



Copyright © Simon Rowland, Living Rock Church, 2021

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage or retrieval system without permission in writing from the author.

Course Aims

- To equip God's people to start new relationships and sensitively communicate their faith one-to-one and in small group settings.
- To enable God's people to fully understand the Gospel message; its content, delivery and powerful effect on lives.
- To embrace a Spirit-filled lifestyle that will lead to daily opportunity for the Gospel to be promoted, staying 'in step' with the Spirit.
- To exchange fear for boldness in our walk of faith and witness.
- To engender a culture of 'growth through love in action' in the Church.
- To ensure that as disciples of Jesus Christ we please him in our lives by following in his footsteps.

Introduction

No matter who you are or where you are at...no matter if you have led 20 people to faith in Jesus or never led anyone anywhere!...this course is designed to be fun, challenging and very practical. It's designed to spark fresh faith in the unchanging good news of Jesus Christ to His world.

And it's designed give you a doctrinal background to evangelism – but more than that to enable everyone to be able to share their faith on a one-to-one basis, recognising that God gives us daily opportunity to build relationship-bridges.

We will go on a faith-journey together, starting at the beginning – What is evangelism? – and working through to our own practical Personal Action Plans.

So let's start out. Let's explore together how we can be who God has made us to be – ourselves – and why when we are released to be just that, we are most effective.

My one purpose in life is to help people find a personal relationship with God, which, I believe, comes through knowing Christ. I have one message: Jesus Christ came; He died on a cross; He rose again. He asks us to repent of our sins and receive Him by faith as Lord and Saviour. And if we do, we have forgiveness of all our sins

Billy Graham

The Church is to reach the world, but this is not some organisation, a company or a separate unit without you. It means you!

Andrew Hughes

Contents

- **What is Evangelism?**
 - Evangelism
 - The Evangelist
 - The Lausanne Covenant
 - The Gospel Message
 - The Methods
 - The Goals
- **Our Church Strategy for Evangelism**
 - Ploughing
 - Sowing
 - Reaping
 - Keeping
- **Why do we do it?**
 - The Command of Jesus
 - The Evangelist's Disposition
 - You just can't keep this to yourself!
 - The Good Samaritan – a modern story of Compassion
- **How do we do it?**
 - Prayer, Power and Boldness!
 - The Defining Moment!
 - Your first 45 Seconds!
 - Common objections and pitfalls
 - Practise makes it easier!
- **Personal Action Plan**



| What Is Evangelism?



| Evangelism

A simple definition: Evangelism is the proclamation of the good news of salvation in Jesus Christ with a view to bringing about the reconciliation of the sinner to God the Father, through the regenerating power of the Holy Spirit.

The word derives from the Greek noun **euangelion**, good news, and verb **euangelizomai**, to announce or proclaim or bring good news.

More broadly, in one-to-one outreach (or personal evangelism), we understand evangelism to be the whole process of sharing our lives with others, in order that they will be positively influenced along their individual road of discovering Jesus Christ to be real. Later in the course we will look at the how people have a number of positive encounters with Christians before making the decision to come to faith and become a Christian themselves.

| The Evangelist

Evangelist means ‘a messenger of good’ (**eu**, “well,” **angelos**, “a messenger”). The word ‘Evangelist’ only appears in the bible 3 times:

- **2 Tim 4:5** An instruction to Timothy which applies to all Christians: “...keep your head in all situations, endure hardship, do the work of an evangelist.”
- **Eph 4:11** Paul’s teaching on the Body of Christ concerning the specific role of an evangelist: “It was He who gave some to be apostles, some to be prophets, some to be evangelists, and some to be pastors and teachers, to prepare God’s people for works of service...”
- **Acts 21:8** Paul’s journey to Jerusalem, recognising Philip as an evangelist: “Leaving the next day, we reached Caesarea and stayed at the house of Philip the evangelist, one of the seven.

Evangelism is based on the initiative of God himself. Because God acted, Christians have a message to share with others. ‘For God so loved the world that he gave his one and only Son’ [**John 3:16**]. ‘But God demonstrates his own love for us in this: While we were still sinners, Christ died for us’ [**Rom 5:8**].

Like a father who longs for the return of his lost son, a woman who searches diligently for a lost coin, and a shepherd who leaves the rest of his flock to find a lost sheep [**Luke 15**], God loves the lost and actively seeks their salvation.

