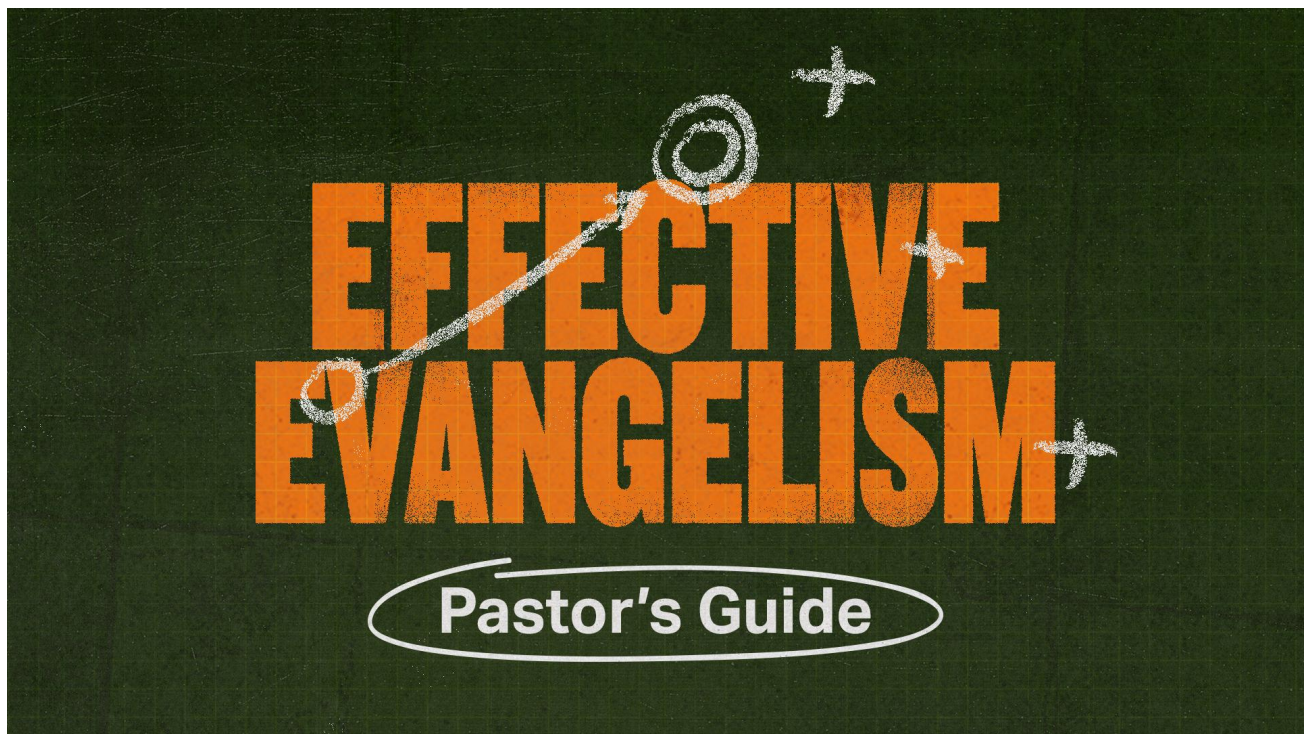




EFFECTIVE EVANGELISM - PASTOR'S GUIDE

The heart and purpose of the *Effective Evangelism* message is to resource pastors – to help you inspire and equip church members for evangelism.

Evangelism should be a lifestyle for ALL Christians, not just a select few.

This message will help you **empower the people**. Anyone can bring their family members and friends to Christ and get them planted in church.

For you as the pastor, it takes the focus and pressure off the preacher or stage production. A StronG church is not event-driven, but process-driven and people-powered.

You can preach this in a variety of settings – in a weekend service, or incorporated into your training syllabus, or in your small groups.

Be blessed, and use this resource to build your church STRONG!

INTRODUCTION

The most effective way of evangelism is through relationships and friendships. It is also the most natural.

