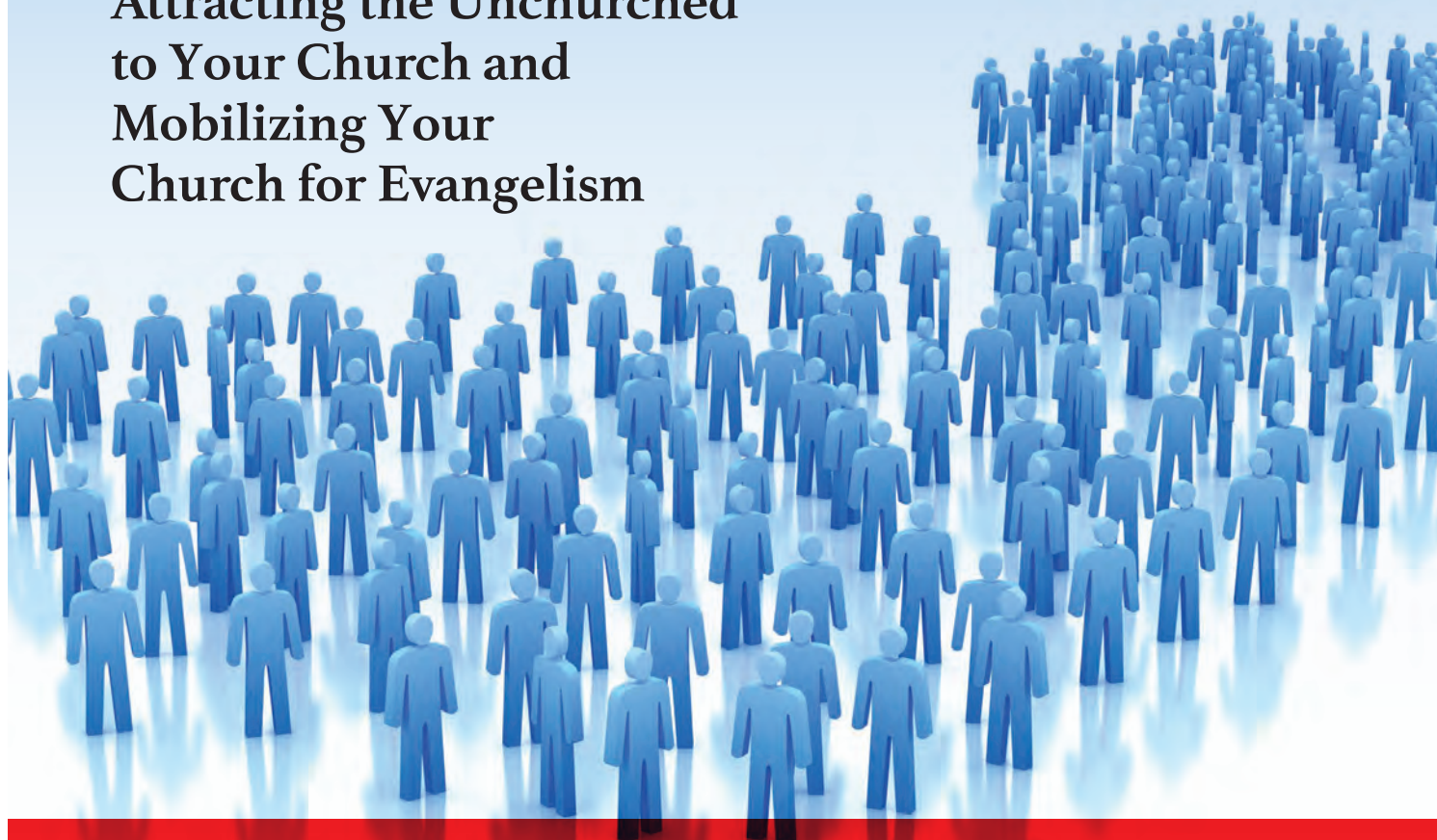


Updated and Expanded:

The EVANGELISM Seminar + Team Edition

Attracting the Unchurched
to Your Church and
Mobilizing Your
Church for Evangelism



LEADER'S GUIDE

By Nelson Searcy

Lead Pastor, The Journey Church

Founder, Church Leader Insights • www.ChurchLeaderInsights.com



MEET DR. NELSON SEARCY

Nelson Searcy is an experienced church growth strategist, pastor, church planter and coach, serving in ministry for more than 25 years and consulting with churches around the world. As founder of Church Leader Insights and the Renegade Pastors Network, he has personally trained more than 50,000 church leaders in over 45 denominations through live events, seminars and monthly coaching, helping them break common growth barriers like 125, 250, 500, 1000 and beyond, all while maintaining personal life and ministry balance. For more accelerated growth, pastors also participate in Nelson's Renegade Pastor Gold, Platinum and Titanium networks. Nelson is also the Founding and Lead Pastor of The Journey Church, with locations across New York City and in Boca Raton, FL. Nelson and his church routinely appear on lists such as "The 50 Most Influential Churches" and "The 25 Most Innovative Leaders." He is the author of over 85 church growth resources and 15+ books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry* and *The Difference Maker: Using Your Everyday Life for Eternal Impact*. Nelson is the recipient of the prestigious Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. His continued mission is to help church leaders around the world cooperate with God in creating healthy, thriving churches. He divides his time between NYC and South Florida. He and his wife, Kelley, have one son, Alexander.

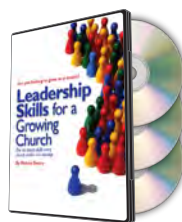
THE EIGHT SYSTEMS OF THE CHURCH:



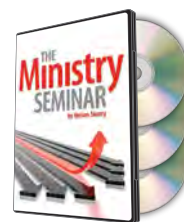
Assimilation



Evangelism



Leadership



Ministry



Small Groups



Stewardship



Strategy



Worship Planning

Books by Dr. Nelson Searcy:



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1

Introduction

1 - INTRODUCTION

HOW TO GET THE MOST OUT OF THIS SESSION

1. **Take good notes.**
2. **Study along as a group.**

***Pick up Nelson's book, *Ignite: How to Spark Immediate Growth in Your Church* — parallels this seminar, provides supplemental training**

3. **Take some time to debrief.**
4. **Take action!**

After each session, you will discover little steps you can take — 1% difference makers.

THE EIGHT SYSTEMS OF A CHURCH

THE EVANGELISM SYSTEM*

“How we attract people to our church”

THE WORSHIP PLANNING SYSTEM*

“How we plan, implement and evaluate the weekend service(s) at our church”

THE ASSIMILATION SYSTEM*

“How we move people from first-time guests to members at our church”

THE SMALL GROUPS SYSTEM*

“How we fill and reproduce small groups at our church”

THE MINISTRY SYSTEM*

“How we mobilize people for significant ministry at our church”

THE STEWARDSHIP SYSTEM*

“How we develop extravagant givers at our church”

THE LEADERSHIP SYSTEM*

“How we develop leaders at all levels at our church”

THE STRATEGY SYSTEM*

“How we constantly evaluate and improve our church”

In a healthy, growing church you want all eight of these systems to be maximized.

Dream for a moment. The question to ask yourself:
Are the systems of my church maximized?

*Denotes system resources from Nelson Searcy currently available for purchase. Visit www.ChurchLeaderInsights.com or call 1.800.264.5129.

TWO SIDES OF AN EVANGELISM SYSTEM

1. Attracting a Crowd to Your Worship Service.
2. Mobilizing Your Congregation to Share Their Faith.

Evangelism is two-pronged:

It's both attractional and incarnational.

It's both inviting people in and sending people out.

“The systems of your church are giving you the result they have been designed to give you. If you want to change the results, change the system; in cooperation with the Holy Spirit.”

EVANGELISM: ATTRACTING A CROWD TO WORSHIP



*Diagram from *The Purpose Driven Church* by Rick Warren

CORE: People at the core of your church — those involved, engaged, actively participating in outreach events.

COMMITTED: Involved but not as deep.

CONGREGATION: Members who participate but not as active in the day-to-day ministry of the church.

CROWD: Everyone who shows up on a Sunday (includes first-time guests, those who attend just on holidays)

1. Evangelism is about moving people from the Community to the Crowd.

Group Discussion Item:

Try to put a number on how many people you have in your Crowd and how many you have in your Community. (Crowd is usually about twice your average attendance.) When considering the size of your Community, answer the question, “How many could we legitimately reach?”

2. Evangelism is also about mobilizing the Congregation, the Committed and the Core to go back out into the community and reach people for Christ.

