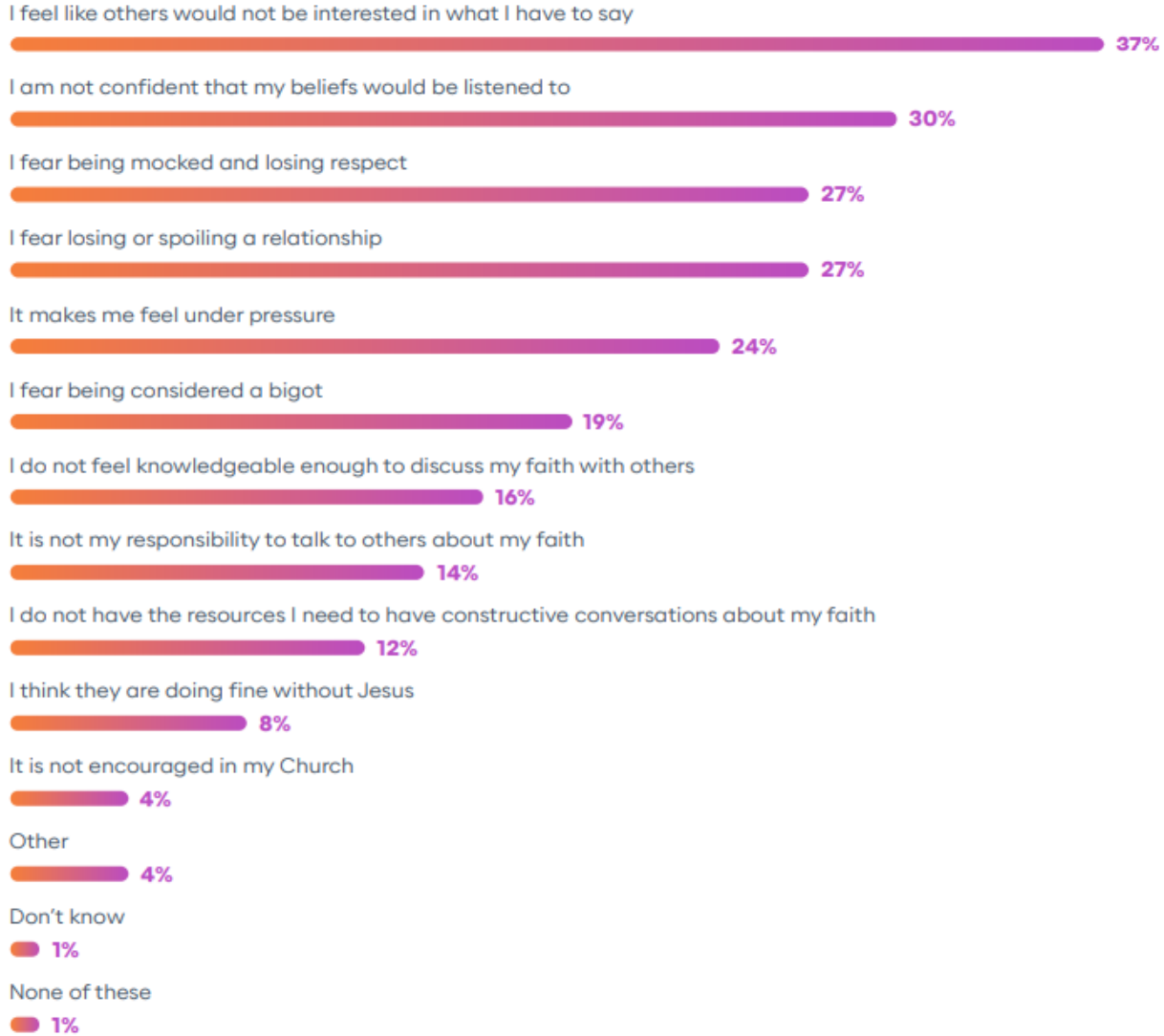
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1. An accommodation to non-Christians.
2. A concession to Christians.
3. The recognition of gifting.



WHY CHURCHGOERS LACK CONFIDENCE IN TALKING TO NON-CHRISTIANS

Those who lack confidence talking to one or more groups n=1,113



FOR CHRIST



How to Decide What to Do

1. Pay attention to your context
2. Pay attention to your resources
3. Pay attention to the rhythm of the year
4. Pay attention to the pattern of a week



Managing Expectations

FOR CHRIST

Level		Example	Reason
0	Non-Gospel Social	Frisbee in the park	They're coming for the friendship
1	Gospel Social	Pub Quiz	They're coming for the activity
2	Apologetic	How can God allow suffering?	They're coming for the subject
3	Gospel	Christianity Explored	They're coming for the truth

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How to Create an Invitational Culture

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1. Encourage prayerful interaction with the programme
2. Create multiple entry points for different people
3. Urge Christians to invite people to come along

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Three Key Lessons

1. This is a terrific way to get lots of people onboard!
2. This is not a conveyor belt to success!
3. This mustn't mean that relationships don't matter!



Small Church Invitational Events

FOR CHRIST

1. Invite people to church because Sunday works
2. Invite people to meals because food wins
3. Invite people to one to one because the Bible is fascinating
4. Invite people to lunch because hospitality is attractive

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