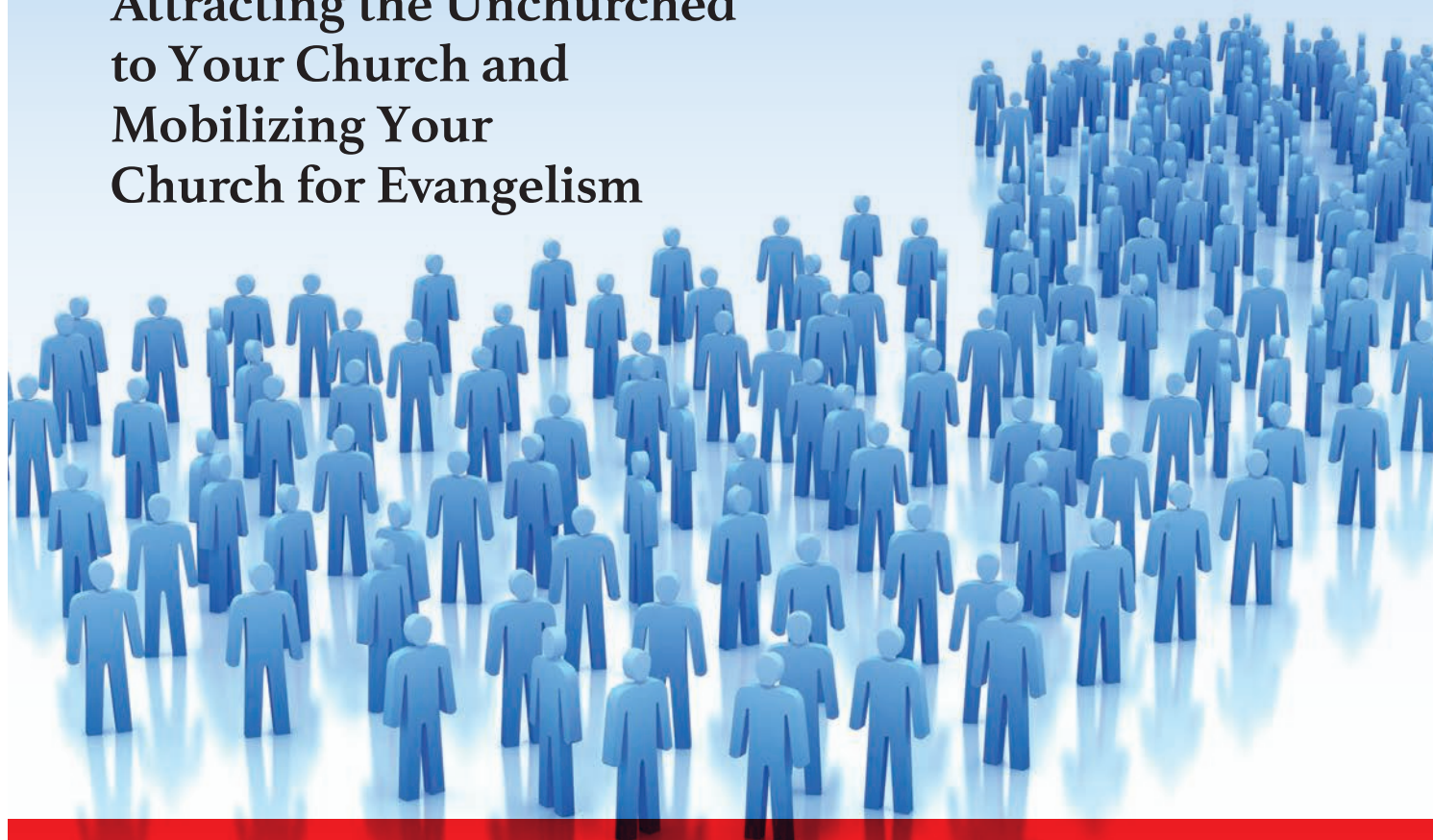


Updated and Expanded:

The EVANGELISM Seminar + Team Edition

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



TRANSCRIPT

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.

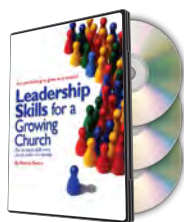
THE EIGHT SYSTEMS OF THE CHURCH:



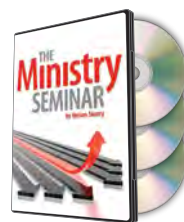
Assimilation



Evangelism



Leadership



Ministry



Small Groups



Stewardship



Strategy



Worship Planning

Books by Dr. Nelson Searcy:



The EVANGELISM Seminar + Team Edition

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Introduction

Nelson Searcy: Hey, it's Nelson Searcy, and I'm excited to welcome you to the brand new evangelism seminar team training edition. We're going to have a great time together over these next six sessions, whether you're watching this by yourself, or you're watching this with a team. Hopefully you are able to gather a group around you for these team training videos. What we're going to look at is we're going to look at the evangelism system. I hope you have a set of student notes in front of you. It was in the supplemental CD that came along with your training or the download. What I want to do is I'll teach you as we go along, and there'll be some fill in the blanks that you can write down in your notes, just like I have here in my notes in front of me. If you want to go ahead and find those notes, as you're doing that I want to talk to you about how to get the most out of this seminar.

One of the ways you can get the most out of this seminar is you can take good notes. I'm going to try to give you a lot of good things to write down. Some of those will be fill in the blank notes in your student notes. Others will be things that you want to capture as we go along. Part of taking notes is not just writing down what I say, although I hope to have some really good stuff to say in our sessions together, but it's also writing down what the spirit might say to you as we go through this training. I want you to be sensitive to the Holy Spirit's leading as we go through this training, and not only hear what I say, but hear what the Spirit is saying to you and your unique location, your unique church. Take some good notes. That's one of the ways to get the most out of this seminar.

Another way to get the most out of this seminar is to study along as a group. I know many of you are doing that. As I'm sitting here doing this training I just have visions of you gathered around a conference room or gathered around in a church classroom, studying this together. I'm going to try to teach you as if this is a group gathered together. There's something about the power of a group. If you get two people together it's almost like you get three minds working. There's an exponential impact of having more people go through the training together. Whether you're a group of two, or a group of three, or maybe even a group of 30, this is going to be some really good stuff. I'll try to teach you as a group. Study as a group.

Then if you want to go deeper, this is kind of 2A, maybe you could call it three if you want, but another way to get the most out of this seminar is you might want to pick up my book "Ignite". You can find it on Amazon.com or other Christian book sellers. This book doesn't go exactly along with the seminar, but it does parallel the seminar in some ways. Now this seminar is newer than the book, and you'll be able to see that when you look at the copyright in the book, but it does give you some supplemental training that could be very valuable as we go along. You can find that if you want to. Even though we're on the first session here, maybe you're doing the second session a week from now, or two weeks from now, or even a month from now. You have plenty of time to pick up a copy of the book for everybody to study along. If you can't do that, that's okay. That's why I said it was kind of 2A, not necessarily three.

A big way to get the most out of this seminar is the next one, which is after every session that we do take some time to debrief. You're studying this as a group, or you're studying this individually. Once we're done with the sessions, whether the sessions are 25 minutes long or 35 minutes long or various lengths, take some time after those sessions and do a debrief. Ask "What are your next steps? What actions should you take? What is the Lord saying to you? What things do you want to further explore? What would you like to learn more about? Where do you need to go deeper? Where do you need to go back and maybe review a section inside of one of the sessions?" Watch each section and then debrief.

Then that takes me to my last step on getting the most out of this seminar, and that is to take action, to take action. After we're done, I believe the Lord is going to give you some very specific next steps. I'll give

you some things to discuss along the way, and I'll give you some next steps as well, but I want you to take action. Sometimes, after a session you might have a big action that you want to take, something that's really going to be huge inside of your church, but more likely what's going to happen is session, after session, after session, you're going to get little steps that you can take, these one percent difference makers is what I call them.

You'll find one percent here and one percent there. They may not be profound church changing ideas. Now, you might get one or two of those, I don't know. More likely you're going to get these smaller steps, but you know if you add those up it's going to make a real difference. If you get two next steps from session number one, if you get three next steps from session number two, you add all that up cumulatively, and we're not just talking about a one percent difference, we're talking about a five or ten percent difference. That's going to be enough to change the evangelistic temperature of your church and set you on a brand new path.

I hope that helps you get the most out of this seminar, and I'm excited that you're joining me. Now, by now you've got your notes in front of you. I want you to go ahead and go to page two. You'll notice at the top I list what I call the eight systems of a church. I built my training and coaching ministry for other pastors around these eight systems. I don't have time to go into what each of those means, but I do have them listed there in front of you. You'll notice at the top I put the first system as the one we're training today, so go ahead and write this in. It is the evangelism system.

Every church has systems inside of it. You've already got an evangelism system. Part of what we want to do during these sessions is we want to strengthen these systems. We want to make it more healthy, or we want to improve it, or we want to add value to it, or make it more sustainable or repeatable over a long period of time. We want evangelism to be consistent in your church, not something you just do sporadically. You already have an evangelism system inside of your church, but we want to build it up, just like we're building the body.

Then there are other systems inside of your church as well, and for most of these I have other trainings. For example, the worship planning system, we have an entire training on that. The assimilation system, that's one that we also have a team training DVD like we have here. The small group system, the ministry system, the stewardship system, everybody loves that system, the leadership system, and the strategy system; these are systems that are inside of your church. Again, I don't have an hour to unpack exactly what all of these systems mean, but they're very important, and they're key to your church because what you want to have in a healthy growing church is you want to have a church where all eight of these systems are maximized.

The truth is, the results you're getting in your church right now, whether it's your evangelism results, or your assimilation results, or even your leadership development results, or your small group results, the results that you're getting in your church right now are because of the systems that you have inside of your church. If you change the system, you can change the results. If you improve the system, you can improve the results. If you maximize these systems you can maximize these results. Your systems are perfectly designed to give you the result that you're currently getting inside of your church. We want to go to work on those systems.

That's why I'm excited about what you're doing. You're setting aside time right now to go to work on your evangelism system. You're going to be able to strengthen that system, just like someone who might go into a gym or go into a weight room. They go in there and they start doing bicep curls or they start doing bench presses. Little by little they can strengthen the muscles in their body, so what you can do during these sessions together is little by little you can strengthen the evangelism system inside of your church. That's

really powerful. I ask you a question here in your notes. I say, "Are the systems of your church maximized?"

Well what we want to do in these sessions together is we want to maximize your evangelism system. Can you imagine for just a moment what that would look like? Could you imagine maybe a year from now if the number of new believers inside of your church were to double? Maybe over this last year you had a dozen people, or maybe you had far more than that come to faith in Christ. Well, what if a year from now you had 24? Maybe it's about your baptisms. That's one of the best ways to measure an effective evangelism system. How many people are being baptized, particularly adults that are previously unchurched? Maybe this past year you baptized, we'll just say again a dozen people. What if a year from now that could be 24, and what if two years from now that could be 36? You're making a bigger impact in the community. You're reaching more and more unchurched people.

I want you to dream for just a moment about what that would look like. What would it look like if members of your church are praying for the unchurched and they're seeking to share their faith and give a testimony in the community? They're living out their faith and inviting their friends to come to church with them on a regular basis. There's so many ways we could come after this, and we'll look at a few more here in just a moment, but just dream for a moment about what a maximized evangelism system would be.

Now let me back up and define what the evangelism system is. It's really two-fold. There's kind of two sides of the evangelism system. The first side of the evangelism system is about attracting a crowd to your worship service. We're going to look at that. I'll show you a diagram on the next page here in just a moment. Don't turn ahead. We'll get there in just a second. Part of the evangelism system is about attracting a crowd to your church. Particularly we want to attract the unchurched. The second part of the evangelism system is about mobilizing your congregation to live out their faith and be on an evangelistic mission in their community, in their workplace, in their free time, sharing their faith with their family, their friends, their neighbors, and on down the line we could go. It's both/and. It's both attractional and it's incarnational. It's both inviting people in as well as sending people out.

This is really the way evangelism works. Evangelism is two pronged. It's attractional, let's invite people to our church and get them to attend. Then it's incarnational, let's get our people to live out their faith in Christ throughout the week. There's many different words that have been used over the last several decades to describe this, but most churches tend to do one or the other exclusively. If you're just doing attractional evangelism you're going to reach a lot of people, and that's a very powerful way to do evangelism, but it's only half of the evangelism equation. At the same time, if you're just doing missional or incarnational evangelism where it's all about your people reaching out to their friends, then you're only going to get half the results there as well. You want to get both sides of the evangelism equation so that you can maximize those systems inside of your church. That's where real power can begin to happen. I want you to see those results as well.

When I first went in ministry a long time ago, everything was about attractional evangelism. In fact, the best selling book the year I went in ministry on church growth was about entertainment evangelism. It was about creating entertaining options at a church to get unchurched people to come in. Then about a decade later the pendulum sort of swing, swang, that's not even the right word. The pendulum would swing in the other direction, it went in the other direction, let's just say that. The pendulum went from attractional all the way over to the other side, and we began to call it missional evangelism. I love missional evangelism. It's about getting people to live out their faith, to actually be Jesus in the community, and it's very, very powerful. The best selling book about a decade after I went in ministry was about being on mission in your community.

Well, both of those have power in them, but when you bring them together and you actually do both, it can really maximize your evangelism system. That's what we're going to try to do and teach you both of those as we go along and build this system.

You'll notice at the bottom of your page it says, "The systems of your church are giving you the results they have been designed to give you. If you want to change the results, change the system in cooperation with the Holy Spirit." This is why I've told you it's so important that as you go through these sessions don't just listen to me. I hope you will, but also listen to what the spirit is saying to you. Sometimes it's those notes you're going to write down in the margin of your page that are going to be so powerful because it's what the spirit is saying to you.

Now, you can go ahead and turn over to page three if you want. There's a diagram there that I want to walk you through. Let me just tell you a little bit of my story with evangelism. I mentioned that I went in ministry a long time ago. I actually came to Christ in 1989, so you can do the math on that. Some of you aren't even old enough, you weren't even born yet when that happened. Then the next year is when I felt called to ministry, and because I grew up outside of the church and because of the time I came to Christ I had a lot of friends who were unchurched, and some of them were really unchurched. I was pretty unchurched myself until I came to faith in Christ. I had a real desire from the very beginning to try to reach them.

Now back in those days I had no idea that that was called evangelism, but I just wanted to get my friends to church. I wanted them to experience this life changing power of Jesus Christ that I had experienced. I remember, after I'd been going on my Christian walk and been in ministry for about three or four months, one of the pastors around me said, "Nelson, I think you have the gift of an evangelist." Again, I really didn't know what that meant. At the time, the only evangelist I had ever heard of was Billy Graham, who was doing those massive events back in the stadiums. If you were alive during that time or involved in church during that time, maybe you have some memory of a Billy Graham crusade. That's all I could think of when they said being an evangelist. What he really meant is I was good at sharing my faith with other people.

Well, I thought if I have this gift then I want to explore it. I was challenged to grow in that gift. From the mid 1990s up until today, I have been passionate about studying evangelism. In fact, if there's been any thread in my ministry, it is that thread of evangelism. Everything that I do and everything that I teach is all about helping you reach more people for Christ. Because of that, I've read every book I could get my hands on about evangelism. This is a different story, but some of you know I never read a book before I went in ministry, but after I went in ministry I felt like such a novice.

I asked the Lord to give me a desire to read, and that has been a thread in my ministry of reading five to six books a week, many of those focused on evangelism. If you could come to my office you would see shelf after shelf of books on evangelism, because it's been my focus. It's been my focus as an avocation. It's also been my focus in my masters work and in my doctoral work and in other academic areas that I've been involved in. It's also been a focus in our church.

At the Journey Church, the church that I pastor now and that we started back after 9/11 in 2001, we've made evangelism our central focus. We basically tell new staff, "If you don't love evangelism, you're going to hate being on our staff because that's what we're about." Now we do a lot more than that, and many people know our church because of our small group system or because of our stewardship system. Really, the single defining system in my opinion that has marked the Journey Church and our "success" if you will has been the evangelism system.

Really, since we got serious about building this evangelism system there hasn't been a week in recent memory, and I would say going back now over a decade, there hasn't been a week where at least one person didn't come to faith in Christ. Many weeks it's 15 people, it's 20 people, it's 35 people. Occasionally we'll have these little mini revivals break out, and in the various Journey locations we'll see dozens of people on a random Sunday come to faith in Jesus Christ. If there's something that gets me excited about our church, it is that we have a single focus on making evangelism a priority, and so because of that we see more and more people come to faith in Christ.

In fact, in recent decades we baptized on average over 200 people a year. In doing that we've seen thousands of people come to faith in Christ and make that decision to follow Jesus as Lord and Savior. I love this system. I've studied it academically. I've experienced it as a pastor and as a church leader, and I'm doing so right now as I still lead and pastor the Journey Church. Then somewhere along the way I started coaching other churches. That's part of this ministry that's providing this resource to you. I coach other churches, and as I record this today I've coached over 2,000 churches mainly in the United States but also around the world. I've helped them develop not only the eight systems of the church that you saw there earlier, but I've helped them strengthen their evangelism system. I've seen amazing things.

One of the early results that we saw, is one of the pastors in my coaching network, he had just accepted the call to a church that was over 200 years old. There's not many of those in the United States. It had been about that long since anybody had come to faith in Christ in church. It had been about that long since anybody had been baptized in that church. It was down to just a handful of believers. I remember, as he began to develop his evangelism system and began to put some of these pieces in places that we're going to talk about, he came to our coaching network one month and he was so excited because he had three people signed up to be baptized the next month. We found out the next month that one of those didn't show, but he still baptized two people. That was a 200% increase in baptism from where that church had been for several decades.

In a 200 year old church we've seen it, but then in churches that are already growing. A lot of the churches that come to my coaching, they're already growing, they're already healthy. They're just looking for that extra boost. What we've seen is we've seen evangelism increase, new believers increase, baptisms increase, evangelism getting strong in those churches. Wherever you are on that spectrum, whether you're a church that's really healthy and you're growing and you're reaching people right now, or you're a church that feels as stagnant as maybe a church that's been around for 200 years, there is hope for you. This evangelism system that we're going to look at, these sessions that we're going to go through, they're going to be a great help to you.

I'm going to bring to bear everything I've learned academically, everything I've learned as a pastor, and everything I've learned as a coach, to give you everything I can during these time we've got together.

One of the key textbooks that I've studied along the way is where we get this diagram that's here in your notes on page three. This diagram is actually from a classic church growth textbook called "The Purpose Driven Church" by Dr. Rick Warren. In this diagram you'll notice there are these concentric circles. This basically is the layout of a church's mission field. For example, in the very middle of this diagram, these are the people who are at the core of your church. That's probably you that are gathered around, watching this training session right now. You're probably part of the core of your church. It means you're involved, you're engaged, you give, you serve, you actively participate in outreach events. You're at the core of your church.

Well then just one step removed from that, you've got a number of people who are committed. Now they may be involved in serving, they may be involved in small groups, but it's just not quite as deep as that core, but it's still a very, very important part of your congregation. Every church has core members, they have committed members, and then they have what we might call the congregation. The congregation is generally those who are members of the church. They are those who participate in small groups, they attend on Sunday, but maybe they're not as actively involved in the day to day ministry of the church as those who are committed and those who are core.

Then just one circle removed from that you've got the crowd. The crowd by definition is everybody who shows up on a Sunday. The crowd is not only made up of the congregation, the committed and the core, but it's also made up of first time guests. On Christmas and Easter it's made up of those people who attend on holidays, and that's the only time you ever see them is when the poinsettias are out or when the Easter egg hunt is going on. This is the crowd. Now the crowd is not a church. It really becomes a church when you get into the congregation, the committed and the core, but the crowd can be turned into a church as they take active steps to follow Jesus and to commit to membership.