Key Verse for Our Evangelism System:

“The Lord isn't really being slow about his promise to return, as some people think. No, he is being patient for your sake. He does not want anyone to perish, so he is giving more time for everyone to repent.” – 2 Peter 3:9

MY GOALS FOR THIS SEMINAR:

THIS SEMINAR FOCUSES ON THREE BIG AREAS:

- Reaching the Unchurched
- Keeping the Evangelistic Temperature Hot
- Developing a Consistent Evangelism Strategy

Two “Pretty Good” Definitions of Evangelism:

“To evangelize is so to present Christ Jesus in the power of the Holy Spirit, that men shall come to put their trust in God through Him, to accept Him as their Saviour and serve Him as their King in the fellowship of His Church.”
— Archbishop’s Committee on evangelism in 1918

“To evangelize is to invite others through the power of the Holy Spirit to put their trust in God, through Jesus Christ, to accept Jesus as their Savior and follow Him as their leader in everyday life as members of a local church.”
— The Journey Church, New York, NY, 2006

Group Discussion Item: Develop your own definition of evangelism

Definition of the Evangelism System:

The Evangelism System begins when an unchurched person is prompted by the spirit to attend your church and **ends when the person follows Jesus Christ and is baptized publicly.**

“Evangelism is not a money problem, it’s an idea problem!”

FOUR AREAS OF AN EFFECTIVE EVANGELISM SYSTEM

1. Pastor

Key words: Strategy, Culture

2. Personal Evangelism

Key words: Share, Congregation

3. Promotion

Key words: Sow, Campaign

4. Preservation

Key words: Sustain, Celebrate

Group Discussion Item:

Biblical Metaphors for Evangelism

Examples: Harvest, Fishers of Men, Lost Sheep / Lost Coin / Lost Son

Someone needing a physician

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2

The Role of the Pastor

2 - THE ROLE OF THE PASTOR IN EVANGELISM

THREE BIBLICAL METAPHORS OF LOSTNESS:

- Lost Coin
- Lost Sheep
- Parable of the Lost Son

ANOTHER IMPORTANT METAPHOR:

A primary role of the pastor is to keep the evangelistic temperature of a church at the boiling point.

A KEY QUESTION:

What's the Current Evangelistic Temperature of My Church?

- First time commitments to Christ
 - Key indicator of the health of your Evangelism System

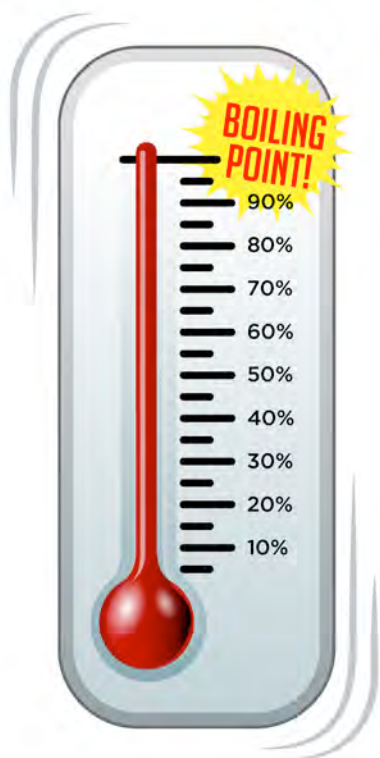
- Baptisms
 - Link between number baptized and number who come to faith – but there is a gap

- People inviting their friends
 - How many bring someone with them (measure through Connection Cards)

- First-time guests
 - How many do you have on an average Sunday in your church?
 - How many are unchurched?

- Scheduled evangelistic events
 - How many intentional projects did you do to try to reach your community?

- How many praying for their unchurched friends
 - What process do you have to mobilize your people?



On a scale of 0 – 150, what’s the Evangelistic Temperature of your church?

_____ (0 = frozen; 100=boiling; 150=boiling over)

Why?

You can make great strides in just a short amount of time.

We’re looking for sustainable heat over a long period of time.

THREE WAYS THE PASTOR CAN RAISE THE EVANGELISTIC TEMPERATURE

Lead pastors, you must be fully engaged in the Evangelism system.

You can delegate some pieces, but you must drive the vision consistently.

Do the work of the evangelist.

*“But you should keep a clear mind in every situation.
Don't be afraid of suffering for the Lord. Work at bringing others to Christ.
Complete the ministry God has given you.” – 2 Timothy 4:5*

It's hard work but it's also part of your calling.

1. The Stage

The pastor's strategic use of sermons, challenges, announcements and vision casting from the stage (pulpit) of the church can raise the evangelistic temperature of the church.

50+ times a year you have this opportunity.

Ways to Add Heat to the Evangelistic Temperature from the Stage:

- Tell evangelistic stories
 - Successes and failures

- Share testimonies
 - People who recently came to faith in Christ

- Call for commitments
 - Challenge people to get involved

- Utilize big days
 - It all starts with Easter; other opportunities in the Fall, February and the middle of Summer

- Challenge and remind people to reach out

- Teach a sermon series on evangelism

- Utilize a preaching calendar

- Give immediate opportunities for action

- Special evangelistic events
 - Servant Evangelism is a favorite

Plan Big Days consistently in your church.

Preaching Calendar Example:

<u>Month</u>	<u>Evangelistic Purpose</u>	<u>Result</u>
January	Build excitement for February	People invite 3 friends
*February	High attraction series	Break attendance record
Palm Sunday	Challenge people to invite 3 – 10 people to Easter	
*Easter	New series. Challenge new people to stay for 4 – 6 weeks	
.		
.		
.		
Aug/Sept	Build excitement for new series	People invite 3 friends
*Sept/Oct	New series begins one month after school starts	
December	Promote Christmas services to the community	

Definition of a Big day:

All-out push toward a single Sunday for the purpose of **setting an attendance record** and **reaching more people for Christ** than ever before.

Use the Big Day concept in your calendar planning — go from Big Day to Big Day to Big Day

2. The Staff

Challenge your staff or key lay leaders to be an example of evangelism.

STAT: For a church to have a boiling hot evangelistic temperature, only must engage 5% of their church in evangelism activities.

Eventually you want to engage 20% of your church.

Hold them accountable to:

- Serve in evangelistic activities
- Pray for their unchurched friends
- Fast and pray for big days
- Invite their friends to church
- Intentionally build relationships with the unchurched

“If someone is not sharing their faith, they are not growing in their faith.”

Group Discussion Item:

Who are the 5% in our church that we can best mobilize?

3. The Structure

Use your vision to intentionally structure your church for evangelism by:

- Calendaring regular evangelistic events (especially in the summer)
- Sharing stories of life change in the Sunday services (videos and live)
- Celebrating evangelism on a consistent basis
- Rewarding people who invite friends
- Engaging small groups in evangelism
- Utilizing big days
- Developing a promotion/marketing strategy

Challenge: The Pastor must lead the way in keeping the evangelistic temperature of a church at the boiling point.

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3

Personal
Evangelism

3 – PERSONAL EVANGELISM

(How do you mobilize your church to share their faith?)

Give Your Congregation Tools to Invite their Friends

Our Motto:

“The first thing Andrew did was to find his brother, Simon, and tell him, ‘We have found the Messiah’ (which means the Christ). Then Andrew brought Simon to meet Jesus.” – John 1:41 - 42

A Recent Survey:

60% - 80% of first-time guests in a growing church come because of a personal invite!

The fastest way to reach people is mobilizing your congregation to invite their friends.

Your church can DOUBLE in a day if everyone invited a friend to attend with them.

ONE in 4 friends say they will attend church with a friend the first time they are invited!

We have to challenge our congregation to invite their friends.

Invitation must be supported by prayer and your congregation living out their faith.

Why don't people invite their friends every week?

We don't always structure our calendar so people know WHEN it's best to invite their friends or HOW to invite their friends.

A Personal Evangelism Formula

Tools + Training + Timeliness

TIMELINESS

Give them a reason why they should invite their friends next week or next month.

People don't do what they should do; they do what's urgent.

Examples: Easter reminders to invite, create “mini-Big Days” in February, Summer and Fall. Build up to the Big Day.

TRAINING

Train your people to invite their friends.

Examples:

Invite cards

Take six minutes and explain 3-4 ways to use these cards.

Servant evangelism

May take 60 minutes to train.

Training is one of the ways you can alleviate fears and mobilize more people.

TOOLS

A way to share their faith beyond verbal.

Examples: Invite cards and events

CONSIDER:

- How do I put tools in people's hands?
- How do I train them to use those tools?
- And how do I time-bound that so they do it with urgency?

