

## Church Evangelism Plan

### Why Should Each Church Have An Intentional Evangelism Plan?

***Each Church Is Called To Obey.*** As God calls each believer to make disciples by sharing the Gospel and teaching new believers to "obey" everything in the Bible, he also calls his church to do the same. Evangelism has proven to be one of the most challenging areas of obedience for believers and even churches. It is often the last and least practiced discipline of believers.

***Every Life Counts.*** Every life is important to God. Jesus stated this clearly when he told Nicodemus,

"For God loved the world in this way: He gave his one and only Son, so that everyone who believes in him will not perish but have eternal life. For God did not send his Son into the world to condemn the world, but to save the world through him. Anyone who believes in him is not condemned, but anyone who does not believe is already condemned, because he has not believed in the name of the one and only Son of God." (John 3:16-18, CSB).

In South Carolina, four out of five people have no meaningful relationship with a local church. We believe that these men, women, boys, and girls are likely not followers of Jesus. Most of the people in our state are living without a relationship with God through Jesus Christ and are headed toward a future separated from God and living in eternal agony.

The first leaders of the church made it their plan and habit to share the Gospel. In Acts 17 and 18, Paul goes into the synagogues according to his "habit." He was intentional and regular in sharing the Gospel. It was part of his schedule.

A church that wants to obey the commands of Christ in sharing the Good News must plan, start habits, and establish rhythms of sharing that is frequent and intentional. **This is the purpose of this guide—to help churches prayerfully plan and become intentional sharers of the Gospel to people who are not followers of Jesus.**

### Components Of A Plan or Strategy

Below is a list of key evangelistic areas for church leaders to include in an evangelism plan. Not all churches that are faithful in sharing the Gospel are active or strong in all the categories

below. But churches that prayerfully plan and intentionally engage in these areas see people hear and respond to the Gospel.

Leader, we encourage you to walk through each of these categories and prayerfully consider what your church should be doing in each area. Remember to consider adults, students, and children in each of these areas of planning.

***The areas you will find in this guide are:***

1. Creating a Culture of Prayer for the Lost
2. Meeting and Building Relationships with Lost Neighbors
3. Preparing and Training Followers of Jesus to Share the Gospel
4. Motivating and Launching Followers to Share
5. Creating Evangelistic Events and Environments
6. Evangelism-Focused Ministry Teams

## **CREATING A CULTURE OF PRAYER FOR THE LOST**

***Churches that see people accept Christ are praying for the lost by name.***

**Why?** They recognize that salvation is the work of the Holy Spirit. He moves believers to share as they pray for the lost by name. He also moves in the lives of lost people when believers pray for them.

***Ideas For A Prayer Plan***

1. **Help your church members pray for neighbors by name with Bless Every Home** – a digital system that will help your church members get to know neighbors by name and pray over their household. SCBaptist churches are sponsors of Bless Every Home and each of our cooperating churches receives discounts and extras.
  - Description: A digital platform that helps church members systematically pray for and engage with their neighbors by name.
  - Key Features: Provides names and addresses of nearby households, tracks progress in prayer, care, and Gospel sharing, and encourages churches to adopt neighborhoods.
  - Resources:
    - a) [Bless Every Home](#) Website
    - b) Bless Every Home [Apple Store App](#)
    - c) Bless Every Home [Google Play Store App](#)
2. **Consider a “Who's Your One” Campaign in your church.** All the resources you need are available at ([Start A Campaign - Who's Your One](#))
  - Description: Initiated by the North American Mission Board (NAMB) of the Southern Baptist Convention, this campaign challenges believers to identify one person in their life who needs the Gospel and commit to praying for and witnessing to them.