Now, what evangelism is about. Number one, evangelism is about moving people from the community, do you see that outer band, moving people from the community into the crowd. The community is everybody around your church. It could be everybody in a five mile radius. It might be everybody in a 15 mile radius. It might be everybody in your entire county or in your city. I don't know how you want to define it. You know, the very first Journey Church that I started was in Midtown Manhattan. Actually it was on the Upper West Side of Manhattan, barely on the Upper West Side. We said our community is going to be the Upper West Side of Manhattan and the upper part of Midtown. That was a significant number of people. I think over three-million people just in that little tiny area, because Manhattan is so dense.

Then as we started other locations on the West Coast or in Florida or different places, we've broadened that out. We said, "Okay, it's going to be the entire county or it's going to be the entire city or it's going to be this group of cities." You get to define what the community is, but the truth is it's going to be thousands of people if not even over a million depending on where you might be. Part of evangelism is reaching into that community and attracting a certain number of people from that community to come to your church and be a part of the crowd.

Part of evangelism is moving people from the community to the crowd. Here's a little discussion item after we're done. Try to put a number with how many people you have in your crowd and how many people you have in your community. We won't get into congregation and committed and core. That would be maybe something for another session. Just how many people do you have in your crowd? How many people call you church home, even if they only attend a few times a year? That's going to be a big number. Most of the time when I work with churches on this, it's about twice their average attendance. If your church runs 1,000, then probably your crowd is about 2,000 or 2,500. You've got 2,000, 2,500 who call your church home, but only 1,000 of them show up on any given week.

Maybe you've got a church of 500. Well, you've probably got a crowd of about 1,000 or maybe 1,100 or 1,200. The longer your church has been around, the bigger that crowd can be. What I'm saying is these are people who if you ask them, "Do you go to our church?", they would say yes. You want to put a number on that. That's kind of an interesting number.

Then a very important number would be, "Okay, what about the community? How many people do we have

in our community, in our ministry field?" If we were going to try to reach out to our city or reach out to our county, what legitimately could we reach? Maybe it's just one small corner of your community. Maybe it's the southwest corner and that's where you are. Maybe it's just the Lake Shore community and that's primarily your focus in the area. Just be real honest about that, and then maybe try to put a number on that. You can go online and through just a very quick search you can find census data for zip codes or for cities that are right around you. You're probably going to be surprised. It's probably going to be ten times, 20 times, 100 times, maybe even more than what your crowd is. It gives you a sense of how many people you have that you could potentially reach.

Part of evangelism is moving people from the community to the crowd. Now the other part, remember, it's two parts. The other part is mobilizing the congregation, the committed, and the core, so you mobilize those inner circles to go back out into the community and reach people for Christ. You mobilize the inner circles to go out to the outer circles, while at the same time you're attracting the outer circle to come into the inner circle. Hopefully you're not thoroughly confused. I wanted to give you a visual of what that looks like.

Now that takes us to our key verse for our evangelism system. It's actually 2 Peter 3:9. Let me read that for us. "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." You ever wondered what the Lord's will is for your community? It's right here. Go ahead and underline this phrase. "He does not want anyone to perish." What is God doing? He's giving more time for everyone to repent. God gives us these sessions, God gives us time to work on our evangelism system so that we can reach more people for Christ. Why? He doesn't want anyone to perish.

You know, I believe that people without Jesus, they do perish. They perish eternally in a place called Hell. Every day that God gives us to do evangelism, to plan evangelism events, to mobilize our congregation, committed and core to go out and reach the community, then that's a blessing that God has given us to go out and do that. Every day that we do something marketing wise or whatever it might be to try to attract a crowd to worship, that is a blessing that God gives us because he doesn't want anyone to perish. In essence, this verse if you really dig into it, it says that God is delaying the very return of Jesus Christ so that we have more time to do this evangelism work.

What we're talking about is important work. I want you to think for just a moment about what you hope to get out of this seminar. I'm going to show you where I'm going in this seminar before we go to our next session, but I want you to think for just a moment what do you hope to get out of this seminar. If you don't have time to write everything down now, you can do it here in just a few moments when our session ends.

Here's where I'm going on the next page. This seminar focuses on three big areas. There's four areas of the evangelism system. I don't want you to get confused, but what I'm going to do across all of the areas is focus on three big ideas. Number one, we're going to focus on reaching the unchurched. After all, that's what it's about. In your community, probably 50 to 60, maybe 70 or 80% of that community is unchurched, depending on what part of the world or what part of the country you're in, a vast portion of your community is unchurched. We want to reach them, and I know you do too. That's why you're part of these sessions.

Second, we're going to talk about, and this is kind of a long phrase and I'll explain it in a moment, we're going to talk about keeping the evangelistic temperature hot, keeping the evangelistic temperature hot. In our next session I'm going to open with that and I'll talk with you more about what that language means. There's a lot of different ways to talk about evangelism. One of the most effective ways I've found is to talk

about it in regards to evangelistic temperature. We want to keep that evangelistic temperature hot. Then thirdly we're going to look at developing a consistent evangelism strategy, develop a consistent evangelism strategy. Here's something for you to discuss when the session ends. I want you to look in your notes at these two pretty good definitions of evangelism. I know you're still trying to get down those three points, so feel free to copy off your neighbor's paper if you need to, or you can back up the video just a little bit to get those three points. Here's a discussion item for you. It's what I call two pretty good definitions of evangelism. The only reason I say it's pretty good is because of the second one.

The first one is very profound. The first definition of evangelism is my favorite. It's from the Arch Bishop's Committee on Evangelism, going back all the way to 1918. Here's how they define evangelism. They say to evangelize is to so present Christ Jesus and the power of the Holy Spirit that men shall come to put their trust in God through him, to accept him as their Savior, and serve him as their King in the fellowship of his church. One of the things we've done at the Journey is we've developed our own definition of evangelism. You might want to do that too. You might want to develop your own definition of evangelism.

You can see, ours going back to 2006 when we developed this, ours is very similar to that Arch Bishop's definition. We just kind of modernized it a little bit. Our pretty good definition of evangelism that has guided us in thousands of salvations and over 200 baptisms every year is 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 every day life as members of a local church.

You might want to do some work. This is a little academic. I get that. You might want to do some work on developing your definition of evangelism, even if it's just a modified version of one of these. Now the definition of evangelism is not the same as the definition of the evangelism system. What I've defined for you at the bottom of the page is that the evangelism system, this system that we're going to build over these next few sessions, it starts when an unchurched person is prompted to attend your church. That may happen through your marketing. That may happen through your people doing personal evangelism. There's a lot of different ways that could happen, but that's where it starts. Then it ends when that person follows Jesus and is baptized publicly in your church. That's the continuum. An unchurched person is prompted to attend, and then that person is baptized publicly in your local church.

At the bottom of your notes you have a quote that I love. It says, "Evangelism is not a money problem, it's an idea problem." We're going to come back to that over and over. Our last page here on page five. To guide our conversation over these next few sessions, there are four areas of an effective evangelistic system. Session number two that's coming up, we're going to dive into the first area. You may be studying that today or you might be studying it a week from now or in a month from now. The first area of an effective evangelistic system is number one, the pastor.

We're going to start by talking about the pastor's role in evangelism. This is important not only if you are a pastor, it's critically important if you are, but it's also important if you support your pastor, if you believe in your pastor and you want to be a leader around this pastor's vision and goals. I'm sure that's you. That's why you're in this class or you're going through this study. It's not just I'm going to talk pastor to pastor next time. I'm also going to be looking at how you as key leaders can support the pastor's role in evangelism and how the pastor will challenge and motivate you in this area of evangelism. Key words for the pastor are things like strategy and culture. I'll explain that in our next session.

Then two sessions from now we're going to look at personal evangelism. We're going to talk about

mobilizing your congregation to share their faith. You see the key word share in congregation. Then a few sessions down the road we're going to look at promotion. We're going to talk about how your church can attract the unchurched in the community through your promotion. Then finally, and very important, we're going to look at the big area of preservation. The truth is if you're not ready to preserve the fruit that you're going to get through these teachings, then God is never going to bless you. You've got to be prepared for God's blessing. We're going to help you do that and looking at key words like sustain, how do you sustain your evangelism system over a long period of time, and things like celebrate, how do you celebrate the results.

Remember, we were dreaming earlier about what it would look like if we had twice as many first time guests, or if we had twice as many people baptized, or twice as many people coming to faith in Jesus Christ. Very powerful stuff that we're going to look at. I'll leave you with this. As we wrap up our session, here's a discussion item for you. There are a lot of different metaphors in the Bible for evangelism. I want you to have a discussion about what those are. Maybe pastor you can kind of lead the way and look at things like fishers of men, lost sheep, lost coin, things of that nature.

I'm going to introduce a metaphor in our next session about evangelistic temperature. That's not a biblical phrase. That's an extra-biblical phrase that I've created to help guide our conversation. I want you to think about those biblical phrases for evangelism and begin to kind of work those into your culture and be reminded of God's priority for evangelism. You see, what you're doing right now and what we're doing in these sessions, it is a priority of the Lord. The Lord wants your church to be strong evangelistically. The Lord is even delaying the return of Christ so that you can reach as many people as possible, because he doesn't want anyone to perish. He wants everyone to repent and come to faith in Christ.

We're talking about serious work, and I'm excited about our future together. As we wrap up this session, let us me lead us in prayer. Father, thank you for my fellow leaders and fellow pastors who are on this journey together. We ask you blessing on our time of discussion here as this session wraps up. Then we commit the rest of these sessions to you. We invite you to speak to us through the power of your Holy Spirit. We pray in Jesus' name, Amen. See you next time.

The EVANGELISM Seminar + Team Edition

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



2

The Role of the Pastor

Nelson Searcy: All right, welcome back. Glad to have you join me as we're going to dive into what we're calling now, session one because it is the first box of evangelism. And if you remember last, we looked at the four different areas of evangelism. We talked about the pastor being the number one area, and we're going to dig deep into that during this session. Then we said the second area is personal evangelism, so that'll be our next session, session two. And then we'll look at promotion, and we'll deal with that in session three, and then finally, we'll deal with preservation in session four. So we've got four sessions coming up where we're going to get into the nitty gritty of evangelism, and then we'll wrap it all up with a concluding session a little bit later on. But if you want to find that page in your notes where it says area number one, the "Role of the Pastor in Evangelism." If you want to find that, we can follow along.

So when I left you last time, I left you to do a little homework, and maybe you put together your evangelism definition. I hope you did. Maybe you had a good discussion about the size of your crowd and the size of your community. I hope that was a worthy discussion for you. But one of the things I left you with is I left you thinking about what are some of the Biblical metaphors of evangelism.

And so some of my favorite biblical metaphors are found in the parables of the lost coin, the lost sheep, and so God says, I want to do whatever I can to reach these lost people, and just like you would search for a lost coin or a shepherd would go after a lost sheep, then you want to do the same diligence when it comes to evangelism.

And then, at the same time, that ends with the parable with the lost son and what we often call the prodigal son, and maybe you never thought of the prodigal son as an evangelism story, but it is this welcoming back of those who were lost.

And so all three of those kind of carry with it a metaphor of lostness, and that's one of the metaphors the Bible uses. And sometimes, we even refer to somebody who's unchurched or somebody who doesn't have a relationship with Christ, we refer to them as lost, and that's a biblical metaphor.

Well, I want to introduce you to another metaphor that'll get you thinking about your church and about where you are, and it's not found in the Bible. It's actually just one that I've developed to kind of help my coaching members and help you think about where you are as a church.

So, you'll notice in your notes it says a primary role of the pastor, and I would even expand that. I would say the pastor and key leaders, but this is a session about the pastor. The primary role of the pastor is to keep the evangelistic temperature of a church at the boiling point, and that's really what everybody wants. We want a church that has a hot evangelistic culture. We want to have a church that's reaching more people this year than we reached last year, we're baptizing more people this year than we baptized last year. So we want this to be at a boiling point. We want the evangelistic temperature to be really hot.

And so a question for you. What is the current evangelistic temperature of my church? Oh that's a big question, huh? And so you say, how do I get a handle on that? How do I gauge this evangelistic temperature? Well, you're going to have to have a discussion after this is over, but one of the ways that you can gauge it is how many first-time commitments to Christ did you have over the last year? That may be the key measurement when it comes to our evangelism system. So, did you reach a dozen people? Did you reach a hundred people? Did you reach a thousand people? How many people said yes to Christ in your church over the last year, and this should be a number that you want to track, a number that you want to pay attention to. And so that's a key indicator of the health of your evangelism system.

Now, related to that, is how many of those were baptized? And you know, in every church, there's a gap between the number of people who come to faith in Christ and the number of baptisms, and sometimes that has to do with age. Maybe they come to faith in Christ a little early, and you want to wait just a bit for them to be baptized until they get a little older and understand. At other times, it has to do with the fact that someone is very unchurched, and they come to faith in Christ, and they keep delaying for unbiblical reasons. They keep delaying their baptism, but you know, a lot of times at The Journey, we might have several hundred people come to faith in Christ, but in that particular year, only baptize 200 or 300. So there's still, there's this gap. And it bothers me, and it's something I've had to learn to just live with, and we'll see a little bit later on in one of our sessions as to why this gap actually happens when we dig into the parable of the sower. But for now, that is a key measurement.

So don't beat yourself up too much if you've got a little bit of a gap. If there's 20% more who come to faith in Christ than are getting baptized or even if there's a greater gap in that which we can kind of work on in these sessions. But baptism is an important number. Faith in Christ is an important number.

Another number is how many people in your church are inviting their friends? So on any given Sunday, how many people bring someone with them? This could be an unchurched person. It could be somebody who maybe is already a Christian, but maybe they're looking for a church or whatever it might be, but it is a measurement.

And so you want to have a culture where week after week, week in and week out people invite their friends to come with them. One of the ways you can count this is you can kind of guess what it might be. In a certain size church, you, as the pastor, you can kind of say on an average Sunday we have about two people who are inviting their friends. On an average Sunday we have about three people inviting their friends. And then when you get into a large church, like at our church, we have to measure it through our connection cards. Now, the connection card is a part of the assimilation system, and so I don't have time to go into that, but it is a card that everybody fills out every week, and one of the questions that we ask on the connection card is how did you hear about The Journey, which is the name of our church. How did you hear about our church? And then people write down the name of a friend who invited them. So when we go through our cards, we can look down and say, "Oh Teresa invited this person. Oh Jose invited this person." Or whatever it might be, and we can kind of get a gauge of how many people were there on a Sunday because a friend invited who invited them.

And it's not an exact number, and again, none of these are going to be precise, but you're looking to get a gauge, to get a temperature, within a certain degree of accuracy. And so that's important.

Another one that's related to that which also falls under is assimilation which is the number of first-time guests. How many first-time guests do you have on an average Sunday in your church? Now, there's a lot of reasons somebody might come to church for the first time. They might be unchurched, and they're prompted by the Spirit of God to come. And remember, that's what we said that's where the evangelism starts, when somebody comes to church for the first time because they're prompted by the spirit.

So they might be unchurched. So that's really important if you're reaching the unchurched, you want to have some unchurched first-time guests. But at the same time, they might be a Christian in the community who's new and looking for a church like yours, or they might be somebody who's a church hopper or something like that. So first-time guests cannot always indicate a health evangelistic culture because maybe you're just reaching Christians, but it is worth looking at, and it's worth trying to get a legitimate gauge of okay, how

many of our first-time guests truly are unchurched? How many of our first-time guests really are lost and separated from Christ, but they're coming on a regular basis?

A couple more that I would think are important. One is how many scheduled evangelistic events do you have to mobilize your people for evangelism? So, over the last year, how many intentional projects did you do to try to reach your community? And the answer I hear over and over when people come into coaching is very little. Maybe one evangelism event that they might have done. Maybe one kindness outreach or servant evangelism outreach, but very few churches are doing this on a consistent basis, even churches sometimes that are growing, and you would say they have a healthy evangelistic culture. They don't have enough evangelistic activities scheduled to go out into the community.

Now, other churches, this is their strength. This is what they really do. And so at the Journey, I would say, on average, we have about five to six over the course of the year, opportunities for people in our church to go out into the community and do some kind of evangelistic work. Not community service. I'm not talking about feeding the hungry or serving the poor. I'm talking about reaching into that community that we're trying to reach, that big number of our community and sharing our faith with them in very simple ways or giving opportunities to share in more profound ways if possible.

So if you've got three or four of those scheduled, that's probably going to raise the evangelistic temperature of your church, and it can go into this number as well. If you've got none scheduled, it's pulling the evangelistic temperature down, and we'll try to fix that in the coming sessions.

Maybe a last one I'll give you is, how many people do you estimate over the course of a year, are praying for their unchurched friends? So, what kind of system, what kind of process, what kind of mechanism do you have to mobilize people in your church to pray for their friends? This is a very important number. And again, you're not going to know precisely, because you don't know people's hearts. You don't know what goes on in their private prayer life, but it becomes key to trying to figure out the evangelistic temperature because one of the ways you raise the evangelistic temperature is you raise the number of people who are praying for the unchurched.

So all that goes into it, and so you can begin to see this is kind of a messy number. It's kind of an uncertain number, but it also be very critical to the growth of your church.

So if you look at the scale in your notes and my fancy drawing of a temperature there. Don't judge me on my drawing. It's the best I could do for your notes. But it says on a scale of zero to 150, and I'll kind of explain why it's 150 here in a moment. What's the evangelistic temperature of your church? So zero would be a church that's frozen. You've all heard those jokes about the chosen frozen. So this is a church that is frozen, and maybe your church is not very far from that. Maybe that's what's led you to be involved in this team edition today, and that's why you're going through these sessions together because you're trying to unfreeze a church that's been stuck for a long time. But so, a low number, zero, 20, 30. Those are churches that are kind of stuck.

But then, a church that is boiling sort of has an average evangelistic temperature, so you are seeing results. You are seeing people come to faith in Christ. You are seeing baptisms. You might even be on pace with where you've been in previous years. You might say, "We're at a 100. We're at a boiling point. Things are happening in our church." But where I really want to get you, is I want to get you up closer to 150. This is where it's boiling over. This is like a pot on a stove. It starts out, and you can't even tell anything's happening,

and then little by little, it warms up, it warms up. Then you start to see some bubbles, and you start to see a little bit of boil coming in it's waters, but then eventually, it gets so hot it just starts steaming and starts boiling over. Well that's where I want your evangelistic temperature to be.

And the truth is, you can make great strides just in the time that we have together, just in these few short sessions that we're going to be doing together over the coming time. You can make some significant difference. I've seen churches go from frozen to boiling in a matter of three, four, five months. I've seen church go from boiling to boiling over in that same amount of time period, so as God gives us this time to work on our church, it's very possible for a church to sustain itself.

So I don't know where you are in that equation, but I tell you, there's a lot of hope, and so if you're in a lower number, there's great hope for your church. If you already have a higher number, and you're here just because you want to maximize those results, you're going to find some things to do to keep that temperature hot.

Now, one of the things I've noticed, and one of the things we're going to work on in these coming sessions is that some churches, they have a time where they boil over, but then they have a time where they fall back below even 100. So they have time where they're steaming off, but then they have time where they get borderline cold, and so they have an inconsistent evangelism system.

And so, when the pastor gets passionate about it or you watch a DVD like this, you get really excited and you go out and you do a bunch of stuff. And so for the next three or four months, someone's really excited, and they're making progress evangelistically, but it's easy to get distracted, and so then we'll go three or four or five or six months with no evangelism activity. So it goes from boiling hot to almost freezing cold over the course of a year. Then maybe another seminar will come along or another book will come along, and then we'll try to turn up the heat again. Well, what we're looking for is we're looking for a sustainable heat over a long people of time, and then that's really what I want to help you create. I want to help you create a sustainable evangelistic system so that you're just as hot on evangelism in January as you are at Easter, as you are in the summer, as you are that fall, and so over and over and over you're seeing results.