FOUR PERSONAL EVANGELISM PRINCIPLES

The Principle of Imitation

(I'll do it if I see you do it)

They see you sharing their faith.

If 95% of the church sees 5% of the church doing these evangelism activities, they are more likely to do it themselves.

The Principle of Urgency

People don't do what they should do; they do what's urgent.

The Principle of Stress and Release

Better to do fewer Big Days with breaks in between.

The Principle of Celebration

Whatever you celebrate is going to be repeated.

- People sharing their faith
- Inviting their friends
- Baptisms
- Life change

BONUS PRINCIPLE: The Principle of Expectation

Have faith that your people are going to do it!

ELEVEN EFFECTIVE INVITE TOOLS

- **Model the way**
People repeat what they see you doing.
- **Lead church attenders to pray for the unchurched**
Example: Use Lent period to mobilize the church
- **Have people write down the names of unchurched friends**
The more specific your prayer, the more powerful it can be.
- **Utilize invite cards**
- **Engage members in entry level outreach evangelism**
Servant evangelism is not scary.
- **Use big days or special events**

- **Encourage friend invites to baby dedications, baptisms, testimonials**
These events create high-attendance opportunities.

- **Train people to share their faith**
Have a three-hour class, twice a year (can use *The Difference Maker* for this).

- **Provide ‘air cover’ for personal invites through promotion**

- **Utilize word of mouse marketing**
Provide image tools they can post on their social media or website.
For Big Days, give them digital invites they can use.

- **Reward people who invite their friends**
 - Thank you notes
 - Starbucks cards
 - Movie ticket giveaway

"The harvest is so great, but the workers are so few. Pray to the Lord who is in charge of the harvest, and ask him to send out more workers for his fields."
– Luke 10:2

Pray for people in your church to rise up and start sharing their faith.

Group Discussion Item:

Consider training events that you can put on the calendar.

Think about the 3-week process leading up to your next Big Day and how you can get people to share their faith.

Go around the room and make a list of 10 unchurched people who you know and can pray for. Lead the way as the pastor.

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4

Promotion

4 – PROMOTION

(Sowing Seeds of Invitation in the Community)

Reaching people who otherwise wouldn't be reached through a personal evangelism invite.

Embrace marketing — do not see it as a dirty word.

“Listen! A farmer went out to plant some seed. As he scattered it across his field, some seed fell on a footpath, and the birds came and ate it.

Other seed fell on shallow soil with underlying rock. The plant sprang up quickly, but it soon wilted beneath the hot sun and died because the roots had no nourishment in the shallow soil.

Other seed fell among thorns that shot up and choked out the tender blades so that it produced no grain.

Still other seed fell on fertile soil and produced a crop that was thirty, sixty, and even a hundred times as much as had been planted.’

Then he said, ‘Anyone who is willing to hear should listen and understand!’” – Mark 4:4-9

4 KEYS TO EFFECTIVE PROMOTION

1. Pinpoint Your Best Fields.

“A farmer went out to plant some seed.” – Mark 4:3

If you are going to promote your church, where are your best fields?

What areas are you going to target?

Questions to ask yourself:

- Who Am I Currently Reaching?
- Who Is Like Me?
- Who is Not Churchd?

People Are Most Likely to Go to Church When They Are

- > Under Tension
- > During Transition
- > In Trouble

Group Discussion Item:

Identify the trouble, transitions and tensions in your community.

2. Plant the Maximum Number of Seeds Possible.

“As he scattered it across his field...” – Mark 4:4

Examples of Promotion “Seeds”:

- Direct Mail
 - One of the best seeds
 - Like to do big pieces
 - Minimum number of pieces to send is 5,000
 - Cheaper than it’s ever been
- Door Hangers
- Newspaper / Magazine /Radio Advertising
 - With print ads, try to get the back page
 - If localized, radio can be powerful
- Billboards
- Servant Evangelism
 - It’s both personal evangelism and promotion
- Invite Cards
- Cinema Ads
- Advertising Specialties

3. Expect a Proportional Return.

“ . . . some seed fell on a footpath, and the birds came and ate it. Other seed fell on shallow soil with underlying rock. The plant sprang up quickly, but it soon wilted beneath the hot sun and died because the roots had no nourishment in the shallow soil. Other seed fell among thorns that shot up and choked out the tender blades so that it produced no grain.” — Mark 4:4-7

The more consistent you are, the greater your return is going to be.

Marketing in general is cheap compared to all the other time-consuming ways we can reach people.

4. Wait for the Coming Harvest.

“ . . . Still other seed fell on fertile soil ” – Mark 4:8

You'll see cumulative results from your ongoing activities.

One of the big principles of advertising is Repetition.

Eventually seed will fall on fertile soil.

5. Prepare and Plan for the Future.

“...and produced a crop that was thirty, sixty, and even a hundred times as much as had been planted.” – Mark 4:8

Expect that people are going to show up, and then prepare for them to show up.

Otherwise, God will not bless your marketing efforts.

FIVE PROMOTION TIPS:

1. Be Consistent

2. Be Clear

- People say NO to what is confusing.
- Tell people exactly what you want them to do
(Best seeds are ‘invitations to church.’)

3. Be Creative

4. Be Confined

5. Be Confident

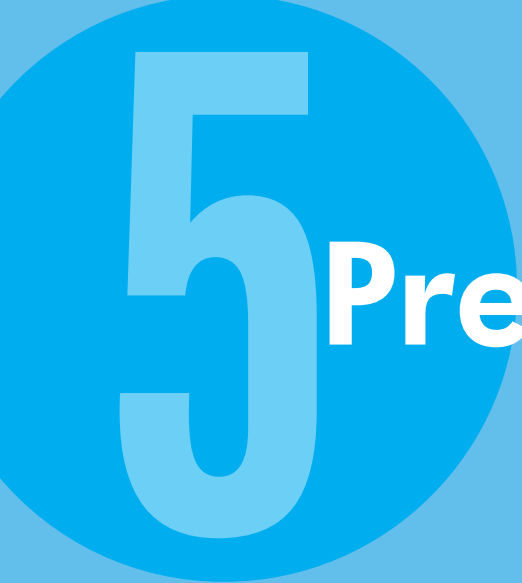
*“Now He who supplies seed to the sower and bread for food will supply and multiply your seed for sowing and increase the harvest of your righteousness.”
— 2 Corinthians 9:10*

Remember: Evangelism is an investment, not an expense!

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5 Preservation

5 – PRESERVATION

(Cultivating and Celebrating Evangelistic Results)

“For if you confess with your mouth that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved.” — Romans 10:9 (NLT)

“Say the welcoming word to God – ‘Jesus is my Master; - embracing, body and soul, God's work of doing in us what he did in raising Jesus from the dead. That's it. You're not "doing" anything; you're simply calling out to God, trusting him to do it for you. That's salvation.’ — Romans 10:9 (The Message)

It's all about salvation — doing this work so that people will come to faith in Christ.

What are you doing to preserve and to help those new believers grow and mature and become fully developing followers of Jesus?

HOW TO HELP PEOPLE SAY ‘YES’ TO JESUS CHRIST

1. Invite people to say ‘yes’ to Jesus Christ.

- Through the Sunday Services
- Through Small Groups
- Through Personal Conversations

“Plant seeds each week; harvest each season.”

2. Prepare for people to say ‘yes’ to Jesus Christ.

The Law of Spiritual Readiness — Your preparation precedes God’s blessing

Develop a Tracking System

- How are you going to capture people’s information?
 - Ex: Connection Card
- New believers become priority to enter into the database.
- Pray over the names.
- Watch the trends week to week.

Develop a Follow-up System

- How are you going to follow up with new believers?
- Prepare the follow-up before people make decisions.
- This is an act of faith.

A New Believer Follow-up Process

- **First Hour** — Record decision
- **First Day** — Phone call, packet out in mail, email
- **First Week** — Confirm their decision
- **First Month** — Check in with them
- **Group** — Get them involved

Do everything you can to take care of these new believers — critical to having a healthy evangelism process.

3. Celebrate people saying ‘yes’ to Jesus Christ.

“Celebrate with me! I found my lost [coin, sheep, son]” — Luke 15:6,9,32

SHARE THE CELEBRATION WITH OTHERS

- Share statistics
- Share stories
- Share credit

“Those who believe and accepted His message were baptized...” – Acts 2:41

Baptism should be a celebration!

Big Action Step: Think through your new believer process.

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6 Conclusion

6 - CONCLUSION

(Review and Encouragement)

Challenge from the First Session:

Dream about what it would look like for your church to DOUBLE your evangelistic effectiveness.