- Key Features: Prayer guides and journals. evangelism training resources, stories and testimonies of lives changed.
  - Resources:
    - a) YouVersion (Bible App) 30-Day Prayer Guide - [Who's Your One: 30-Day Reading and Prayer Guide](#)
    - b) Prayer Guide PDF – English - [WhosYour1\\_Prayer-Guide\\_Print-1.pdf](#)
    - c) Prayer Guide PDF in Spanish > [WYO\\_Prayer Guide\\_Spanish.pdf](#)
3. **Create Reminders for Prayer:**
- Have members write names of those they are praying for on rocks or ping-pong balls and create a prominent display in your church.
  - Add names for prayer toward salvation to existing prayer emails or lists.
  - Add a moment to each worship where you have members stop and pray for a lost person by name.
  - Set a regular yearly season of prayer for the lost. Consider using the month around Easter, when your church will have many opportunities for a lost person to engage with the Gospel.

## **MEETING AND BUILDING RELATIONSHIPS WITH LOST NEIGHBORS**

*We must meet and know our neighbors in order to share the gospel with them.*

**Why?** Research tells us that one of the primary reasons Christians have a challenging time sharing the Gospel with lost people is because we do not know them well. The longer we are followers of Jesus, the more likely our friends are going to be Christians as well. We may know of people, but often do not know them.

### ***Ideas To Help Your Member Intentionally Meet Neighbors***

1. **Train your members in “Neighboring.”** Neighboring is a simple concept that helps church members build relationships with their neighbors at home, at work, and in the community.
  - Description: This movement encourages Christians to identify their literal neighbors and invest in meaningful relationships with them.
  - Key Features: Tools for mapping out neighborhood relationships, emphasis on prayer and building trust, aimed at living out the command to “love your neighbor as yourself.”
  - Resources:
    - a) The Art of Neighboring by Jay Pathak and Dave Runyon
    - b) The Art of Neighboring [Resource Website](#)
2. **Consider adopting the “BLESS Strategy.”** BLESS is a church-wide strategy to help Christians learn to reach the lost through a simple set of steps.
  - Description: A campaign built around the acronym BLESS, which stands for Begin with prayer, Listen with care, Eat together, Serve in love, and Share your story.

- Key Features: Encourages believers to develop a relationship before sharing the Gospel, practical and relational approach to evangelism, widely adopted by churches and ministries.

## **PREPARING AND TRAINING FOLLOWERS FOR EVANGELISM**

### ***Each Generation Of Believers Must Teach The Next How To Make Disciples Who Make Disciples.***

We learn to share when someone teaches and models sharing the Gospel for us. Training is not the only component in an evangelism plan, but it is a core requirement. We must ensure this training includes the "practice" of sharing. Training that is informational only does not prepare people for the realities of sharing the Gospel via conversation. Consider these helpful training resources for preparing people to share the Gospel.

1. **Gospel Appointments** – The Gospel Appointments method is a relational approach to sharing the Gospel through intentional one-on-one meetings. It creates a personal and comfortable setting for discussing faith, answering questions, and inviting a response to Jesus.
  - Description: This method involves setting up a planned meeting—often over coffee or a meal—to clearly present the Gospel in a natural conversation. It allows for personal connection, addressing specific spiritual questions and concerns. The goal is to host conversations where the Gospel is shared, a decision is encouraged, and follow-up discipleship can begin.
  - Key Features:
    - a) Relational and Intentional – Focuses on building trust through personal meetings rather than random encounters.
    - b) Clear Gospel Presentation – Ensures a structured but conversational way to explain the message of salvation.
    - c) Encourages Questions and Discussion – Provides space for the individual to ask questions and process the Gospel message.
    - d) Leads to Next Steps – Aims to guide individuals toward a faith decision and ongoing discipleship.
  - Resources:
    - a) [Gospel Appointments Method](#)
2. **3 Circles** - The 3 Circles Gospel-sharing method is a simple and visual way to explain the message of salvation through Jesus Christ. It presents the Gospel by illustrating God's design, the problem of sin, and the hope of restoration through faith in Jesus.
  - Description: The method begins with God's perfect design, showing that he created the world without brokenness. Sin entered the world, leading to separation from God and a cycle of brokenness that people try to escape through their own efforts. The Gospel is presented as the only solution—through Jesus'

death and resurrection, anyone who repents and believes in him can be restored to God's design and live with purpose.

