

REIGNITING EVANGELISM

Evangelism Barriers

- Church Growth Movement
- Cultural Opposition
- Embarrassment
- Experts Only
- DNA Compromise
- Church Planting Sustainability

RE-CENTER THEOLOGY

RENEW METHODOLOGY

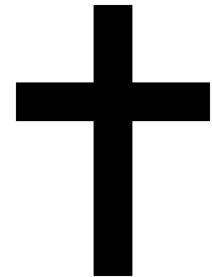
1960s

POPULAR
INQUISITIVE
RESPECT

RELEVANT
TRUE
JESUS



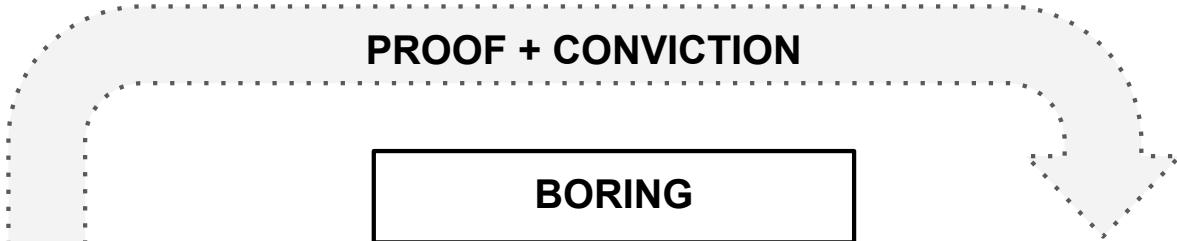
CONVICTION



CONVICTION MOMENTS
4 Spiritual Laws, Billy
Graham, Sunday Revivals,
Street/Beach Missions, Guest
Sundays

2000s

OFFER PROOF
Evidence, Books, Bible Studies,
Contemporary Seeker-Sensitive
Services



- POPULAR
- INQUISITIVE
- RESPECT



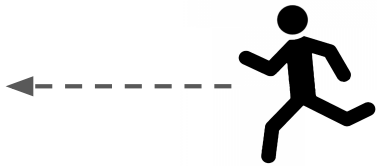
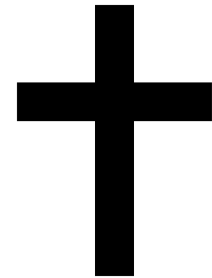
- BORING
- IRRELEVANT
- UNTRUE
- WHY IS JESUS GOD?



2018

PROOF + CONVICTION NOT ENOUGH

EXPERIENTIAL	IRRELEVANT
WANT OTHER OPTIONS	SELF-DISCOVERY
REJECTED	WHAT IS TRUTH?
DISRESPECT	MANY GODS/NONE



The Gray Matrix Extended

- Continuing growth 6
- Aware of Responsibilities 5
- Knowledge of God's Kingdom 4
- Knowledge of Adoption 3
- Experience of God's Love 2
- Initial knowledge of Father God 1

