

PLAN AN ANNUAL EVANGELISM STRATEGY

Welcome to a special strategy planning feature of the Evangelism Planner. This feature will assist you in planning a basic evangelism strategy based upon your church size. As you review suggested events and activities to use to accomplish your evangelism objectives, keep in mind that these are only recommendations and that you may add or delete events and activities to your calendar as necessary.

ANNUAL EVANGELISM STRATEGY RECOMMENDATIONS

All churches, no matter the size can plan a basic evangelism strategy. The following action items can be incorporated into most church calendars and budgets. Each bullet point is linked to the particular category on the Evangelism Planner or the Internet where you can find ideas, events, and activities designed to assist you in accomplishing these action items. Click on the button following each point to go to the category on the Evangelism Planner.

OBSERVE ON MISSION TO SHARE JESUS SUNDAY ON THE FIRST SUNDAY OF OCTOBER

Each SBC church will receive a free On Mission to Share Jesus planning guide from the North American Mission board around the middle of July. OMTSJ, formerly called "Soul Winning Commitment Day" is an annual event on the SBC calendar to assist a church in becoming On Mission with Jesus. The planning guide will give you all the information you will need to observe On Mission to Share Jesus.

TRAIN YOUR MEMBERS IN PERSONAL EVANGELISM

Personal evangelism training is one of the most basic components of an evangelistic church and strategy. A church will not grow without someone telling someone else about Jesus.

PLAN OR PARTICIPATE IN A REVIVAL DURING THE YEAR"

Revivals are still a mainstay of many church's evangelistic strategies. Thousands of people can be reached through the outreach and evangelistic activities associated with a spring or fall revival.

DEVELOP AND EXPAND AN EVANGELISTIC PROSPECT FILE

It is imperative that every church or ministry have a growing list of people that can be contacted, visited and evangelized. Each church or ministry must identify and locate persons who need to be reached for Christ with appropriate contact information.

PLAN SPECIAL EVANGELISTIC EVENTS SUCH AS BLOCK PARTIES, MINISTRY EVANGELISM PROJECTS, ETC.

Particular outreach activities must be planned to reach the lost for Christ. Many lost people will not attend a church service, but will come to special outreach activities such as a community-wide Block Party.

MAKE PLANS TO TARGET SPECIFIC GROUPS:

- Children
- Youth
- College
- Women
- Migrant and Ethnic

Your Jerusalem is filled with all kinds of people with all kinds of needs. Try to identify the groups of people and seek to provide strategic evangelistic ministries to reach them for Christ.

DEVELOP AN ONGOING EVANGELISTIC VISITATION PROGRAM

A weekly evangelistic visitation program where prospects are visited and evangelized should be at the very core of a church's strategy for reaching the community. When tied to an on-going personal evangelism training program, visitation becomes a powerful evangelistic activity.

DEVELOP AN EVANGELISTIC PRAYER STRATEGY

Prayer is the foundation upon which all evangelism strategies should be built. By centering the strategy upon prayer, a church's strategy is connected to the real power-source.

START OUTREACH BIBLE CLASSES AND NEW TEACHING UNITS

In most SBC churches, the Sunday School or small group ministry is the key to outreach, evangelism and assimilation. New teaching units are great ways to growing a church and reaching others for Christ. Off-campus Bible studies can be a great way to meet needs of the un-churched in a non-church environment and can serve as a promotion and entry point into your church.

PLAN A VACATION BIBLE SCHOOL OR BACKYARD BIBLE CLUB
DURING THE SUMMER

VBS and Backyard Bible clubs are some of the best ways to reach children and families for Christ.

DEVELOP AN EVANGELISM PLANNING TEAM OF CHURCH
LEADERS/STAFF USING THE EVANGELISM STRATEGY
INFORMATION THAT IS INCLUDED IN THE EVANGELISM
PLANNER

Get as many key church leaders as possible involved in planning an intentional evangelism strategy. Select a representative from each ministry area to provide leadership in the area of evangelism and to make recommendations on how to become more effective.

PARTICIPATE IN EVANGELISM TRAINING EVENTS THAT ARE PROVIDED BY YOUR ASSOCIATION, STATE CONVENTION OR THE NORTH AMERICAN MISSION BOARD

Be active and involved in associational, state and national evangelistic training events and activities. Encourage attendance at evangelism conferences and seminars.

SIGN UP TO BE AN ERC COVENANT CHURCH

By registering as a Covenant Church, find out the names and addresses of individuals in your area who have responded to evangelistic invitations. Registering as an ERC Covenant Church supports your outreach and visitation program.