- Key Features:
    - a) Simple and Visual – Uses three circles to illustrate the Gospel in a clear and relatable way.
    - b) Conversational Approach – Designed for natural, relational evangelism rather than a scripted presentation.
    - c) Emphasizes Repentance and Faith – Highlights the necessity repentance for salvation and restoration.
    - d) Encourages Immediate Action – Ends with an invitation for response and a pathway to discipleship.
  - Resources:
    - a) [3 Circles Method](#)
3. **15-Second Testimony** - The 15-Second Testimony method is a quick and impactful way to share your personal story of how Jesus changed your life. It uses a simple format to communicate your transformation before and after encountering Christ.
- Description: This method involves briefly sharing two words that describe your life before Jesus, how you came to trust in him, and two words that describe your life now. The goal is to engage people in conversation by making the Gospel personal and relatable in just 15 seconds. It serves as an easy and natural way to introduce your faith, opening the door for deeper discussions.
  - Key Features:
    - a) Concise and Memorable – A short and structured way to share your testimony in any situation.
    - b) Personal and Relatable – Focuses on real-life transformation rather than abstract theology.
    - c) Easy to Learn and Use – Simple format that anyone can practice and apply in daily conversations.
    - d) Leads to Further Conversation – Designed to spark curiosity and invite deeper Gospel discussions.
4. **The Bridge Illustration** - The Bridge Method is a clear and visual way to explain the Gospel using a simple illustration of a bridge. It demonstrates how sin separates humanity from God and how Jesus' sacrifice provides the only way to eternal life.
- Description: This method uses a visual representation of two sides: one representing sinful humanity and the other representing God's holiness. A great divide (sin) separates the two, and people's own efforts cannot bridge the gap. The cross of Jesus is shown as the only bridge that allows people to cross over to God through faith in him.
  - Key Features:
    - a) Simple and Visual – Uses an easy-to-draw diagram to illustrate the Gospel message.
    - b) Clearly Explains Sin and Salvation – Shows the separation caused by sin and the necessity of Jesus' sacrifice.

- c) Engages Both Logic and Faith – Appeals to the mind and heart by illustrating the problem and the solution.
  - d) Encourages a Response – Ends with an invitation to trust in Jesus as the only way to God.
- Resources:
  - a) [The Bridge to Life Illustration](#)
- 5. **Personal Testimony** - The Personal Testimony method shares the Gospel by telling how Jesus has transformed your life. It highlights your journey before Christ, how you came to faith, and the difference he has made in your life.
  - Description: This method focuses on sharing your experience with Jesus in a natural and relatable way. It typically follows a simple structure: life before Christ, how you encountered him, and the changes he has made. Personal testimonies are powerful because they show the Gospel's impact in a unique and authentic way, often leading to deeper conversations about faith.
  - Key Features:
    - a) Personal and Relatable – Uses real-life experiences to connect with others on a deeper level.
    - b) Easy to Share in Any Setting – Works in casual conversations, small groups, or public speaking.
    - c) Demonstrates the Power of the Gospel – Shows how Jesus transforms lives through a firsthand account.
    - d) Invites Engagement and Questions – Encourages others to reflect on their own spiritual journey.
  - Resources:
    - a) [How to Use Your Testimony for Evangelism](#) (NAMB)

## **MOTIVATING AND LAUNCHING FOLLOWERS OF JESUS TO SHARE THE GOSPEL**

***It Is Not Enough For Our People To Know The Gospel; They Must Be Led To Verbally Share The Gospel.***

A consistent challenge for church leaders is motivating believers to become Gospel sharers. The good news for leaders is Jesus wants his followers to tell others about him and the Holy Spirit will help you change hearts and behaviors.