CLOSED

-3

-2

-1

Aware of Cost -1

Grasps Implications -2

Aware of Personal Need -3

Aware of Basics of Gospel -4

Interested in Jesus -5

Aware of Jesus -6

Wonders if God can be known -7

Awareness & belief in God -8

God Framework -9

No God Framework-10

1

2

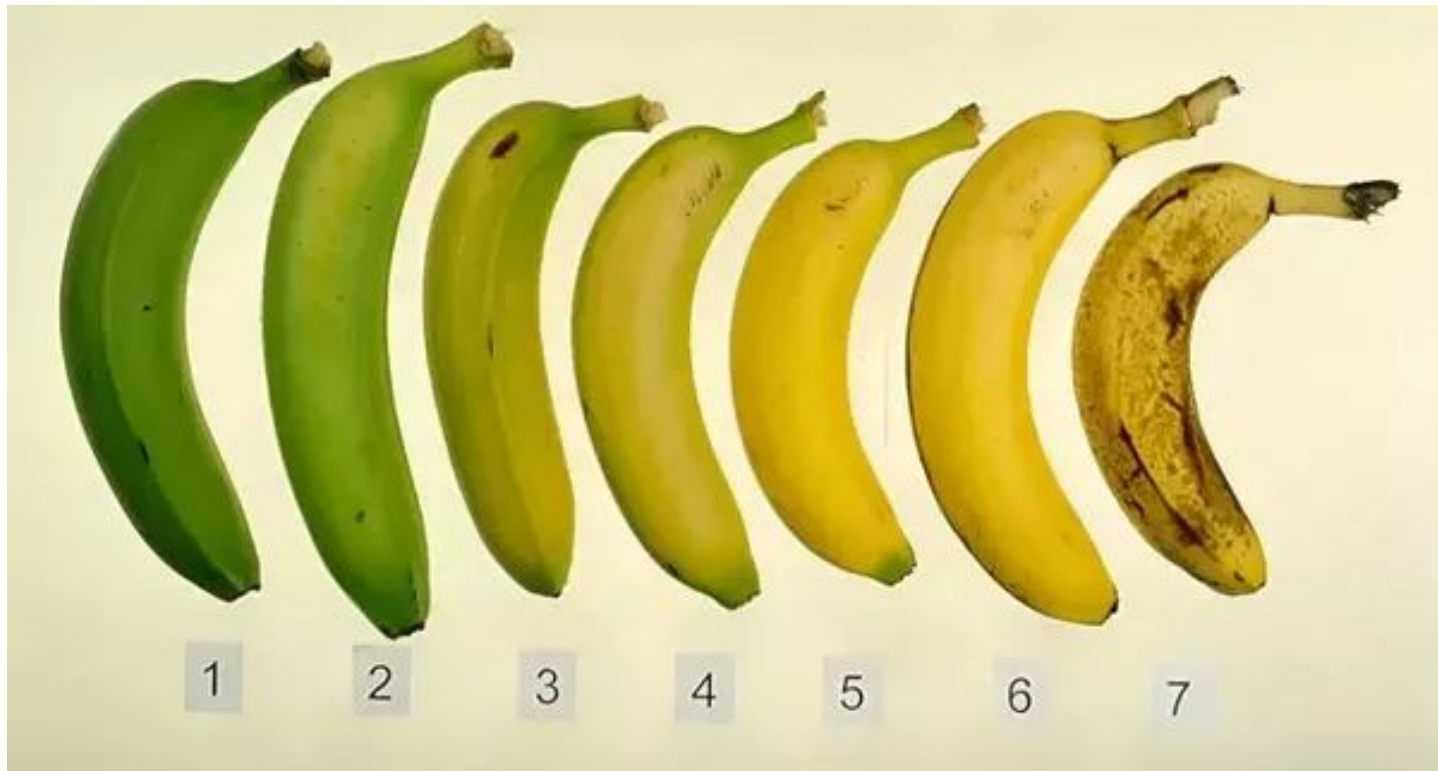
3

OPEN



The Engel Scale was developed by James F. Engel as a way of representing the journey from no knowledge of God through to spiritual maturity as a Christian believer.