In fact, most of us came to God through a relationship. Some one invited us to church or led us to Christ.

This was true for the 12 disciples too.

SOUL-WINNING BY RELATIONSHIPS

Even among the 12 disciples of Jesus, it was relationships and friendships that brought them to Christ.

John 1:35-45 (NLT)

35 The following day John was again standing with two of his disciples. 36 As Jesus walked by, John looked at him and declared, "Look! There is the Lamb of God!" 37 When John's two disciples heard this, they followed Jesus.

38 Jesus looked around and saw them following. "What do you want?" he asked them.

They replied, "Rabbi" (which means "Teacher"), "where are you staying?"

39 "Come and see," he said. It was about four o'clock in the afternoon when they went with him to the place where he was staying, and they remained with him the rest of the day.

*40 **Andrew**, Simon Peter's brother, was one of these men who heard what John said and then followed Jesus.*

*41 **Andrew went to find his brother, Simon**, and told him, "We have found the Messiah" (which means "Christ").*

42 Then Andrew brought Simon to meet Jesus. Looking intently at Simon, Jesus said, "Your name is Simon, son of John—but you will be called Cephas" (which means "Peter").

*43 The next day Jesus decided to go to Galilee. He found **Philip** and said to him, "Come, follow me."*

44 Philip was from Bethsaida, Andrew and Peter's hometown.

*45 **Philip went to look for Nathanael** and told him, "We have found the very person Moses and the prophets wrote about! His name is Jesus, the son of Joseph from Nazareth."*

V41 - Andrew reached out to his own brother Simon Peter.

V45 - Philip reached out to his friend Nathanael.

The disciples were brought to Jesus by their family and friends.

*Proverbs 11:30 (NKJV) The fruit of the righteous is a tree of life, and **he who wins souls is wise.***

One translation puts it like this: He who “**wins friends**” is wise!

*Proverbs 11:30 (NLT) The seeds of good deeds become a tree of life; **a wise person wins friends.***

We must “win” souls.

We must “win” people.

We must “win” friends.

In other words, “to win” = to build **RELATIONSHIPS**.

Therefore, soul winning must be **RELATIONAL**!

[Option to share a personal story about how you won someone to Christ through relationship.]

HOW JESUS TAUGHT US TO WIN SOULS

Luke 10:1-11 (NKJV)

*1 After these things the Lord appointed seventy others also, and sent them two by two before His face into every city and place where He Himself was about to go. 2 Then He said to them, “The harvest truly is great, but the laborers are few; therefore pray the Lord of the harvest to send out laborers into His harvest. 3 “**Go** your way; behold, I send you out as lambs among wolves. 4 “Carry neither money bag, knapsack, nor sandals; and greet no one along the road. 5 “But whatever house you enter, first say, ‘**Peace to this house.**’ 6 “And if a **son of peace** is there, your peace will rest on it; if not, it will return to you. 7 “And **remain in the same house, eating and drinking** such things as they give, for the laborer is worthy of his wages. Do not go from house to house. 8 “Whatever city you enter, and they receive you, eat such things as are set before you. 9 “And **heal the sick** there, and **say to them, ‘The kingdom of God has come near to you.’** 10 “But whatever city you enter, and they do not receive you, go out into its streets and say, 11 ‘The very dust of your city which clings to us we wipe off against you. Nevertheless know this, that the kingdom of God has come near you.’*

Step 1: GO!

V3

In order to win souls, we must go... we must be with the unchurched, unsaved people.

Don't isolate yourself at home.

Don't just hang out with the Christians in school or at work.

You need to go out and mingle with all your unchurched friends.

We are called to be “fishers of men” not “keepers of aquariums”.

Step 2: BLESS THEM

V5

first *say*, 'Peace to this house'

"Say" = Bless them with your words.

What does it mean to bless?

To bless = to **SPEAK WELL**, to **ENCOURAGE**, to **PRAISE**!

Why must Jesus tell us to bless the lost?

Because sometimes Christians have the tendency to be negative!

As long as you keep on cursing, their hearts will get harder and harder.

