
Evangelism growth template:

Creating an evangelism culture and a supportive growth dynamic stratagem plan for a congregation.

Main themes:

1. **Create an evangelism culture.**
 2. **Prepare the church for visitors/Bible studies and new converts.**
 3. **Retain visitors/contacts/new converts.**
 4. **Foster mentorship work with members: Creating leaders in outreach.**
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Spiritual Goals:

1. **Grow the church in numbers.**
 2. **Save the lost souls in this world.**
 3. **Teach others to be leaders, mentors, and soul winners in evangelism.**
 4. **7 year plan double size of the congregation.**
 5. **Create an evangelism culture within the church that lasts.**
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Evangelism growth church template

(For spiritual growth and physical numerical growth)

These are to be done in stages and over time. These ideas may look overwhelming. But the implementations are meant to be digested and done over a span of time. Years of content/investment is detailed in these few pages. And it will take time to do each of the mentioned stages.

Stage one: Groundwork/setting foundations –

Focusing on a loving, inclusive, friendly environment.

1. Preparing church members for Christian and (especially) non-Christian visitors

- **Interacting with people from the community:** We need to encourage the saints to focus on visitors, new converts, new church members and the spiritually weak/discouraged, before greeting their close friends in worship. You may have had this experience, (while on a business or vacation trip) your walking into a different congregation, and everyone is chatting in their social circles while you and your family are ignored. You might have an elderly couple come up and rebuke you for sitting in their spot, then walk away. This happens to often in churches that profess to have the selfless love of God.

As you know, the Lord's church is not a social club for satisfying our self-interests, it's a place for Christians to follow the teachings of the Bible, to show agape love, to encourage the disheartened, help the weak, (1 Thessalonians 5:14). We assemble to "consider the other" for ways of stir up God's people for love and good deeds. We assemble to exhort and encourage the saints, as we love one another (Hebrews 10:24-25). If we only love our buddies and cliques what are we doing more then the pagans? (Matthew 5:46-47)

As you can tell this is a personal issue for me. *I've seen churches die and this could have been prevented.* I've seen church members lament that their congregation is getting smaller AND YET they ignore the visitors...The very people who can be added to a congregation for spiritual and numerical growth. I've seen new converts, and my family members treated poorly when visiting other churches, even while prayers, sermons and songs are sung about sacrifice, love, and compassion. This is why I am writing this as passionately as I am. *Churches grow when love, truth and evangelism are applied. They die when these themes are ignored.*

Ways of conveying NT themes of Bible based love.

- **Greeting visitors first** ("the 5 minute rule"/first 5 minutes look for visitors to meet and greet). In the spirit of welcoming people, it would be good *to talk with and sit down with the visitors during worship. And to encourage members and have assigned greeters at the doors when people enter and leave. Such activities will help create a culture of selfless interaction with visitors. This behavior will benefit the interactive dynamic with*

all of the church members. These themes (of selflessly focusing on others before ones friends) can and should also be applied to new members, new converts, the elderly/young, the discouraged/spiritually struggling church members.

- **Arriving early:** *1-2 people need to arrive to church 15-20 minutes early. Nothing discourages a non-Christian, a excited new convert or saint more then arriving early at a church, interested/eager for worship and seeing the church building with its lights off and no one there. Some contacts will leave when the church looks like a ghost town. Early arrivals can greet them instead of these contacts waiting in the car in the dark parking lot.*
- **Hospitality:** Have duty assigned to members to be hospitable to visitors. And exhort all church members to actively follow this NT teaching, (Hebrews 13:2). Sermons and lessons should (from time to time) focus on this important Bible activity of showing kindness and love. Truth grounds the new convert, love helps them know the truth is being lived. Visitors, new convert are more impressed by seeing this living example of care, concern, and interest, then by a sermon or prayer on love. For they are seeing a selfless sacrificial example (through hospitality). (Romans 12:13; 1 Peter 4:9; 1 Timothy 3:2). When the love of God is shown in such a warm, caring work as hospitality, positive impressions are made about the members/church. Bonds are formed, people are influenced to get to know these thoughtful/selfless saints, by this simple act of inviting someone into a home or a restaurant.