Now this doesn't mean that every week is like a Billy Graham crusade. There is an element of give and take in evangelism. You do this, and then you let that rest for a little while, and we'll look at some of that stress and release idea as we go along, but when we take time off from evangelism or when we're not specifically focused on evangelism, it's not very long, and so instead of there being a long cooling off period, there's just short breaks in between the system and calendar that you're developing inside of your church, and I hope to show you that as we go along.

If you turn over, you'll see there's three ways that the pastor can raise the evangelistic temperature, so let me just talk to the pastor for just a moment, and I want all the rest of you to listen in because you should know what kind of burden the Lord has placed on the pastor, what kind of responsibility the pastor has, and then know your role in supporting the pastor. So I hope you'll support the pastor in all of these different areas that we're going to be looking at.

But one of the things I have to say pastor to pastor is that if you go back to our first session on really like the first page of your notes, I showed you that there are eight systems of a church. Many of those systems, Pastor, you can delegate. Many of those systems, you can barely be involved in, and they can be healthy.

For example, assimilation is a very critical system, but once you get it up and running, you can delegate a lot of that, and so week to week your involvement in the assimilation system is very minimal. You won't be able to totally get out of it because you're still writing hand-written notes, and you're following up on prayer requests and things like that from your connection cards, but your overall involvement in running the system is not critical. It's important, but it's not critical.

But then, there are a handful of systems, stewardship is one. Leadership is one. And guess what the third one is? Evangelism. Evangelism is one of the systems where you cannot separate yourself from the system. You can not be minimally involved. You have to be fully engaged in this system.

So that's not too bad. Three out of eight that you have to be fully involved in, but I want to challenge you to be engaged in the evangelism system. You know, as our church has grown, and we've got a large staff, and we've got multiple pastors and multiple teaching pastors. There's all kinds of things that I can delegate, and there's pieces of the evangelism system, big pieces, that I've delegated, but I've never given up my leadership. I've never given up the visionary part of the evangelism system. I have to drive that. I have to drive that consistently and sustainably over the course of a year, and I have to do that year after year after year.

And so maybe some of you remember back in the last session I told you that when I first went in ministry, a pastor told me, "Nelson, you have the gift of the evangelist." Now, I don't know if that's actually true or not. I do love evangelism, and I do think in some ways God has gifted me for evangelism, but I'm not sure that I have the spiritual gift of evangelism. I think I have other gifts that are more important, but you may say, "Well Nelson, if you have the gift of the evangelist, then this must come easy for you because you've got that gift." But that's not true. You know maybe you think you've got the gift of evangelism. Well, still running an evangelistic system does not come easy if you have the gift of evangelism.

Now at the same time, I can hear some of you saying, "Well, I don't have that gift. My gifts fall more into the discipleship area." Well, I still would say to you that you want to do the work of the evangelist. In fact, I want to give you this scripture here as we get into our notes, 2 Timothy 4 verse 5. It says, "But you should keep a clear mind in every situation." That's one of the reasons you need a system. A system gives you clarity. And you say, "What is evangelism?" Well, it's these four areas that we're working on in these sessions.

But you should keep a clear mind in every situation. Don't be afraid of suffering for the Lord. Now, underline this next phrase. Work at bringing others to Christ. So I want you to underline that. Work at bringing others to Christ. Complete the ministry God has given you. I love that last phrase, and I've built a whole coaching network around helping people fulfill their calling and not be average in the way that they do things, but for our purposes today, I want you to look at that where it says, "Work at bringing others to Christ." It doesn't say, "If you have the gift of evangelism work at bringing others to Christ." It doesn't say, "Delegate the work to other people when it comes to bringing others to Christ." It says, "Work at it."

And the truth is, this is work. It does require some intentionality. It does require some planning. It does require some prayer. It requires a consistent focus, and so it is work, and so this is why I would say to all of you who aren't the lead pastor, you want to support your pastor in this. Doing evangelism is hard work. Preaching evangelistically is hard work. Putting together a calendar of evangelistic events is hard work. Holding people accountable to evangelism is hard work. Mobilizing the church to go out into the community is hard work. Doing special evangelistic events is hard work.

And so Pastor, I understand that this is work, but I want you also to sense that it's part of your calling, and you know if you're kind of like me, you've been in ministry a long time, and really every day that I get to do ministry is hardly a day of work. It is a day of effort. It's often a time of sweat and productivity, but it's not work. It's part of this calling that God has put on my life. So part of your calling is to do and lead the evangelism system that we're looking at.

So what does that mean practically? Well, there's three ways that you can lead the evangelism system in your church, and there's three ways you can raise the evangelistic temperature, so let me give you these. I was ordained Baptist, so they all start with S, so I'm kind of recovering as part of that.

The number one is the stage. That was a little pastoral humor for those of you that didn't get that, so maybe your pastor got it. But the first way that you can raise the evangelistic temperature of your church is through the stage. Now you may not call it the stage at your church. You may call it the platform or the pulpit or something like that, but every week, you stand in front of your people, and as you stand in front of your people either hosting the service or preaching a sermon, there are different ways that you can raise the evangelistic temperature. For example, you can strategically use your sermons. You can use challenges that you offer to the church. You can use announcements. You can do vision casting. All of that from the stage or the pulpit, and it will raise the evangelistic temperature of your church.

So, I want you to see that 52 times a year, or maybe your church takes off a week, so 51 times a year, whatever it is, the number of times that you're on stage, every time you step into that pulpit, you have the opportunity to do something that raises the evangelistic temperature.

So what are some ways you can do it? Well, one way is you can tell evangelistic stories. So you can talk about how people are coming to faith in Christ. You can talk about are coming to faith in Christ. You can talk about somebody who shared their faith. You can talk about how you're sharing your faith. You can talk about your successes, and just as importantly, you can talk about your failures. People love to hear that you tried to do something but it didn't work out. You tried to invite a friend to church, but it didn't work out. But you're persistent, and you keep praying for them. People want to see that. You can have testimonies. Have people who recently were baptized or people who have recently come to faith in Christ, have them share their testimony at your church, and you do that by bringing them on stage with you and having people hear their story, and that raises and keeps the evangelistic temperature boiling hot.

You can do it through your call for commitments. More than likely, you end every sermon with some kind of call to commitment, so you call people to follow Christ. You call people to pray for their friends. You call people to go out and witness in their community. You challenge people to be a part of an evangelistic event that you have coming up. You can do it through Big Days, and that's a fill in in your notes. Utilize Big Days, and I think the Big Day is one of the most powerful ways that you can raise the evangelistic temperature of your church, and it all starts with Easter which is the biggest day of all.

From time to time, I'm going to reference other resources that I have because the evangelism seminar is just one of really a solar system of resources that we have to support you in evangelism. So, for example, I have a resource called Maximizing Easter, and it's actually one that we update every year with the latest lessons that we're learning about Easter and the latest marketing materials and all that we're using at Easter. So if you're interested in that, you can go to churchleaderinsights.com, the website that's at the bottom of your notes and learn more, and I'll show you a little bit about how Easter works, but I don't have time to do a full seminar here just on Easter. But Easter's a Big Day, and you can challenge people to pray for their friends, to

invite their friends, and truthfully, more people are going to come to church on Easter than any other time of the year, even unchurched people, so this is a great way for you to raise the evangelistic temperature.

But then you can create other Big Days, and you can create a fall Big Day, or you can create a February Big Day. Or we have a Big Day in the middle of the summer because so many people move to our communities in the summertime. Well, for more on that, there's another seminar that I have, and it's the same title as my book that I referenced earlier, but it's all about Big Days. It's called, The Ignite Seminar. The Ignite Seminar. And it's not the same as the book that you might be reading with that. It's sort of the latter half of the book, and then I really expand it into a full seminar.

So I mentioned challenges. You can challenge and remind people to reach out. You can do that when the sermon allows, or you can remind people during the connection card time to invite their friends. You can teach a sermon series on evangelism.

You know, one of the disciplines I've tried to work into my preaching calendar is every three years, I do a three, four or five part series just on sharing your faith, and I found that if I do that in the church about every three years, it kind of keeps that evangelistic temperature going. If you want to see an example of that, I have a little book called The Difference Maker, and I did an evangelism sermon series on sharing your faith called The Difference Maker, and then later, I wrote a book about that to help you do it in your church as well. So you might want to check that out again on Amazon or Christian bookstores that you can find. You can Google it online and find out more about that.

But you've got to teach a sermon series on personal evangelism. I mean, think about it. When was the last time you did that? When was the last time you really spent a four, five or six week period just teaching on sharing your faith? Well that can give a real boost to your evangelism system.

You want to utilize a preaching calendar, and I have regular webinars on that, again check the website. Every November I do a preaching calendar webinar, and you can learn more about that and how you can structure that.

You can give immediate opportunities for action. If you teach on go out and share your faith, give them something to do. Give them an immediate project that they can go out and do.

And then one of my favorites is special evangelistic events. These are events that you plan in the course of your calendar that are designed to either attract a crowd to your church or designed to mobilize your people to share their faith.

And my favorite special evangelistic event is servant evangelism. Again, you can search online to find that. I have a resource on the website called Reaching Your Community Through Servant Evangelism. I also have a resource called Reaching the Unchurched, and I go specifically into certain evangelism events that you can do to reach the unchurched.

So you begin to see how powerful the stage can become. And sometimes, we underestimate the power of just doing little things in the pulpit that can make a big difference. But then, at the same time, we often underestimate big things that we can do.

So if you look at the next section in your notes, one of the big things that you can do to reach people for

Christ is plan Big Days consistently in your church. So if you look at this calendar that we have, go ahead and put a little asterisk by February, an asterisk by Easter, and a little asterisk by September/October. And so in this preaching calendar example that I've given you, there's three Big Days that we're doing throughout the year. If the Big Day concept is new to you, I would encourage you to explore it more in the back half of the Ignite book or get the Ignite seminar, and really go deep into this because a Big Day, by definition, is an all out push toward a single Sunday for the purpose of setting an attendance record. That's kind of cool, but at the same time, reaching more people for Christ than ever before.

And so, you could use the first part of the year to build up toward a February Big Day. Then you use the second part of the year to build up toward Easter. And then you use the last part of the year, the fall, to build up toward a fall Big Day. So a church's attendance goes from Big Day to Big Day to Big Day, and I've seen churches use the Big Day concept, and they go from 125 to maybe 250 over the course of a couple of years in attendance just by going from Big Day to Big Day to Big Day, so I hope you'll really explore the Big Day concept because it goes hand in hand with the evangelism seminar.

So we've talked about the stage. A second way that you, as a pastor, can raise the evangelistic temperature in your church is through the staff. And I want to define staff, not just as paid staff, and that can be part-time staff as well as full-time staff, but also like key laypeople in your church. So those of you that are watching this with your pastor, I'm going to kind of include you in that. So I'm going to include key leaders in with the staff, so this is a big portion of your church, so it's kind of like the top 10% of leaders and then also those who are paid staff.

Well pastor, part of your role is to ensure that this percentage of people, this 5% of people that attend your church, they are especially engaged in evangelism, and you can do this by challenging them to be accountable to you when it comes to sharing their faith, praying for their unchurched friends and inviting people to come to church with them.

Now, here's an interesting stat. For a church to have a boiling hot evangelistic temperature, it does not require 50% of your church to be involved in evangelism. It doesn't even require 20% of your church to be involved in evangelism. Many churches can see their evangelism temperature remain boiling hot by engaging only 5% of their church in evangelism activities.

Now obviously the bigger you are, the bigger that 5% number is going to be and the more stuff you can do. But you think about that 5%. That means, if you're in a church of a hundred, it really only takes five people to start turning the evangelistic temperature. Now it doesn't mean you only involve the 5%, the 5% does things that might involve bigger percentages of the church or higher number of peoples in the church by planning events and things of that nature, but don't think I've got to get everybody in my church on board. I've got to get half of my church on board. You've just got to get a small percentage on board, and once you get that small percentage, it can begin to grow and grow and grow.

Now eventually, to have the most healthy church that you can have, you want to engage about 20% of your church in evangelistic activities, but it can start, and it can change through as little as 5%, and I hope that is encouraging to you. So I want you to think about the 5% of your church that you can hold accountable to, notice what it says in your notes, serve in evangelistic activities, to pray for their unchurched friends. Write this down. To fast and pray for Big Days. Fast and pray for Big Days. To invite their friends to church, and to intentionally build relationships with the unchurched.

And you know, a little side note here. When you're doing this, you're not only helping the evangelistic temperature of your church but you're helping them grow as Christians, because evangelism and discipleship are not in opposition. They go hand in hand. You know if someone is not sharing their faith, they're not growing in their faith like they could be because part of growing in your faith, a significant part of that is learning how to share your faith with other people.

So part of your discipleship ministry to the leaders in your church is to challenge them and help them share their faith, and so you can start with that 5%. So one of the things you might discuss when this session is over here in just couple minutes, is you might want to discuss who are the 5% in our church that we can best mobilize. And again, if it's a smaller church, it's a whole lot easier. When it gets to a bigger church, you have to start thinking in groups of people like key leaders that you can hold accountable, but you can build the system where that 5% is always one step ahead of everybody else when it comes to what's going to evangelistically in your church, and that can turn the tide.

And then the last area that the pastor has control of that can really affect the evangelistic temperature of your church is the structure. The structure of a church. And so what you want to do as a pastor is you want to use your influence, use your leadership, use your vision to intentionally structure your church for evangelism.

So what does that look like? Well, on a very practical level it means calendaring, putting on the calendar, regular evangelistic events. So you say, we as a church over the next year, we're going to calendar an evangelistic event before Easter. We're going to calendar an evangelistic event before back to school. We're going to calendar several evangelistic events in the summer because summer's a great time to do evangelistic events. And again, learn more about servant evangelism. You can search that online. You can pick up my resource about that, and you can find out on the web, you can find all kinds of ideas about servant evangelism projects that you can do as well as other evangelistic events.

You can also structure your church so that throughout the course of the year, there are people who are sharing their testimonies and sharing their stories of life change on a Sunday. That might be by showing baptism videos or showing testimony on videos or having people live give their testimony, but you structure that into your preaching.

Then, you want to celebrate evangelism, and you can do that by just reminding people each week of what they're doing is important. Or after a Big Day or after Easter, share the number of first time guests that you had. Share the attendance number. Share the number of people who came to faith in Christ. Whatever you celebrate in your church, it's going to be repeated, and it's going to be done again, so you want to celebrate evangelism.

Find ways, if you can, to reward people who invite their friends. If you see that Jose invited a friend on his connection card, then the next time you see Jose, congratulate him for that. Reward him for that. If you see that Jose is inviting a lot people to church, then maybe give him some additional training or put some books in his hands like *The Difference Maker* or *Contagious Christian* or other kind of books that might be helpful to him in sharing his faith.

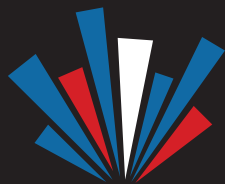
You want to engage small groups in evangelism. How could you structure it so that once or twice a year, every Sunday School class or every small group does some kind of evangelism project. You know, maybe you structure those evangelism outreaches, and that particular week, the group doesn't meet, but they go out and they serve at that evangelism project. Again, utilize Big Days.

And then, develop a promotion and marketing strategy, and we're going to get into that in more detail in a future session.

The point I want to make and leave you with in this session is that the pastor and those who love him or her and those who want to support their pastor, you have to help your pastor, and pastor, you have to lead the way in keeping the evangelistic temperature of your church boiling hot.

You know, I've worked with a lot of churches, and most of the time they see great results, but the handful of times that I've seen a church go through training like this and then never really get it off the ground, it's because the pastor just abdicated leadership. And look, I know that's not you. You wouldn't be doing these sessions if you were abdicating leadership in there, but I'm just sort of telling you like it is. And so pastor, I challenge you to take what we've been looking at, to use this group of people that are going through this session with you, and to structure your church, to challenge your staff and key leaders, and to use the power of the stage to keep that evangelistic temperature boiling hot.

So you talk about that in your discussion and some of the other things that we've talked about, and I've given you a lot of ideas already that you can consider when it comes to your calendar, when it comes to what you do in the pulpit and what you do on the stage. Thanks for being a part of this session. See you next time.



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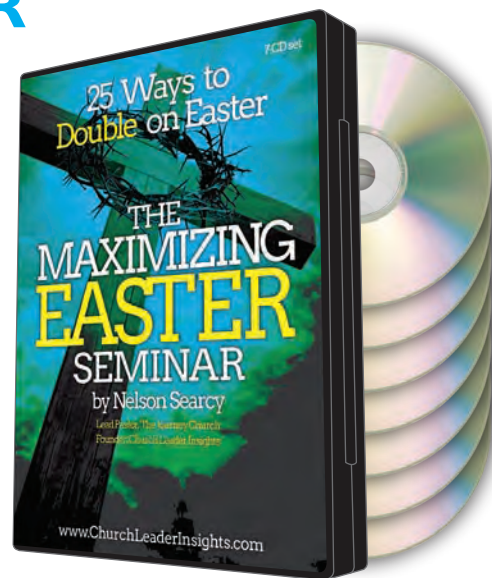
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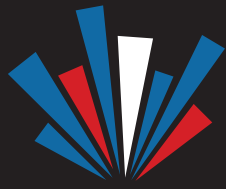
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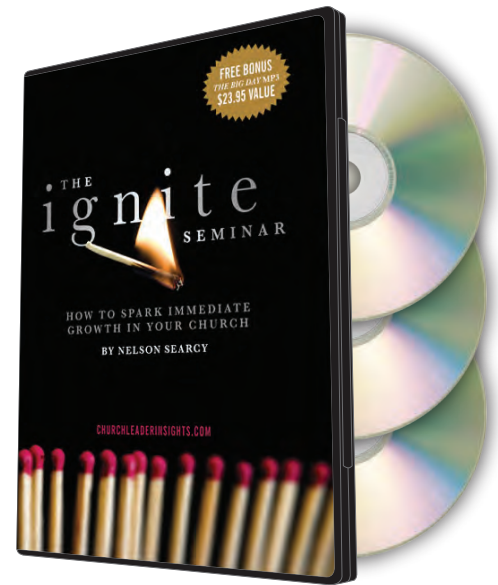
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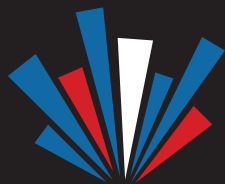
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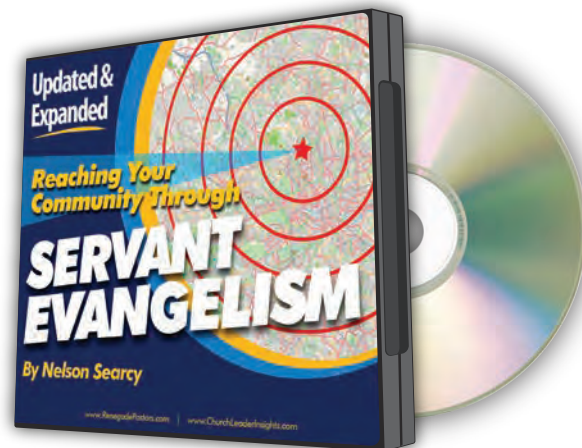
Nelson has almost two decades of experience in leading people to engage in Servant Evangelism from both leading projects at The Journey Church and coaching other pastors on these principles to launch their own effective Servant Evangelism projects.