God is always gracious, ‘not wanting anyone to perish, but everyone to come to repentance’ [**2 Pet 3:9**]. This is a vital model for us to reflect. We should always be gracious to others, not judging or condemning them with our own words, attitudes or actions.

God, in turn, expects his people to share in His ‘quest to save the lost’ and then to make them disciples through coaching and training in how they should live. This is the order; salvation (the change of heart and re-birth) followed by making of the disciple (training in new life!).

In order to believe the gospel, people must first hear it and understand it [**Rom 10:14 - 15**]. Thus God has appointed us as ambassadors - agents of His kingdom! - to be His ministers of reconciliation in the world [**2 Cor 5:11 - 21**].

| The Lausanne Covenant

In 1974, Billy Graham (USA evangelist) called together a large group of global church leaders.

This First International Congress on World Evangelization was held from July 16th – 25th 1974 and is sometimes also called the Lausanne Congress, Lausanne '74, or ICOWE.

The conference is noted for producing the Lausanne Covenant, one of the most influential documents in modern Evangelical Christianity. The conference was called by Billy Graham and the Drafting Committee of the covenant was headed by John Stott who is an evangelical leader and author from the UK.

About 150 nations were represented with over 4,000 Evangelical Christian leaders in attendance and it was held in Lausanne, Switzerland to discuss the progress, resources and methods of evangelizing the world. The theme of the congress was "Let the earth hear His voice."

The Second International Congress on World Evangelization (often called Lausanne II or Lausanne '89) was held fifteen years later in Manila in 1989.

A comprehensive definition of evangelism was agreed upon, known as the Lausanne Covenant:

"To evangelize is to spread the good news that Jesus Christ died for our sins and was raised from the dead according to the Scriptures, and that as the reigning Lord he now offers the forgiveness of sins and the liberating gift of the Spirit to all who repent and believe. Our Christian presence in the world is indispensable to evangelism, and so is that kind of dialogue whose purpose is to listen sensitively in order to understand.

But evangelism itself is the proclamation of the historical, biblical Christ as Saviour and Lord, with a view to persuading people to come to him personally and so be reconciled to God. In issuing the gospel invitation we have no liberty to conceal the cost of discipleship.

Jesus still calls all who would follow him to deny themselves, take up their cross, and identify themselves with his new community. The results of evangelism include obedience to Christ, incorporation into his church and responsible service in the world."



| The Gospel Message

In light of this statement evangelism may be broken down into its component parts. First, there is the message:

- Evangelism must have content and convey information about the true nature of spiritual things. It should address the nature of sin and the plight of the sinner [[Rom 3](#)].
- It should stress the love of God and His willingness and overriding desire to be reconciled to the lost [[John 3](#); [2 Cor 5](#)].
- It must include a clear statement about the centrality of Jesus Christ in God's plan of redemption: that God was in Christ reconciling the world to himself and that Christ died for our sins and was raised from the dead, according to the Scriptures [[1 Cor 15](#); [2 Cor 5](#); [Rom 10](#)].
- The evangelistic word must also contain the promise of forgiveness of sins and the regenerating gift of the Holy Spirit to everyone who repents of their sin and puts their faith and trust in Jesus Christ [[Acts 2](#); [John 3](#)].

| The Method

Good news can be told in a variety of ways. Scripture does not designate only one 'method' of transmitting the gospel, although there is only one Gospel message. In the bible believers shared their faith through formal preaching and teaching, in their personal contacts, in the marketplace [Acts 17] and in 'chance' encounters or divine appointments. Consequently we often see different ways of doing evangelism within the books we read. I have identified some here, but would not necessarily offer this as correct or exhaustive and often different titles are given:

- Personal or Friendship evangelism
- Small Group Evangelism (i.e., Cell, Alpha, Y course...)
- Church Evangelism (i.e., guest services, celebrations, special events...)
- Mass Evangelism (i.e., Gospel Crusades / Revival Campaigns etc.)
- Web Evangelism (using the internet – see www.web-evangelism.com)
- Missions (traditionally organised overseas outreach / YWAM / Cfan etc)
- TV and Radio Evangelism

We have learned how to use various media in spreading the gospel and have started to be more and more creative in our outreach. All of these means are valid IF they present the message clearly, honestly, and compassionately – and certainly without religious jargon.