But whenever you bless, the heart of your unchurched friend **softens up, opens up**.

The Bible says that your tongue has the power of life and death!

Proverbs 18:21 (NKJV) Death and life are in the power of the tongue, And those who love it will eat its fruit.

Speak life to the people around you!

So the second step = **bless them, speak well** to them.

That is why it is so important to say nice things about your friends.

Send encouraging texts, tag them on their social media, write inspiring cards, give little notes and speak life and love to your friends, etc.

[Option to get people to pair up and speak life / say something good to each other.]

Practical Exercise:

What are three nice things I can say to the person beside me?

How can I bless or speak well to someone I want to reach out to?

Step 3: FIND “SONS OF PEACE”

V6

And if a son of peace is there, your peace will rest on it; if not, it will return to you

“Sons of peace” = people who are at peace with you.

(obviously includes daughters of peace)

Look for people who are open to you.

Look for people who like you.

Here we **IDENTIFY** and **DISCOVER** the people who are open to your friendship, to Jesus, to church and to Christianity.

This is very important because most Christians do not understand this and invite everyone they see or meet.

Jesus said that the harvest is ready and ripe. (Matthew 9:37)

We must identify those people who are ready and ripe... those who are open and responsive.

That is why we don't encourage you to just invite anyone and everyone you see. You don't want to spam-invite people.

Be prayerful about it and ask the Holy Spirit to show you who are the sons of peace.

Step 4: BUILD RELATIONSHIPS AND STEP INTO THEIR WORLD

V7

And remain in the same house, eating and drinking

Go to their house. Step into their world.

Sometimes we Christians keep getting people to step into our world – come to our church, join our events. But Jesus says we need to step into their world first.

“Remain” = continuously build relationships.

V7

And remain in the same house, eating and drinking

“Eating and drinking” = build relationships!

Jesus instructed us to hang out, connect, eat, drink, talk, have fun and relax with the unchurched people.

Do things together, become friends, relate to one another.

We are not just friendly, we are **REAL FRIENDS**.

There is a big difference between being friendly and being friends.

e.g., A customer service staff is friendly but not a real friend

e.g., People in church must open up their circle to include new people

Look at Jesus:

Luke 15:1-2 (NKJV)

*1 “Then all the tax collectors and the sinners drew near to Him to hear Him. 2 And the Pharisees and scribes complained, saying, ‘**This Man receives sinners and eats with them.**’ ”*

*Matthew 11:19 (NKJV) “The Son of Man came eating and drinking... (to be) a **friend of tax collectors and sinners!**”*

Look at how Jesus won over Simon Peter:

Luke 5:1-8 (NKJV)

*1 So it was, as the multitude pressed about Him to hear the word of God, that He stood by the Lake of Gennesaret, 2 and saw two boats standing by the lake; but the fishermen had gone from them and were washing their nets. 3 Then **He got into one of the boats**, which was Simon's, and asked him to put out a little from the land. And **He sat down** and taught the multitudes from the boat.*

4 When He had stopped speaking, He said to Simon, "Launch out into the deep and let down your nets for a catch."

5 But Simon answered and said to Him, "Master, we have toiled all night and caught nothing; nevertheless at Your word I will let down the net." 6 And when they had done this, they caught a great number of fish, and their net was breaking. 7 So they signalled to their partners in the other boat to come and help them. And they came and filled both the boats, so that they began to sink. 8 When Simon Peter saw it, he fell down at Jesus' knees, saying, "Depart from me, for I am a sinful man, O Lord!"

Jesus was preaching on the shore of Lake Gennesaret.

The crowd was intently listening to Him.

But Jesus saw a group of fishermen, Simon Peter and his gang, who were unreached, unsaved, unchurched people.

They were not interested in spiritual things.

They couldn't be bothered with whatever the crowd was doing or what Jesus was saying.

They were busy washing their nets.

They were busy with their jobs.

Many of your friends are like that. They cannot be bothered about church or religious things.