What would it look like if a year from now:

- You have twice as many first-time decisions for Christ?
- You have twice as many baptisms as you do now?

Hope you have started to see results from implementing the system:

- Do you have a new believer process in place?
- Have you started scheduling evangelistic events?
- Have you been able to utilize some Big Day ideas and mobilize people to reach the unchurched?

REVIEW: 4 AREAS OF AN EFFECTIVE EVANGELISM SYSTEM

1. The Pastor's Role in Evangelism

Raising the evangelistic temperature of your church.

Group Discussion Item:

Where do you think the evangelistic temperature of your church was five sessions ago compared to where it is now?

2. Personal Evangelism

Personal Evangelism Formula:

Tools + Training + Timeliness

Challenged you to make your list of people you are going to invite and to take the lead in personal evangelism.

3. **Promotion**

Continue to think about creative and consistent ways that you can advertise and market your church to the community.

Plan your first direct mail piece.

You are planting seeds into the community. And the more seeds you plant, the greater the harvest is going to be.

4. **Preservation**

Being ready for the fruit that God is going to give you.

Helping people say YES to Jesus by inviting them to say YES and recording that decision.

Powerful new believer follow-up process.

Take time to celebrate what God is doing in your church. Celebrate what God is preparing you for in the future.

A maximized church:

- keeps learning
- keeps growing
- keeps putting new tools in their toolbox

3 PASSAGES OF SCRIPTURE FOR ENCOURAGEMENT

“So Jesus used this illustration: ‘If you had one hundred sheep, and one of them strayed away and was lost in the wilderness, wouldn't you leave the ninety-nine others to go and search for the lost one until you found it? And then you would joyfully carry it home on your shoulders. When you arrived, you would call together your friends and neighbors to rejoice with you because your lost sheep was found. In the same way, heaven will be happier over one lost sinner who returns to God than over ninety-nine others who are righteous and haven't strayed away!’” — Luke 15:3 - 7

The Great Commission:

“When they saw him, they worshiped him – but some of them still doubted! Jesus came and told his disciples, ‘I have been given complete authority in heaven and on earth. Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I have given you. And be sure of this: I am with you always, even to the end of the age.’” — Matthew 28:18 - 20

*“So don't get tired of doing what is good. Don't get discouraged and give up, for we will reap a harvest of blessing at the appropriate time.”
— Galatians 6:9*

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general note-taking. There are no margins, text, or other markings on the page.

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Appendix

Appendix A: Bibliography

Evangelism In the Early Church by Michael Green

Understanding Church Growth by Donald McGavran

Evangelism and Church Growth: A Practical Encyclopedia by Elmer Towns

American Evangelism by Darius Salter

The Purpose Driven Church by Rick Warren

The Master Plan of Evangelism by Robert Coleman

Conspiracy of Kindness by Steve Sjogren

Becoming A Contagious Church by Mark Mittelberg

Becoming A Contagious Christian by Mark Mittelberg and Bill Hybels

Just Walk Across the Room by Bill Hybels

How Good Is Good Enough by Andy Stanley

The Case for Faith by Lee Strobel

The Difference Maker by Nelson Searcy

Ignite: How to Spark Immediate Growth in Your Church by Nelson Searcy

Activate: An Entirely New Approach to Small Groups by Nelson Searcy

Connect: How to Double Your Number of Volunteers by Nelson Searcy

Engage: A Guide to Creating Life-Transforming Worship Services
by Nelson Searcy

The Generosity Ladder: Your Next Step to Financial Peace by Nelson Searcy

Appendix A - Continued: Bibliography

The Greatness Principle: Finding Significance and Joy by Serving Others
by Nelson Searcy

The Healthy Renegade Pastor: Abandoning Average in Your Health and Wellness
by Nelson Searcy

Maximize: How to Develop Extravagant Givers in Your Church by Nelson Searcy

The Renegade Pastor: Abandoning Average in Your Life and Ministry
by Nelson Searcy

Revolve: A New Way to See Worship by Nelson Searcy

Tongue Pierced: How the Words You Speak Transform the Life You Live
by Nelson Searcy

Unshakable: Standing Strong When Things Go Wrong by Nelson Searcy

Appendix B:

JOURNEY BAPTISM FAQ'S

WHAT IS THE MEANING OF BAPTISM?

It illustrates Christ's burial and resurrection.

*"Christ died for our sins... He was buried... and He rose again."
--1 Corinthians 15:3-4*

"For when you were baptized, you were buried with Christ, and in baptism you were also raised with Christ." --Colossians. 2:12

It illustrates my new life as a Christian.

"When someone becomes a Christian he becomes a brand new person inside. The old life has passed away and a new life has begun!" --2 Corinthians. 5:17

"By our baptism then, we were buried with Him and shared His death, in order that, just as Christ was raised from the dead... so also we may live a new life!" --Romans 6:4

Baptism doesn't make you a believer - it shows that you already believe. Baptism does not "save" you, only your faith in Christ does that. Baptism is like a wedding ring - it's the outward symbol of the commitment you make in your heart.

"For it is by grace you have been saved, through faith... it is the gift of God - not by works, so that no one can boast." --Ephesians 2:8, 9

WHY BE BAPTIZED BY IMMERSION?

Because Jesus was baptized that way.

*"As soon as Jesus was baptized, He went up out of the water."
--Matthew 3:16*

Every baptism in the Bible was by immersion.

(Example) "...then both Philip and the man went down into the water and Philip baptized him. When they came up out of the water..." --Acts 8:38-39

The word Baptize means "To dip under water".

The Greek word baptize means "to immerse or dip under water".

It best symbolized a burial and resurrection!

The founders of denominations agree:

Martin Luther... "I would have those who are to be baptized to be entirely immersed, as the work imports and the mystery signifies."

Appendix B: Continued

John Calvin... "The word 'baptize' signifies to immerse. It is certain that immersion was the practice of the ancient church."

John Wesley... "Buried with Him, alludes to baptizing by immersion according to the custom of the first church."

WHO SHOULD BE BAPTIZED?

Every person who has believed in Christ.

"Those who believe and accepted His message were baptized..." --Acts 2:41

"Simon himself believed and was baptized..." --Acts 8:13

*"But when they believed Philip as he preached the Good News... and the name of Jesus Christ, they were baptized, both men and women."
--Acts 8:12*

At The Journey, we wait until our children are old enough to believe and understand the true meaning of baptism before we baptize them.

Some churches practice a "baptism of confirmation" for children. This ceremony is intended to be a covenant between the parents and God on the behalf of the child. The parents promise to raise their child in the faith until the child is old enough to make his own personal confession of Christ. This custom began about 300 years after the Bible was completed.

This is different from the baptism talked about in the Bible which was only for those old enough to believe. The purpose is to publicly confess your personal commitment to Christ.

WHEN SHOULD I BE BAPTIZED?

As soon as you have believed.

"Those who believe...were baptized...that day!" --Acts 2:41

"Then Philip began with the scripture and told him the Good News about Jesus. As they traveled along the road, they came to some water, and the man said, 'Look, here is water! Why shouldn't I be baptized right now?' Philip said, 'If you believe with all your heart, you may.' The man answered, 'I believe that Jesus Christ is the Son of God.' So they went down into the water and Philip baptized him." --Acts 8:35-38

There is no reason to delay. As soon as you have decided to receive Christ into your life, you can and should be baptized. If you wait until you are "perfect", you'll never feel "good enough"!

Appendix B: Continued

CAN MY FAMILY AND FRIENDS BE BAPTIZED TOGETHER?

Yes! If each person understands fully the meaning of baptism, and each one has personally placed his/her trust in Christ for salvation, we encourage families to be baptized at the same time. It is a wonderful expression of commitment.

However, it is important to remember that baptism is a personal statement of faith, not a family or group tradition. It is usually not wise to delay your baptism while waiting on others to join you. This puts an undue pressure on them, and delays your obedience.

WHAT SHOULD I WEAR WHEN I AM BAPTIZED?

Women should wear shorts and a top or a swimsuit. Men may wear shorts, t-shirts or a swimsuit. Bring a change of clothes, a towel, and a plastic bag for your wet clothes.

WILL I HAVE TO SAY ANYTHING?

At the beginning of the service, Pastor Nelson or Pastor Kerrick will briefly explain the meaning of baptism. You will wait in the water for your turn to be baptized. The Pastor will introduce you, briefly lower you just under the water, and then you can leave the water, dry off, and watch the others. Later you will receive your baptism certificate. We encourage you to invite all your relatives and friends to attend your baptism.

Appendix C:

What is Servant Evangelism?