The Journey



'I Once Was Lost', Don Everts

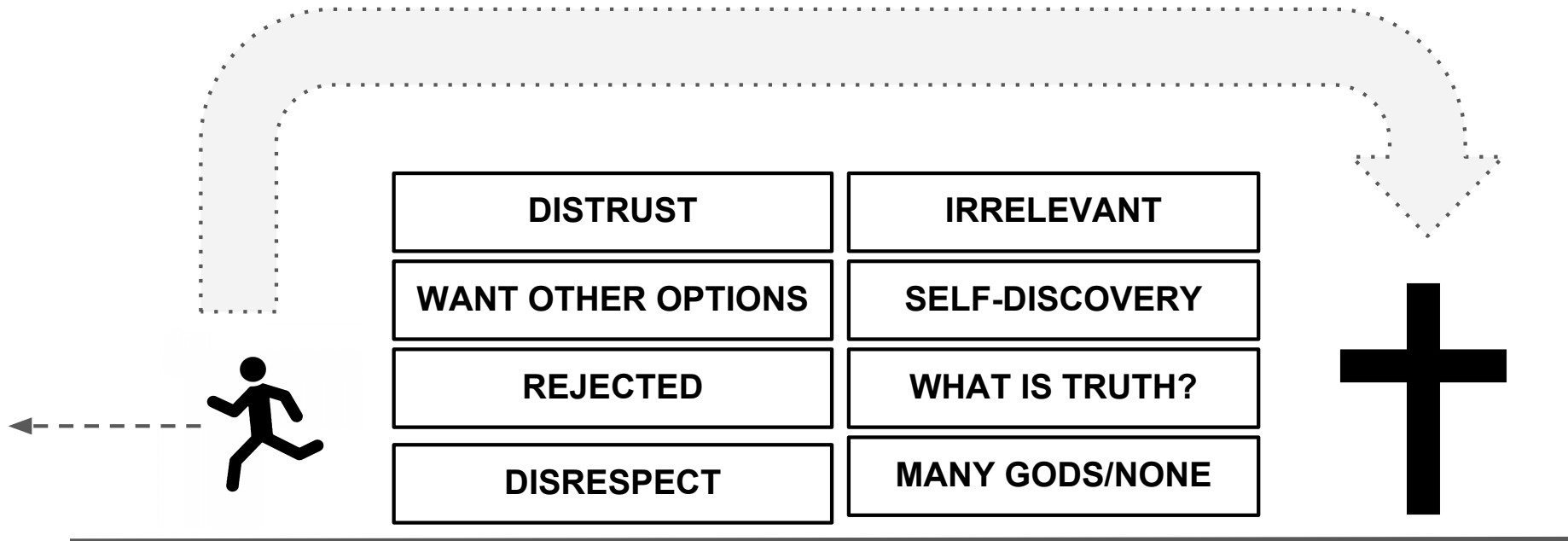
Journey toward in Christ is...

- Mysterious
- Organic
- Five Thresholds

- Threshold 1. Trusting a Christian
- Threshold 2. Becoming Curious
- Threshold 3. Opening up to Change
- Threshold 4. Seeking After God
- Threshold 5. Entering the Kingdom

OPTIONS?

- Old Methods
- Friendship Evangelism
- Ignore it (content with dechurched/dormant)
- Pray for Revival



