

Evangelism: Who, What, When, Where, Why (. . . with a little How too.)

An evangelism conference with **Rev. John Cunyus**.

John spent twenty years in full-time, pastoral ministry. In each of his full years of service, the congregations he served grew statistically.* Each of the congregations ranked among the fastest-growing in their denomination during his tenure. John, a Bible translator and writer today, has led retreats, workshops, stewardship campaigns, and revivals in many places around the USA.

Part One: The Secret that is no Secret

Part Two: Techniques for Congregations and Members.

Part Three: Practical, Proven Steps that Work

Part Four: How to Do Outdoor Evangelism

Invest some time in the future of your church.

John Cunyus

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Part One:

Evangelism: Who, What, When, Where, Why

The Secret that is no secret.

**Good product, good service, good location,
good demographic . . .**

Technique is secular.

**Let your Evangelism start with a question:
does the way we do church deserve to
grow?**

“By their fruits ye shall know them.”
“Seek ye first the kingdom of God,
and His righteousness, and all these
things will be added unto you.”

Is it about God or about us?

Do we root for our church the way
we root for a football team?
Has God laid an obligation on us to
live a certain way?
Are we worshiping ourselves, our
opinions?
Are we pretending to be church?

There is no evangelism without repentance.

Part Two:

Technique!

Part Three:

Ten Steps in Church Growth Four Steps Evangelism

Part Four:

How to do Outdoor Evangelism

The National Evangelistic Association of the Christian Church (Disciples of Christ), whose board I served on in the 1990s, defined “growth” as additions to membership by baptism or letter equal to 10% of a congregation’s participating membership at the year’s beginning.

If you have 375 participating members, you need 37.5 new members to grow. Why? On average, 9% of a congregation’s participating membership goes away each year: by death, desertion, or disinterest. Unless a congregation replaces them, it is going backwards numerically. It’s not morbid sentiment. It’s just mathematics. 10% = Replacement + One

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Evangelism: Who, What, When, Where, Why

Definition: Evangelism is introducing someone to Jesus Christ.

He is the good news.
Our word evangelism comes from the Greek word, εὐαγγέλιον
Eu- good
Angelion – angel, message

What evangelism is not is important as well.

Evangelism is not the same thing as church growth.
We can grow a church without introducing others to Jesus Christ.
Technique is secular.
I will say that when others meet Jesus Christ, churches tend to grow.

Here is the Who, What, When, Where, and Why of Evangelism

Who: Evangelism is about Jesus.

It is not about us, our institutions, our lifestyles, our politics, our money, or anything else.
As soon as it becomes about us, it ceases to be evangelism.

Mark 1:1

Ἀρχὴ τοῦ εὐαγγελίου Ἰησοῦ Χριστοῦ [υἱοῦ θεοῦ].
The beginning of the gospel of Jesus Christ, the Son of God

What: Evangelism is living in the presence of the risen Jesus.

People who don't know Jesus themselves cannot evangelize for Him.
"I serve a living Savior. He's in the world today.

I know that He is living, whatever men may say."

When: Now is the only time for evangelizing.

Hebrews 3:15 Today, when you hear his voice, do not harden your hearts as in the rebellion.

Where: Here is the place.

Luke 17:21 ²¹ Neither shall they say, Lo here! or, lo there! for, behold, the kingdom of God is within you.

Why: Love is the answer.

1 Corinthians 13:13 ¹³ So faith, hope, love abide, these three; but the greatest of these is love.

Living within the circle of His love is life's joy.

He is the meaning of life.
In a world that hurts as badly as this, how could we keep such joy to ourselves?

Apply "Who, What, When, Where, Why" to your life

Who will you introduce to Jesus?
What will you do in order to introduce them?
When will you introduce them?
Where will you introduce them?
Why will you introduce them?

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Technique, Technique!

Light Hidden and Made Known

Mark 4:21 And he said to them, “A light doesn’t come so it can be put under a bucket or under a bed, does it? Isn’t it placed on a lamp stand?”

Where Do You Shine Your Light?

What Is Evangelism?

Introducing others to Jesus Christ.

Techniques for Congregations: Visibility, Habit, Understanding

Visibility:

This doesn’t mean physical visibility, necessarily (this isn’t about buildings and property. If it was, Highland Park Presbyterian would be the greatest evangelistic church in the city, because they have that magnificent, \$100 million church property!)

Be Visible as a community beyond the confines of your gathering

Outdoor evangelism: the power of “door-to-door,” person-to-person.

Presence at community events

As time and resources permit, outreach programs

Do things that allow outsiders to see you as a community involved in doing the work of Jesus Christ.

Worship in a park.

Have a picnic and prayer meeting.

Do something to make clear that you belong to Jesus Christ, and that you are serious about following Him!

Habit:

How much good does a one-time event accomplish in the long run, however spectacular?

Habits are things we do over and over, as a matter of course.

The church needs to be in the habit of doing the things Jesus did.

Your church body needs to be in the habit of introducing others to Jesus Christ.

