

DEVELOPING AN ANNUAL EVANGELISM STRATEGY

- CONGRATULATIONS PASTOR OR CHURCH LEADER IN SEEKING TO DEVELOP AN EVANGELISM STRATEGY FOR YOUR CHURCH OR MINISTRY.
- THIS PRESENTATION IS DESIGNED TO ASSIST YOU IN DETERMINING THE ELEMENTS OF AN ANNUAL EVANGELISM STRATEGY. USE THIS PRESENTATION IN MEETINGS WITH YOUR STAFF, CHURCH LEADERS AND CHURCH FAMILY
- FEEL FREE TO ADJUST THIS PRESENTATION TO FIT YOUR PARTICULAR NEEDS. EACH SLIDE WILL HAVE A BUTTON TO ACCESS MORE INFORMATION FOR YOU TO REFERENCE.

PREPARATION

Before you begin, read the following articles to gain a good foundation upon which to develop your strategy.

- The Pastor's Role In Evangelism
- Ground Rules For Effective Evangelism
- How To Plan An Intentional Evangelism Strategy
- How To Plan A Personal Evangelism Commitment Sunday

IN A RECENT SURVEY 54% OF SOUTHERN BAPTIST CHURCHES INDICATED THAT THEY HAD NO INTENTIONAL EVANGELISM PLANS.

If YOU FAIL TO PLAN.....YOU PLAN TO FAIL

This is especially true when it comes to churches or ministries. Think about this figure for a moment. This means that over 20,000 SBC churches do not have an intentional strategy to reach their community or culture for Christ!

DO YOU KNOW WHERE YOU ARE GOING?

WITHOUT A PLAN FOR EVANGELISM.....

Leadership doesn't know what direction the church is going. Church members are unclear about what they are to do. The community around you suffers because of the lack of intentional planning of evangelism.

EVERYONE ASKS: "WHERE ARE WE GOING?"

**“ WHERE THERE IS NO VISION,
THE PEOPLE PERISH.”**

PROVERBS 29:18

THE IMPORTANCE OF VISION

Let this great passage from Proverbs serve to remind us of the importance of vision. Do you have a vision for what God would like to do in your church or ministry in the area of evangelism?

**IS A LACK OF PLANNING
PREVENTING YOUR CHURCH
FROM REACHING ITS POTENTIAL?**

WHERE ARE YOU LEADING YOUR CHURCH?

DO YOU KNOW WHERE YOU ARE HEADING?

**DOES YOUR CHURCH MAKE A DIFFERENCE IN YOUR
COMMUNITY?**

IS IT RELEVANT?

What could happen in your church or ministry if there were a strategic plan for evangelizing your community?

WHAT IS A STRATEGY?

- A CAREFUL PLAN OR METHOD, THE ART OF DEVISING OR EMPLOYING PLANS TOWARD A GOAL.
WEBSTER'S DICTIONARY
- A STRATEGY FOR EVANGELISM HAS TO DO ULTIMATELY WITH DEVISING AND EMPLOYING PLANS TO REACH PEOPLE FOR CHRIST.

THE ELEMENTS OF EVANGELISM STRATEGIES

- PRAYER
- PERSONAL EVANGELISM TRAINING
- EVANGELISTIC EVENTS/ACTIVITIES
- MINISTRY/SERVANTHOOD EVANGELISM
- VISITATION/FOLLOW-UP
- LEADERSHIP DEVELOPMENT

PRAYER

Everything that we do in ministry should begin with and be bathed in prayer. Always have prayer at the foundation and core of what you do! The focus of this area of evangelism is to mobilize people to pray for non-believers around them (prayer walking, praying evangelistically, etc.)

PERSONAL EVANGELISM

The focus is upon equipping believers in sharing their faith.

EVANGELISTIC EVENTS/ACTIVITIES

This focus is to plan events directed at reaching non-believers (block parties, revivals, etc.)

MINISTRY/SERVANTHOOD EVANGELISM

The focus of this area is to build relational bridges through ministry over which you intentionally share the gospel.

VISITATION/FOLLOW-UP

This is one of the most important, but often the most neglected of all church processes. It is the responsibility of the local church to follow-up on new believers and to seek to assimilate and incorporate them into the life and ministry of the church.

LEADERSHIP DEVELOPMENT

The quality of leaders you enlist and develop will have a profound impact upon the results of your strategy.

THE BENEFITS OF AN EVANGELISM STRATEGY

- LOST ARE SAVED
- BELIEVERS BECOME PRODUCTIVE
- FOCUS MAINTAINED
- MOMENTUM SUSTAINED

TO MAINTAIN FOCUS:

It is easy to get distracted with many GOOD things that we fail to focus on the MOST IMPORTANT Thing.