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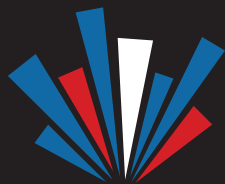
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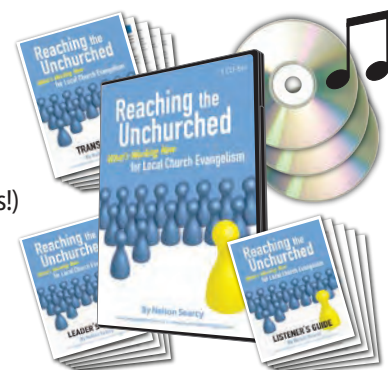
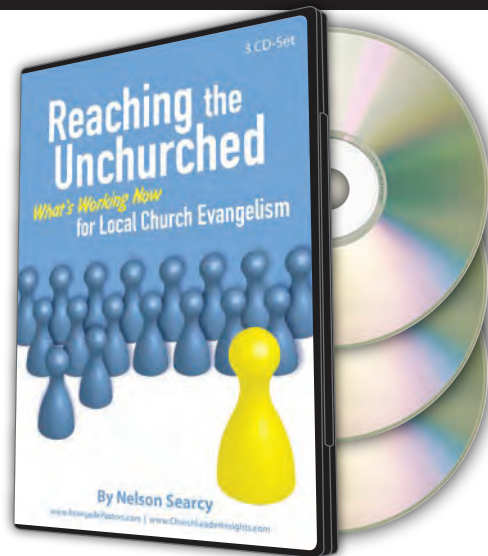
When we talk about reaching the unchurched, we are talking about someone who is not actively engaged and has no desire to grow as a member in a local church.

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- A surprising yet effective tool to mobilize large groups of people for evangelism
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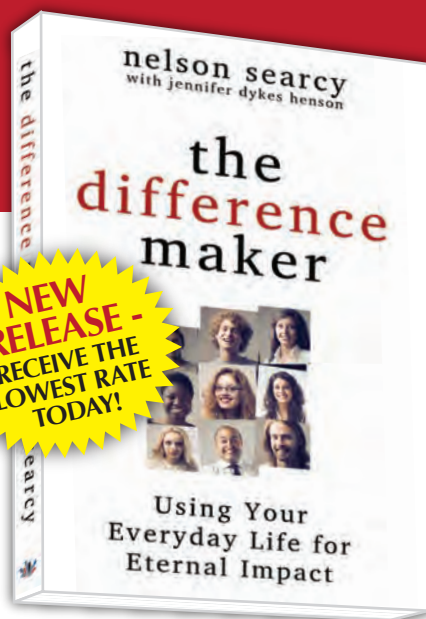
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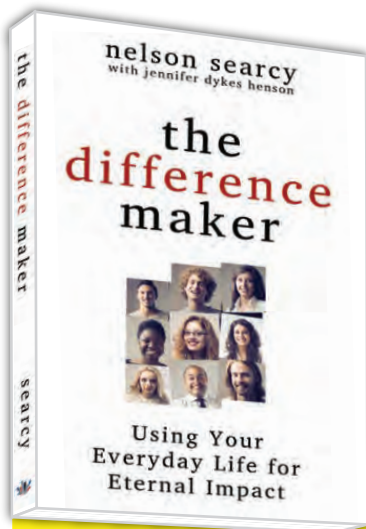
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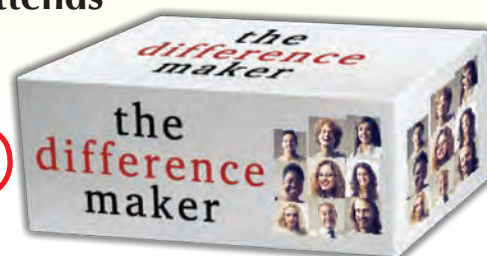


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Nelson Searcy is the Founding and Lead Pastor of The Journey Church, with locations in New York City and Boca Raton, FL. He is also the founder of Church Leader Insights and the Renegade Pastors Network, where he coaches and equips thousands of pastors. 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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The EVANGELISM Seminar + Team Edition

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

3

Personal
Evangelism

Nelson Searcy: All right, welcome back. Glad to have you with me for this next session as we're going to look at personal evangelism, and there's a lot of different ways to say personal evangelism. I've kind of made all of these major points start with P; the pastor that we looked at last night, personal evangelism that we're going to look at today, and then in our next session we'll look at promotion, which is marketing and reaching out into your community through advertising and things like that. Then our fourth session on preservation, and then we've got the conclusion; I need to find a P word for the conclusion.

All that's still coming up, but in our session today, we're going to look at personal evangelism, or how do you mobilize your church to share their faith? If you remember, evangelism has two sides to it: the side of attracting a crowd to the congregation, so you do some kind of marketing or some kind of attractional outreach to bring a crowd to worship, and we're going to spend more time on that in our next session, but then at the same time it's about mobilizing the congregation, the committed and the core, to go back out and reach people who are in the community.

That's what we're going to try to do here. We're going to try to talk about how do we mobilize the church starting with you, that are part of these sessions, how do we mobilize the church to go out and reach their community for Christ? I want to talk to you about how do you give your congregation tools to invite their friends. Let's read this verse out loud; our model for this is actually Andrew in the scripture. If you've ever been a part of a Billy Graham Crusade or something similar to that, you may have even heard of Operation Andrew; it's a whole personal evangelism training that's based around this one verse, but it's John 1:41-42, and I want us to read it out loud together.

If you're by yourself, just read it with me; it'll feel a little weird, but we'll still do it. Then if you're with a group, let's all read it out loud together, starting with "The first thing." Ready? Go. "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." Good job. Now let's go back and look at it. Notice it says the first thing, so Andrew, he had discovered the Messiah; he had found Jesus Christ, and so he has this heart to share his faith, and he goes and he finds his brother Simon.

You know from the scripture that Simon is actually Simon Peter, and this is going to be Peter who goes on to lead the early church and the Church of Jerusalem. But at this point, he doesn't know the Messiah; he's been looking, he's been open, but he has not found the Messiah. Andrew, his brother, comes to him and says, "Simon, you've got to come see this. I've found the Messiah, which is Christ." That's really Jesus' name, it's Jesus the Christ, Jesus the Messiah; Christ is not Jesus' last name like my last name is Searcy, that's not Christ's last name. His first name is Jesus, but it's the Messiah, the Christ. Then Andrew brought Simon to meet Jesus.

I want you to think about how could you be like Andrew? How could you bring the people to meet Jesus? How could you have that kind of excitement? How could your congregation have that kind of excitement to say, "We found the Messiah, we found Jesus, and now we're going to go and we're to invite our brother, we're going to invite our sister, we're going to invite our cousin, our uncles, our neighbors, our co-workers, our friends from the gym, the people that we see on a regular basis at our hobbies or activities. We're going to invite them to come to church where they can learn more about the Messiah; about who Jesus is."

This is really powerful. A recent survey found that 60-80%, and again, it's different surveys, but it's between 60% and 80% of first time guests in a growing church come because of a personal invite. A church that's really good at marketing, they may see 60% of their people come to faith in Christ; a church that is really big on personal evangelism, they may see 80% of their first time guests come because of a personal invite. The truth is, the fastest way to reach people, the fastest way to bring in the unchurched, is through mobilizing your congregation to reach their friends. It's fast, and it's effective. Now you want to do both; we're going

to look at promotion next time, so it's not just do personal evangelism, because even though personal evangelism is fast, it's limited, because people only know so many people, and only so many people are ever going to do it anyway.

In a healthy church, it's very hard to get 100% of your congregation to invite their friends. When I wrote the book "Ignite" that maybe some of you have been reading along with me as we go through these sessions, when I wrote the book "Ignite," I wanted to subtitle the book, "How to double your church in a day," but my publisher thought that was a little too hyperbolic; they didn't think that would really work, so we ended up calling it, "Sparkling immediate growth in your church."

But I really thought every church could double in a day, and your church could double in a day; in fact, your church could double this Sunday, and it really only takes me a few sentences to explain how. Your church could double this Sunday if everybody invited a friend to attend with them. If you would invite your friends to join you, then your church could double this Sunday. If everybody invited a friend, a church of 100 would be a church of 200; a church of 1,000 would be a church of 2,000.

Why aren't people doing that? Well, that's the challenge of evangelism. Everybody should invite their friends every week but they don't, and so we have to challenge them to do it; we have to train them to do it, we have to remind them of what this is all about. A key reminder is this other stat that I put in your notes that says, "One in four friends say they will attend church with a friend for the first time they're invited." I kind of blew that one, let me read it again. "One in four friends say they will attend church with a friend the first time they are invited." Think about that: a friend invites another friend, and one out of four times, that friend is going to say yes to that invitation.

If you invite four people, one of them will say yes to that invitation. What this study also went on to say is if you circled back and made a second invitation, and if you couple this with prayer and some intentionality, you could see as many as 50% of your friends come for the first time that they are invited. Again, it's all about the relationship; if you've got a relationship with them and you've been investing in them, then more likely, they're going to say yes to an invitation. If it's kind of a cold invite and you hardly know them, you just met them for the first time last week, it may only be one out of four, but the point is a lot of people will come to church with a friend if they are invited, and so what we have to do is invite.

We have to challenge our congregation to invite our friends. This invitation has to be surrounded by some type of incarnational evangelism, so this means that you mobilize your people to pray for their friends, you teach them to live out their faith. I have this image sometimes that maybe somebody invites a friend to church and then that friend is surprised. "I didn't think you went to church." Well, that's not exactly the best reaction. You want them to live out their faith in your life so that their friends see that, so that their co-workers see that, so that their family members see that, and then that invite has sort of a moral authority to it, if you will. The more your congregation lives out their faith, then the more they're going to be able to invite people to come to church with them and share their faith with them.

People should invite their friends every week, but why don't they? One of the reasons is because we don't always structure our calendar in the church, or we don't always structure the church in such a way that people know when it's best to invite their friends, or if they know how to invite their friends, so I want to cautiously give you a personal evangelism formula. I don't like giving church growth formulas, or I don't like giving little pithy formulas or whatever, but I think this one is actually true, that personal evangelism is a combination of three things. It's a combination of tools, T-O-O-L-S, plus training, plus timeliness. I'll be honest, I'm not sure timeliness is a word, but I've just kind of made up a word to fit my formula here, and I'll explain each of those.

Let's work in reverse order. Let's look at timeliness. One of the ways that you can mobilize more people to invite their friends, mobilize more people for personal evangelism, is give them a reason why they should they should invite their friends next week, or next month. You've got to put a timeliness factor on it. People don't do what they should do, they do what's urgent, and so people get distracted; they've got a lot of things going on in their life week to week and they forget to invite their friends, but if you can add some urgency to it, if you can add some timeliness to it, then they're more likely to do it.

For example, one of the reasons people invite their friends on Easter is because a month before Easter you say, "Easter is coming up." Two weeks before Easter, you say, "Easter is coming up." One week before Easter, you say, "Easter is coming up," and so they know Easter. It's time-bound, it's in their calendar, it's something that they know so they can invite their friends to it. That's really why you ought to work to maximize Easter, you want to make it a goal every year Easter to double on Easter, and I'll help you do that through my maximizing Easter seminar if you want to use that or study that after you get done with this course.

People invite their friends to Easter because they know when Easter is. Well, if you utilize Big Days like we've been talking about, what if you could create two or three other Easters throughout the year? I don't mean that they're going to be Resurrection Sundays, they're never going to compete with Easter, but they can be sort of like mini-Easter. Like mini-eggs, you know; you've got eggs, and then you've got mini-eggs. My wife loves those Cadbury mini-eggs, but I digress here, I have to keep moving.

So you create this mini-Big Day, M-I-N-I Big Day in February, you create a smaller Big Day in the summer, you create another Big Day in the fall, and so now just like you're building up to Easter, you take all of January, you build up towards your February Big Day. You take all of the month before school starts to build up to your fall Big Day. You take a period of time in the summer to build up toward your summer Big Day. Now you're telling people four times a year, "I want you to invite your friends."

Again, they should invite every Sunday, they should bring friends with them every Sunday, but again, people don't do what they should do, they do what's urgent. You create these moments of urgency inside your church in February with Easter, and the fall, and other Big Days that you might plan. You've got to put a timeframe on it, and you've got to give some timeliness to it.

A second part of the personal evangelism formula is training. See, you've got to train your people to invite their friends. This can be a very simple kind of training. For example, this doesn't have to be a six week class, or even a six hour class, or even a 60 minute class; it can be a six minute class. Let's say it's the week before Easter, and everybody shows up on the week before Easter, and you give them 10 invite cards, 10 little business card-sized invites that says, "You're invited to Easter at our church," and it's got the service times and locations on the back.

Everybody shows up on on that Sunday and they get these 10 invite cards. Then what you might do in the service is you might take six minutes, and explain how to use those invite cards. Help them think about how they could distribute those; just challenge them to walk over to a co-worker before the work day starts or as they're going to lunch and say, "Here, this is something that's really important to me, I think you would really enjoy it. Why don't you join me next week for Easter at First Church?"

You teach them to hand out the invite, or you say, get a few extra stacks and put some in the break room, and put it right beside the donuts so that everybody comes in and they get their break, they're able to get the invite cards. But you could take six minutes and share three or four ways that people in your church could use that invite card, and that's a little training that you do for the invite cards. Now if it's something bigger, like a servant evangelism event, you might have to do 60 minutes of training before you go out and

do the event, but you want to help people feel comfortable in doing what you're asking them to do, and even though evangelism is something that God calls all of us to do, and He empowers us to do, I will tell you that a lot of people are afraid to do it, and one of the ways you can alleviate those fears and mobilize more people is to give them a little bit of training and help them see how this works.

Then that takes us to our first T, which I've referenced already, and that is tools, T-O-O-L-S. You want to put tools in people's hands; it could be little invite cards, it could be the tool of an event that they're going to be involved in, but it's some way that they can share their faith beyond just the verbal sharing of their faith. I'm all for training people to share their faith verbally, to share their faith using nothing but the Bible and take people through the Romans Road, to share their faith on a napkin using one verse evangelism or something like that, but most people are more ready to share their faith if you put a little tool in their hand, an invite card or some kind of action that they can take.

That's a pretty good personal evangelism formula. If you think about, "Okay, as I go up to my Big Days, as we go towards special services, as we go toward an outreach period of time, how do I put tools in people's hands? How do I train them to use those tools, and then how do I time-bound that so that they do it with urgency, and they know when to do it, and so they're more likely to do it?" Hope that formula's kind of helpful to you.

All right, now that I've given you this personal evangelism formula, look in your notes; I want to give you four personal evangelism principles. This again is just to lay the foundation of personal evangelism in your church. The first principle that I want to give you is the principle of imitation. One of the ways that you get more people involved in sharing their faith is that they see you sharing your faith, and so pastor, if we go back to our last session, this can start with you. If people see or hear about your sharing your faith, then they're more likely to do it. People say, "I'll do it if I see you do it." This is why that 5% rule I gave you earlier is so important; if 95% of your church sees 5% of the church involved in evangelistic activities, sharing their faith, serving the community and reaching the unchurched, then they're more likely to do it. Somebody has to model the way, and that's the principle of imitation.

A second principle is the principle of urgency, and we just talked about that in our formula. The principle of urgency; that people don't do what they should do, they do what's urgent. What you want to do is you want to create time to time in your church, urgency; urgency to invite your friends to Easter, urgency to invite your friends to a fall Big Day, urgency to invite your friends to the kickoff of a new series, and then you compound that urgency by putting tools in their hands, and giving them a little bit of training on how to use those tools.

Next is what I would call the principle of stress and release, the principle of stress and release. To explain that, there is a little bit of flow when it comes to your evangelism process. Some people have gotten so excited about the Big Day idea that I've talked about, that they try to create 12 Big Days a year, and so every month they've got a Big Day, and so what they do is they stress their people too much. "Invite your friends to the January series, invite your friends to the February series, invite your friends to the March series, invite your friends to the April series."

But what happens is if you put that kind of stress consistently, over and over, it actually loses its punch. It's actually better to do a few less Big Days and to stress your people when it comes to leading up to Easter, and then give them a little break after Easter. If you talk about personal evangelism for the three weeks leading up to Easter, well, maybe you don't say a whole lot about that for the three weeks after Easter. Now you can celebrate the results the three weeks after Easter, you can talk about the number of people who did invite their friends for three weeks after Easter, you can have life changing stories the three weeks after Easter, but what you're kind of doing is you're saying, "Okay, these three, four, five times a year, I'm going to stress our

people to invite their friends, and then the other times of the year I'm going to focus on other parts of the evangelism system, and I'm going to give them a little bit of a break."

That seems to work better, because you know, if everything is urgent, then what? Nothing becomes urgent. You create these periods of urgency but then you also have these periods of breaks in-between. There's an ebb and flow inside of the evangelism system. Connected to that is the principle of celebration; the principle of celebration. This simply means that whatever you reward, whatever you celebrate, is going to be repeated. If you're constantly celebrating people inviting their friends, then more people are going to invite their friends.

If you're constantly celebrating the number of people that come to faith in Christ over the previous week, then people are going to pray for more people to come to faith in Christ. If you're constantly celebrating baptism, then baptism becomes part of your culture, and maybe you can close that gap of the number of people who come to faith in Christ versus the number of people who are baptized. Then of course, you want to celebrate people inviting their friends.

If you stress people out to invite their friends for three weeks, then three weeks after the Big Day, celebrate. There's results, and talk about the good things. And you know, even if the results weren't what you expected or maybe what you wanted, there's always something to celebrate, there's always some life change there. Maybe you don't celebrate the number of people who've actually attended, but you celebrate the number of people who invited, or said they would invite, or the number of people who agreed to pray for their unchurched friends. There's always something that you can celebrate, and again, whenever you celebrate, it's going to be repeated; that which gets rewarded, gets repeated.

Finally, there's the principle of expectation, and that's just on your part. You know, when you go into this evangelism process of challenging people to share their faith, and we're going to look here at some invite tools that you can give them, when you're putting these tools in people's hands and you're challenging people to invite their friends, you've got to expect they're going to do it. You've got to have faith if they're going to do it; you can't do it reluctantly, or you can't do it cautiously, or you can't do it apologetically, you do it expectantly; we're expecting.

You know, I'm challenging my church to pray for their unchurched friends; I'm expecting 50% of the church to do it. I'm challenging people to go out and do a servant evangelism project; I'm expecting 5% of the church to show up and do it. According to your faith, may it be done unto you. You know, this is so critical, and I would challenge all of you to make sure you're the banner wavers; you're the people that are leading the charge, you're the people that are out front with great faith and expectancy for your church to do evangelism. With that kind of expectation, let me give you some effective invite tools. This is going to be a list of 9 or 10 things that will help you mobilize your church your church to invite their friends.

These are effective invite tools. Number one goes back to our principle of invitation, and that is model the way. You've got to model the way; people do what they see you doing, people repeat what they see you living out, and so you've got to model the way. Maybe those of you that are part of these sessions, you say, "If nobody else in our church models the way, we're going to model the way." Or pastor, maybe you're watching this session alone and you can just say, "If nobody else in church is going to invite their friends, I'm going to invite someone in my family, and my family's going to take responsibility."

You know, I've seen a lot of churches, particularly smaller churches of 35 or 60. I've seen a lot of churches turn around; it starts with just the pastor and their family, and so you take a church of 65 and the pastor has family of four, well, that's almost like 10% of the church right there; it's just in that one family. Definitely 5% of the church is just in that one family.

Then the pastor and their family gets excited about inviting their friends, and teenagers start inviting teenagers, mom starts inviting people, and their network dad starts inviting people in his network, and then the pastor's family just begins to model the way, and particularly in a smaller church. That can start circulating; they can start turning up and strengthening your evangelism system, it can start raising that evangelism temperature. Then of course, in a larger church and I know some of you, you've got a group of 10 or 15 that are gathered around watching these sessions, you know, you model the way when you say, "If nobody else does it, I'm going to do it." That's really where it starts.

Here's another way. Another effective invite tool is lead church attenders to pray for the unchurched. To pray for the unchurched. This can be as simple as having people write down on their connection card the names of three or four people that they're praying for, that they're going to pray for and invite to an upcoming service. But you know, the more prayer that you have, the hotter your evangelistic temperature is going to be, and so there is a percentage of people that may never go out on a servant evangelism project, they may never even invite their friends, but they'll pray for the unchurched community; they'll pray for people.