Over-aggressiveness, manipulation, intimidation, and a well intentioned misrepresentation of the gospel message actually subvert effective evangelism, though they may also appear to bring some "results."

There is a legitimate place for confrontation in evangelism, however integrity and love should be the foundation on which all methods are built. Furthermore, sharers of the good news should know their hearers well enough to speak to their needs, in ways that they can understand [1 Cor 9:19 - 23]. Paul's words still speak with authority and insight for us:

And pray for us too, that God may open a door for our message. . . so that I may proclaim it clearly, as I should. Be wise in the way you act toward outsiders; make the most of every opportunity. Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone".

Col 4:3

| The Goals

True evangelism seeks to ultimately ‘make disciples of all nations’ [Matt 28:19] - bringing people into a brand new relationship with Jesus Christ. Through the power of the Holy Spirit it endeavours to awaken repentance, commitment, and active faith.

Someone simply ‘getting a ticket to heaven’ but not walking in any of the here-and-now benefits of becoming a true disciple is not enough.

Its ultimate goal is nothing less than the conversion of the sinner to a radically new way of life in following God, becoming a disciple of Jesus, active in the Church and in turn sharing their faith with others.

Theologically, the results of evangelism are in the hands of the Holy Spirit, not the evangelist. But practically, the bearer of the message determines to a large extent the scope of the hearer’s response because he has stated the terms of the invitation.

This means that although evangelism by definition concentrates on the need to respond to God in initial repentance and faith, its message must also contain something about the ‘obligations’ of Christian discipleship.

In our enthusiasm for sharing the benefits of the gospel, we must not neglect the obligations that come with receiving it. In some evangelical circles, for example, people make a distinction between accepting Christ as ‘Saviour’ and accepting him as ‘Lord’. This often leaves converts with the impression that they can obtain the forgiveness of sins without committing themselves to obedience to Christ and service in his church. Such notions are not found in the bible and may be part of the reason that so many modern converts have so little staying power.

They have been offered and have accepted “cheap grace” rather than the free but costly grace of the gospel. ‘Counting the cost’ is an essential part of responding to the gospel message, and not something that can be put off until a later time. Conversion to Jesus Christ entails more than the forgiveness of sins. It includes obedience to the commands of God and participation in the body of Christ, His church. Jesus said, “Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you” [Matt. 28:19 - 20]. This is referred to as the Great Commission.

One way to maintain the connection between conversion and discipleship is to keep proclamation and demonstration together in evangelism. In the ministry of Jesus and therefore in the life of the church, preaching and acting, saying and doing, should always be joined [e.g. Luke 4:18 - 19; Acts 10:36 - 38; Rom 15:18 - 19].



Proclaiming salvation without demonstrating its transforming power in the fruit of the Spirit and good works, is as inadequate as showing the effects of new life in Christ without explaining their source.

Announcing the good news of salvation without showing the love of Christ in genuine personal and social concern, is not evangelism as I see it in the Bible!

In this holistic approach to evangelism we do not fail to distinguish between regeneration (being saved / re-created) and sanctification (being made holy / sanctified), but do contend that the two should in a sense be held closely together. We are saved and regenerated once and then are being sanctified for the rest of our lives!

And we who with unveiled faces all reflect the Lord's glory, are being transformed into His likeness with ever increasing glory, which comes from the Lord, who is the Spirit.

2 Cor 3:18

God is so good!

Acknowledgements For This Course

- The Bible, mainly NIV
- The Holy Spirit – thank you for your close fellowship
- T P Weber, Elwell Evangelical Dictionary
- D Watson, I Believe in Evangelism
- J I Packer, Evangelism and the Sovereignty of God
- J D Douglas, ed., Let the Earth Hear His Voice
- J Engel and W Norton, What's Gone Wrong with the Harvest?
- A Johnston, The Battle for World Evangelism.
- Evangelism made slightly less difficult, Nick Pollard, IVP
- People sensitive evangelism. 'Sowing reaping keeping', Laurence Singlehurst
- The Art of Connecting, Roy Crowne & Bill Muir
- Walk Across The Room, Bill Hybels
- R T Kendall, The Anointing
- The Alpha course materials, esp. Searching Issues
- Living Rock Church Elders for their leadership and teaching