It needs to be in the habit of looking for effective ways of doing so.

What are your church’s habits?

Understanding:

Understand what the church is and is not.

It is not an organization designed to handle property, raise money, or ease consciences.

It is Christ’s living body, doing His will here and now. The church does what Jesus does .

.. if not, it isn’t the Church!

Understand the stakes for those without Christ.

Techniques for Individuals: Prayer, Habit, Understanding

Prayer:

Prayer is any act that makes us aware of God.

Talking to God. (Listening to God matters, too!)

Reading the Bible.

Hearing a sermon.

Singing hymns.

The most effective evangelistic technique we have as individuals is prayer!

By being people of prayer, we remind ourselves why introducing others to Jesus Christ matters!

Habit:

This is just as important for individuals as it is for congregations.

How do you make something you do once or twice into a habit? By doing it for 21 days in a row!

What habits do we need to form?

Seeking: seek God’s face every single day.

Caring: ask a stranger, ‘How is your soul,’ then listen attentively to the answer.

Giving: make a habit of giving to others, before you ask them for anything. Give what you have to give: concern, a Bible, a helping hand.

Inviting: once you have cared, invite! Invite the other to accept Jesus Christ as Lord; invite them to study the Bible with you; invite them to worship and church!

Understanding:

Understand your own role.

You matter in God’s plan. You may be the only gospel someone else ever reads. You are God’s instrument to reach others.

Since you have an important role to play, play it well, with pride.

It’s not all about us, of course, but we do matter

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“Ten Ways to Evangelize in the Micro-Membership Congregation”

by John Cunyus

Net Results, December 1989

1. Pray. The most important work the pastor of a small-membership church can do is to lift up the congregation's prayer concerns to God in prayer. Pray for each member and each visitor individually, at least once a month. Ask God's guidance in evangelizing, and expect to receive it.

2. Mention the word “evangelism.” If evangelism is genuinely a primary concern for you, it will be for your congregation also. Remind them that most new members come because friends and families invited them. Encourage members early and often to do that, and work hard to see to it that those invited know they are welcome.

3. Be friendly. A friendly congregation and a friendly pastor make visitors feel wanted and welcome. Friendliness, like love, covers a multitude of sin.

4. Emphasize your congregation's uniqueness and strength. Whatever it is – denominational background, congregational history, mission emphasis – lift it up, let others know, make it central. Self-esteem is as important for congregations as it is for individuals. Don't make smallness an excuse for not growing. Find ways to make it a springboard for growth.

5. Let the Spirit lead. A hundred of your visits may net you only good will in the community, which is important but doesn't add to the church rolls. But one of your congregant's ideas may yield a rich harvest, and most of your visitors will come on the invitation of others. Don't let your ego get in the way of what might build up the church, even if the idea isn't yours!

6. Follow up when people visit!!! A personal visit by you or a member of the congregation either that afternoon or the following day is crucial. People love getting real letters, so write them personally that first week as well. A telephone call is good, if nothing else is possible. And keep it up later, too. Build an intentional relationship with your visitors. It will bear fruit whether church membership follows or not.

7. Preach and teach the faith. Begin with the heart of the gospel – God's grace, Christ's love, our need – and stay there. Relate other concerns to the gospel, not vice-verse. Take care to teach others what it means to be a Christian. Do not assume everyone already knows.

8. Be enthusiastic. Charles Jarvis said, “Ministers who aren't fired with enthusiasm should be fired with enthusiasm.” Christian faith is exciting, so why shouldn't we be enthusiastic?

9. Eat together often. Use the church supper as an evangelistic tool. Attendance is always good those days, and others are more likely to visit. Follow-up visits will be met with the question, “When do we eat again?”

10. Do one thing at a time. A small group can focus on one thing effectively. Do that one thing well. Carry off that one program successfully. Then, go on to something else. Don't overload the circuits.

Four Steps in Church Growth

“Do the work of an evangelist.”

– 2 Timothy 4:5

When Strangers Come to Worship:

1. **Be** in a spirit of prayer and worship from the moment you walk into the sanctuary. That way you will be ready spiritually to meet those God may bring to the house that day.
2. **Greet** them warmly, help them find a seat, keep them company while they are there.
3. **Ask** for their contact information: address, phone, email – if they are willing to give it. Write down their name, so you will remember it.
4. **Introduce** them to others, including the ministers.

When Preparing for a Revival, Church Service, Bible Study, or Church Auxiliary:

1. **Be** in the Word and in prayer, so you can be in touch with the One who makes revival possible.
2. **Prayerfully consider** who among your friends, family, co-workers, and acquaintances has a particular need at the moment.
3. **Write down** those persons' names, then **look up** their phone numbers.
4. Invite them personally to attend, then **make an appointment** to bring them to the services.