V3

Jesus stepped into their boat = Jesus stepped into their world.
He went on to perform a miracle about fishing, which was their world.

Jesus sat down.

Sitting down means you are intending to stay for a long time.

Jesus remained with them.

Referring back to Luke 10:7, this is exactly what Jesus instructed us to do too – remain in the same house, eating and drinking.

Friends, if you want to reach out to the unchurched and win them to Christ, then you have to step into their boat.

It is not just about inviting them to our church.

We must step into their world –

- go to their house/schools
- play games and sports they like
- do what they are interested in
- talk about what they are interested in
- (Of course, not anything sinful 😊)
- [Think of and include other relevant examples.]

Jesus was so interested in one man, Peter, that He stopped teaching the crowds and went fishing with Peter!

Jesus was so interested in you and me that He came down from Heaven to step into our world!

Step 5: FIND A NEED AND MEET IT

Another interesting thing about Peter was that he was only interested in his own job/career.
He was caught up in his own “world”.

He was tired and frustrated because he spent the whole night trying to catch fish and caught none.

He was worried about finances and feeding his family.

So what did Jesus do? Going back to Luke 5...

Luke 5:4-6 (NKJV)

4 When He had stopped speaking, He said to Simon, “Launch out into the deep and let down your nets for a catch.” 5 But Simon answered and said to Him, “Master, we have toiled all night and caught nothing; nevertheless at Your word I will let down the net.” 6 And when they had done this, they caught a great number of fish, and their net was breaking.

Jesus saw a need and met Simon Peter's need.

This brings us to the next step...

Find a need and meet it.

Peter had a need. He needed fish.

Jesus met the need.

That day Peter caught so many fish that he remembered it the rest of his life.

Coming back to Luke 10, after you eat and drink with them...

V9

*And **heal the sick** there*

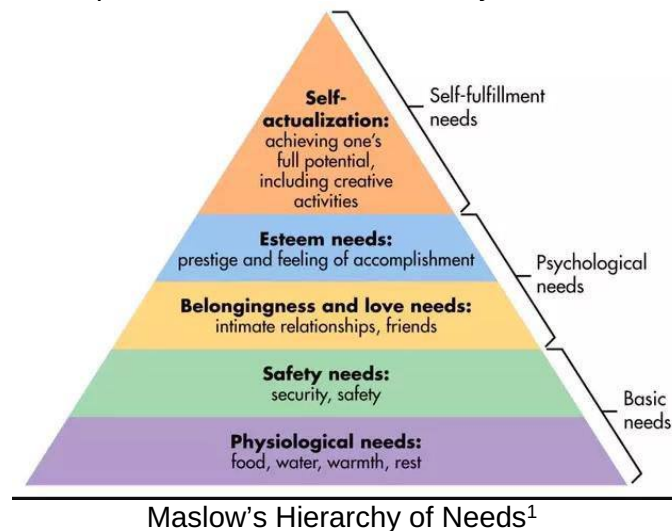
During the time of Jesus 2,000 years ago, the population's greatest need was healing because of the lack of medical science.

Besides healing, people also have many other needs.

We must find a need and meet it.

Everybody has needs, "felt" needs.

Dr. Abraham Maslow came up with the "Maslow's Hierarchy of Human Needs":



¹ Adapted from Maslow's Hierarchy of Needs, Maslow (1943), illustrated by Gitman, McDaniel, Shah, Reece, Koffel, Talsma, Hyatt and Wang (2018)

Level #1: PHYSIOLOGICAL needs.

The need for food, shelter and basic survival.

James 2:14-17 (TLB)

*14 Dear brothers, what's the use of saying that you have faith and are Christians if you aren't proving it by **helping others**? ... 15 If you have a friend who is in need of **food** and **clothing**, 16 and you say to him, 'Well, good-bye and God bless you; stay warm and eat hearty,' and then don't give him **clothes** or **food**, what good does that do?*

*17 So you see, it isn't enough just to have faith. You must also do good to prove that you have it. Faith that doesn't show itself by good works is no faith at all—it is **dead** and **useless**."*

Level #2: SAFETY and SECURITY.