THE VINTAGE STORY

REIGNITING EVANGELISM

1. Faith

REIGNITING EVANGELISM

1. Faith
2. Teach Evangelistic Priority

REIGNITING EVANGELISM

1. Faith
2. Teach Evangelistic Priority
3. New Model

REIGNITING EVANGELISM

1. Faith
2. Teach Evangelistic Priority
3. New Model
 - a. Step One - Be a Provocative Friend

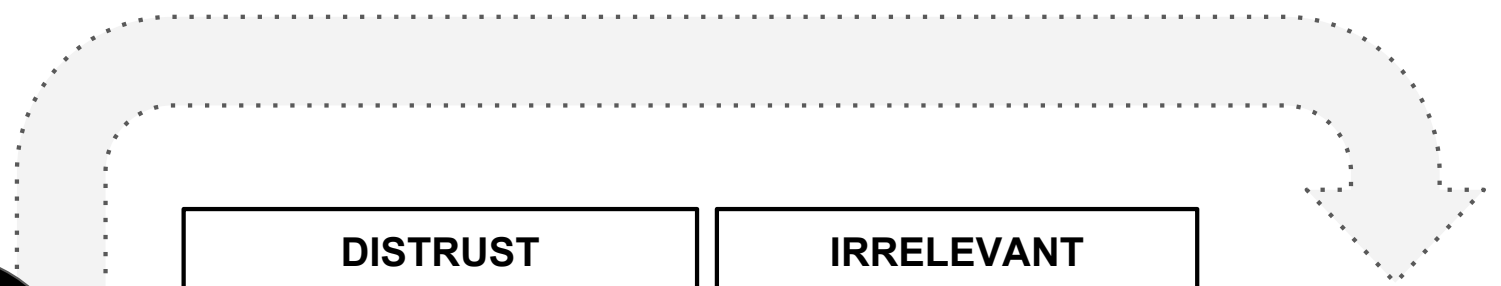
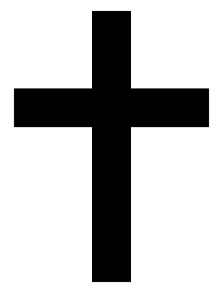
**POWER OF A
PROVOCATIVE
FRIEND**



hmmm....?



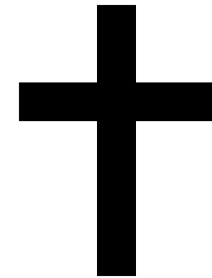
DISTRUST	IRRELEVANT
WANT OTHER OPTIONS	SELF-DISCOVERY
REJECTED	WHAT IS TRUTH?
DISRESPECT	MANY GODS/NONE



BUT WHAT DO I DO ABOUT ALL THIS?



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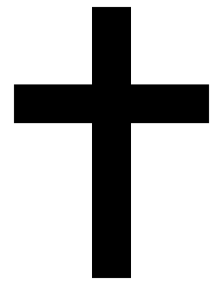
REIGNITING EVANGELISM

1. Faith
2. Teach Evangelistic Priority
3. New Model
 - a. Step One - Be a Provocative Friend
 - b. Step Two - Bring a friend to ALPHA