Now a lot of times what happens is a person who says "I can never share my faith," they start praying, and then God starts working in their life, and then sure enough, they get excited about inviting their friends. But you want to challenge people to pray. Now one of the ways that we've used this in our church over the years is we've used the period of Lent leading up to Easter. You know, that 40 day period that starts with Ash Wednesday and leads up to Easter?

We've used that to mobilize our church to pray, and we've had some prayer gatherings, maybe after a service or before a service on a Sunday, and then we've had some devotions or other reminders that we might send, but on the first Sunday after Ash Wednesday, we get people to commit to pray for three friends they're going to invite to Easter, pray for five friends that they're going to invite to Easter, and they mark it and say, "I'll be praying for these friends."

Then maybe a month before Easter, we invite them to share their names. Who are the names of the people that you're praying for? And now we've got a big prayer list of names that we can begin to pray with them about, and we encourage them, and then we eventually move it from prayer to invitation. That's kind of related to the next one, which is have people write down the name of the unchurched friends. It's okay to pray for the community, it's okay to pray in general, God certainly hears that prayer, but as you know, the more specific your prayer can be, the more powerful your prayer can be. And so you want to have them write down the names.

Connected to that is utilize invite cards. If you're having them write down 10 names, give them 10 invite cards; if they're writing down five names, give them five invite cards, or go ahead and give them 10, they could use 10 anyway. But you put tools in the hands of people to invite their friends, and you'll see some samples of that in some of your appendix material; you'll also see some samples of different ways we can collect the names of the prayer request as well, if they're like an invest and invite card, and other things. Then another effective invite tool is to engage members in entry level evangelism outreaches, or to engage members in entry level outreach evangelism. This is one of the things I love about servant evangelism is it's not scary; it's easy to go out and hand out bottles of water with an invite card on a hot day at a park; it's easy to go out in a business community and give out granola bars as people are coming to work, and you include with that granola bar an invite to the church.

People can get involved in that, and so you want to create entry level activities that people can get involved in, and your Big Days in many ways, that's an entry level activity. We want people to be able to share their faith and lead people to faith in Christ over the dinner table or at a lunch meeting, but a lot of times we've got to start before that; just get them out there engaged, just get them out doing something, just get them

out there praying, or watching, or seeing the community so that they get a heart for what they should do. We've talked already about utilizing Big Days and special events. You know, there's Big Days that you do at your church, there's other special events; we might have a guest speaker or some guest musicians. You want to encourage friend invites to things like child dedication, baptism, and testimonials. I mentioned earlier about mini, M-I-N-I Big Days that you might have, but a child dedication, it can almost be like a little mini-Big Day because maybe you're going to be bringing 14 families up on stage, and you're going to dedicate their children.

As you do that, you think about, "Well, that's 14 parents that are going to be there," either single parents or more traditional families, so that's going to be a group of people, but then maybe they have aunts and uncles and grandparents, or friends of the family. Whenever somebody signs up for a child dedication, say, "Here's the date of the child dedication. Who could you invite that particular day?" Sometimes we have high attendance on a child dedication day just because we get all of these families who support the families being dedicated to show up, and that's a great opportunity for me now; to not only speak to our people, but to speak to a group of 15 or 16 of the other special guests that are there at our church.

Same thing for baptism. As soon as a family member, or as soon as somebody signs up to be baptized, have them think about family members or co-workers that they may want to invite to come and support them at the baptism. Then in that 10 or 15 minutes you have to explain what baptism is, you get to present the gospel to a good number of lost people who may not have been in church for a long time. The same thing with testimonials; if you've got somebody giving a testimony, tell them to invite their whole office to come and hear their Big Day where they're going to shine and give their testimony there at the church.

Connected to that is train people to share their faith. Train people to share their faith. You know, have a three-hour class twice a year, where you teach something like *The Difference Maker* and you can take my book, and have them all read it; then they can show up, and you can teach them the different elements of that *Difference Maker* faith-sharing section. Teach people how to use the Romans Road, teach people how to use the bridge diagram, teach them how to use one verse evangelism, teach them how to write their testimony. Again, you want to get everybody but if you're only looking for 5%, so you get 20 people in this class, and 15 people in the fall class, and suddenly you're starting to turn the tide of evangelism.

Then, we're going to deal with this next time, but provide air cover for personal invites through promotion. I just want to remind you that personal evangelism is one side of the coin; promotion is the other side. You teach people to share their faith, but maybe as they're sharing their faith leading up to Easter, you're doing direct mail into their neighborhoods to the very friends and co-workers and family that they're inviting. More on that next time.

Then a little turn of phrase here is somebody called it this and I thought it was clever: "Utilize word-of-mouth marketing." Now most of us don't use our mouses anymore, on our computers we've got track pads and different things, but there are a lot of ways online that you can share your faith. One of the things we'll do is we'll give people things they can post on their Facebook, or we'll give them things they can post on their social media, or they can put up on their website that invites people to church. If there's a Big Day coming up, we give them digital invites that they can utilize to share their faith as well.

Then finally, reward people who invite their friends. We've talked about that; reward people who invite their friends. You know, sometimes you can reward them by putting a hand on their shoulder and congratulating them; other times you can reward them by sending them a note and acknowledging that they invited a friend, but you can do more formal rewards as well. I've seen churches send out Starbucks cards to people who invite their friends.

We do a Sunday in the middle of the summer where everybody who brings a friend gets a free movie ticket. Now the friend, the first time guest, gets the free movie ticket but so does the friend who invites them, and that ties in with those summer series that we do that's often based around topics that are raised in some of those summer movies. There's more ways that you can reward people; there's simple ways, verbal ways, but then more monetary ways that you can reward people, but model the way and reward people.

As we wrap up this session, we've got a lot to discuss as you go back through these notes, and thinking about how you can mobilize your congregation to share their faith, how you can share your faith. As we do that, let me leave you with this verse, and then I want to give you a couple of next steps. Luke 10:2. It says, "The harvest is so great." Isn't that true? Your community is so large. "The harvest is so great, but the workers are few. Pray to the Lord, who is in charge of the harvest and ask him to send out more workers for his field."

I want you to do that. The harvest is great in your community, so one of the things I want you to do is I want you to pray for people in your church to rise up and start sharing their faith. I want you to think about maybe some training events that you could put on the calendar. I want you to think about how leading up to the next Big Day, and maybe Easter's around the corner as you're engaging this session or maybe you've got some other special day coming up, think about how you could do a three or four week process, ramping up to that Big Day and get people to share their faith.

And then here's another activity I want you to do. I want you to go around the room and I want you to make a list of 10 people that you know who do not go to church, more likely doesn't have a relationship with God, and I want you to begin to pray for them, because one of the keys to getting your church to pray and develop a prayer list is for you to make your prayer list first.

So pastor, you lead the way, and you start thinking of five, six, seven, eight people that you could invite, and if you can't think of 10, just write down the numbers that you can think of and then ask God to fill them in between now and our next session. Again, you take responsibility. You say, "If nobody else is going to share their faith, we as this group that's committed, we will share our faith and we will model the way." I hope you have a great discussion, see you next time.

The EVANGELISM Seminar + Team Edition

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



4

Promotion

Nelson Searcy: All right. Welcome back. This is our session that we're focused on promotion. Another way to think about that is marketing your church in the community or maybe you just like the word advertising. Remember, evangelism, it's twofold. It's mobilizing your congregation to go out and invite their friends, which we looked at last time, but it's also about you as a church intentionally going out into the community and advertising your church, letting people know you exist, planting seeds in that community so that unchurched people who do not have a relationship with anyone in your church can attend.

If you think about this logically, let's say you're a church of 500. They say that the average person in a church has about 65 relationships. Now, I'm not going to be able to do the math in my head, but that's about 4,000, 5,000 people I believe. If you think of a church of 500, they might have 4,000, they might even have 40,000 connections out into the community, but your community is so much bigger than that. 40,000 connections out of 4 million people or out of 400,000 people or out of 250,000 people or 100,000 people, that's still a lot of people that have no connection with anybody who attends your church.

Personal evangelism, it works really well and it can be very, very effective, but it's never going to reach people that have no connection to somebody in your church. This is about reaching out to people that would otherwise never be reached through a personal evangelism invite. I've come to embrace marketing. I don't see this as a dirty word. I've come to embrace promotion. I see that as something we should be doing. I mean, what better to promote than the church? I mean, everybody else promotes their product. Why wouldn't we promote the church? I've come to see advertising as a positive word because it allows us to reach people that otherwise would not be able to be reached.

As we get into this, you'll notice in your notes I've put a passage from Mark chapter 4. What I'd like to actually do is read a broader passage from that. This call out in your note from Mark chapter 4, it actually is verses four through nine, but what I'd really like to do is I would like to pick it up in verse three. Just listen if you don't have your Bibles handy. If you do have your Bibles handy, I want to read Mark chapter 4 verses 3 through 20. This is a long passage. Then you'll notice that I pick up verse four through nine is actually in your notes.

Mark chapter 4, here in my Bible. Mark chapter 4 verses 4 through 9. Actually I'm going to pick it up in verse 3. Jesus is teaching. He says, "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." Hold your finger right there. The farmer plants some seed. As soon as he plants it, the birds come and eat it. You've probably done this in a park. You throw out some bread. Immediately, the birds or the ducks, they come and eat it.

"Other," it says in verse 5. "Other seed fell on shallow soil with underlying rock. It sprang up quickly but it soon wilted beneath the hot sun and died because the roots had no nourishment in the shallow soil." Number 7, "Other seed fell among thorns that shot up and choked out the tender blade so that it produced no grain. Still, other seed fell on fertile soil." Now, this is the good news here. "Still, other seed fell on fertile soil and produced a crop that was 30, 60, and even 100 times as much as had been planted." Then he said, "Anyone who is willing to hear should listen and understand." That's about where it ends in your notes, but you know there's a little bit more to this story so let me continue on with verse 10.

Later, when Jesus was alone with the 12 disciples and with the others who were gathered around, they asked him, "What do your stories mean?" He says in verse 11, "You are permitted to understand the secret about the kingdom of God, but I am using these stories to conceal everything about it from outsiders so that scriptures may be fulfilled. They see what I do, but they don't perceive its meaning. They hear my words, but

they don't understand so they will not turn from their sins and be forgiven." Now, I'm not going to go into what that means, but if you're an academic, you know that this is the Messianic secret that Mark kind of has running throughout his gospel.

Verse 13 gets real practical, "But if you can't understand this story, how will you understand all the others I'm going to tell you?" Then Jesus explains it in verse 14, "The farmer I talked about is the one who brings God's message to others." The farmer is the person doing personal evangelism or the person that's doing promotion about their church. "The farmer is the one who brings my message to others." Number 15, "The seed that fell on the hard path represents those who hear the message but then Satan comes at once and takes it away from them." You ever seen that happen in your church? Somebody makes a decision to follow Christ this week and you never see him again. Why does that happen? Well, Jesus said maybe Satan comes and gets them and takes that away. It was never a real commitment anyway.

16, "The rocky soil represents those who hear the message and receive it with joy. But like young plants in such soil, the roots don't go down very deep. At first, they get along fine, but they wilt as soon as they have problems or are persecuted because they believe in the word." Hold your finger there before we go to verse 18. This is the person who comes to faith in Christ, maybe comes for a little while, but they never get grounded in their faith. We're going to talk about that in our next session when it comes to perseverance. They never get grounded in their faith so as soon as they have a problem or as soon as something doesn't go the way they think it should go, they abandon their faith. This is heartbreaking. I've seen a lot of new believers who are on path to growth but then the cares of the world, as the old King James might have translated it, the cares of the world get them and suddenly they're gone. Now, it doesn't mean they won't come back later, it doesn't mean you can't reclaim them, but it just simply means that for a while, they're gone.

Verse 18, "The thorny ground represents those who hear and accept the good news but all too quickly, the message is crowded out by the cares of this life, the lure of wealth, and the desire for nice things so no crop is produced." Okay. That's pretty straightforward as to why you might lose that person. Here's finally the good news, "But the good soil represents those who hear and accept God's message and produce a huge harvest, 30, 60, and even 100 times as much as has been planted." What this means is when you go out and sow seeds into the community, whether it's through personal evangelism or what we're going to talk about in this session, promotion, that some people are not going to respond at all. They may say, "Yes, I'll come to church," but never show up. They may keep your invite and put it in a drawer, but they never show up. There's a lot of different reasons as to why that might happen. Jesus said it could be the devil, it could be the birds, it could be the thorns, it could be the cares of life. There's a lot of people that will say no and you've got to understand that.

Not every seed that's planted is going to come to fruition. Not every invite that is extended is going to lead to somebody coming to church or coming to faith in Christ. Not everything that you do to promote your church is going to work, but some will. Some of it will fall on good soil. When it falls on that good soil, it's going to produce a crop 30, 60, and even 100-fold as much as has been planted. You know, even if three out of the four seeds fail, that fourth one is going to produce a crop that's greater than if they had all succeeded. This is something that we have to keep in mind.

I give you this parable because I want to use this terminology of planting and farming to kind of guide our discussion. I call this, in your notes, promotion, sowing seeds of invitation into the community. Personal evangelism is where your people go out and they are the farmer and they're doing the inviting and they're

doing the direct seed sowing and they're inviting people to faith in Christ or to come to your church. Now, promotion is where you as a church send out seeds and these are not personal seeds. These are not people from your church who are going out, but it's marketing, it's advertising, it's invite cards, it's promotion, it's billboards, it's all these different things. You're going out into the community intentionally through marketing and advertising efforts to try to plant seeds in the hearts of people that are going to see that advertising and then hoping that some of that seed will come to fruition. It's sowing seeds of invitation in the community. That's my favorite definition of Biblical marketing or Biblical promotion.

Now, with that in mind and kind of keeping this terminology of the parable of the sower in your mind, let me give you four keys to effective promotion. Number one, the first key of effective promotion is pinpoint your best fields. Pinpoint your best fields. Now, this farmer in our story, he has a field that he's going to go plant in. This is a wise farmer. He intentionally chose this field. Now, it is a field that's full of thorns. It is a field that Satan has his eye on. It is a field that has some shallow soil, but it's also a field that has some potential for great harvest. I like to think about this farmer as being a wise farmer. He knows that there's some areas of his field that are pretty rough, but he also knows that there's some areas of his field that are ready.

Mark 4:3 says, "A farmer went out to plant some seed." If you as a church are going to do promotion, if you're going to promote your church, if you're going to market your church, advertise your church, where are your best fields? Now, what I mean by that is maybe what areas are you going to target? If you're going to do a direct mail piece, what are the best zip codes for you to do that direct mail piece? If you're going to put up a billboard, where's the best place to put that billboard? If you're going to do some advertising, where's the best place to do that advertising? You want to be strategic about this. Just like this farmer was strategic about the field that he planted in, you want to be strategic. At every community, there are multiple different fields. Some of those are fields that have harvest for you. Others of those are fields that would basically end up being a waste for you.

One of the things you can ask is, "Who am I currently reaching?" If you've been reaching people in your church and you've been baptizing people in your church and people in your church have been coming to faith in Christ, where are they coming from? Now, what's startling about this and one of the things I've noticed is that if I ask pastors who are they reaching, a lot of times, they say, "We're reaching people right around our church." A lot of people even in the church would answer that. "Who are we reaching? Well, we're reaching people who live around our church." If you really dig into the data and you look at it, a lot of times, a church can be in one area but they're only reaching people who live north of there or they're primarily reaching people who live east of there or they're primarily reaching people who are on a certain road that comes by the church. They're not reaching everybody in a circle around the church. They're reaching people in the northwest corner. They're reaching people in the southeast corner. They might even be reaching people who are a little bit across town but because on Sunday morning that road is pretty close, it's easy for them to get there.

You know, in our churches in Manhattan, we've noticed that we tend to reach people who are on the same subway track as our church because people don't want to have to transfer trains on a Sunday morning. In our more suburban locations, we found that we reach people who are usually one or two interstate exits north and south of where we are. In one of our suburban locations, we have a much broader reach north to south than we do east or west. Why is that? It's just the way it is. There's different communities inside of your community. There's different pockets of people. There's different neighborhoods.

The very first church I pastored, we had a massive planned development right across the street. I tried as

hard as I could and I don't think we ever reached more than three or four people from that community. Then behind me was a lot of open farmland that had been turned into random houses. It wasn't a planned community at all, but it was hundreds of houses that were just built randomly on this former farmland. Well, we reached people like crazy back through there. Now, why was it we reached people directly behind the church but we didn't reach people in front of the church? Here's the answer. I don't know, but that was the way it was. That's just the facts.

Part of pinpointing your best fields is saying, "Okay. Who are we currently reaching? Where are they coming from?" Then related to that is who is like the people already in our church. Who is like me? For example, if you've got a church and you're reaching a lot of young families, where do the young families live? If you've got a church that's reaching a lot of college students, where are those college students located? If you've got a church that's mainly reaching people who are maybe in the latter part of their life, maybe the kids are grown and they're now empty nesters, where are those people living? More than likely, they kind of clumped together. Young families tend to live in one part of town and then maybe those who are downsizing after the kids are gone off to college, they live in another part of town. Senior communities are in another part of town. It's not always like that, but you want to look at that. More than likely, the type of people that you're already reaching are the types of people that you're going to continue to reach. I know that's not always good news because I know that a lot of you are listening to this and you have a church that's aging and you want to try to reach young people. Well, you can still do that if you're ready for them. You may want to target those specific areas.

Then another question is, "Who is not churched?" Where do the unchurched people live? Well, they probably live all over, but you can think about that question. Now, here's an exercise for you when we get done. People are most likely to come to church when they're in one of three stages: when they're under tension, when they're in transition, or they're in trouble. Okay. Think about that. People are most likely to come to church when they're under tension, in transition, or in trouble. When people get under tension in their marriage, maybe a newlywed couple gets under tension in marriage, they start thinking about spiritual solutions. They've tried everything the world has to offer. It's not helping, so let's try the church. When people get under financial tension, they try everything the world has to offer, it doesn't work, let's try the church. Who are the people in your community that are under tension? Where might they live?

Second thing is, "Where are people in transition?" You know, where do the new people move in your community? In one of our suburban locations, we noticed one time that we were reaching a lot of people who lived around this big shopping mall area. What we discovered is around that shopping mall, that's where a lot of the entry-level housing was. People who were moving to the community but weren't ready to buy a house yet or maybe young married couples who couldn't afford to buy a house, they would live in those neighborhoods around that shopping mall. For many years, we were able to effectively reach people in that area just because they were in transition. Most of the people who were living in those neighborhoods, they were there in transition, just getting started as a marriage or just moving to the community. We found that that was an area where people were most likely to go to church because they were looking to start new habits. They were looking to start a new direction for their life because they were in transition.

Then, to go kind of deep, there are often times people that are in trouble. Now, this is beyond tension. This is now we're in trouble. The marriage is not just under pressure. The marriage is about to fall apart. I'm not just experiencing financial strain, but I'm about to declare financial bankruptcy. Well, there are people around in your community that are in trouble. Where could you reach them? Now, just to say it parenthetically, pastor,

when you think about your sermons, I want you to think about how do you address the tensions, transitions, and trouble that people have in their life. That will help you with your preaching.

For our purposes today, when we're done here in this session, why don't you take five to 10 minutes, put up a piece of paper on the board, and say troubles in our community, transitions in our community, tensions in our community, and just have a discussion about those different topics. Then maybe that will help you to kind of understand what areas do we want to focus. Where do people live that are in transition? Where are the neighborhoods that maybe that are in trouble that we could try to reach? You got to pinpoint your best fields.

Now, in marketing, they actually call this targeting. I've kind of avoided using that word over the years because it does have some negative connotation. The truth is you can't hit everybody in your community. It's too big. You got to find a subsection of that community and you've got to target that. You've got to target young families. You've got to target empty nesters. You've got to target senior citizen areas. The more you can target and find the best fields that connect with who you are already reaching, the more people you're going to reach in general. Pinpoint your best fields.