People are motivated by the Holy Spirit as he speaks to them individually or through the words of others. Members of a church will be motivated as God speaks to them, and he uses his pastors and his people to do this.

### ***What Pastors Can Do to Motivate Gospel Sharing:***

**Preach evangelistic sermons to motivate believers and invite the lost** - Preach regularly on the Biblical joy and urgency of sharing the Gospel. Pastors should examine their sermon series to make sure that evangelism is a consistent challenge.

### ***Eight Ideas for Evangelistic Sermons:***

#### **1. The Power of the Gospel**

- Scripture: Romans 1:16
- Theme: The Gospel is God's power to save, and believers should boldly share it.
- Possible Points:
  - a) The Boldness of Paul – Paul declares that he is not ashamed of the Gospel.
  - b) The Power of Salvation – The Gospel is not just words; it carries the power of God to transform lives.
  - c) For All Who Believe – The Gospel is for everyone, regardless of background.
  - d) Call to Action – Are you trusting in the power of the Gospel? Are you sharing it?

#### **2. Jesus Came to Seek and Save the Lost**

- Scripture: Luke 19:10
- Theme: Jesus actively pursues sinners, and we should follow his example.
- Possible Points:
  - a) Zacchaeus' Story (Luke 19:1-9) – A sinner transformed by Jesus.
  - b) Jesus' Mission – He seeks and saves those far from God.
  - c) Our Responsibility – If Jesus pursued the lost, so must we.
  - d) Call to Action – Who in your life needs to hear the Gospel?

#### **3. The Urgency of Salvation**

- Scripture: 2 Corinthians 6:2
- Theme: Salvation is urgent; people must respond to Christ today.
- Possible Points:
  - a) God's Timing is Now – Many people delay coming to Christ.
  - b) Life is Uncertain – We are not guaranteed tomorrow (James 4:14).
  - c) God's Offer is Open – He invites us now, but there will be a time when it is too late.
  - d) Call to Action – Will you receive Jesus today?

#### **4. The Great Commission: Our Mission**

- Scripture: Matthew 28:18-20
- Theme: Every believer is commanded by Jesus to spread the Gospel.
- Possible Points:
  - a) Jesus' Authority – We go in his power and name.
  - b) The Command to Go – Evangelism is not optional for believers.
  - c) The Process: Make Disciples – It is about leading others to faith and helping them grow.
  - d) Call to Action – Are you living out the Great Commission?

## 5. The Lost Sheep: God's Heart for the One

- Scripture: Luke 15:4-7
- Theme: God rejoices over each person who comes to him.
- Possible Points:
  - a) The Shepherd's Heart – Jesus searches for the one lost sheep.
  - b) The Condition of the Lost – People are wandering and in danger without Christ.
  - c) The Joy in Heaven – God celebrates every person who turns to him.
  - d) Call to Action – Are you burdened for the lost?

## 6. What Must I Do to Be Saved?

- Scripture: Acts 16:30-31
- Theme: Salvation is by faith in Jesus alone.
- Possible Points:
  - a) The Jailer's Question – Recognizing his need for salvation.
  - b) The Clear Answer – Believe in Jesus and be saved.
  - c) No Other Way – Works, religion, and morality cannot save us.
  - d) Call to Action – Will you trust Jesus for salvation today?

## 7. The Love of God in Christ

- Scripture: John 3:16
- Theme: God's love is shown through Jesus' sacrifice.
- Possible Points:
  - a) God's Love for the World – His love is unconditional.
  - b) The Greatest Gift – Jesus gave his life to save us.
  - c) The Requirement: Believe – Faith in Jesus leads to eternal life.
  - d) Call to Action – Have you received God's love?