Servant Evangelism Defined

Servant Evangelism is doing intentional acts of kindness with the express purpose of sharing the Good News of Jesus Christ. Servant Evangelism is a biblical, fun, simple, and intentional way to make sharing Jesus a lifestyle.

Servant Evangelism Described

Servant Evangelism is a combination of simple acts of kindness and intentional personal evangelism. It can be done individually or as a group. Here is the simple concept: An individual or group begins doing intentional acts of kindness in their community with the aim of evangelism. A simple act of kindness opens an unbeliever up to the greatest act of kindness of all: the Gospel.

Servant Evangelism involves two parts: Service (i.e., acts of kindness) and Evangelism. Think about it, how cruel would it be to give someone a bottle of water and not tell them about the Water of Life. Or give them a light bulb but fail to tell them about the Light of the world.

Many people in our culture today believe that the church is on “the take.” Many think the church only wants something from them. By doing intentional acts of kindness, the church is doing more than just being nice. It is breaking down one of the major barriers that keep people from experiencing the Gospel.

Servant Evangelism is a great expression of the Great Commandment and the Great Commission. It is great for persons who are first learning how to share their faith as well as the most seasoned Christian.

Servant Evangelism Is...

Scriptural. Jesus commands us to love our neighbor and to make disciples in all nations. (Matt. 22:39; Matt 28:19-20) Servant evangelism is a method of evangelism that reaches people through the love of Christ.

Effective. Servant evangelism is authentic and non-threatening! Through one act of kindness we have the opportunity to share God’s love and the heart of our church.

Radical. Jesus’ ministry was radical. Most of all Jesus was a servant! He even humbles Himself to wash His disciple’s feet. In John 14:14 Jesus commands us to do so as well, “And since I, the Lord and Teacher, have washed your feet, you ought to wash each other’s feet.”

Visible. As we serve the community by sharing the practicality of Christ’s love, we are giving a visible witness. Our joy often prompts people to ask questions about our message!

Easy. Anyone can do servant evangelism. You don’t have to know everything about the Bible. All you have to do is understand the love of Christ. It’s as simple as offering someone a free gift as an example of Christ’s love.

Appendix D:

Prayerwalking: An Explanation

Prayerwalking is:

- **Praying while walking.** It may involve an organized effort to saturate a city or neighborhood with prayer. It may be as simple as praying for the needs of people, or it may be used to target areas that need an evangelistic witness.
- **Intentional praying.** It is setting aside a time to walk to pray. It is deliberate intercession for others.
- **Praying with vision.** Walking through areas enables a Christian to visualize what God wants to do in the lives of the people who live or work there. Seeing enhances our praying.
- **Involvement in spiritual warfare.** People without Jesus as their Savior are being held by Satan and need to be set free. Prayerwalking is offensive praying to attack these strongholds bombarding them with spiritual power through prayer.
- **NOT an end in itself.** Evangelistic Prayerwalking is preparation for an evangelistic witness. The witness may come as a part of an organized effort, but it may also come as an encounter during the prayerwalk.

Preparation:

“Likewise the Spirit also helps us in our weakness. For we do not know what we pray for as we ought, but the Spirit Himself makes intercession for us...”

— Romans 8:26

1. Select a date and time, and place them on the church calendar. Evangelistic Prayerwalking is a planned time of intercession.
2. Map out the area to be ‘walked’. Assign teams of two, preferably, but not more than three.
3. Meet together as a group before Prayerwalking and share helpful information about the area.
4. Spend time praying and sharing Scripture together before beginning the prayerwalk.
5. Agree on a time to return and report results.

Participation:

*“For where two or three are gathered together in my name,
I am there in the midst of them.”*

— Matthew 18:20

- **As you walk, keep your eyes open and be observant.** Ask God to let you see through His eyes.
- **Pray aloud.** Verbalizing your prayers helps you focus on the object of prayer.
- **Allow the Holy Spirit to lead your prayer.** Pray for what you see and what you do not see—people behind the doors of homes.
- **Pray together.** Take turns praying short prayers about a certain subject or area of focus.

Appendix E:

Follow-up Email to New Believers

Subject: Becoming a Follower of Jesus!

Hey {{First Name}} –

It's Pastor Kerrick from The Journey Church. At Sunday's service, you checked on your Connection Card that you were interested in becoming a follower of Jesus. I wanted to let you know how excited I am for you!

Becoming a follower of Jesus is the most important decision you can make with your life! I want to encourage and help you in any way that I can, so please let me know if you have any questions or if there is anything I can do for you.

Here are some important next steps you can take:

1. You should be receiving a packet in the mail from us this week that will contain some very useful information along with a certificate for a New Believers Bible.

Be sure to bring it by the resource table this Sunday to pick up your FREE New Believer Bible.

In the meantime, here are three web links you can visit for more information on your decision:

Online Book - The Next Step for Your Journey:

JourneyNYC.com/NextStepBook

Online Video - What it Means to Be a Christian:

JourneyNYC.com/WhatDoesItMeanToBeAChristian

First Steps to Spiritual Growth:

JourneyNYC.com/spiritual-growth/

2. Baptism - Much like a wedding ring is symbolic of marital commitment, baptism is a symbolic act of your new relationship with Jesus. We encourage you to be baptized; it is an important next step for you.

The next baptism at The Journey is going to be special! It is going to be an amazing day - you will definitely not want to miss it!

Here are the details:

- **WHAT:** The Journey's Beach Baptism
- **WHEN:** Saturday, July 22
- **WHERE:** [Jones Beach](#)

Reply to this email and I'll get your name on the baptism list today.

Again, I am so excited about your decision to begin a personal relationship with Jesus, and I want to help you follow through with this in any way that I can.

God bless,



www.JourneyNYC.com

PS - Bring a friend next **Sunday (June 4)** for the kickoff of our summer teaching series **God on Film**. Each week we will be looking at the spiritual themes behind some of the biggest summer movies. On Sunday, June 4 we will look at *Pirates of the Caribbean: Facing My Fears with Faith*. You don't want to miss it!

PPS - *PLUS* every first-time guest will receive a **Free Movie Ticket on Sunday, June 4** as well as the person who brings them! Bring someone new to The Journey on June 4 and get your free movie ticket.

JourneyNYC.com/Sunday

JOURNEY – VILLAGE

Service Times: 11:00am, 1:00pm or 6:00pm

Location: The Greenwich Village School - PS 41 (116 W 11th St, between 6th & 7th Ave - just steps away from the A,C,E,1,2,3,B,D,F,M,L,4,5,6,N,Q,R,PATH)

JOURNEY – UPPER WEST

Service Time: 11:00am or 1:00pm

Location: The Emily Dickinson School - PS 75 (96th St & West End Ave - just steps away from the 1,2,3 subway stop at 96th Street)

JOURNEY – UPPER EAST

Service Time: 10:30am

Location: 86 St Cinemas (210 E 86th St, between 2nd & 3rd Ave - just steps away from the 4,5,6,Q subway stop at 86th Street)

www.JourneyNYC.com/Sunday

Appendix F:

Letter to New Believers

Hey [[First Name]] «First_Name»,

On Sunday you indicated on your Connection Card that you are ready to begin a relationship with Jesus.

Becoming a follower of Jesus is the most important decision you can make in your life. Know how excited I am for you!

I have included a book for you that will help you begin your relationship with Christ on a solid foundation. It has 5 easy chapters. Take time to read one chapter each day this week.

I also included a DVD titled “*What it Means to be a Christian*” to help you understand what your decision means and how it will change your life.

I’ve included a certificate for a **New Believer’s Bible**. Please take the certificate to the resource table at any Sunday service to receive your free Bible.

After deciding to follow Jesus, the next step is to be baptized. So we’d like to invite you to join us for our next Baptism. For more information on baptism contact at or, or visit our website at: www.JourneyNYC.com/Baptism.

Again, I am so excited about your decision to begin a personal relationship with Jesus and want to help you follow through with this in any way that I can. Please give me a call at if you have any questions or would like to talk about your decision!

God bless,

.....
Pastor of The Journey – Manhattan
.....

PS – Join us this Sunday at the Journey as we continue our BRAND NEW God on Film teaching series with a message about “***Angry Birds: Bringing My Anger Under Control.***”
Invite a friend and we’ll see you there!

Appendix G: Journey Purpose Statement

Journey Purpose Statement:

The Journey exists to give the people of New York City
the best opportunity to become fully developing followers of Jesus.