Then once you do and you say, "Okay, this is where we're going to target," then you want to, number two, plant the maximum number of seeds possible. Once you've targeted this area and done this hard work, now you want to go after it with all your heart. It says in Mark 4:4 that our wise planter, he scattered it across his field. You can kind of picture that bag that he has one side and he's scattering hundreds of seed, thousand of seed, maybe tens of thousands of seeds in that community, knowing that some are going to fall on shallow soil, some are going to be eaten up by the birds, some are going to be gotten by the devil, whatever it is. He's going to scatter more seeds than the birds can eat. He's going to scatter more seeds than the devil can steal. He's just scattering the maximum number of seeds possible. I mean, can you imagine a farmer who goes out to plant and he just takes three seeds and that's all he does? He's got those three seeds and his whole crop, his whole livelihood, and his whole family is based on those three seeds? No, he doesn't do three. He does 300. He doesn't do 300. He does 300,000. He does as many as he can to get the maximum harvest from that area.

When you're reaching out in your community, particularly with promotion, how can you plant the maximum number of seeds possible? Well, some example of promotion seeds that you would send in your community. My favorite one is the first one I list there, which is direct mail. I absolutely love direct mail. Most of the direct mail that we send, it's big. It's like this piece of paper. It's 8.5 by 11 or it's even sometimes even bigger than that, 8.5 by 14 or maybe 9 by 14 or sometimes even bigger. I like to do big direct mail pieces. I want people to be able to see it in their mailbox and hold onto it.

Direct mail is one of the best seeds that you can plant into your community. What I love about direct mail is you can target those specific fields that we were talking about. You can go just after this community or you can focus just on this zip code or just on this region. You can work with a direct mail house or a printer in your community and work with your post office to make this happen. There's some examples of some of the direct mail pieces that we've done that are in the appendix of this resource.

When you do direct mail, again, you don't just mail 50 pieces, you don't just mail 500 pieces. You want to mail 1,000 pieces. You want to mail 5,000 pieces. In fact, if I could get you to do it, I would say the minimum number of pieces you ever want to do for a direct mail is 5,000. Plant these seeds as many as possible. Now, you're not going to get 5,000 people to show up. You may plant 5,000 seeds and only get five families, but

you know those five families are committed to the church. They get baptized in the church. They become tithers in the church. Those five families will more than pay for the small expense of doing mailings. I'll tell you right now that direct mail is cheaper than its ever been. The post office is more willing to work with you and organizations like yours to get direct mail out into the community. I love direct mail.

Now, some other examples, and I'll just have to run through these quickly, are things like door hangers. You can do an evangelism project where you go out into a community, a neighborhood, especially if it's a planned neighborhood that's easily walkable. You can put out door hangers. You can actually hire companies to do that for you. You can search that online and find it. I still like newspaper advertising. I like magazine advertising. Maybe there's a neighborhood magazine or a neighborhood newspaper in the area that you've pinpointed where you can target that. Try to get the back page if you can. That's the page that's on the outside of the newspaper, the outside of the magazine. That's best. If you're in a smaller market, radio advertising works. The bigger the market, the harder it is to use radio. If you've got a local small town radio or it only reaches the three or four communities right around you, that can be very powerful.

I still like billboards. A lot of times, you can get a vacant space on billboards very inexpensively and the best billboards are the ones that say, "So-and-so Church," your church, "next exit or left at the next light." It's very close proximity to your church. It's hard to get a billboard to work if they got to drive all the way across town to find you. I love servant evangelism. Servant evangelism is both personal evangelism, but it's also promotion. You go out on a hot day in the park, you might give out 500 bottles of water. You sowed 500 seeds. The cool thing is you mobilized 40 or 50 people from your church to do it so you stirred up their evangelistic heart, but then you know not every one of those seeds is going to lead to a direct invite, but you might get three or four people to show up from that servant evangelism project.

Invite cards, we talked about that. Cinema ads. You know those little ads they show before the movie starts for people who get there early? Well, that can be a very effective way. Advertising specialties. You may have noticed my pen here that I've had during these sessions. This is actually a pen from our church. We have people take them home every week. We give it to them so they can fill out their connection card, but then they take it home with them. I tell them don't just leave these in your drawer. Take them out. If you go out to lunch on Sunday and you have to sign a credit card receipt, leave this pen in this with the credit card receipt. Now the waiter or the waitstaff, they have two pens. They've got the pen they gave you plus they've got your pen. I was at a doctor's office the other day. I had to fill out some forms. When they gave me the pen, it was one of our church's pens. I mean, what are the chances of that? I said, "If you want some more of those, I can hook you up. I can get you thousands of these if you want." There's different ways you can do that with pens or calendars are other advertising specialties in your church. I'm sure you can think of others.

You know, I mentioned some of the other resources I have. One of my more popular resources is a big resource that I actually recorded over a three-day workshop. It's called The Church Marketing Workshop. If you really want to go deep into some of these marketing ideas and really look at how do you write a direct mail piece, how do you write a door hanger, if you want to see all kinds of samples, just go to the website at the bottom of your notes and search in the store for The Church Marketing Workshop.

We pinpoint the best fields, we plant the maximum number of seeds, and then, number three, we expect. Remember that principle of expectation from last time? We expect a proportional return. This is what I'm saying to you. You know, you don't do 500 servant evangelism touches and get 500 people to show up. You don't mail 5,000 invites and get 5,000 people to show up. You're going to get a proportional return on these seeds. Jesus even promised it. I won't read the passage again, but you can see there about all the seed that falls on bad soil or gets taken away.

I used to get so discouraged by this. You know, we would go out and we would do 100 servant evangelism touches and maybe have nobody show up. We'd go out again and do 200 servant evangelism touches and maybe have just one or two show up. I'd be like, "We spent a half a day or a half of a morning out doing this. Why did so few show up?" I used to get so caught up and I would get so mad at the birds who got some. I would get so mad at the devil who got some. I'd get so mad at the shallow soil that some of our seed fell on. This would just bother me. Then I began to realize that's just the way it is. I can't change it. This is the dynamic. Whenever a farmer goes out to sow, some of the seed, a large portion of it, is never going to do anything. There will be a proportional return.

You can't go based on what some of the marketing books tell you in secular marketing. You're not going to get a 5% return. You're not going to get a 10% return. You're not selling Coca-Colas or something like that. You're going to get a very small return. You're going to make 500 touches at a servant evangelism project and get one family to show up. Praise God for that one family. That was what that was about. It was about reaching that one family. You're going to mail 5,000 direct mail pieces on Easter and only get four or five families to show up. Well, again, how else are you going to reach these families if you don't do these projects?

Now, every once in a while, we had a newspaper ad that we ran one time and, best we could tell, we got 80 people from that one newspaper ad. Now, I was thinking we ought to run that ad every week, but it happened to be that that particular series and that particular day, it connected with a whole lot of people. We had about three times that many people invite their friends. Still, that was 25% of our first time guests, best we could tell, came from a newspaper ad. That will happen from time to time. You'll do a mailing, you'll do a 10,000 piece mailing and you'll give 50 families to show up. You might do another 10,000 piece mailing and you only get five families to show up. Just understand that's the way this works. The more consistent you are and the better you get at it and the more you understand marketing, that's why I did that big workshop, then the greater the return's going to be. Sometimes you get no return because you had a bad marketing piece. You want to study examples and make sure that you're spending money right, but understand you're going to get a proportional return.

For those of you that say, "That may not be worth it." How else are you going to reach that family? How else are you going to reach those four families? How else are you going to reach those 20 families if you don't do this? Then if they all get involved or even if a proportion of those get involved and become tithers, their tithe over the next year is going to more than pay for the marketing expense because marketing in general is cheap compared to all the time consuming ways that we can reach people.

Sometimes it may take a while for the harvest to come. That's what I want you to remember in number four. Wait for the coming harvest. You know, I've worked with a lot of churches and helped them do their first direct mail campaign. Well, the first time out of the gate, they may see very little results. Then they do it again and they do it again and they do it again. What happens is they see snowball results. They see cumulative results. They may only reach a few people with their first direct mail, but once they kind of get into community and get better at it and they do more of it and people see their advertising more than once, which you know is one of the big principles of advertising, repetition. You know, one of the big principles of advertising is repetition. One of the big principles of advertising is repetition. People have to see it over and over and over. Well, the more they see it, then the more harvest you're going to get. Eventually, seed will fall on fertile soil.

Then, number five, we'll deal with this in the next session, prepare and plan for the future. If you're doing

direct mail, then expect that first time guests are going to show up. If you're doing door hangers, expect that people are going to show up. If you're doing servant evangelism, expect that people are going to show up. Then go deeper. Prepare for them to show up. If you're praying for 40 people to show up, you better be prepared for 40 people to show up. If you're going out for the expectation of doing a marketing project that's going to reach 20 families, you got to be ready for those 20 families.

I think sometimes spiritually that God doesn't bless your marketing efforts because he knows that if he does, you're not ready for that blessing. Isn't that kind of sad? You do all of this work and then, because you weren't prepared to preserve the fruit of the harvest, God doesn't give you a harvest. Now, that's not necessarily the way it works in nature. You know, in nature, you plant a seed. Tomatoes grow. Whether you ever harvest them or not, tomatoes will grow next year. In the spiritual world, God knows if a church is ready for the harvest. We're going to spend next session getting you ready for that harvest so that some of the crop will grow 30, 60, and even 100-fold.

All right. Let me wrap up this session by giving you just some promotion tips that I've learned over the years. I'll go through these rather quickly because we've already hit on them intentionally as I've gone along. Number one is in your marketing, be consistent. You know, I've talked about that. You do one direct mail campaign, you'll get some results. If you consistently do them throughout the year for your Big Days, you're going to get snowball or exponential results. Be consistent. Number two, be clear. I notice this in a lot of promotion. People are never clear. They're not clear about what time the church meets. They're not clear about where the church is located. They're not clear about what the invite is. Make it clear.

Remember, people say no to what is confusing or people say no to what is unclear. Sometimes a marketing piece doesn't work because it's not clear. Get your printer to proof it for you. Get somebody in your family who doesn't go to church to proof that direct mail piece or that door hanger or the servant evangelism invite card to see if it makes sense to them. In that promotion, tell people exactly what you want them to do. The best seeds are actually clear invites to a church. Make it crystal clear that you're inviting them to attend your church.

Now, I'd rather you be clear than this next step, but also if you can tie clarity into it, number three, be creative. You want to be clear, first of all, but then you also want to have a little creativity, have a little humor, have a little tongue in cheek, have something that's visually stimulating, have something that catches people's attention. Be creative, but make sure it's clear first and then creative because I've seen a lot of themes that are really creative, but they're terribly unclear. Think about that.

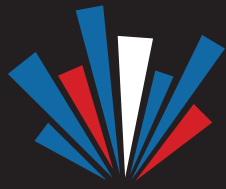
Number four, be confined. That goes back to our harvest field. You can't mail everywhere. You can't put door hangers on every door. You can't advertise in everything. Figure out what you can do and confine your promotion to those areas and then go after those areas. Number five, be confident. You know, this is what's different about your advertising than all the other advertising in the community that you see going on. If you put a billboard up, if you put a direct mail piece in somebody's mailbox, if you advertise on the back page of the newspaper or some other form, you've got the spirit working for you. Your confidence is a spirit confidence. It's not a confidence in how creative you are or how cool your church is. It's about the spirit going along with everything that's being mailed. Every mail piece you send out, it's like the Holy Spirit rides along with that mail piece and is working. You know, soda advertisers or beer advertisers or whoever else is advertising, car dealerships in your community, they don't have the spirit involved in their advertising. Maybe they've got people who pray in those industries and whatever, but they don't have the spirit's blessing like you have. You see, your advertising has a spirit side of it. That's what makes it different than secular promotion.

Remember this. 2 Corinthians 9:10, "Now he who supplies seed to the sower and bread for food will supply and multiply your seed for sowing and increase the harvest for your righteousness." 2 Corinthians 9:10. We were getting ready to do a big summer advertising campaign. I won't tell you the numbers, but it was thousands of dollars. It was big for our church at that time even though the number, if I gave it to you, might seem relatively small. It was really big for our church. I was about to walk into this meeting and I was going to say, "We just can't afford it. We just can't do it. It's too big for us."

Right as I was going to that meeting, a friend of mine who's a pastor in Virginia, he called me. I thought, "Well, I've got a couple minutes. I'll say hello to him and I'll tell him that I'm going to call him back after the meeting's over." I took the call and his name was Jimmy. Jimmy said, "I don't know why I need to call you, Nelson, but I wanted to call and give you this verse, 2 Corinthians 9:10." It was the verse that we just read. He said, "I just wanted to remind you that God gives seed to the sower." I said, "Well, this is almost prophetic." I don't even believe in some of that kind of stuff sometimes. I tend to be less believing than I should be. I said, "This is prophetic."

I go into that meeting and I say, "I'm going to approve these thousands of dollars that we're going to spend." It was a very precise number. We did the summer program. We did the outreach in the community. We reached a lot of people that summer through the outreach, and our church grew into the fall. You fast forward from the beginning of the summer to now, it's the end of the third quarter. It's the end of October and I'm getting the giving reports from our church. Guess how much our giving was up in the third quarter? It was up by the exact amount within just a few hundred dollars of what we had spent on that summer evangelism program. We spent X on a servant evangelism program. We got back almost exactly X in our budget that year. Where did that come from? God gave seed to the sower.

Remember this. Evangelism is an investment. It's an investment in your community. It's an investment in the Lord. It's an investment in your calling and your community. It's never an expense. Evangelism is an investment, not an expense. If you do it right, it's going to look like it's going to require a lot of faith, it's going to stretch some of you who are a little tight with the church's money to kind of release this. In return, the harvest is great and you may see a 30, 60, 100-fold increase in what's going on. I hope you'll keep that in mind as you work this process. I've given you some homework. I've given you some next steps. I hope you have a great discussion on those. I'll see you next time.



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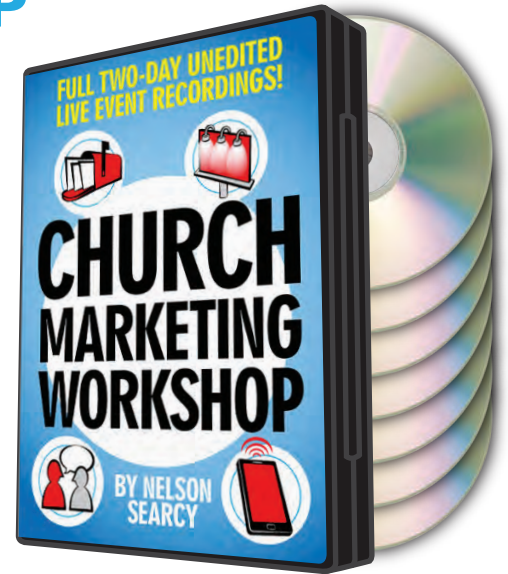
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Attracting the Unchurched to Your Church and
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5 Preservation

Nelson Searcy: Welcome back. We're going to look at preservation, and this is actually my favorite session of all of these, even though it's not as long as some of the others. It's actually my favorite session because I believe that preservation is one of the keys to everything else that we've done.

It's great for the pastor to structure the church for growth and to use the stage and mobilize the staff for growth. It's important that you mobilize people to do personal evangelism. I love marketing and going out into the community, but all that hinges on this session that we're going to look at now, which is preservation because you see I have this big belief. I believe that if you're not ready for the fruit, God's not going to give you the harvest. God's not going to give a harvest to a church that is not prepared to receive it, so you want to be prepared to preserve the fruit that you're going to get.

When the pastor works in all of those areas, when the people are mobilized to go out and invite their friends, when the promotion really begins to work, and you start seeing that 30, 60, 100-fold response, then what are you going to do to be ready to receive all of those new believers that are coming into your church.

If you look in your notes, this session is called "Preservation: Cultivating and Celebrating Evangelistic Results." I want to help you cultivate results by inviting people to come to faith in Christ, but then I want to help you celebrate those evangelistic results.

Let me give you a verse, and we'll have a little fun with this verse here. The first version of this verse from Romans 10:9 is actually from the New Living Translation, which has been where all of our verses so far have been from. It says, "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." I know we all agree on that verse, but then The Message paraphrase of that verse, it just unpacks it a little bit more as it sets the stage for our session today.

This is from The Message translation of Romans 10:9 or The Message paraphrase. It says, "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."

Well all of this work that we've been looking to do in these last few sessions has been about helping people confess with their mouth that Jesus is Lord or call out to God and trusting that He will do it. It's been all about salvation. It's about helping people believe. We structure our church, and we hold our staff accountable, and we use the stage, and the pastor does the pastor's work, so that people will come to faith in Christ. We mobilize people for personal evangelism, so that people will come to faith in Christ. We do promotion in our community, and we stretch ourselves to invest in these seeds, all so that people will come to faith in Christ.

We want people to do what Romans 10:9 is all about, and as you do this work, you will see that. In fact, maybe you're already seeing significant increases in the number of people who are coming to faith in Jesus Christ. What you now have to do, is you have to be ready to preserve that fruit. God gives you these new believers. What are you doing to preserve and to help those new believers grow and mature and become fully developing followers of Jesus?

I say it in your notes, and I know theologically this is maybe not exactly the best phrasing, but I didn't have space to write a two or three sentence setup to this. But in your notes, I call it, "How to help people say yes to Jesus." So you've got these unchurched people coming. They're coming through your marketing efforts. They're coming through the personal evangelism efforts. They're coming through the events and the vision casting that the pastor has done in the church. They're coming because of what we've been doing in these sessions and because the spirit is blessing your church and raising that evangelistic temperature.

Now, you've got all these unchurched people there. What do we do? Number one, we invite people to say yes to Jesus. This is primarily the pastor's role, but it's also about the friend who invited them, and it's about the friend who invites the unchurched friend to church. But we invite people to say yes to Jesus. We do that how? We do it through the Sunday services. Of course we do it through the Sunday services.

This is about extending the invitation, and many of you do the invitation time very differently. Some of you have a come forward invitation. Some of you have a prayer room. Some of you have a booth or maybe a table in the lobby that people would go to. We record our invitations at The Journey on the back of a connection card, so if someone is coming to faith in Christ that day, we invite them to record that decision on the back of their connection card, so that we can follow up.

Every Sunday, I give people a chance to say yes to Jesus. Some Sundays are more in-depth teaching about the core of the Gospel. Others, we're talking about some other part of scripture, but regardless, there's at least some point along the way on a Sunday service, where we give people a chance to mark and record that they are saying yes to Jesus.

Most of our decisions, honestly, come through the Sunday services. But some come in through other ways. Some come in through small groups, and we find out that someone comes to Christ in a small group. Others come through personal conversations. The person who invites them, now has a personal conversation with them, maybe over lunch after a service or in a follow up or over a meal or whatever it is. There's different ways people can say yes to Jesus, but what you want to constantly do is you want to draw that net and invite people to say yes to Jesus. So you plant seeds each and every week, then there are different harvest times that come week in and week out as well, so the invitation is very important.

Now another important area of helping people say yes to Jesus is number two, prepare for people to say yes to Jesus. Prepare for people to say yes to Jesus. This is extremely important, and it leads me to what I now call "the law of spiritual readiness". Over the years I've called this different things, but the law of spiritual readiness says, "Your preparation precedes God's blessing." "Your preparation precedes God's blessing." I want you to get prepared for people to come to faith in Christ. Then you say, "God we're prepared. God if You give us 10 new believers on Sunday, we're going to be ready for those 10 new believers. If you give us a 100 new believers on Sunday, we're going to be ready for a hundred new believers."

I mentioned in a previous session about one Sunday in one of our locations, almost like a revival broke out, and we had 70 people come to faith in Christ on that one day. That's probably more of a spiritual awakening to use a better term. It was almost like a little mini spiritual awakening happened in this location. This location was only a few hundred people, and so 70 people that day came to faith in Christ.