ALPHA

DISTRUST	IRRELEVANT
WANT OTHER OPTIONS	SELF-DISCOVERY
REJECTED	WHAT IS TRUTH?
DISRESPECT	MANY GODS/NONE



WHAT IS ALPHA

8 -10 Evenings

- Alpha Launch Night plus 7-9 evenings

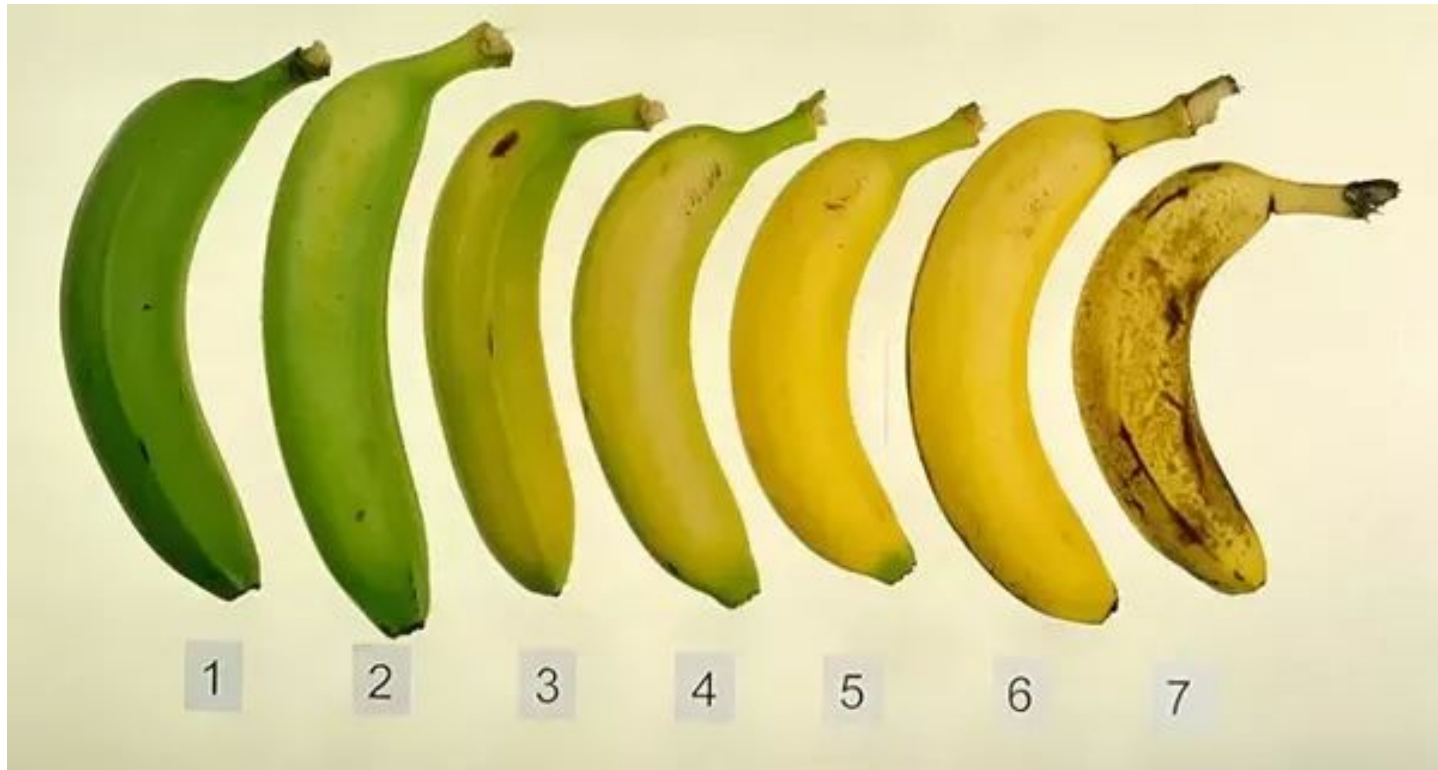
Format

- 7:00pm Food
- 7:35pm Film
- 8:00pm Discussion
- 9:00pm Pub

Global

- 100 countries, 24 million people

The Alpha Journey



Why Alpha Works

- **Mysterious** - Space for the Holy Spirit, 8 Weeks Journey, Retreat
- **Organic** - Journey, go at own pace, not pushy
- **The Five Thresholds**
 1. **Trusting a Christian** - small group, hospitality, respected, heard, not preachy, dialogue
 2. **Becoming Curious** - Gospel 3Ws, testimonies, fresh church culture, listened to, taste and see, safe to explore
 3. **Opening up to Change** - attractive, growing hunger, 8-10 weeks
 4. **Seeking After God** - Alpha Retreat, one on ones
 5. **Entering the Kingdom** - Retreat, One on ones, After Alpha

STORY OF ALPHA AT VINTAGE

Vintage Alpha Data - Executive Summary (Santa Monica data only)												
	2011 Average	2012 Average	2013 Average	2014 Average	2015 Average	2016 Average	Winter 2017	Spring 2017	Fall 2017	Previous Alpha: Winter 2018	Current Alpha: Fall 2018	% Change
Number of Guests	20	10	10	20	80	81	117	187	246	318	430	>35%
% of Non-Christians						38%		27%	37%	36%	14%	<58%
Retention Rate*						82%	84%	86.1%	75%	58%		
% on Retreat Day	46%	48%	50%	45%	44%	51%	52%	43%	44%	16%		
* HTB Retention Rate is 84%												

Important Alpha 'Halo Effect'

- Kingdom Culture
 - Dependency
 - Hospitality
 - Listening
 - Sensitivity
- Discipled Leaders
 - Know and share the Gospel
 - Apologetics
- Equipped Leaders
 - Small group leadership
 - Discipling others
 - Holy Spirit ministry
- Evangelistic Church without DNA Compromise