Besides physical safety and security, people also need financial security.

That's why in places where there are people in poverty, we need to meet their Level 1 & Level 2 needs.

Level #3: LOVE and BELONGING.

The need for love and a sense of belonging.

A need to develop meaningful relationships as a person. More than a house, everybody needs a home.

Pastor Lia often shares this:

Church is not "Where" but "Who".

Church is not about the Place but the People.

Church is our HOME.

Church is about the People and Relationships!



▶ [Watch the Full Message](#)
"A House is not a Home" by Pastor Lia

If we are reaching young people from financially stable backgrounds, then their needs are at Level 3 onwards.

The *GenerationS* book², shares about the mindset shift needed to reach a new generation.

Traditionally: Believe → Become → Belong
This Generation: Belong → Believe → Become

Young people need to Belong **FIRST**, before they Believe in God and Become godly Christians.

It is only the unconditional love of God that can fill the hole in your heart. And it is in church that you can find a Home and a sense of Belonging.

Level #4: SELF-ESTEEM.

Knowing their self-worth and value.

In God, you can overcome your insecurities and find confidence and self-esteem.

It is only in God that you can find your true value.

Level #5: SELF-ACTUALIZATION.

Identity, Purpose, Destiny.

The search for the reason for your existence.

The desire to fulfil the purpose and destiny of your life!

Dr. Maslow concludes:

- All human needs can be classified into one of these categories.
- People do not move up the scale from one need to another until all the previous needs are met.

For example, a person struggling with basic needs like food and shelter (Level #1) will not be concerned with the need to be loved (Level #3) or walking in his destiny (Level #5).

Every one of us has these five levels of needs, and we want them to be met.

Every one of your friends and family has these needs too, and God can meet these needs through us.

Jesus met human **needs**.

He healed, encouraged, invited, visited and involved people...

² Pastor How & Pastor Lia, Chapter 9: Mindset Shift #3 – Church is our Home, not just a House. In *GenerationS Vol. 1: How to Grow Your Church YOUNGER and STRONGER*

It is all over the Bible.

Zacchaeus was ostracized... The Bible says he was short. He probably had low self-esteem (haha).

Matthew was a tax collector... Everyone hated him.

But Jesus saw them as individuals and knew their individual needs. He cared and responded to their **individual needs**.

So think and pray about what needs your friends might have and find a way to meet their needs.

[Think of an unchurched friend/family member and ask God to show you their needs and how you can meet those needs.]

Step 6: PREACH THE GOSPEL

V9

say to them, 'The kingdom of God has come near to you.'

Important Note: preaching the gospel is only at Step 6.

Have you gone through steps 1 to 5?

Sometimes as Christians, the first thing we do is preach *at* people.

We think soul-winning is all about preaching.

We do not start off by blessing, building relationships or meeting needs. We start off immediately by preaching!

No wonder sometimes Christians do not find much success in soul-winning.

Because that is not really Jesus' way of reaching the lost.

In fact, more often it backfires and irritates the unchurched.

There is a saying from the saints of old... **"Preach the gospel at all times. If necessary, use words."**

In other words, use your life and actions to preach the gospel.

Soul-winning and witnessing are not “hard-selling” the gospel.
Effective evangelism is to “**SERVE**” not to “sell”.

People don't really care how much we know until they know how much we care!

We have found that no matter how hardened unchurched people are, when they have experienced your love and sincerity by:

- Going to them
 - Blessing them with words of encouragement and love
 - Building a genuine relationship with them
 - Stepping into their world
 - Meeting their needs
- ... they will become open to the gospel.

Then the next step will naturally happen. We can now...

Preach the gospel!

Now they will be open and receptive.

You could share the gospel with them... Or you could invite them to church to listen to the preacher.

They are ready to receive.

Step 7: INTEGRATE

After your friend or family member is saved and becomes a Christian, your job is not over. It is the beginning, not the end.
We are to make disciples, not just make converts... not just make believers.