Retention of new converts comes through grounding them in the truth, (growing in knowledge) including them in worship (helping them to apply that knowledge to feel included/emotionally invested in His work) and in showing them the love of God, to build ties of spirit and bonds of brotherhood. Examples are powerful the more people do such activities the more others will join, including the new converts.

- **Have sermons or lessons** devoted to the Bible theme of **selfless/serving love** and **hospitality once a month**. Consistent reminders help instill and reinforce cultural changes in a congregation.
- **Make new converts and new members included in church worship/spiritual activities ASAP**. Retention of members and especially new converts is strengthened through inclusion. Get their information out there for church members to be able to contact them as soon as possible. Add them to the directory immediately.
- **Hospitality/inclusion for all members:** have a potluck once a month for members/visitors/new converts/new members to get to know each other.

Stage two: Groundwork/setting foundation –

Soul winning preparations for visitors and outside work.

(Note stage one and stage two can be started at the same time).

1. Equipping church members to be Bible teachers/leaders.

- A. **Have teacher training classes** (at homes or coffee shops/restaurants). Have each student (in the class) teach a (evangelism) soul winning lesson. By doing this the church member will acclimate/grow in teaching and will get familiar with the Bible themes of soul saving, as well as non-Christian/new convert Bible lesson materials.
- B. **Preteens, teens, will be trained to teach.** The young people will be encouraged to invite their friends to hear their Bible teachings, (in church classes). This will create teachers, leaders, perhaps future preachers as well as evangelists. For more details see **church growth example from Bill Sanchez** [*from “Journal” pg. 18-20.*](#)

Look for leadership roles for our kids: We can give our young people assignments as “greeters” and the little ones as door openers for the elderly, visitors, and church members. We can look for ways to give them roles for development as future *selfless* leaders. Note: having them pass out the bulletin is a great idea.

- C. **Support individual members** who create groups for evangelism work/evangelism teaching. A strong church supports/incorporates individual activities of evangelism as well as church focused ones. Support through, announcements, encouragement, etc.

Stage three: Creating an invite culture where evangelism work begins – *Creating an evangelism culture in the church.*

1. Training/mentoring God’s people to be evangelists. Creating a climate/culture of mentoring each other in spiritual themes.

- **For preachers/teachers/elders: Evangelism needs to be regularly taught (at least twice a month) for the themes of such NT work to seep into the churches culture.** Such reminders reinforce, mold, and strengthen the convictions of the church cultural in the seriousness of doing outreach. **Note this practice should be started with Stage one.**

- **Getting them to reflect:** The goal of what we are doing is to get people to introspectively ask this question, “*do I care about the lost?*” And “*how much do I care those going to hell?*” This thought can be stirred up simply by asking this question or by inferencing this idea, in different formats of worship, in prayer, Bible classes, sermons, workshops, through the bulletin, etc. *When it gets personal for people, they will act.*
- A. Stage one: establish the “why.”** Before you introduce a church, to methods, (in lessons and sermons) we need to first introduce them to the *reasons why* we need to do evangelism (**examples like:** it’s our moral responsibility, the consequences of the lost going to hell, sharing what Jesus did for us and what He wants us to do for others, I share gospel so others can have heaven/relationship with Christ, etc.) We can share the benefits of evangelism (morale strengthened, souls saved, church growing, leaders being made, NT command followed, etc.) and the bad effects of not doing outreach.