After Someone Visits the Church:

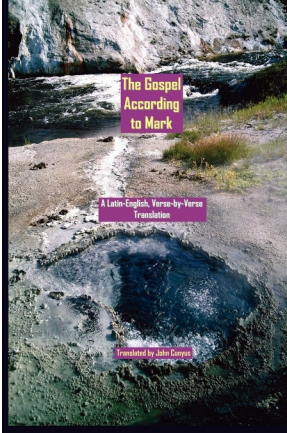
1. **Continue in prayer**, so you stay in touch with the Lord.
2. **Put together a list** of those who visited.
3. **Pray** for each person on the list.
4. **Contact those assigned** to you within 24 to 36 hours, in order to thank them for their visit, ask if they have any questions, and invite them to return.

After Someone Joins the Church:

1. **Abide in prayer**, as always.
2. **Keep track of the names** of new members, so you can lift them up personally in your prayer.
3. **Contact them personally**, offer to bring them to church activities, and build a Christian friendship.
4. **Be a new member's companion** at church, while they are getting established.

For Evangelistic Workers:

1. **Keep an up-to-date list** of those who visit your church.
2. **Arrange regular contacts** with your visitors, recording when and how they were contacted.
3. **Make initial calls** to them within a day of their visit, with follow up calls later in the week.
4. **Raise with them the issue of salvation**, and of being a part of the church. “Tell me about your faith,” is a good question to ask.



How to do Outdoor Evangelism.

Evangelism is introducing others to Jesus Christ.

Setting a Table for the Lord

Text:

Proverbs 8:1-3

Does wisdom not cry out, and prudence give her voice? Standing in *the* highest places and prominences above *the* road, in *the* middle of paths, beside *the* gates of a city, in *the* doors themselves, she speaks . . .

Preliminary:

Bathe the event in prayer. Each person Jesus called to follow Him, He called OUTSIDE. One purpose of this exercise is to take us outside the walls of the church, in search of those for whom Christ died.

Materials:

Folding table and chairs.
Bottles of water, or some appropriate refreshment.
Copies of *The Gospel According to Mark*, and other information on your church.
A compassionate heart and a love for others.

Method:

1. Pick a well-traveled location, and set up the table and chairs. If there is a well-traveled sidewalk on your church property, set up there. You can also set up in a park, near a bus stop, or outside a shopping center. If you do this on someone else's property, be sure to get permission first. As you set things up, be in prayer that God will bless this effort. Stay there for an agreed on time: an hour, for instance, or until you've passed out all your materials.

2. Greet warmly those who pass by. Ask them if you can give them a copy of Mark. Offer them the refreshments, too. If they ask why, tell them who you are and what you are doing there. Ask them how things are going in their life, then listen to their answer. Ask them if they have received Jesus Christ as Lord and Savior? Be gentle, not pushy.

3. Keep track of who you talk to. If the other person permits, take down their contact information and pass it on to your pastor or church leader.

4. Reflect together when you've finished. Don't just pack up your materials and go home when you're done. Go to a separate place, where you and those with you can review what happened. Discuss how it felt to be an evangelist. Share the easy and the hard. Let your common experience be deepened by the Holy Spirit, as you reflect together.

Bulk copies of [The Gospel According to Mark](#) are available for \$5 each, plus shipping and handling. Please contact: john@searchlight-press.com.



**HITTING THE TARGET:
Raising Up Christians Who Know Why Evangelism Matters**
“Pray without ceasing.”
(1 Thessalonians 5:17)

Prayerful People Understand Why Evangelism Matters!

“Nine Marks of Spiritually-Mature People”

(Based on polling done by George Gallup and Timothy Jones in The Saints Among Us. The “saints,” roughly 13% of the population, tend to be “Southern, non-white, female.”)

Internal Factors

Prayer
Presence
Power

Relation to Self

Happiness
Balance

External Factors

Forgiving
Less Prejudiced
Volunteering
Politically Involved

How do you **manufacture an experience** of God’s power? You don’t. But the most important indicator in whether you’d had an experience of God’s power was **how much of a sense you had of His presence**. And the most important indicator of whether you had a sense of His presence was **whether you were a person of regular, habitual prayer**.

What’s needed, first of all, is a broader understanding of what prayer is.

Monastic categories of prayer:

- Oratio:** prayer that is spoken or sung.
- Lectio:** reading the Bible as an act of prayer.
- Meditatio:** considering God’s truth, as an act of prayer.
- Liturgio:** worship and work as acts of prayer.
- Contemplatio:** silence as an act of prayer.

Practical tips:

1. Remember the **link between breath and prayer**. (**Genesis 2:7**) Repeat a verse or phrase of scripture for a specified number of breaths, to center yourself. When your mind wanders, bring it back.
2. **Memorize certain prayers** (the Lord’s Prayer, the 23rd Psalm) to repeat when you’re stressed.
3. **Set an appointment to pray** every day, then keep the appointment.
4. **Find ways to integrate prayer** into your “ordinary” activities.

The cumulative effect is a deepening sense of God’s presence, through prayer. We can’t command the lightning of God’s power to strike. We can put up a lightning rod, though. Cultivating a sense of His presence is like putting up a lightning rod.