Psalm 92:13-14 (NKJV)

*13 Those who are **planted** in the house of the LORD shall flourish in the courts of our God. 14 They shall still bear fruit in old age; they shall be fresh and flourishing,*

They must be planted in the church!

*Acts 2:41 (NKJV) Then those who gladly received his word were baptized; and that day about three thousand souls were **added** to them.*

In the time of Acts, only those added to the church were counted.

Therefore integration is very vital.

Unfortunately, integration is often neglected.

Many Christians become complacent once their family members or friends get saved.

It is not just about getting someone saved, but we want them to be planted and grow in God.

We want to see them walk into their destiny.

This is where integration comes in.

What is Integration?

Integration simply means to make a person feel welcome or “integrated” in church. People need to feel that they belong.

How do we integrate someone? Here are some practical things that we can do:

In-person Integration

- On the day when a new friend comes for their first service, they must **be connected to the people in church.**
- It is most ideal if the new friend stays back after service to hang out with our people for lunch/dinner. This will give our people time to get to know and talk to the person. The friend who invited can preempt and ask them beforehand about hanging out.
- Subsequently, we try to **keep in contact.** Depending on how open the person is/his profile, you can find appropriate follow-up activities.
- We should try to contact them again soon (discern what is appropriate and not pushy)
- [Give relevant examples in your church / cultural context.]

Make use of social media to connect integrations to church life and God! When people look at your social media, does it inspire them to know God more and be part of an exciting church?

[Share what members should do as a **deliberate “next step” designed for new friends.**

Cater it according to your church.]

- Follow-up lessons/Introductory Bible study
- Bible-reading plans for new Christians
- Join a small group meeting

SUMMARY

1. Go
2. Bless them
3. Find people who are open and responsive to you
4. Build real relationships and step into their world
5. Find a need and meet it
6. Preach the Gospel
7. Integrate

If you follow these steps, you will experience **exciting**, **enjoyable** and **effective** evangelism!

ALTAR CALL & MINISTRY

[Option to give time to pray and hear from God about people they can reach.]

- Who does God want them to reach?
- What can they do? (build real relationships, find a need, etc.)



i³ Card

You can print a prayer list that people can use to write down whom they want to pray and listen to God for.

We use i³ (Incubate, Invite, Integrate). Feel free to download the template we use, and adapt it. You can also use another list or card that is familiar to your church.

Sample i ³ card		
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
INCUBATE	INVITE	INTEGRATE

1 Tim 2:1,3-4 (NIV) I urge, then, first of all, that petitions, prayers, intercession and thanksgiving be made for all people... This is good, and pleases God our Savior, who wants all people to be saved and to come to a knowledge of the truth.

BONUS RESOURCE: STUDENT GUIDE



Student Guide

Get the downloadable, editable student guide that you can print and use for your church services or leadership trainings or in your small groups.

REFERENCES

1. Maslow's Hierarchy of Needs Maslow, (1943) illustrated by Gitman, McDaniel, Shah, Reece, Koffel, Talsma, and Hyatt (2018) and Wang, (2018)
2. Pastor How & Pastor Lia, Chapter 9: Mindset Shift #3 – Church is our Home, not just a House. In *GenerationS Vol. 1: How to Grow Your Church YOUNGER and STRONGER*

OTHER RESOURCES



The Unchurched Next Door by Thom S. Rainer

In a national survey conducted by author Thom Rainer and his staff, 8 out of 10 unchurched men and women said they would come to church – if only someone would invite them. When and how is the next big question.



GenerationS Vol. 1 by Pastor How & Pastor Lia

Grow your church YOUNGER & STRONGER.
Discover mindset shifts, stories and practical church-building principles to raise up GenerationS of young people for His Kingdom!



John 316 App

Lead your friends to Christ personally, anytime, anywhere.

Available in English, Deutsch, 汉语, 漢語, 粵語, Svenska, русский язык, ภาษาไทย, Mongolian.

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