More ideas of themes to share on strategy page

<https://www.churchofchriststreetcampusevangelism.com/my-evangelism-strategy.html>

Max Dawson (in growing church examples) gives some thoughts that have emphasized the need for evangelism. His framing of ideas, on why we need to do evangelism, has helped create a climate of growth. Max says, (from scripture) that we are saved to save. That is our spiritual purpose. *For more details, See “Journal” page 5-9*

- **Other themes (to teach/preach) on evangelism to establish the “why.”**
The importance of soul saving NT examples (especially inspired ones):
 This is also a time to share the examples of those God has taught us to follow, (that do soul saving work). We read of outreach in the NT stories of the Messiah Jesus, the inspired Apostles, and the examples from the Holy Spirit guided disciples in the book of Acts. Sharing these stories of such people can highlight the right examples and the expectations God has for His people, as evangelism workers. OT examples can be shared too. **These examples highlight more reasons why we should share Jesus.**

Emphasizing such work as our responsibility and highlighting the details of these stories and how they apply to us today, is powerful. Stories will have methods in them, to share, but the main focus when first introducing these themes is how we as Christians should follow our Exemplar, Jesus Christ and those directed by God’s Holy Spirit. Such examples highlight our own responsibilities in sharing the Word. Soul saving needs to be shared as part of our moral responsibility as Christians. Methods can come later...

- B. Stage two: Establish the “how”** Giving themes on why we need to do evangelism, prepares the way. A few months of preparation, through teaching evangelism themes in classes and in sermons as well as in singing songs on these themes, giving prayer

(especially during a singing/prayer service) on this topic, and mentioning such work in announcements, *gets the church ready for "how" we can do evangelism.*

Creating an invite culture through training: Have a Bible class at church on inviting people to a Bible study or to worship. The lesson book by Benjamin Lee "[It's Not Rocket Science.](#)" is great for this. **Benjamin Lee** has been growing the church where he works at as a preacher. He is one of the successful growing church examples I will mention. [See "Journal" page 3-4](#)

When the church members are taught this content, they will be encouraged to invite a certain number to church or a Bible study, we will have set up. The first/second month, (invite at least 2) and slowly increase that number as time goes by. Example: third/forth month (invite at least 4). Fifth/sixth month (invite at least 6). And from there to encourage them to be consistent in doing His work in consistent inviting. The goal is to get people active in inviting others and to support them in their activities. As part of doing this, church members should be encouraged to invite church visitors to Bible studies. If the groundwork has been laid with creating a climate of evangelistic interest through sermons, lessons, etc. then this should naturally begin to take place.

Note: The book I mentioned above is helpful. Yet you can create an invite culture by, regularly teaching evangelism concepts in Bible class and in sermons. Initially focus on having classes that deal with Bible lessons on evangelism. The teachings need to address the importance of doing outreach. Sermons should be given 1-2 each month should also focus on this evangelism theme.

Themes: Teachings are best first addressed in outlining Bible stories of evangelism. The methods are best introduced later, after the reasons why we are supposed to do evangelism have been covered. Once you center teaching themes around Bible examples of people doing outreach. You can also share the moral teachings that God has outlined for us in our lives. Sharing Bible lessons on our personal responsibility for doing evangelism. You can address (best done in Bible class via asking students questions) the "whys" people struggle with in doing outreach. And also, outline the positive benefits when we do outreach, like people are saved, church growing, etc.

The goal (in regularly introducing evangelism themes) is to get people to begin to regularly think about evangelism and to get them to reflect on their need of doing this activity in their life. Once people have been introduced to these concepts, they should be encouraged in lessons and sermons to share Jesus and invite people to church/Bible studies. Invitational material should be supplied and should be easy to access. Ongoing Christian Bible studies should be taking place, for saints who are wanting to invite others to a Bible study group. And greeters should be ready, for when non-Christian visitors come to church.

Creating an “invite culture” comes from regular Bible teaching on evangelism and emphasizing the importance of sharing Jesus with others. And by having structured venues for helping the congregation invite others, (like having a willing preacher helping with a study, church member Bible study groups set up, material available for passing out and for people to use in Bible studies, etc.)