## 8. Heaven and Hell: The Eternal Choice

- Scripture: Matthew 7:13-14
- Theme: Every person must choose Jesus to receive eternal life.
- Possible Points:
  - a) The Two Paths – The broad road leads to destruction; the narrow road leads to life.
  - b) Why Many Choose the Wide Path – Comfort, sin, and distractions.
  - c) Why the Narrow Path is Worth It – Jesus is the only way (John 14:6).
  - d) Call to Action – What path are you on?

**Prioritize evangelistic invitations** – Many churches have walked away from evangelistic invitations in worship services. These changes coincide with drops in baptism numbers among Baptists. Invitations in worship services translate into more decisions. How will you incorporate evangelistic decision moments into worship services?

**Model evangelism** - Make Gospel sharing a regular part of their schedule. Pastors can intentionally take members with them to share the Gospel. Pastors can regularly share evangelism stories and actively engage in witnessing to set an example for the congregation.



**Lift up the stories of faithful sharers** – Followers of Jesus need to hear from other people like them who are sharing their faith. It encourages them to share their faith as they see it is possible for them to do so.

**How?**

1. **Incorporate Salvation and Gospel Sharing Testimonies into Worship** - Set aside a specific time in each worship service for believers to share their testimony or a testimony of a time they shared the Gospel.
2. **Utilize Baptism Testimonies** - Have new believers share their testimonies as they are baptized. This allows another type of Gospel presentation and emboldens new believers to continue sharing their faith.

## **CREATING EVANGELISTIC EVENTS AND ENVIRONMENTS**

***Evangelistic events and programs are still very effective if churches and leaders are willing to pray and work.***

Many churches have lost enthusiasm for events for the purpose of evangelism. The numbers show that churches that engage in intentional events and campaigns have a higher response to the Gospel. Here are a few reasons for churches to engage in evangelistic events:

***Pastors can be confident that evangelistic events are still effective for several key reasons:***

1. **The Gospel is Always Relevant:** Hebrews 4:12 – "For the word of God is alive and active..." The message of salvation never loses its power; people still need Jesus today.
2. **People are Spiritually Hungry:** Many people, especially the young, are searching for meaning, hope, and truth, especially in times of uncertainty. Evangelistic events provide a clear, compelling opportunity to introduce them to Christ.
3. **Personal Invitations Still Work:** Studies show that most people come to faith through a personal invitation. Events can create non-threatening environments for people to explore faith.
4. **Testimonies Have Impact:** Hearing real-life transformation stories at evangelistic events deeply resonates with seekers. Revelation 12:11 – "They triumphed over him by the blood of the Lamb and by the word of their testimony."
5. **People Respond in Large Gatherings:** In settings where the Holy Spirit is moving, people often respond more boldly. History shows revival moments often begin in public gatherings (e.g., Billy Graham Crusades).
6. **Digital and In-Person Events Expand Reach:** Live-streamed evangelistic events now reach thousands beyond just the in-person crowd. Social media, testimonies, and video content extend the Gospel's impact.

7. **The Church is Reignited for Mission:** Evangelistic events energize believers, encouraging them to pray, invite, and witness. Churches that prioritize evangelism see growth and renewed passion for Christ.

The choices for evangelistic events are almost limitless. Here are 10 examples of common and effective evangelistic event ideas:

1. **Vacation Bible School (VBS)**

- Main Reason: To reach children and families with the Gospel, often leading to church involvement and spiritual growth.
- Best Time to Host: Summer (typically a week-long event during school break).

2. **Friendship Sunday or "Invite Your Friends" Services**

- Main Reason: To encourage members to invite friends and family to church, creating an easy opportunity for newcomers to hear the Gospel.
- Best Time to Host: Spring or Fall (typically tied to a special sermon or series).

3. **Community Service Days**

- Main Reason: To demonstrate the love of Christ through action and engage with the local community.
- Best Time to Host: Spring or Fall (when weather is favorable for outdoor activities).

