

Models for Equipping your Congregation for Evangelism

Believe - Belong - Become - Bring

Jesus' final commandment to us was to **"Go!"** We call it the **Great Commission**. We call it **Evangelism**. It's the centerpiece of our work because it is the essential piece that allows us to continue to **disciple** and **multiply**.

This resource serves to get you started as you equip your congregation. **The Billy Graham Center**, in partnership with **Lifeway Research**, the **Caskey Center for Church Excellence** and **eleven other denominations** underwent a study of small churches (attendance up to 250) to find out the key factors that predict **growth through conversion**.

The top reason churches grow through conversion is, *"the church attracts and keeps a higher percentage of unchurched attendees. These churches are places of invitation, welcome, and involvement for the unchurched. So, the unchurched stick around in greater numbers. They come to Christ and get committed to the church in greater numbers."*

Find the full list of the top ten reasons for conversion growth on <https://www.wesleyan.org/discipleship/evangelism>.

How can you create a culture within your church to be a place of invitation, welcome and involvement for the unchurched? There are many approaches, but below are four proven options and websites that will get you started in evaluating what approach is best for your context.

1 Personal Outreach Temperature

on a scale of 1-10 (cold - hot)

- What is your temperature?
- What will you do to raise it one degree?
- Ask again each month

(Source: Kevin Harney, Organic Outreach)
organicoutreach.org



2

Monday Morning Prayer

*"Lord, open my eyes
this week to see opportunities to share
my faith with the people you will bring
across my path."*

(Based on Small Church Evangelism research report
at the Billy Graham Center for Evangelism)
wesleyan.org/discipleship/evangelism



3

Bless the World

- B:** Begin with prayer
- L:** Listen to their story
- E:** Eat with them, invite them
- S:** Serve them or with them
- S:** Story: Share your journey

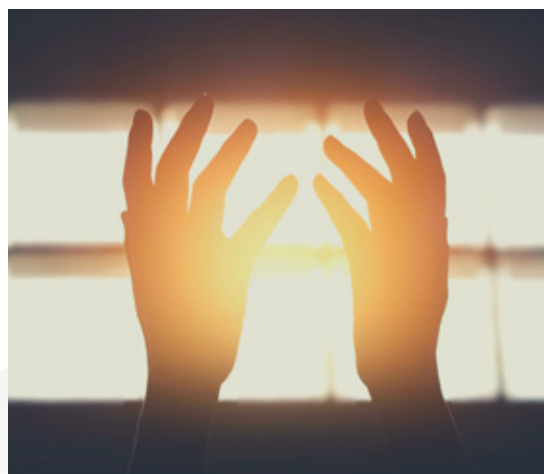
(Source: Dave Ferguson, Exponential)
wesleyan.org/discipleship/evangelism

4

A Humble Approach

- Ask:** about their story
- Admire:** take a learning posture
- Admit:** my need for Jesus

(Source: Michelle Sanchez, Evangelical Covenant Church)
<https://covchurch.org>



*Celebrating every time a disciple makes a disciple and a church multiplies
itself until The Wesleyan Church has a transforming presence in every zip code*