- **Max Dawson** church growth example (for inviting people) can be shared with this lesson book. [See “Journal” page 5-9](#)
- Another fantastic **example** that can be shared in this class when teaching this book is from **Brother Flores**. He shares an **evangelism culture** method that creates an evangelism culture in *the growing church* section of the “**Journal**” recordings. **JP Flores** has created an evangelism culture, [visit “Journal” page 24-28](#) to learn more.
- During this phase, if not sooner, we need to... **Have evangelism material always accessible for the church members**: Make business invitation cards for Bible studies and for church worship. Have them in a visible/accessible place. Have Bible study lesson materials for non-Christians/new converts always available (in a visible/easy to access place) at the church building. *When we start training people to share Christ, we need to make sure we have materials to help them in this work.*
- **Cyber evangelism**: During this time, I’ll run search engine and social media evangelism ads for Bible study invites and for the church (to get visitors). To learn more [visit Journal page 16-17:27-28](#) to learn more and see [strategy evangelism page](#). I’ll mentor interested parties at church to create, manage, and run such virtual tools. This is an excellent resource to learn. Having a training group class on this is important.

C. More grounding/training lessons on evangelism.

Book 2: Showing the serious need of kingdom growth/second class. The lesson book by Joseph Sullivan, [“Save a church from dying.”](#) Though this book is more of a “why” book than a “how” book, it seems more fitting to share this after book 1.

Book 3: Detailing Bible based ideas of what growing churches are doing in third class. The recorded material is from a wide range of soul winners who as church workers are growing their congregations.

The material is my journal of people I've been recording, so it's called "**Journal.**" Seems to fit, since I have been journaling/recording what I have learned. These ideas can help generate more ideas from the church members and also teach them things they can better do to grow the congregation. The journal content is included.

More evangelism books can be added later...

- **Making sure all are instructed:** When **new members/converts join church, they are taught the books** in a smaller class at home, etc. Church members (when ready) will be encouraged to teach one of the lessons for the (first, second and third) books taught.

D. Strengthening/reinforcing the longevity of the evangelism culture:

- Have **accountability reminders** in announcements, prayers, sermon(s), bulletin in connection to this topic, (of soul saving). Ask the congregation to spend time each day to carefully give thought in this work, to pray for opportunities. Prayer is powerful and this action helps get the members in the right mind frame/attitude (in responsibility) for soul saving.

The mindset: Have consistent reminders when teaching on the importance of outreach. The evangelism Bible lessons/sermons will create passion that will help spur the church members to meet people. As saints invite others they will help get over the fear of rejection. By getting out of the comfort zone, they will acclimate to doing outreach confidently. Once they acclimate and get used to this, it will become natural. When the church members make evangelism a spiritual goal and mission, and a part of their life, they will grow.

- **Create a unity vision: At the end of a Bible class series on evangelism, create a mission statement.** For an evangelism class have a large/firm poster sized paper ready, ask everyone to sign what they want to accomplish in the aspects of evangelism. Have the poster have their mission statement of what they want to become as evangelists. Have them also sign what they want to achieve in evangelism work. Have them sign their full name next to their written goal. This creates investment and unifying bonds with others in this work.

For teacher: When all the class has done this, compliment them for their desire to serve God in outreach and have each member read what they wrote and praise them afterward, on the ideals they put down on the board. Companies have their staff members put down into words their personal goals and expectations on how they want to improve the company, onto a large company board. They do this to get their members (emotionally) invested in the corporate business. This helps the members be invested in improving the business. They then have this board placed in view where the staff can view it.

When the evangelism church group has signed its mission statement. Have this signed poster placed out in the church where everyone can see it. Also, give each person a copy and text them a copy. Ask them to keep this in a place where they can go to for visiting their mission statement. And to read the team's mission statements.

Regularly encourage the church members, (through announcements, church bulletin, etc.) to read (at home) their statement at least once weekly. Writing the statement is an investment, reading it, again and again, is also a reminder of that investment. Reading one's evangelism team's statements also creates a bond and feeling of unity, within the group. Have the mission statement chart framed in the church for the members to see each time they come in. And encourage new members to sign the mission statement chart, after they finished a new evangelism class.