TO SUSTAIN MOMENTUM:

As you move toward evangelism, the spirit of reaching lost people is contagious and caught by those around you. Our natural inclination is not to move toward evangelism but away from it. One of the purposes of developing an evangelism strategy is to keep the priority of evangelism in the forefront.

SO, WHAT STEPS MUST BE TAKEN TO DEVELOP AN EVANGELISM STRATEGY?

TEN STEPS TO DEVELOPING AN EVANGELISM STRATEGY FOR YOUR CHURCH

THE FOLLOWING SLIDES LEAD YOU THROUGH A TEN STEP PROCESS TO DEVELOP AN ANNUAL EVANGELISM STRATEGY FOR YOUR CHURCH OR MINISTRY.

STEP ONE PRAY

- GET ALONE WITH GOD
- SEEK HIS WILL IN CONCENTRATED PRAYER
- ASK HIM WHAT HE WOULD HAVE YOU DO
- PERSONALLY ASK HIM TO GIVE YOU A RENEWED SENSE OF URGENCY TO REACH THE LOST
- RECOMMIT TO BE A PERSONAL SOUL-WINNER
- ASK HIM TO GIVE YOU A FRESH VISION TO REACH YOUR COMMUNITY FOR CHRIST.

THE FIRST STEP

Ongoing fervent praying is imperative for the effective implementation of an evangelism strategy. A commitment to prayer connects us with the heart of God and His passion motivates us to fulfill the Great Commission.

STEP TWO UNDERSTAND YOUR PURPOSE

- WHY DOES OUR CHURCH EXIST?
- IS OUR CHURCH RELEVANT IN MEETING THE NEEDS OF OUR COMMUNITY?
- WHAT IS REALLY IMPORTANT TO US?
- WHAT IS REALLY IMPORTANT TO GOD?
- WHAT DOES GOD WANT TO SEE HAPPEN?

WHAT DO WE REALLY VALUE

How we answer these questions will reveal to us our current level of evangelistic commitment and areas we need to strengthen.

Use the surveys to gain insight and to evaluate your current evangelistic situation and readiness.

- Church Evangelism Survey
- Church Membership Survey

STEP THREE PRIORITIZE EVANGELISM

- ON YOUR CHURCH CALENDAR
- IN YOUR CHURCH BUDGET
- WITH YOUR CHURCH LEADERS
- AMONG YOUR CHURCH STAFF

EVANGELISM IS THE HEART

Evangelism must be in the heart of all that a church is about. The question must be raised:

HOW IS THIS GOING TO HELP US REACH OUR COMMUNITY FOR CHRIST?

While there are many things that are important, our evangelism strategy must clearly indicate that evangelism is the first thing on our agenda.

STEP FOUR DETERMINE EVANGELISTIC TRAINING, EVENTS AND MINISTRIES TO BE IMPLEMENTED

- RESEARCH OTHER EVANGELISTIC CHURCHES
- DECIDE ON THE EVENTS/MINISTRIES/APPROACHES THAT BEST FIT YOUR CULTURE AND CONTEXT
- BEGIN THE IMPLEMENTATION PROCESS

WHAT NEEDS TO BE DONE?

Decide what you will do to reach your community for Christ. On the Evangelism Planner, you will find dozens of activities and events that you can use to design your yearly strategy. Plans alone will not produce results. They must be implemented with great attention to detail.

Print out and use the "Community Needs Assessment" to gain an understanding of the real needs of your community.

- Community Needs Assessment

STEP FIVE SET GOALS FOR EVANGELISTIC TRAININGS, EVENTS AND MINISTRIES

- GOALS SHOULD BE:
 - CHALLENGING
 - MEASURABLE
 - ACHIEVABLE
- WORK WITH CHURCH LEADERS TO DETERMINE GOALS AND TIMELINES
- BE PREPARED TO MAKE ADJUSTMENTS WHEN NEEDED

BRIDGES BETWEEN “NOW” AND “THEN”

Goals are for the future. They represent the “not yet.” They serve as bridges between “now” and “then.” Decide what goals you would like to see reached in your church or ministry in the area of evangelism and then do the planning “backwards.” Start your planning with goals in mind!

Use the goal-setting and evaluation guides below with your key leaders.