4. **Easter and Christmas Services**

- Main Reason: These holidays attract a large number of unchurched people who are more open to hearing the Gospel message.
- Best Time to Host: Easter and Christmas.

5. **Revival Services or Evangelistic Campaigns**

- Main Reason: To renew the spiritual life of the church and invite the unchurched to hear a focused Gospel message.
- Best Time to Host: Any time of the year (often tied to seasons of spiritual renewal, like the beginning of the year or fall).

6. **Sports Outreach Events**

- Main Reason: To engage with the community in a fun and relational way, creating opportunities for Gospel conversations.
- Best Time to Host: Spring or Summer (aligned with sports seasons like soccer or basketball).

7. **Concerts and Worship Nights**

- Main Reason: To attract people through music, offering a relaxed environment to share the Gospel.
- Best Time to Host: Throughout the year, with a focus on specific seasons like summer or during church anniversaries or retreats.

8. **Holiday-Themed Events (e.g., Halloween Alternatives, Christmas Caroling)**

- Main Reason: To offer a safe, faith-filled alternative to secular holiday celebrations and provide a platform to share the Gospel.
- Best Time to Host: Fall and Winter.

#### 9. "Seeker" Bible Studies

- Main Reason: To introduce seekers to the basics of the Christian faith in a conversational, non-threatening setting.
- Best Time to Host: Fall or Winter (as part of a new sermon series or small group initiative).

#### 10. Church Picnics, Barbecues, Game Nights, and Sports Watch Parties

- Main Reason: To foster community and build relationships, providing an informal setting to share the Gospel with friends and neighbors.
- Best Time to Host: Summer (when outdoor activities are most enjoyable).

## EVANGELISM FOCUSED MINISTRY TEAMS

*When we serve the lost, we make connections and have opportunities to share the gospel.*

As SCBaptists, we have a number of evangelism-focused ministry opportunities:

1. **Heaart4Schools** - The SCBaptist Heart4 Schools initiative is a program that seeks to spread the Gospel by partnering local churches with public schools to offer support and build relationships with educators, students, and staff. Through prayer, acts of service, and intentional evangelistic efforts, churches are encouraged to share the love of Christ and provide a witness of faith in the school community. By fostering these connections, Heart4 Schools creates opportunities for the Gospel to be shared, transforming lives and impacting schools for Christ.
2. **Disaster Relief** - SCBaptist Disaster Relief is a ministry that provides both practical and spiritual assistance to communities affected by natural disasters, with a focus on evangelism and meeting immediate needs. Through volunteer teams, churches offer clean-up, repairs, supplies, recovery services, and emotional support while also sharing the hope of Jesus Christ through word and deed. By serving in the aftermath of disaster, SCBaptist Disaster Relief opens doors for the Gospel to be shared, offering both physical aid and eternal hope to those in need.

## OUR CHURCH'S EVANGELISM PLAN

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### HOW WE WILL PRAY FOR THE LOST

ADULTS

STUDENTS

CHILDREN

### HOW WE WILL MEET NEW NEIGHBORS

ADULTS

STUDENTS

CHILDREN

### HOW WE WILL TRAIN AND PREPARE BELIEVERS TO SHARE THE GOSPEL

ADULTS

STUDENTS

CHILDREN

**HOW WE WILL MOTIVATE AND LAUNCH BELIEVERS TO SHARE THE GOSPEL**

ADULTS

STUDENTS

CHILDREN

**TEACHING SERMONS/SERIES ON EVANGELISM THIS YEAR**

WHOLE CONGREGATION

STUDENTS

CHILDREN

Date(s)

Date(s)

Date(s)

**OUR EVANGELISTIC EVENTS FOR THE YEAR (Ex: VBS June 5-9 Children and families)**

Event Name / Date / Focus

## HOW WE WILL SERVE THE COMMUNITY IN ORDER TO SHARE THE GOSPEL

ADULTS

STUDENTS

CHILDREN