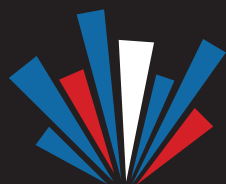
Inviting them to an intimate relationship with God,

Connecting them in healthy relationships with other Christians,

Guiding them toward an authentic commitment to God,

Involving them in life-changing ministry and mission
in our city and the world that they may

Honor God completely.



RELATED RESOURCES FOR ADDITIONAL STUDY

Updated & Expanded: The NEW Assimilation Seminar + Team Edition

Turning First-Time Guests Into Fully-Committed Members

Super-Low Investment Options to Fit Your Budget — Choose from Download, CD or DVD — Save Over 67%!

10 Years in the Making – Nelson Searcy presents his most powerful resource to date – Completely UPDATED and EXPANDED! This **Proven, Step-by-Step, “Donefor-You” Resource** contains everything you need to implement the Assimilation System in YOUR church!

Nothing impacts the growth of your church FASTER than Assimilation — the process of welcoming first-time guests, keeping them coming back and eventually moving them to membership.

- ✓ **Updated with the latest learnings and strategies that have worked in Nelson’s church and over 3,000 other churches across all sizes and denominations — it’s 30% longer with 50% new content!**
- ✓ **Designed for easy implementation with your team. Everything is laid out for you in a logical step-by-step fashion to make it easy to get up and running quickly!**
- ✓ **AND FOR THE FIRST TIME – you have a Team Training DVD Option! Train your staff and key leaders — Nelson will be right there on screen walking you through each of the seven sessions of training.**

Organized for team training with seven powerful 30-minute sessions that you can go through at your own pace. Each of these seven sessions will have specific action steps for you from Nelson:

SESSION 1: The Power of Assimilation

SESSION 2: Four Keys for a Great First-Time Guest Experience

SESSION 3: The ONE Thing You Want First-Time Guests to Do

SESSION 4: An Effective Follow-up Process in 4 Easy Steps

SESSION 5: Connecting Second-Time Guests

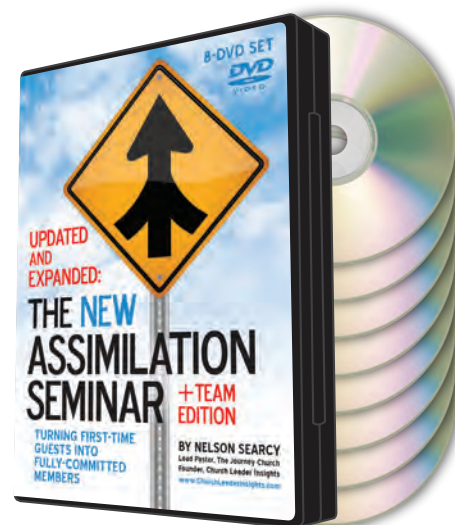
SESSION 6: From Regular Attender to Fully-Engaged Member

SESSION 7: Where to Start: The Keystone in the Entire Assimilation System

Available: Fully downloadable ~~\$599.00~~ - Just \$199.00 — You Save Over 67%!

Four-CD set ~~\$699.00~~ - Just \$249 — You Save Over 64%!

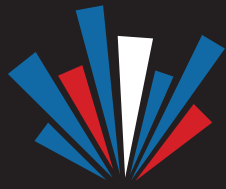
Eight-DVD set (CD included plus FREE download!) ~~\$899.00~~ - Just \$349 — You Save Over 61%!



Includes: Seven sessions of audio training, option for DVD video of the seven sessions, fill-in-the-blank listener’s guide, leader’s guide, step-by-step checklist, complete transcript, sample emails, surveys, connection cards and other templates, plus the 91-page Assimilation Strategy used at The Journey Church

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/AssimSeminar



RELATED RESOURCES FOR ADDITIONAL STUDY

THE IGNITE SEMINAR

Discover the power of a Big Day to mobilize your church and DOUBLE your attendance!

Three-hour seminar + sample files and documents!

The Ignite Seminar is the ultimate how-to training for church leaders who want to reach more people for Jesus Christ. In this three-hour seminar, Nelson Searcy will provide practical, inventive guidelines for bringing first-time guests through the doors.

This seminar sets forth a **step-by-step, biblically grounded, proven plan for creating immediate church growth** by utilizing a "Big Day" to mobilize your church for evangelism.

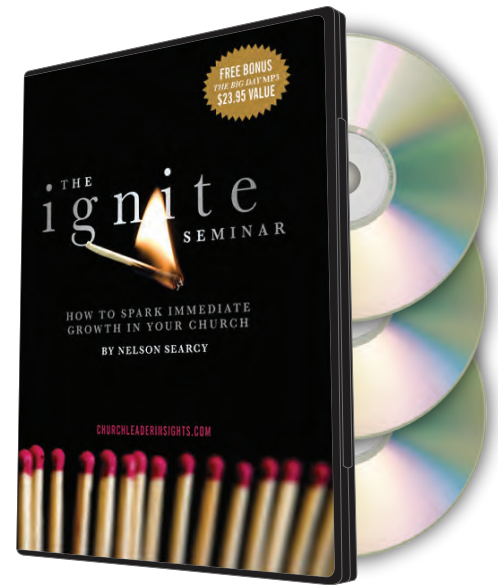
In this powerful, easy-to-implement resource you will learn:

- How to **DOUBLE** your church in a day (it can be done!)
- How to immediately **raise the evangelism effectiveness** of your church
- How to **mobilize your congregation** to reach their friends
- How to **spark growth** in a stalled church
- How to **keep momentum** year after year in a growing church
- How to **excite your people**, even if they've not been motivated in the past
- How to **influence your leaders** to reach out to the community
- **How to plan and implement a proven BIG DAY process**

And much more!

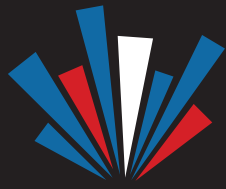
Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!



This resource contains: Three hours of audio training, fill-in-the-blank listener's guide, 17-page Servant Evangelism Strategy used at the Journey, sample emails and promotional materials, and more!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/IgniteSeminar



RELATED RESOURCES FOR ADDITIONAL STUDY

THE NEW BELIEVER SEMINAR

Help your new believers take their first steps toward discipleship

Three-hour seminar + sample files and documents!

The first step in reaching New Believers is PREPARING for God to send New Believers to his church. How are you helping the people who make the most important decision of their life? Do you have an effective process that helps people move forward from their decision to becoming a fully-devoted follower of Christ?

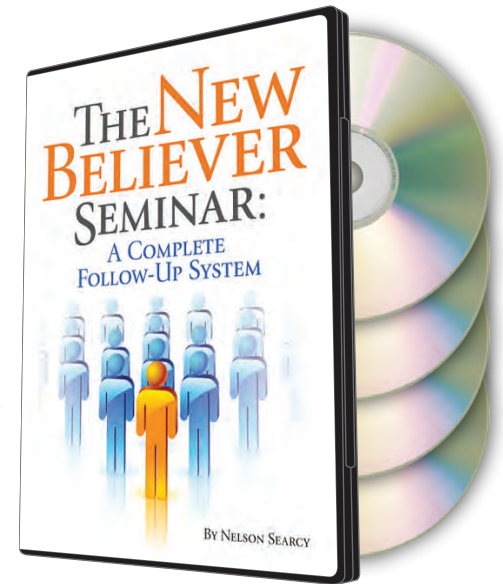
In The New Believer Seminar, Nelson has developed a valuable system that will **equip you to follow up with every new believer God brings to His church.**

This three-hour seminar will teach the **proven principles that Nelson has identified, honed and tested** over the last decade (in the church he pastors, The Journey, and over 2,000 coaching alumni churches).

Bringing people to Christ is at the core of what you do as a pastor. Nelson will lead you through the practical steps to help your new believers become full devoted followers of Christ. This resource will help you invite people to follow Christ and help every new believer grow in their faith.

In this powerful, easy-to-implement resource you will learn:

- How you can increase the number of people who indicate their decision for Christ (Hint: you probably have more people coming to Christ than you realize they're just not telling you)
- How to ensure that every person is discipled and that **"No New Believer Gets Left Behind"**
- What to do and **NOT** do in the first hour after someone becomes a Christian and the four opportunities you have to follow up with new believers, and the importance of each opportunity
- Why your preaching calendar is crucial to your new believer follow-up
- The one thing you **MUST** do in order to see new believers grow
- How to cultivate the connection between prayer and new believers
- Plus much more!