- [Church Leader Guide To Evaluation And Goal Setting](#)
- [Intentional Evangelism Strategy Planning Form](#)

STEP SIX DETERMINE THE NEEDS

- LEADERSHIP NEEDS
- TRAINING NEEDS
- BUDGET NEEDS
- FACILITY NEEDS
- MATERIALS & EQUIPMENT NEEDS

ASSESS YOUR NEEDS

As you begin developing your goals and objectives, you must meet various needs in order to achieve them. No doubt, you will need trained and effective leaders. You may need budget allocation or facility space. There will be evangelistic materials that will be necessary for distribution or equipment needs, such as a sound system for a block party. Think through each evangelistic activity or event that you are planning to make sure that the needs are covered.

As you assess your needs you may want to consider your approach to making visitors feel welcomed. Many churches do not have a strategy to ensure each visitor will be made to feel welcome, have questions answered, learn about the church's ministries and want to come back. While most churches consider themselves to be friendly places, the truth is they are, but only to fellow members. Click the button below to get ideas that will assist you in developing a thorough plan to make your church visitor friendly.

- [How To Make Your Church Visitor Friendly](#)

STEP SEVEN SELECT AND CALENDAR THE DATES

- DON'T CALENDAR CHURCH-WIDE EVANGELISTIC EVENTS TOO CLOSE TOGETHER
- MAKE SURE CHURCH-WIDE EVANGELISTIC EVENTS ARE CHURCH-WIDE
- MAJOR CHURCH-WIDE EVANGELISTIC EVENTS MUST HAVE PRIORITY OVER ALL OTHER MINISTRY ACTIVITIES ON THE CALENDAR

PRIORITIZE DATES

If evangelism is going to be a priority in your church or ministry, then it must be reflected on the calendar. Protect major church-wide evangelistic emphases from other activities or events that may hinder involvement or potential.

STEP EIGHT EMPOWER AND ENCOURAGE

IF YOUR CHURCH IS GOING TO CONTINUE TO GROW YOU MUST:

- ENLIST NEW LEADERS TO SERVE
- EQUIP THEM TO SERVE
- EMPOWER THEM TO SERVE

EFFECTIVE DELEGATION

When you delegate, prayerfully consider each person and each role. It is important to delegate “authority” and to give your support and encouragement. Make sure the person understands not only the “how” but also the “why.” This is probably the most important question! Communicate the job requirements and your expectations clearly. Always give recognition for effort and a job well-done!

THIS MEANS WE MUST DELEGATE

ATTITUDES THAT HINDER DELEGATION:

- I’LL LOSE CONTROL
- I CAN DO IT BETTER
- THEY WON’T DO IT THE WAY I LIKE IT
- IT WILL TAKE TOO LONG TO EXPLAIN

DELEGATION IS GOD’S PLAN

Many pastors or church leaders fail to delegate responsibility to others. Those that fail to delegate greatly hinder what God wants to do in and through the church or ministry. God has blessed His church with talented and spiritually gifted individuals who can do a remarkable job for the Lord if enlisted, trained and empowered. By raising up leaders and delegating responsibility, you greatly expand the sphere and scope of your ministry.

HOW TO SUCCESSFULLY EMPOWER AND DELEGATE

- DETERMINE THE NEED OR OPPORTUNITY
- SELECT THE RIGHT PERSON TO LEAD
- GIVE TRAINING, SUPPORT AND AUTHORITY
- DELEGATE THE “WHAT” MORE THAN THE “HOW”
- COMMUNICATE CLEARLY
- GIVE RECOGNITION PRIVATELY AND PUBLICLY

EFFECTIVE DELEGATION

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STEP NINE EVALUATE

- DID WE REACH OUR GOALS?
- WHAT NEEDS TO BE IMPROVED?
- WHAT NEEDS TO BE ELIMINATED?
- WHAT NEEDS TO BE ADJUSTED?

WATCH AND CORRECT

As you have been engaged in your strategy, make sure that you keep a watch upon what is taking place. Are there areas that need adjustment or mid-course corrections? Have we reached our goals? If not, what do we need to change? Evaluation will greatly assist you in future planning.

STEP TEN DO IT ALL AGAIN AND DO IT BETTER!

EVANGELISM IS NOT JUST A ONE-YEAR ACTIVITY.
IT IS THE VERY LIFE-BLOOD OF THE CHURCH. CONSISTENTLY MAKE
EVANGELISM A PRIORITY
IN YOUR CHURCH OR MINISTRY EVERY YEAR.
LEARN FROM PAST MISTAKES AND VICTORIES
AS YOU PRAYERFULLY MAKE YOUR PLANS AND
SET YOUR GOALS
TO REACH YOUR WORLD FOR CHRIST!

DESIGN YOUR STRATEGY

Let us help you design an annual strategy. Click on the button below for recommended evangelistic activities and events based upon your church size to include in your annual strategy.

- [Design Your Strategy](#)