One of the things I found out is that a few weeks prior, as they were getting ready for the upcoming season, they had prepared a hundred new believer kits. This is a packet that we put together that includes a book I wrote, a DVD, some other new believer follow-up material. So they had said, you know, this coming season, we hope to see a hundred people come to faith in Christ. We'll prepare a hundred packets. Well guess what happened? On one Sunday, 70 of those packets were used by people who came to faith in Christ.

You see I believe there's a correlation in that, so I told them, "Go back and make more packets." You know? Let's get 200 packets made. Let's get 300 packets made. But I believe that one of the reasons God did that with the 70, is because He knew that we were prepared with those packets, so there's a correlation between that.

Churches say, "I want to baptize more people." Well you know what? You might want to take the Christmas

decorations out of the baptistry. If you're using the baptistry to store the Christmas decorations, you're probably not going to see a lot of people baptized.

We used to call it storing up the waters of baptism. The old fundamentalists used to call it that. You gotta go in there. You're gonna fill that baptism with water, and you pray over that baptistry, so that you see more people come to faith in Christ. But you've gotta prepare for that, prepare for these new believers, prepare for the people to be baptized. Be ready for God's blessing. Of course, there's other ways you can prepare too. Make sure you've got extra bulletins and extra seating and things like that. That gets into more of the regular issues in the life of the church.

So what does this look like? First of all, you want to develop a tracking system. Develop some way to track how many people are coming to faith in Christ. You've gotta record the names and the basic information on the people who do come to Christ, so that you can track it. Depending on how you're doing this, if it's a come forward invitation, how are you going to get people's information? If it's go to a booth in the foyer of the church, how are you going to capture people's information?

For us, it's easy because we use that connection card. If you remember going back to the assimilation system, every week everybody gets a connection card in their bulletin. Every week everybody fills out a connection card, and then on the back of that connection card, there's "next steps". What we do, as soon as we collect the connection cards every week, is we go through, and we pull out all of the new believers. New believers get entered into our database and into our followup system, which I'll talk about here in just a moment, before anybody else. So it's new believers first and then first-time guests and then on down the line. There's some other things that I won't go into right now.

But new believers become the priority, so we know within minutes after a service is over, we had three people make first-time decisions in that service. We had 15 people make first-time decisions in that service. And we track it week after week after week. I look at that number every week, and we actually pray over the names of everybody that has made a first-time decision. We hand out the names at our all staff meeting, and we pray for them by name over the course of the coming week.

So we intentionally are looking at those numbers, and I like to see the trends. I like to see the time where one location jumps and has 70 first-time decisions, like I was talking about. Or another one's been struggling along, and only seeing a handful. What's going on with that? These numbers begin to talk to me, and it begins to speak to me about how we keep that evangelistic temperature hot.

There's a tracking system, but then there's also a followup system. What's going to be the followup system inside of your church? How are you going to followup on these new believers? As I mentioned, we have decided that we're going to followup on new believers first, and we're going to be ready for that followup. In essence, you have to prepare the followup before people make decisions, so you want to prepare the new believer packets before you have new believers. You want to prepare the new believer emails and the followup materials, like the letters that you're going to send before you have those decisions.

This is an act of faith. It was an act of faith on that group in our church that prepared those 100 packets, getting ready for that next season. You know they had to prepare them, and they had to stack them and put them in our storage area to be ready to use. That requires some intentionality. It requires some investment of time and resources. Every one of them had a book in it. Every one of them had a DVD in it. Every one of them had a letter in it. Maybe it didn't have the letter because I think they customize the letter every week, but it was ready for the letter to go in week after week. It had a mailing label on it, so that we could mail it to the people who are making these decisions.

So you want to prepare that in advance. You want to be ready for your followup. Now what does that followup system look like? What I listed here in your notes is just a very simple way to begin to think about what a new believer followup process looks like. Now I mentioned that I have other resources that supplement this team training. One of the ones that I would encourage you to get, and this would be above any of the others that I've recommended. I would encourage you to go to our website, which is at the bottom of your notes, and pick up the New Believer's Seminar.

What I do in this, it's about a two to two-and-a-half hour seminar, is I walk you through every single step in our new believer process. I also give you all the supporting documents that we use for new believers. I put a few of them in the appendix of these notes, enough to get you started here today. But if you really want to go in depth, I want you to get that New Believer's Seminar. It's the one seminar that I would say above all others, you want to pick up and study.

What I might do is, if say there's a group of 15 of you that are studying with me right now, you might choose five of you to be the New Believer's Study Group. So you go get the seminar, and you five study it. Then bring your report back to the group next month or whenever you meet again. You can get this as a download.

The other piece that I give you in the New Believer's Seminar, is I give you a checklist for every step that a New Believer should go through from the time they make a decision, all the way up until they're baptized and engaged as a fully-engaged member of the church. That checklist, in essence, is probably worth the investment in the seminar, and it's a very low investment seminar anyway. But I hope you will take a look at that.

Even if you can't, here's a basic idea of a new believer followup process. For example, when somebody makes a decision to follow Jesus, they say yes to Jesus Christ. What do you want them to do in that first hour? They're sitting in a service, or they're sitting in a small group, and they make a decision to follow Jesus. How do you record that decision? How do you get that person's information? We were talking about that just a moment or two ago, but this is really important.

Now for us, we've solved that through the use of the connection card. Somebody makes a decision, we've got their name and address and email address and phone number from their connection card. But somehow, within that first hour, you want to record that decision, and then that decision needs to be recorded in your followup process. So you record the decision they make, and then that card or that decision card moves from there to the followup team.

Now that sounds like such a simple step, but I see churches drop the ball on this all the time. I was working with a megachurch in Atlanta, a church that you would probably know if I named the name of it. They had asked me to come and preach that Sunday. Then they wanted me to do some work on their evangelism seminar or their evangelism system.

One of the ways they recorded decisions, is you could come and pray with the elders down front, or you could go to a booth in the back of the church. We discovered it was about 50/50. Half of the people would come down front and pray with the elders. And those elders did a really good job of recording the decisions and getting these little carbon copy forms that they had filled out.

Now the booth in the back of the church, not so much. They weren't doing a great job with it. In fact, one of the things we discovered on the very day that I was there, is we found decision cards back in the booth that were two, three, four weeks old. And those cards had never made it from the booth to the administrative assistant or the pastor that was in charge of followup.

Now think about that. This is a megachurch. I mean they're having a dozen people or more every week come to faith in Christ. They were doing well in one section, but not in the other. And it wasn't that they weren't recording the decision. They were recording the decision. They were then just putting it in a pile and storing it with the other stuff in the booth because the booth had to be pushed back into a corner during the week because the church had a school and other things going on there, and they needed that space.

We immediately fixed that. We said there's going to be three people that are assigned to go to that booth every week and get those cards. If we don't get cards from the booth ... We even decided to color code the cards. The elders would have red cards or something like that, and the booth would have blue cards. If we didn't get any blue cards, somebody was going back to that booth and checking it every week because we knew people were going there.

The ball was being dropped in that first hour. Now that's kind of surprising to me and hard to get my hands around, but these things happen. So you want to pay attention to that first hour. It's one thing if the devil gets them, or the birds come and get them like we talked about in the last session. It's another problem when we drop the ball on followup, so first hour.

Then what do you want that new believer to receive within the first day? Do they get a phone call within the first day? I think that would be appropriate. We don't call first-time guests or anything like that, but I don't mind calling new believers. We want to get a packet in the mail to them in the first day. They won't get it in the first day, but we will get it in the mail to them within 24 hours after they make their decision. We want them to get an email. We send them an email that has a link to everything that's in the packet. They can begin to read the book online. They can watch the DVD online. The email's basically the same as the letter that I send them where I'm laying out next steps that I want them to take, what I want to happen in that first day.

Then in that first week, what kind of steps do new believers need to take in that first week? Well we want to confirm their decision. We want to make sure they got the packet. Hopefully, they begin to engage the book, which is about eight steps that new believers should take. Everything from learning how to pray, to learning how to use their Bible, to getting involved in the church, to being baptized. We kind of want the engagement to start within the first week.

Then what about in that first month? We want to check in with them over the first month to make sure they're attending church, to make sure they've watched the DVD, and make sure they're working their way through that new believer manual that we gave them. We're doing the best we can to help them grow, and you know one of the words that the Bible uses for people who come to faith in Christ is that they're born again. They've been born again, so just like a new baby.

You think about all that goes on in a hospital when you have a new baby, there's check-ins every hour. They're weighing them every week. They're monitoring them, and they get their first week's shots and their first month's shots and all these different things. I mean my son's almost grown now, so it's been a while since I had to do all this baby stuff, but you know that a lot happens right there in those first few hours, in those first few weeks, in those first few months when it comes to a new human baby. Well now, you've got someone who's been born again, and they're a new baby in Christ, so we want to think about the first hour, the first day, the first week, the first month.

Now eventually, I want to see them baptized, and I want to get them involved in a group. That's sort of the last point I put here in your notes. Baptism is important. Being a part of a group is important, and I want them to be assimilated into the life of the church, so that they can become a fully developing follower.

Do you lose a few along the way? Heartbreakingly, you will. You might have 20 people make a decision over the course of a month. Three or four months later there will be a few of those that you just can't find. You just can't get up with. It's like they just fell off the face of the Earth. You do everything you can for those that you can't find, but you also stay focused on those that are doing the process. So don't let the few that fall away, that the birds get or the thorns choke out, don't let those few keep you from giving your full effort to the many who will stay with you.

You want to do everything you possibly can to take care of these new believers. I just want to tell you. We've been together now for a number of sessions, so you know I don't mind just speaking to you bluntly. I will tell you, you can do everything else that we're talking about in these sessions. You can take every other next step that I've given you in this evangelism seminar, but if you're not prepared for new believers, and you don't have a new believer followup process in place, you will never have a church that is healthy evangelistically. You will always struggle. Your church will never reach the boiling point when it comes to your evangelistic temperature if you aren't prepared and ready to take care of those new believers.

Before I started The Journey, I worked on staff at a megachurch out in Southern California. The pastor there is a pretty famous guy, and you'd probably know him if I told you his name. One of the sayings he had about evangelism that I didn't quite get when I worked for him, but I got later as I planted The Journey Church and led our church to growth. He said over and over, "Whenever God gets ready to birth a new baby into the kingdom, He looks for the warmest incubator."

Now at that time, I guess when I worked for this pastor, I didn't have children. We had not had our children yet. I didn't have any children, so maybe I didn't quite get the incubator analogy that he was talking about. But I've learned that that's a pretty profound saying. That "whenever God gets ready to birth a new baby into the kingdom, He looks for the warmest incubator." In other words, God is prompting people. God is prompting thousands of people in your community to go to church every week for the first time.

Why does God send them to another church and not your church? Why does God send them to your church and not another church? How is all this working? God knows if you're ready to receive new believers. If you become ready, I believe, God far more obligates himself to send these unchurched people to your church.

Now you go back to our very first session that we had together, and we were talking about strengthening your evangelism system. In essence, God sends, it seems to me, new believers to the church that has the strongest evangelism system. So if you've got a strong evangelism system, God says, that's the kind of church I want to bless. If you've got a new believer process in place that you can use for one new believer or a hundred new believers, God says, that's the church I want to bless. If you're ready to receive them, God says, let me send them to you.

It may take a while. It may not be this week. It may not be next month. But you get ready, and your preparation precedes God's blessing. I'm certain. I'm absolutely certain that God will not bless a church that is not prepared, so you've gotta be prepared for people to say yes to Jesus Christ. You understand where I'm going?

Just before I go on, let me just say a word about a little pet peeve of mine. I've got a little extra time here before we wrap up, so I've got a little pet peeve that I have about Bibles that we give to new believers. Just the other day, I received something in the mail trying to sell me some new believer Bibles. And I appreciate what they were trying to do, and they actually had some really good products in the catalog.

Now we at The Journey actually don't give away new believer Bibles. We give a certificate for people to

come to an area that we have set up, where we've got different kinds of Bibles. We've got student Bibles and women's Bibles and study Bibles and just regular Bibles like I use. I mean this is just a regular Bible. It's got some inline notes, but it's not a study Bible. A lot of people want a Bible just like this, a handy Bible.

We do have some Bibles that are called New Believer Bibles, but the new believer can bring their certificate to our little area, and they can pick their own Bible. But a lot of churches, they use new believer Bibles. This particular ad that I received in the mail, it was trying to sell me a case of new believer Bibles. I could buy 24 or 48 new believer Bibles for \$.50 a piece.

I've been involved in the publishing world for a long time, and I know if you're selling something for \$.50, it's going to be very economically produced. So this was going to be a really thin Bible. It was going to have a very cheap binding on it. It was going to be soft cover on the front. It was probably just going to be the New Testament.

I mean I just had this image of what these might look like, that I'm able to buy for \$.50. I had this thought to my mind. If I give a \$.50 Bible to a new believer, maybe in return I'm gonna get \$.50 new believers. But you know, if I give a leather-bound Bible, and I give a Bible to a new believer that really is something that they can be proud of. If I give an exquisite Bible to a new believer, maybe we're going to get exquisite new believers.

My challenge to you is, don't give your new believers cheap Bibles. Don't give your new believer a Bible that you would not personally use and be proud to carry. I just believe that's a little thing that goes into this bigger new believer process, that you might think of. So if you go back, maybe within the first month, one of the things you want to do in the first month is help that new believer pick out a Bible, that they can actually use and be proud of. Then of course, in the new believer packet, if you use my book for new believers, we help them understand their Bible.

By the way, if you'd like to see my book for new believers, just email me. I'll be happy to give you a copy. You can find my email address at the website, so I'll at least make you go to the website to find my email address. Then just say, "Hey, I'm listening to the Evangelism Seminar Team Edition. You said you'd send me a free copy of the new believer book." And I'll try to send you at least a digital link, and if I've got some extra in stock, I'll send you a physical copy. But you can at least get the eBook and review it. Then if you want to get a physical copy, we'll try to get it to you there as well.

Invite people to say yes. Prepare for people to say yes to Jesus Christ, and then finally for our session today, number three, celebrate people saying yes to Jesus. This is three points and a poem. I don't have a poem, so we'll just do three points. Celebrate people saying yes to Jesus.

Way back in an earlier session, we talked about some of those metaphors for evangelism. I talked to you in reference, Luke 15, we didn't actually look at it, but Luke 15 is where Jesus tells these consecutive stories about a lost coin, a lost sheep, and a lost son. At the end of each of those, when they find the coin, when they find the sheep, when the son returns home, it says, "Celebrate with me. I have found my lost coin. I have found my lost sheep. I have found my lost son."

When we see people say yes to Jesus, we see them follow through on this new believer process and become a growing new believer inside the church, the third step is to celebrate that. How do you celebrate? Some simple ways, number one, share statistics. Two or three weeks after Easter, tell people about the number of people who came to faith at Easter. At the end of a quarter or at the mid-year or in your giving statements or in other vision casting places that you have in your church, share statistics about people who've come to faith in Christ. Whether it's a handful of people or a large number.

Then share stories. If you have an opportunity to hear about a particular new believer, and you can get permission to share that story, or maybe you just share it in a vague way, or you wait a year later and share that story. Whatever it is, share stories about how people come to faith in Christ.

Then share credit. You take responsibility for people coming to faith, the team that's listening to this and studying these sessions with me, you all can share the credit for people coming to faith in Christ, but share credit with the whole church. Let them know that even though John and Susie invited this couple that came to faith in Christ, we all had a part of that because we welcomed them. We created a culture, and we prayed for them. You want to share that credit.

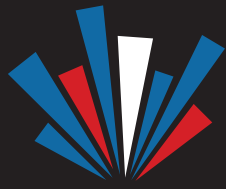
One of the ways you celebrate new believers is through baptism. Baptism should be a celebration. I tell our worship team all the time, baptism is a celebration not a funeral. So we want to make this something that we celebrate. In Acts 2:41, it says, "Those who believed and accepted His message were baptized." One of the great ways that you can celebrate people saying yes to Jesus is show baptism videos. Invite your church to celebrate baptism with you.

This is an incredibly profound way to keep the evangelistic temperature in your church hot. If you've only had three people baptized, then show the video. Find some kid in your church who's got a computer and some video skills, and they can put together a music video of you teaching and these people being baptized. It's a great way to celebrate.

You have a big action step. A big action step is to think through your new believer process, and I even talked about putting together that little study team inside your church to think about this. But you may want to think about your tracking system, of course, your followup system, maybe some different ways that you could celebrate the evangelistic fruit in your church.

Then of course, you can talk about how decisions are being recorded, and how you are going to invite people to say yes to Jesus, and then know that they said yes. You may want to think about how you do the invitation on Sunday, or how you lead into prayer on Sunday. You may want to think about the different ways that people come to faith in Christ, and how you can find out about that. If they come to faith in a small group or through a personal conversation, maybe you have a way on your website for people to record a decision.

Think about all of that and have a great discussion, and I'll see you back for our concluding session next time. Thanks a lot.



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Help your new believers take their first steps toward discipleship

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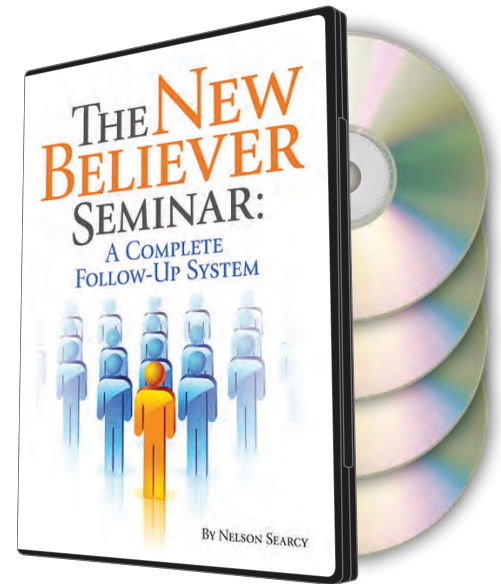
In The New Believer Seminar, Nelson has developed a valuable system that will **equip you to follow up with every new believer God brings to His church.**

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"

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The EVANGELISM Seminar + Team Edition

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

6 Conclusion

Nelson Searcy: All right, welcome back. This is a bittersweet welcome that I have to give you here, because we are actually in our concluding session. I want to thank you for your diligence and your faithfulness, and all of your prayers and work that's gone into everything up until this session. I'm really excited about what God's doing through these sessions and excited to see what God's going to do through your church and through you, because of your effort and energy that you've put into this evangelism seminar.

This last session is a bit of review and also a bit of encouragement, as we wrap up our time together. It is a little bittersweet, and I want to thank you again for your time and energy and participation. I want to thank each pastor, who has been a part of these sessions, and your leadership, as well, in putting this together.

If we go back to our first session--seems like such a long time ago--if we go back to our first session, one of the things I challenged you to do in that session is to dream with me. I challenged you to dream about what it would look like for your church to double your evangelistic effectiveness. Maybe I didn't use those exact words, but that's really what I'm talking about.

What we've been working on in these sessions is about strengthening, kind of like somebody in the gym doing bench presses. We've been looking at strengthening your evangelism system. In essence, we're trying to double your evangelistic effectiveness, or we're trying to raise that evangelistic temperature. What would it look like for your church to be twice as effective, when it comes to evangelism? You put yourself in a place where God can doubly bless you.

What would it look like if, a year from now, you have twice as many first-time decisions for Christ? What would it look like if, a year from now, you had twice as many baptisms as you have right now? What I believe is that you're already beginning to see some of those results. As we've been going through these six sessions together, that's a significant amount of time. Whether you've been meeting weekly or meeting monthly to go through these sessions, I hope you're beginning to see now some of the results. I hope you've got a new believer process in place, based on our last session. I hope you've got some evangelistic events that have been scheduled, and you're seeing people in your church mobilized to go out into the community and share their faith. I hope you've been able to utilize some Big Day ideas and mobilize people to pray for the unchurched and giving them invite cards.

I hope you're already seeing some results, but I hope that, long after this session is over, that you're just going to see more and more and more results. I would love to hear about those. I mentioned, if you go to our website, which is at the bottom of your notes, you go to our website, you can find an email address for me, and I would love to hear from you and maybe hear some of the results that you're having in your church.