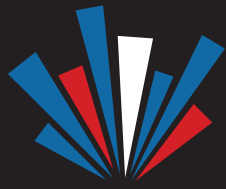


This resource contains 3 hours of fast-paced audio training, a fill-in-the-blank listener's guide, leader's guide, sample follow-up emails, letters, a baptism certificate and a bonus video sermon from Nelson on "What it means to be a Christian"

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/NewBeliever



RELATED RESOURCES FOR ADDITIONAL STUDY

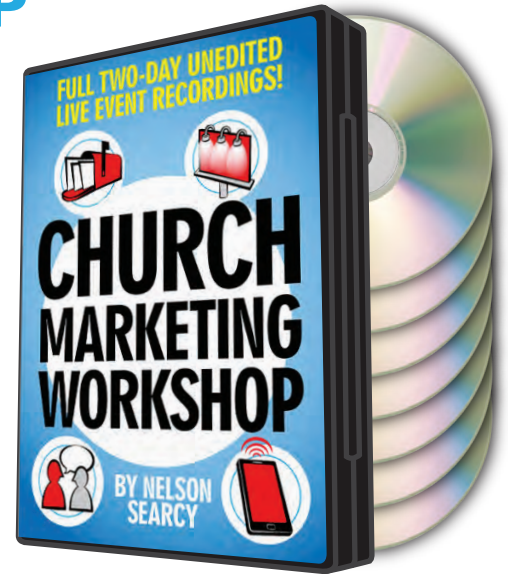
CHURCH MARKETING WORKSHOP

Discover proven marketing methods to reach more people for Christ!

Complete two-day recording + 300-page workbook from the live event!

Nelson reveals **all the marketing tips, strategies and tactics** he's discovered and applied from 25 years in ministry and from coaching across the country! What you discover here will have a HUGE effect on your growth. If you believe in the power of evangelism, then you believe in the power of effective marketing!

This seminar sets forth a **step-by-step, biblically grounded, proven plan for creating immediate church growth** by utilizing a "Big Day" to mobilize your church for evangelism.



In this brand-new resource, you'll discover:

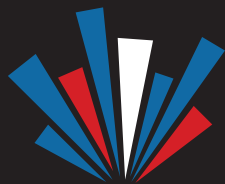
- Why marketing is part of an **effective evangelism strategy**, and how to attract more people to your church
- How to use **direct mail, online marketing and billboards** effectively, and where exactly **social media** fits in
- How to manage your marketing so it's not so overwhelming
- The huge difference between outrageously successful marketing and boring, unsuccessful marketing
- Simple steps to marketing your church **without breaking your budget**
- How to train yourself to think outside the box
- How to translate your church marketing from one media to the next
- How to implement your marketing in every form of media, both offline and online
- Simple strategies for discovering powerful ideas during your everyday life
- **How to define "successful results"**
- The most powerful methods that never fail
- How to craft great and effective headlines for your marketing
- **Proven ways to increase your number of first-time guests**
- Why you always need a deadline
- "Lumpy objects" that get your message opened and read
- Plus much, much more!

Includes: Two full days of audio training from the live workshop and the complete 300-page workbook, including a huge show-and-tell presentation of effective, impactful marketing examples.

Available: Fully downloadable ~~\$599.95~~ Just \$299.95 — You Save 50%!

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/marketing



RELATED RESOURCES FOR ADDITIONAL STUDY

REACHING THE UNCHURCHED

Discover what's working NOW for local church evangelism

Two-hour seminar + complete transcript and listening guides.

The religious landscape in America is changing.

The fastest growing "religious" group in America is now those who **have NO religious affiliation whatsoever**. In fact, almost **one in 4 Americans** no longer associates with any religious denomination. When asked, "what is your religious affiliation, they simply choose "None."

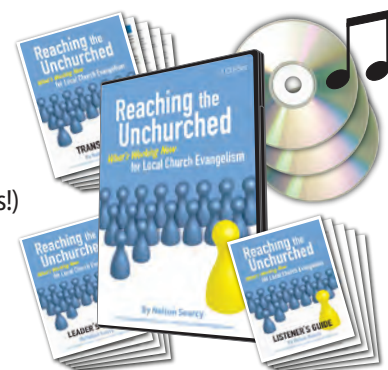
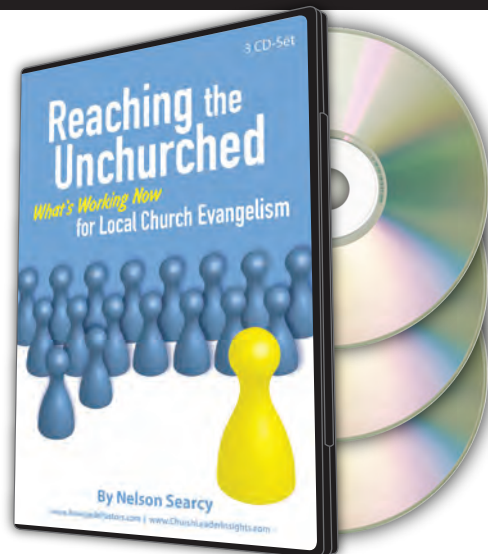
When we talk about reaching the unchurched, we are talking about someone who is not actively engaged and has no desire to grow as a member in a local church.

In this high-level training, Nelson Searcy will share **the latest insights into how we can best engage with the unchurched in our community** — specifically those who claim no religious affiliation, those in our community who are lost.

You'll learn the **proven strategies and systems that will help you revamp your evangelism system**, create a culture of evangelism in your church, and ultimately reach more people for Christ!

In this new practical toolkit for reaching the unchurched, you will discover:

- **How to define and identify the unchurched** — and the unique challenges you face today in reaching them
- Where to start immediately if you want to **increase the evangelistic temperature** of your church
- One of the most powerful ways to **refocus your church outwardly** and **jump-start your evangelism system** (this MUST be on your church calendar!)
- Where responsibility ultimately starts in connecting with the lost
- **What many unchurched people are lacking**, even seeking, that you can provide (in large amounts!)
- An obscure yet essential tool for **charting the journey of a new believer** — and what it reveals about the strategies needed to reach them
- Why and where language matters most (the unchurched may need more explanation here)
- A **personal evangelism method** that is critical to maximizing with your team
- The actual ABCs of planning an **effective evangelistic event**
- The best seasons and days during the year to go all out in reaching your community (including when people are most receptive)
- The 3 "T's" you need to know in order to understand "**when people are most likely to come to church**"
- A surprising yet effective tool to mobilize large groups of people for evangelism
- And much more!



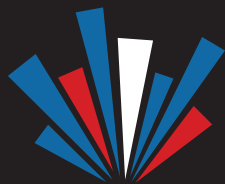
This resource contains 2 hours of audio training, complete transcript, fill-in-the-blank listener's guide, leader's guide, plus surprise bonuses!

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/unchurched



RELATED RESOURCES FOR ADDITIONAL STUDY

THE MAXIMIZING BAPTISM SEMINAR

Break through the barriers to baptism in your church

Three-hour seminar + sample files and documents!

Are you MAXIMIZING the celebration of Baptism in your church? Do you have an effective plan to help people decide to be baptized and move forward from that decision to celebration and discipleship after their baptism?

There are people in your church right now who need and WANT to get baptized, but they just need your help!

What kind of help? Well, that depends. Some aren't sure how to sign up, others have questions about how baptism works, and still others are nervous about being put on the spot in front of people.

In fact, there are several common reasons why people aren't taking the step of obedience to be baptized in your church. Once you know these reasons and put a system in place to educate and encourage people, **you'll immediately begin baptizing more of them.**

In The Maximizing Baptism Seminar, Nelson Searcy has developed a valuable five-step system that will equip you to PROMOTE, PREPARE, PREACH, PRESENT and PRESERVE every baptism in your church.

In this powerful, easy-to-implement resource you will learn:

- How you can increase the number of people who sign up to be baptized (you probably have more people interested than you realize... they're just not telling you)
- The reasons why people are saying "No" to being baptized (hint: it's not because they're not spiritually ready)
- The power of your preaching to mobilize people to sign up for baptism
- How to help people overcome their fear of being baptized (and what those fears are)
- The specific steps you can take to ensure that every candidate is prepared to be baptized
- All the details and logistics that will make your baptism celebrations run smoothly
- The secrets to transforming baptism into a church-wide celebration
- How to follow up with every person after their baptism so that they'll continue to grow in their relationship with Christ
- Specific steps to move people from baptism to membership in your church
- Plus much more!

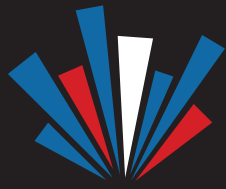


This resource contains 3 hours of audio training, fill-in-the-blank listener's guide, leader's guide, checklist, sample emails, letters, promo materials and more!