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- **Throughout the year keep the congregation aware of the need for evangelism.**

Teach at least 2 sermon or Bible classes each month on evangelism themes, (examples OT/NT Bible examples, our moral responsibility, the seriousness of hell, the need to share Jesus' sacrifice, the wonders of heaven - how can we keep this to ourselves, the decline of churches due to evangelism neglect.

Another topic that can be covered: Evangelism sermons on mentorship, can help stir people up for active interaction with others. Bible themes can be shared of such examples as Jesus mentoring the 12 Apostles, and 72 disciples, as well as Paul mentoring Titus, Silas, Timothy, etc. Nehemiah as a leader worked with Israel to rebuild the wall of Jerusalem and tying that in for how we need to work for God's spiritual kingdom, (in rebuilding/strengthening His walls.) For more thoughts on mentorship, see the strategy page.

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Also, we can share lessons on the need to spiritually reproduce, that evangelism is in our spiritually DNA, see **Max Dawson** church growing example. [See "Journal" page 5-9](#)

Besides this, it would be good to **Teach an evangelism lesson series/plan** (book) at least once each year for Bible class.

- **Leadership support:** To foster an evangelism culture, promote these concepts regularly. And back up what is being said with actions. All the sermons, Bible lessons, and announcements on outreach themes can be undermined if a church senses a leadership does not care. Examples are powerful for both good or ill.
- **Remember prayer:** Get your church congregation to pray for this work your congregation is focusing on. When members from church meet up as groups, have them pray for this effort.

Mention specific goals and aims the church has for evangelism. Prayer helps center the minds of the saints on this purpose and it beseeches God for aid in this work. Let prayer for outreach always be intertwined with the church worship and the group meetings of its members.

Let prayer be a part of the work before an event begins and after it ends. Let this behavior be encouraged by the leaders. Let them exhort the members to make prayer (for evangelism) be a part of their daily lives. Let such prayers be encouraged by preachers/evangelists/elders. Let them motivate the saints to regularly pray for evangelism development/growth, for soul-saving opportunities, and to talk with *God on concerns and interests they have on this subject.*

Stage four: Have Bible studies ready for non-Christian and new converts (long term) in evangelism work –

Keeping the church growing and the saved from following away

1. Having the congregation ready and prepared to bringing in the harvest.

Once the congregation is ready for contacts to come, we'll focus on generating visitors from the community.

- A. **Contacts will be generated through inviting others to church/Bible studies.** The church class lessons will lay the groundwork for doing this.

Bible study places: When we have contacts: Bible studies can be set up at houses, church building during services (for new converts) coffee shops, restaurants like Panera Bread, Village Inn, etc. As well as possibly having studies at libraries. Note: having people in one's home is powerful, such hospitality shared with students really leave an impression on others. They feel a sense of family, love in such gatherings. Those who invite another to a study, can either teach a class, or have another member teach or have the preacher/elder teach.

- B. **Church visitors:** When people visit the church: During the **"5 minute rule,"** encourage the saints to **invite visitors to sign our visitor cards.** We want the members to personally, greet the visitors, talk with them, then warmly invite/hand them a card to sign. During potluck meeting, have church visitor/contact information available for members to sign special "thank you" note cards for visiting us. We want to have groups established and people trained to

teach. We want church members to invite others. See church growth example **Rick Billingsley** [See page 11-13](#)

We also want to invite our visitors to hospitality, see church growth example **Shane Scott** [See page 2](#) **Ethan Longhenry** [See page 4](#) and **Ricky Shanks** [See page 14-15](#)

As well as to Bible studies. See church growth example **Andy Cantrell** [See page 9-10](#)

- C. **Contacts will also be generated through cyber/social media evangelism** (inviting people to sign up for Bible studies and inviting people.

See cyber evangelism success church growth examples from **JP Flores** [See page 24-28](#) and **Don Bunting** [See page 16-17](#)

Stage five: Retention of new converts.