As we wrap up today, let's just do a little review, if we can. What we've looked at in the major sessions that we've had together, is we've looked at four areas of the evangelism system. If you go all the way back to, I believe, it was session two, we talked about the pastor's role in evangelism, and how the pastor can use the stage and use the staff, of both paid staff and key volunteers, as well as the structure of the church, to keep the evangelistic temperature hot. It was in that session that we talked about raising the evangelistic temperature of your church.

One of the discussion items that you may want to have after this session is to look back in your notes at where you thought the evangelism temperature of your church was five sessions ago, compared to where it is now. Hopefully, you've seen some progress as part of that. The pastor plays a very important role. I want to challenge all of you that are a part of this team edition resource. I want to challenge you to support your

pastor, to pray for your pastor, and be the first people to jump up and support any changes that are made in the evangelism system.

Then we had a great session where we talked about personal evangelism. I gave you that personal evangelism formula, if you remember that. Tools plus training plus timeliness equals personal evangelism. We talked about giving people tools to share their faith, whether it's a simple invite card, or it's a bigger training, or the Difference Maker book or whatever it might be. We talked about giving them some training in sharing their faith. It could be simple training, like six minutes that you do in the service, or a longer training, like a 60-minute or a two-hour seminar that you might do at the church.

Then we said that it's going to be time-bound. The best way to do a time-bound push for personal evangelism is to tie it into a Big Day, so you challenge people to invite their friends to Easter or challenge people to invite their friends to a Fall Big Day, so personal evangelism. I challenged you, as the group that's been going through these sessions. I've challenged you to make your list of people that you're going to invite and to take the lead in doing personal evangelism, praying for your unchurched friends and inviting them.

Then, a couple of sessions back, we looked at the idea of promotion. This was the idea of marketing your church or advertising your church. I hope, by now, you've waded into this just a little bit, you've got your feet wet in this a little bit, or maybe, if you've already been doing it, you decided to bump it up and make sure that you're mailing 5,000 or 10,000 direct mail pieces. I want you to continue to think about creative and consistent ways that you can advertise your church, you can market your church into the community. I'm a big fan of direct mail, so if you haven't got your first direct mail piece already planned, I hope you'll use that. Maybe you'll use it around Easter, or use it around another Big Day or some kind of special service that you're having at the church. That can pay off big rewards. We talked about the idea that you're sowing into the community and planting seeds into the community. The more seeds you plant, the greater the harvest is going to be.

Then, last session, we talked about this powerful area of preservation, of being ready for the fruit that God is going to give you. We talked about helping people say yes to Jesus by inviting them to say yes and record that decision. Then we talked about the followup that is done, and we talked about that powerful new believer process. I hope, by now, you've got a new believer process that you're ready to operate in your church, whether it's one new believer a week or God blesses you with many, many more, but I hope you've got that key idea in place inside of your church.

Then, the last thing we talked about in the last session is how you want to celebrate. I hope that one of the things you'll do, after this session is over, is you'll take time to celebrate. Celebrate what God's been doing in your church over these last few sessions. Celebrate what God is preparing you for in the future, but look back and celebrate the baptisms and the new believers and what you've already experienced, expecting that that's going to be an even greater harvest, because of what we've been going through in these sessions.

Now, I want to leave you with a little encouragement. To do that--if you want to find the conclusion inside of your notes--I want to do that by giving you three Scriptures that I think are really important to tie together all that we've been learning. First, let me just say a word about some next steps that you may want to take, after this seminar is over. You've been together. You've been meeting as a group. You've been working through this process.

Well, what would it look like if that were to continue. Maybe you take a little bit of a break, but what if you came back and you started studying another system. From page two of your notes, I believe it is, if you recall, there's eight systems inside of a church. You've been studying the evangelism system, but what if you came back together and you studied the parallel system to evangelism, which is assimilation. Assimilation and evangelism go hand in hand. Just like we've had these team sessions for evangelism, we also have an assimilation resource that has similar training. We can go through five or six areas of assimilation. Maybe you want to take a break, maybe for a few weeks, and then start back up and study that assimilation seminar and do the team training for that.

Assimilation and evangelism do go hand in hand, because you get these first-time, unchurched people to come to your church. How are you going to treat them? How are you going to receive them? How are you going to follow up on them, so that they come back for a second time?

With evangelism, you spend a lot of effort to get somebody through the door. What assimilation does is it helps you know what to do next. It helps you handle first-time guests and create a tremendous first-time guest experience, so that people want to come back for a second time. Then, in that training, we talk about what to do when somebody comes back a second time and how you motivate them and get them connected deeper in the church. We look at regular attenders, and we try to move someone from first-time guest all the way up to fully engaged followers of Jesus.

Assimilation ... It's not quite as big. It's not quite as broad as evangelism, but it's very, very powerful. If you can get your assimilation system and your evangelism system working together hand in hand, then you can really even double the results of what you've already invested in your evangelism system. I hope you'll take a look at that, and I hope you'll begin to work on these systems inside of your church. If assimilation's not right, well, you've got ... Let's see. There's eight systems. Evangelism, minus assimilation ... You've got six others that you can look at and maybe go to work on inside of your church.

Also, another next step that I would give you, and one that I challenged you on a few sessions back, is I would encourage you to put together a team that works on new believers. If you didn't go to the website and pick up that new believer resource, I hope you'll do it. There's a lot of good resources that I will recommend to you, and I want to talk about a few of those before we wrap up, but if there's one step that you've just got to take, it is to continue to go deeper into that new believer area. I wish we had time together in these team DVDs, but it's just something that you need more time on.

I hope you go to the website at the bottom of your notes. Search for the New Believer Seminar. Put together a group of people. That's an audio seminar. It doesn't have a video component, like these seminars do, but it's an audio seminar that you can listen to, and then it's got a ton of supplemental resources, documents like checklists and emails and materials that we send to new believers. You can take all of that and adapt it to your church, and you can create this rockin', R-O-C-K-I-N, you can create this rockin' new believer process inside of your church, so that you're ready, so that God can bless you with more and more new believers. That's the number one thing I would recommend after this.

Now, a third option for some next steps after today, and this would be one for those of you that really want to go deep, is that I do have an Evangelism Coaching process that you can go through. If you really want to go deep into evangelism, then contact us at the website or click on the coaching tab, when you go to the website, and learn about Evangelism Coaching. You can even email me directly, if you want, or you can call our office and we'll help you with this. It's 9 sessions, one per month, over the course of a year, where we'll

really do a deep dive in evangelism. We will go deeper into new believers. We will go deeper into marketing. We will go deeper into personal evangelism. We will go deeper into Big Days and all these concepts.

It's a bit like this, except that each session is about one hour, sometimes an hour-15 if I go a little bit long, but we just go do a deep dive. It's the deepest training that I have for evangelism, and I have a really creative title for this coaching process. It's called Evangelism Coaching. Just contact my office and say, "I'm interested in the Evangelism Coaching," and maybe you can get started even right now, depending on where we are in the calendar year. We'll get you set up with that kind of coaching. Pastor, this may be something you want to do. This is something you could do alone or you could do with a couple staff people or you could do together, because it's one coaching session per church, so for every coaching session, you can have anybody in your church go through that with you, if you'd like. It's all done via the Internet. It's all done on your time. You can watch the coaching sessions anytime during the course of the month. I do a new one at the beginning of the month, and then it's available all month, for you to go through and learn. Then, it's available archived, so that you can go back through those sessions. I would love to get you connected into that coaching network.

This allows me to work one-on-one with you. When you're in that coaching network, you're going to get a private email address for me. You're going to get more support from me, through Q and A and things of that nature, to help you out with your church, and I'm going to do everything I can, if you're part of that coaching network, to help you implement an effective evangelism system. I hope you'll take a look at that. That's a really deep dive but, for some of you, that will be your next step.

Then, maybe a final next step I would give you is maybe there's some resources that I've mentioned or some areas that I've mentioned that you want to go deeper in. I've got a number of supplemental resources to this particular training. For example, we've got a full resource on how to maximize your baptisms. If you want to learn more about baptism videos, if you want to learn more about the baptism process and what we do with people who are being baptized, well, go to the website and go to the baptism seminar. You see, I'm not real creative with titles, so you can just find it.

If you want something on new believers, just type "new believers." You want something on baptism? Type "baptism." Also, another resource that you'll find on the website is one called "Reaching the Unchurched." What that does, really, is it goes into more of the specific outreach events that you can do, that are designed to reach the unchurched. If you're going to put all this energy into special evangelistic outreaches or special days at your church, well, learn how to maximize those. That's what I'll teach you in "Reaching the Unchurched." That really works hand in hand with this seminar, as well. That, again, is an audio seminar that you can study on your own and listen to at any time. You can even download it or get it on CD at our website. It's called "Reaching the Unchurched."

Related to that, I have a smaller resource called "Reaching Your Community through Servant Evangelism." It's just about one specific type of outreach, called servant evangelism. In fact, when you go to our website and you click on the store, you'll see that the store is broken down by the systems, and you can click on the evangelism tab, and you can see a ton of other resources that we have that'll help you, when it comes to evangelism. I've even got one that talks about how to give an evangelistic invitation. You'll find a lot of smaller resources on our website that would be of help to you.

What I'm really saying is, you've invested all of this time into the evangelism system. Don't stop learning. Don't let this process that you've been going through end, just because this is our concluding session,

maybe as a group. Some of you won't be able to continue on, if you decide to study assimilation or something like that, but, for many of you, you're leaders in the church, and you can come alongside your pastor and you can continue your discussion after today and continue your learning.

That's really what a maximized church does. A maximized church keeps learning, keeps growing, keeps putting new tools in their toolbox. I've got a lot more beyond just what we've shared here, that I'd like to share with you. I hope you'll take some of those next steps, and if you have any questions, just contact us at our ministry. We're here to help you and to help you implement and help you decide on those next steps, as well.

Finally, what I'd like to do is I would like to leave you with some encouragement. I've built that encouragement around three passages of Scripture, starting with Luke chapter 15, so if you want to follow along in your notes. Jesus used this illustration. He said, "If you had 100 sheep and one of them strayed away and was lost in the wilderness, wouldn't you leave the 99 others to go and search for the lost one until you found it?"

This, of course, is the parable of the lost sheep. The shepherd has 100 sheep, one of them leave, and Jesus said, "Wouldn't you go after that one who's lost?" Then continues, "And then you would joyfully carry it home on your shoulders." Isn't that a beautiful image? Maybe you've seen some paintings or some sculptures in the past of a shepherd with a sheep draped over their shoulders. The one I've seen, that is a fairly famous painting called "The Smiling Jesus," and Jesus, He's got a sheep draped over his shoulders. He's holding the front arms here and the back arms here, and the sheep is draped around His neck, and He's smiling because He's bringing it home. He's excited about finding this lost sheep.

"And when you arrived, you would call together your friends and neighbors to rejoice with you, because your lost sheep was found." Then here's the punchline: "In the same way, heaven will be happier over one lost sinner, who returns to God, than over 99 others who are righteous and haven't strayed away." Heaven rejoices when you bring home this one lost sheep.

Then, here's a second verse. The second verse is from Matthew 28:18-20. You no doubt know this passage as the Great Commission. "When they saw him"—that is, the resurrected Jesus—"they worshipped him, but some still doubted. Jesus came and told his disciples"—and here's the Great Commission—"I have been given complete authority in heaven and on earth. Therefore, go and make disciples of all the nations." That's what we're trying to do. You want to go out into your community. You want to go out into the highways and byways and make disciples of all the nations. Then once you reach them, you want to baptize them, "in the name of the Father and the Son and the Holy Spirit." Then you want to help them grow. "Teach these new disciples to obey all the commands I have given you, and be sure of this:" Jesus says, "I am with you always, even to the end of the age."

As you go about this work, as you do all of these things we've talked about in these sessions, just know that Jesus is with you every step of the way. Just as I talked about how the Holy Spirit goes with every invite card that's being offered, every person who goes out on an evangelistic event or intends to share their faith, or every marketing piece that you put in the mail, God is with you every step of the way. His Spirit precedes you, Jesus is within you, and God, the Father, is pulling for you, because he does not want anyone to perish.

I leave you that with encouragement. I know we've talked about a lot of stuff during this time together. I've thrown a lot of ideas at you, and you may want to go back and review these sessions and go over your

notes again and again. You may think, “Well, this is a lot of work.” We talked about how you have to work at bringing other people to Christ, but let me leave you with this final encouragement from Galatians 6:9. It says, “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, verse 9.

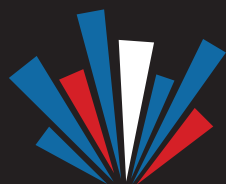
I’ll leave you with that. In fact, as we wrap up together and I conclude this session, I’d like to pray for you once again. Let’s bow our heads and pray together.

Father, I thank You for my fellow church leaders. I thank You for each pastor, who’s been a part of these sessions. God, I pray that each of these ideas that work for these individual churches, I pray You’ll plant those deep in the hearts of these leaders. Give them grace, and give them resources to implement what You would have them implement.

Thank You for this time that we’ve been able to enjoy together. I pray that this next season of ministry—for every church that is listening right now—I pray this next season of ministry will be a time of double blessing. I pray that, over the next year, each church that’s been a part of the sessions and each church listening right now will see twice as many people come to faith in You, for Your glory and for Your sake and for the sake of Jesus Christ. I pray that each church would see more baptisms than ever, maybe double baptisms or record baptisms over this coming year. I pray that more people than ever, in each church that’s listening, would be mobilized to share their faith and to make a difference in their community and in their neighborhoods.

God, I pray for each pastor. I pray You’ll give special insight and wisdom and strength as he leads the church, to keep the evangelistic temperature boiling hot. Thank You for this time we’ve enjoyed together. We commit all of these past and previous sessions to You. In Jesus name, we pray. We ask Your guidance from here on out. Amen.

Well, I wish you all the best. Thanks so much for joining me. See you next time, in a future resource or in a future coaching network. Goodbye.



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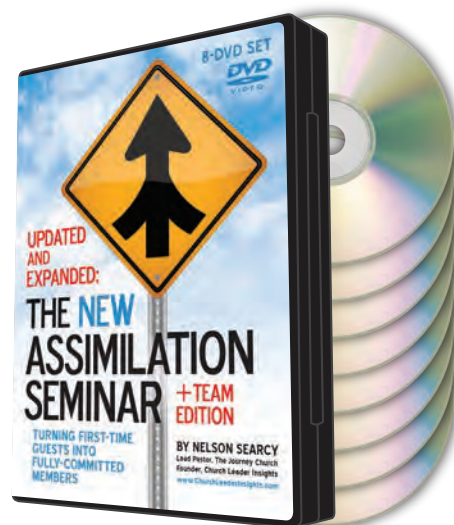
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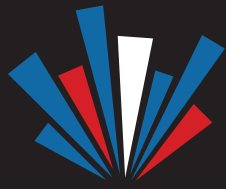
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Includes: Seven sessions of audio training, option for DVD video of the seven sessions, fill-in-the-blank listener’s guide, leader’s guide, step-by-step checklist, complete transcript, sample emails, surveys, connection cards and other templates, plus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

To Learn More or Secure Your Resource Visit:
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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?

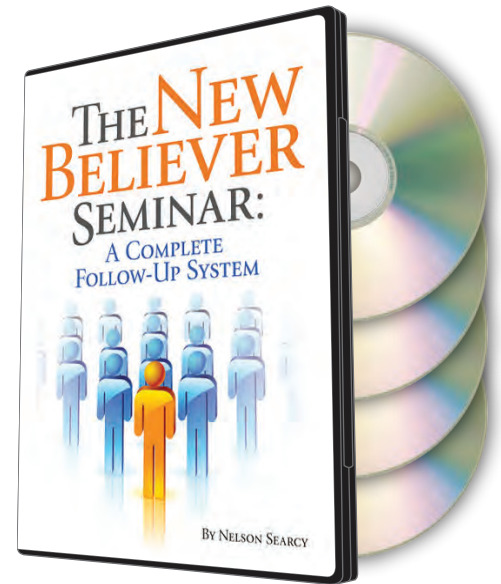
In The New Believer Seminar, Nelson has developed a valuable system that will **equip you to follow up with every new believer God brings to His church.**

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!

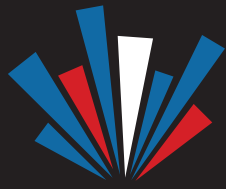


This resource contains 3 hours of fast-paced audio training, a fill-in-the-blank listener's guide, leader's guide, sample follow-up emails, letters, a baptism certificate and a bonus video sermon from Nelson on "What it means to be a Christian"

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Break through the barriers to baptism in your church

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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!

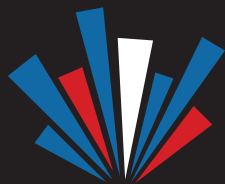


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RELATED RESOURCES FOR ADDITIONAL STUDY

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."

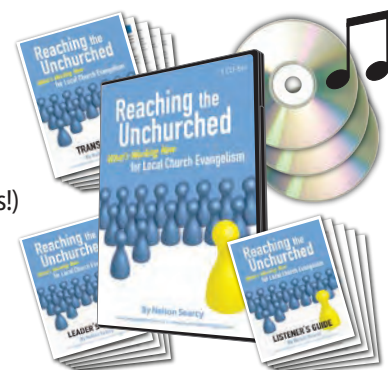
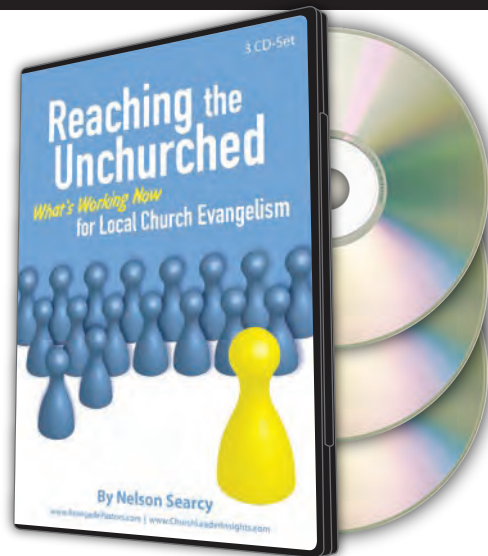
When we talk about reaching the unchurched, we are talking about someone who is not actively engaged and has no desire to grow as a member in a local church.

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!



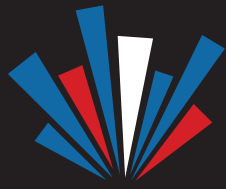
This resource contains 2 hours of audio training, complete transcript, fill-in-the-blank listener's guide, leader's guide, plus surprise bonuses!

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RELATED RESOURCES FOR ADDITIONAL STUDY

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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.

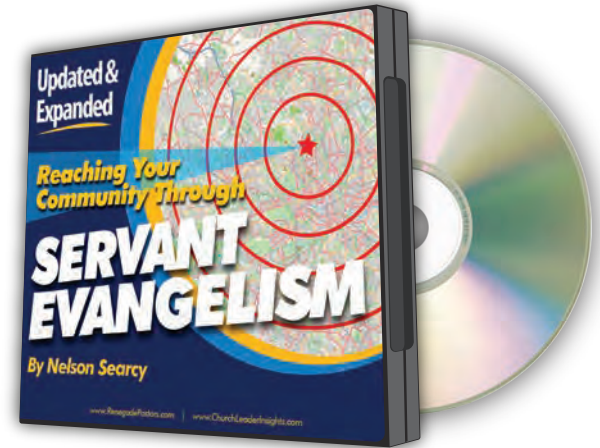
Nelson has almost two decades of experience in leading people to engage in Servant Evangelism from both leading projects at The Journey Church and coaching other pastors on these principles to launch their own effective Servant Evangelism projects.

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

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- **What is Servant Evangelism?**
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- 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!



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