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/Baptism



RELATED RESOURCES FOR ADDITIONAL STUDY

UPDATED & EXPANDED: REACHING YOUR COMMUNITY THROUGH SERVANT EVANGELISM

Mobilize your people with a step-by-step process to implement your own servant evangelism projects!

60-minute audio training

Nelson Searcy wants to help your church grow and reach more people for Christ through one of the most powerful tools at your disposal – **Servant Evangelism**. Discover how to use simple acts of service to spread the gospel in your community!

He has completely updated & expanded this practical, 60-minute resource with the latest ideas and applications that you can start implementing right away.

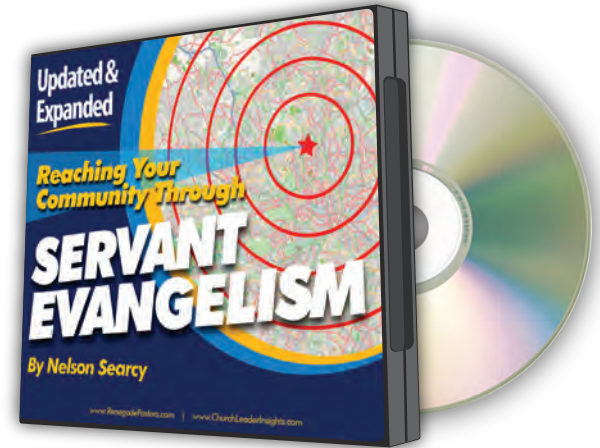
Nelson has almost two decades of experience in leading people to engage in Servant Evangelism from both leading projects at The Journey Church and coaching other pastors on these principles to launch their own effective Servant Evangelism projects.

And through this powerful resource, he will help you **mobilize your people** as well and keep your **evangelistic temperature fiery hot!**

Through this 60-minute Updated & Expanded resource, you will discover:

- **What is Servant Evangelism?**
- How Servant Evangelism is part of a **healthy evangelism system**
- Why Servant Evangelism works
- The **biblical principles** behind servant evangelism – and how Jesus modeled this
- How to integrate Servant Evangelism to **grow other areas of your church** – including small groups and ministry systems
- **12 proven, fun examples** of effective Servant Evangelism projects
- 5 key things you need to launch successful Servant Evangelism in your church
- How Servant Evangelism **impacts your reputation** in the community
- **Samples of invite cards and flyers** you can use for your own Servant Evangelism projects
- And much more

You'll see how easy it is to start your own Servant Evangelism project. God wants to use you to reach your community and to make a difference in his Kingdom!



GET THESE EXCLUSIVE BONUSES TODAY WITH YOUR NEW RESOURCE

How to Do a Journey-style Servant Evangelism Saturday (\$39.95 value)

The complete detailed 7-part strategy document used at The Journey to mobilize your church and implement a successful Servant Evangelism Saturday project. Includes detailed timelines and task lists so you know what to do every step of the way!



Gas Buy Down Audio Resource (\$29.95 value)

One of the most effective Servant Evangelism projects you can do! Through this audio resource from Nelson Searcy, discover how to WOW the members of your community by giving them an extra surprise at the gas pump.



94 Servant Evangelism Ideas (\$29.95 value)

A small act of kindness nudges a person closer to God, often in a profound way as it bypasses one's mental defenses. Discover how to build this bridge with the unchurched in your community through 94 proven servant evangelism ideas, including strategies from SE pioneer and pastor Steve Sjogren.



History and Theology of Servant Evangelism (\$23.95 value)

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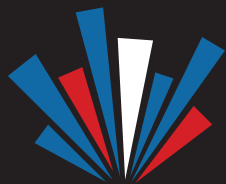
This resource contains 60 minutes of audio training, sample flyers and promo materials plus bonuses!

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www.ChurchLeaderInsights.com/ServantEvangelism



RELATED RESOURCES FOR ADDITIONAL STUDY

THE MAXIMIZING EASTER SEMINAR

Discover 25 ways to double on Easter — any one of them will help you avoid another average Easter!

Three-hour seminar + sample files and documents!

You and your church have no greater opportunity to invite the people of your community to attend your church than EASTER SUNDAY!

In spite of all the competing draws on people's time, energy and attention, the power of the resurrection of Jesus Christ still possesses a tremendous spiritual draw.

As pastors and church leaders, it's our job to do everything we can to cooperate with God to maximize Easter & reach as many people as possible.

To that end, Nelson Searcy has created the ultimate "must-have" resource for you as you prepare for Easter - this year, and every year to come.

Collected, developed and honed at The Journey Church and in over 1,000 coaching alumni churches around the U.S. and beyond, this three-hour seminar will equip you with 25 proven, ready-to-implement, nuts-and-bolts tools to help you and your church maximize Easter!

In this packed, powerful resource, you will learn:

- **The first - and most accessible - action you can take** to double your Easter attendance.
- How your faith will dynamically affect how you plan, prepare and implement your Easter plans.
- The **three times when people in your community are most likely to attend** church.
- Why and how you can educate your community (and your people) on when Easter falls on the calendar.
- How to **raise the intensity of your promotion** as Easter approaches.
- The unmatched opportunity Easter provides to try new things.
- What to do (and what NOT to do) with your Easter preaching plans to celebrate the resurrection and help attendees grow spiritually.
- **How to ask for commitment** from first time guests to return again.
- The essential elements of a successful Easter service (and why "normal" is a good thing).
- Why Easter Sunday is NOT the right time to bring in guest speakers and musicians.
- How to utilize your post-Easter calendar to re-engage your Easter guests.
- And much more!

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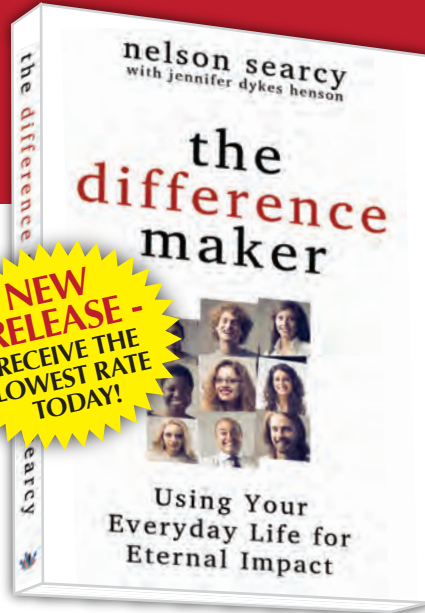
This resource contains 3 hours of audio training, fill-in-the-blank listener's guide, leader's guide, Easter checklist, and over a dozen sample files and promotional materials that you can edit and use in your church!

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Nelson Searcy's *The Difference Maker* is a powerful tool to motivate and equip your people to share their faith. Get one for every person in your church!

This book is designed for you to use as part of your evangelism system and "Big Day" process. You can give this book to your people before a Big Day to encourage them to share their faith and invite their friends to church. It gives a detailed plan for how they can invite their friends and share their faith in a non-threatening way.

This practical guide will equip your church to:

- **Know the power of their personal story** and how God can use it to transform others
- **Be ready to be used by God**, no matter where they are
- **Avoid feeling intimidated** in talking about their faith
- **Understand what it means to be a difference maker** for Jesus right where he has placed them



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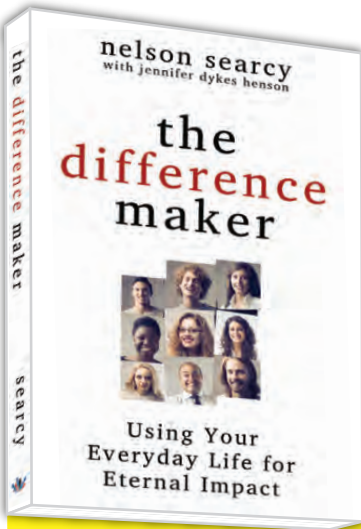
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- ① Study it with your staff
- ② Study it with key leaders
- ③ Teach a series on it and give it as a free gift to everyone
- ④ Teach a message on evangelism leading up to a Big Day and give it to everyone
- ⑤ Give it as a gift to those who regularly invite their friends – equip them to share their faith.
- ⑥ Use it as a gift for a membership class
- ⑦ Hold a one night class and give it to everyone who attends
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Nelson Searcy is the Founding and Lead Pastor of The Journey Church, with locations in New York City and Boca Raton, FL. He is also the founder of Church Leader Insights and the Renegade Pastors Network, where he coaches and equips thousands of pastors. He is the author of over 80 church leadership resources and 15 bestselling books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry*.

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