- A. **We'll need to have new convert classes.** The goal for a new convert is to be trained for 2-3 years. This helps with retention. The goal of the classes are twofold. I want to train saints on how to do studies with the new Christians. So, the Bible study classes will also focus on equipping members to teach.
- B. The leadership and church members will be encouraged to **invest in the new converts**. The **retention rate goes up** when new Christians **are used in worship and outside of worship in spiritual activities**. We want them to feel like they belong and that they are valued. Using them and equipping them in God's work goes a long way to accomplish this purpose. *The goal will be for the new converts to be trained as teachers and in the work of evangelism, as well.*
- C. **Hospitality** shown by individual members and in church member groups (potlucks) helps solidify (the concept of family for) the new converts. Love, inclusion, spiritual support, and encouragement is essential for new converts as well as for all saints. *A loveless church is a dead church.* We need to have regular monthly lessons to remind/encourage people to focus on this issue. When a church group meets, it will also give out leadership assignments to help encourage members to focus on specific goals related to this theme, (like inviting a new member out to eat, including a new Christian in a spiritual event, etc.).

In a nutshell

A. **Step one:** First (*for the first 2 months*) we introduce the importance of outreach in sharing themes in sermons, lessons, announcements, bulletin, prayers on evangelism, to put that out there into the church culture. We focus on making the church ready to greet/befriend visitors.

B. **Step two:** We create handouts for members to give, we set up a Bible class and have willing church leaders (elders/preachers) ready to teach others. We create classes to train others to be teachers. We teach evangelism (church/Bible study invite) method book in Sunday/Wednesday services. Once done, we'll go onto 2 other evangelism books.

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- **For more details on the above content, please see my evangelism strategy page.** www.churchofchriststreetcampusevangelism.com/my-evangelism-strategy.html
 - **For more information on my books and training materials please see the following website link.** www.churchofchriststreetcampusevangelism.com/church-of-christ-evangelism---free-material-store-page.html

Final words:

When it comes to evangelism, I try to pace myself. Consistent work needs to be spaced each week with periods of consistent rest. Rest is important to avoid burnout. Consistent work leads to consistent results over time. But rest must be scheduled each week to help the body, mind, heart, recharge.

Finding patterns of success through trial and error comes with time. Find patterns of success through those who have paved the road for you. Those trail blazers will make much of your work easier. But there will still be learning curves, that you will discover and grow from.

The investment you make today (in your work and learning) will pave the road tomorrow for easier walking, (for those you mentor).

As you begin doing evangelism, you will find it becomes easier with time. The mental and emotional drain will become less, the struggle to find answers (in different situations) will become easier, as you adapt more and more to the outreach work in teaching and new convert studies.

Seek motivation: go online on your computer or digital device and seek music, videos, audio files, pictures, that spiritually inspire you and give you encouragement. I personally like listening to hymns and audio sermons. As well as motivational videos. Find what fits with you. Such items can also

come in physical form, ranging from books, pictures, written down motivational scripture, articles, etc. Find things that will inspire you and help you grow. Always be hungry, always be searching.

Seek a tribe: Look for people who resonate with you. Find folks to add to your tribe. Find people to feed off of (for encouragement, growth, spiritual nourishment) and who can feed off of you. Find those who support you and nourish you, spiritually. Paul had Timothy and Titus. You may find such people near where you live, or you may find them on social media, etc. Look for evangelists, who will bless you and refresh you.

Create a support system: As you save others, train them to save. Mentoring others in the short term helps you in your work, in the long-term. As you serve, encourage others in the church to help you, in evangelism. Mold people and invest in mentoring them. This takes time but is worth the effort. It pays dividends in emotional, mental, and physical support down the road. Seek to surround yourself with people who will help you. You need people in your life that are further along than you, people that have a bigger vision, people that are more experienced, people that are more spiritually developed. You need to be exposed to new levels so that you can go to new levels!

You're on fire for God. I value your zeal. I am thankful to know soldiers like you in the world. You are rare and you are appreciated. May God bless you and make His face shine upon you.

Joseph Sullivan
