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WHEN WE REACH OUT

FOUR STRATEGIES
FOR ALL OF US

OUTREACH

OUTREACH

An act of reaching out, bringing an organization's services or products out into the community.

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EVANGELISM

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An act of reaching out, bringing an organization's services or products out into the community.

EVANGELISM

From the Greek word *euangelion*;
The act of spreading the gospel...referring both to the method and the message.

9/10 (96%)

Practicing Christians agree that part of their faith means being a witness for Jesus.

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Strongly agree that, “the best thing that could ever happen to someone is for them to come to know Jesus”.

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27%

“Wrong to share one’s personal beliefs with someone of a different faith in hopes that they will one day share the same faith”

6/10

Americans believe that any “attempt to convert others”
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83%

Non-religious adults believe that
evangelism is religiously extreme.

Romans 10:13-15

For “everyone who calls on the name of the Lord will be saved.”
How then will they call on him in whom they have not believed?
And how are they to believe in him of whom they have never
heard? And how are they to hear without someone
preaching? And how are they to preach unless they are sent? As it
is written, “How beautiful are the feet of those who preach the
good news!”



**INVITE
TESTIFY
ASSIST
PARTY**

**WHEN WE
REACH OUT**

**FOUR STRATEGIES
FOR ALL OF US**



INVITE

John 1:35-40

The next day again John was standing with two of his disciples, and he looked at Jesus as he walked by and said, “Behold, the Lamb of God!” The two disciples heard him say this, and they followed Jesus. Jesus turned and saw them following and said to them, “What are you seeking?” And they said to him, “Rabbi” (which means Teacher), “where are you staying?” He said to them, “Come and you will see.” So they came and saw where he was staying, and they stayed with him that day, for it was about the tenth hour. One of the two who heard John speak and followed Jesus was Andrew, Simon Peter's brother.



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[COME AND SEE]

 **INVITE**

[COME AND SEE] John the Baptist



INVITE

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And they asked him, “What then? Are you Elijah?” He said, “I am not.” “Are you the Prophet?” And he answered, “No.” So they said to him, “Who are you? We need to give an answer to those who sent us. What do you say about yourself?” He said, “I am the voice of one crying out in the wilderness, ‘Make straight the way of the Lord,’ as the prophet Isaiah said.”

John 1:21-23



INVITE

[COME AND SEE] John the Baptist

The next day he saw Jesus coming toward him, and said, “Behold, the Lamb of God, who takes away the sin of the world! This is he of whom I said, ‘After me comes a man who ranks before me, because he was before me.’ I myself did not know him, but for this purpose I came baptizing with water, that he might be revealed to Israel.”

John 1:29-31



INVITE

[COME AND SEE] Jesus



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John 1:35-40



INVITE

[COME AND SEE] You // Us

// INVITE

[COME AND SEE] You // Us

“He must increase, but I must decrease.”

John 3:30

/// INVITE

[COME AND SEE] You // Us

“He must increase, but I must decrease.”

John 3:30

Invite people to Jesus.

 **INVITE**

[COME AND SEE] You // Us

Be Close and Reputable.

 **INVITE**

[COME AND SEE] You // Us

**You Don't Have to
Know Everything.**

 **INVITE**

[COME AND SEE] You // Us

I'D BE MORE INTERESTED IN LEARNING ABOUT CHRISTIANITY IF...

Lapsed Christians

With more experience in the church, lapsed Christians may have more baggage—expressed in a desire to see Christians acting differently. They also seem to have missed out on having a personal spiritual experience—something that possibly led them to leaving the church or the faith in the first place.

Most important

31%

I saw various churches in my community working together more

32%

I had an eye-opening spiritual experience myself

31%

The Christians I knew were more humble and aware of their shortcomings

Least important

13%

The Christians I know were more articulate about their faith

Least important

13%

The Christians I know were more articulate about their faith

Atheists / Agnostics / Nones

Unsurprisingly, this group is most concerned with evidence. Relatedly, they might believe if they could personally experience it for themselves. And, once again, the reputation of Christianity gets in their way.

Most important

44%

Christianity had better evidence to support it

35%

Christianity had a better reputation

29%

I had an eye-opening spiritual experience myself

Least important

10%

The Christians I know were more articulate about their faith

Least important

10%

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INVITE

[COME AND SEE] You // Us

**Don't Underestimate
the Power of the Invite.**



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