SPECIFIC ANNUAL EVANGELISM STRATEGY RECOMMENDATIONS

This part of the Evangelism Planner guides you to select specific evangelistic events or activities to incorporate into a yearly evangelism plan based upon church size. The events and activities recommended are all linked to the particular category on the Evangelism Planner where you can find the information necessary to do them. In your planning process feel free to add evangelism events that are suggested in other church size categories. Click on your church size based upon average Sunday School or worship attendance:

Attendance of 99 and under

Attendance of 100 - 299

Attendance of over 300

ATTENDANCE OF 99 AND UNDER

1. PLAN A MINIMUM OF TWO YEARLY EVANGELISM EVENTS

- Revival
- Block Party
- Door-to-door Survey
- Ministry Evangelism Activity Or Event
- Children's Evangelistic Activity Or Event

2. PLAN A MINIMUM OF TWO YEARLY EVANGELISM EVENTS

- One-Hour Witnessing Workshop
- One-Day Witnessing Workshop
- The NET

3. DEVELOP AN EVANGELISTIC PRAYER MINISTRY

- Prayer Walking
- Praying Your Friends To Christ

4. PARTICIPATE IN OMTSJ SUNDAY

- Free Planning Materials Arrive In July

5. SEE SAMPLE CALENDAR

- Sample Calendar

ATTENDANCE OF 100 - 299

1. PLAN A MINIMUM OF FOUR YEARLY EVANGELISM EVENTS

- Revival
- Block Party
- Door-to-door Survey
- Ministry Evangelism Activity Or Event
- Special Evangelistic Events/Special Days
- Sports Evangelism event/project

Evangelistic activity targeted for a specific age group:

- College
- Student
- Children

2. PLAN ON-GOING EVANGELISTIC VISITATION AND PERSONAL WITNESS TRAINING OPPORTUNITIES

- One-Hour Witnessing Workshop
- One-Day Witnessing Workshop
- The NET

Plan other specialized age-group evangelism training opportunities such as:

- God's Special Plan For Children
- Connect For Students
- Fish for High School/Middle school students
- Exit for College
- HeartCall for Women

3. DEVELOP AN ON-GOING EVANGELISTIC MINISTRY TARGETED TO A CERTAIN NEED IN YOUR COMMUNITY OR AREA OF MINISTRY

- Ministry Evangelism Toolkit

4. PROVIDE TRAINING OPPORTUNITIES IN UNDERSTANDING AND WITNESSING TO CULTS AND RELIGIOUS SECTS

- Interfaith Evangelism

5. PARTICIPATE IN OMTSJ SUNDAY

- Free Planning Materials Arrive In July

6. SEE SAMPLE CALENDAR

- Sample Calendar

ATTENDANCE OF OVER 300

1. PLAN A MINIMUM OF SIX YEARLY EVANGELISM EVENTS

- Revival
- Block Party
- Door-to-door Survey
- Ministry Evangelism Activity Or Event

- Special Evangelistic Events/Special Days
- Servant Evangelism projects
- Sports Evangelism event/project

Evangelistic activity targeted for a specific age group:

- College
- Student
- Children

2. PLAN ON-GOING EVANGELISTIC VISITATION (WEEKLY)
AND SEVERAL PERSONAL WITNESS TRAINING
OPPORTUNITIES (QUARTERLY)

- One-Hour Witnessing Workshop
- One-Day Witnessing Workshop
- The NET

Plan other specialized age-group evangelism training opportunities such as:

- God's Special Plan For Children
- Connect For Students
- Fish for High School/Middle school students
- Exit for College
- HeartCall for Women

3. DEVELOP AN ON-GOING EVANGELISTIC MINISTRY TARGETED TO A CERTAIN NEED IN
YOUR COMMUNITY OR AREA OF MINISTRY

- Ministry Evangelism Toolkit

4. PROVIDE TRAINING OPPORTUNITIES IN UNDERSTANDING AND WITNESSING TO CULTS
AND RELIGIOUS SECTS

- Interfaith Evangelism

5. PARTICIPATE IN OMTSJ SUNDAY

- Free Planning Materials Arrive In July

6. DEVELOP TWO INNOVATIVE EVANGELISM EVENTS/ACTIVITIES FOR YOUR
COMMUNITY

- Innovative Evangelism

7. SEE SAMPLE CALENDAR

- Sample Calendar