The Church Evangelism Strategy design guide is a customizable plan for how to accomplish evangelism in a church. One specific plan does not work in every church. An effective evangelism strategy takes into consideration the demographics of the community, gifts and abilities of the congregation and leaders, existing church programs, and general effectiveness. Over time, the mission is often buried under tradition and comfort. Many programs and ministries started years ago may have been effective at accomplishing a specific task for the church at that time. Today the church should take time to make sure the evangelistic practices and ministries being used are effective in reaching people with the gospel. Use this design guide both to identify your current practices and to know where to move forward for more effective evangelism efforts.

Questions to Consider:
- How many baptisms per average worship attendance do we have? More or less than 1 to 15?
- Do we have typically have guests each Sunday in Worship? Sunday School? Wednesday Nights?
- At our “big events” like revivals, VBS, Fall Festivals, or Wild Game Suppers do we have prospects attend?
- How often do you (pastor) share your faith with someone besides church attenders?
- How many adults have you baptized in the last year? Youth? Children?
- What church ministries and events play the biggest role in reaching prospects?

Level 1: The Pastor as a Personal Soul Winner
Level 2: Evangelism through the Pulpit and Office of Pastor
Level 3: Good Impressions
Level 4: “Come and See” Events and Ministries
Level 5: “Go and Tell” Events and Ministries
Level 6: Transforming the Church’s “DNA” to Being Evangelistic
Level 1: The Pastor as a Personal Soul Winner
• The church’s evangelism strategy begins with the pastor.
• The pastor must look for ways to share his faith in the community.
• The pastor must make a personal commitment to share the gospel. Do not let sermon preparation, ministry, and meetings be excuses for not sharing the gospel.

Level 2: Evangelism through the Pulpit and Office of Pastor
• Being evangelistic from the pulpit is very important.
• Evangelism should be consistently emphasized from the pulpit.
• Effective evangelistic invitations should be planned in advance along with sermon preparation.
• Share the gospel during special occasions
• The pastor must lead staff and lay leaders to keep evangelism a priority.
• Consistently teach evangelism to the congregation.

Level 3: Good Impressions
• Guests are the easiest people to reach with the gospel.
• Many people form their first impression of your church during the first eight minutes they are on the church grounds. The bottom line is the more that they come back, the greater the likelihood that you will reach them with the gospel or that they will join your church.
• See “Guest-Readiness” in the “Keeping Those You Reach” design guide for more information on making a good impression.

Level 4: “Come and See” Events and Ministries
• The church extends public invitations to attend events or have a need met.
• The evangelistic effectiveness of these events will largely be determined by how many lost or un-churched people participate.

Level 5: “Go and Tell” Events and Ministries
• The Great Commission compels the church to go out into the community and world to share the gospel.
• If a church wants to reach more people it must become a “go and tell” church.
• A church that successfully hosts “come and see” evangelistic events can transfer those principles and strategies to conduct similar events away from the church.

Level 6: Transforming the Church’s “DNA” to Being Evangelistic
• This involves leading a church to be so thoroughly evangelistic that all resources, personnel, and ministries are evaluated in light of evangelistic impact.
• Through a common vision shared with new members
• Through a pastor’s compelling vision
• Through special evangelistic emphases
• Through comprehensive church-wide strategy

Recommended Resources
• *The Evangelism Handbook* (Alvin Reid)
• *The Effective Invitation* (R. Alan Streett)

For specific information about implementing the recommendations listed here, download the complete version of the “Church Evangelism Strategy” design guide at www.revitalizearkansas.com.