Public Evangelism

Practical Public Evangelism Training for Church Leaders

Pennsylvania Conference - May 3, 2014

Introduction: The Challenge of Evangelism

"I in them and you in me. May they be brought to complete unity to let the world know that you sent me and have loved them even as you have loved me." John 17:23

The secret to successful evangelism is for the church members and the pastor to be unified in one harmonious effort. When we see our people working together for the salvation of souls, we will see God's work accomplished.

The evangelistic challenge that faces the church is far too large for one person. The very nature of the matter demands that every person possible be enlisted for service. A united movement of members, officers, and pastor is God's ordained way of reaching the world, and

success will elude us if we bypass God's methods. It is therefore imperative that together we seek every avenue possible to heighten in the hearts of our church members a personal concern for people and their salvation.

Our ultimate goal for a pubic evangelistic event is to present a positive united front of caring church members who are equipped with their gifts of the Spirit. We must make God's beautiful message appear irresistible to the world. The pre-crusade preparation program must be designed to arouse the church to do all in its power to save souls for the kingdom.

In our time together, we will look at three very important ingredients to a successful evangelistic series:

1. Getting People to the Meetings. We will talk about how to get church members and guests to the series.
2. Good Biblical Preaching.
3. Visitation: Connecting with the Guests.

Much of what we share, though designed around a reaping series, can be used with the weekly Sabbath worship service.

Part 1: Plans for Fall Evangelism Initiative

The Pennsylvania Evangelism Initiative is an attempt to coordinate Pennsylvania Conference churches in a coordinated evangelistic endeavor in the Fall of 2014.

You can access information for the Initiative online at:

http://paconference.org/2014-evangelism-initiative

Schedule of Events

Decide to be a part of the Initiative	Now
Sign Up	jhartwell@paconference.org
Sign Up Personal Ministry Coordinators	jhartwell@paconference.org
Prayer/Consecration Service	http://paconference.org/day-of-prayer-and-consecration-2014
Evangelism Training for Members	April 12, 3-6 PM
	June 15, 2-5 PM @ Camp Meeting
Order 40 days Book	April
Evangelism Training for Speakers	May 3, 3-6 PM
Order Handbills	http://www.hopesource.com/paconf/
Possible Training at Camp Meeting	June 15, 2014, 2-5 PM
40 Days of Prayer	August 17
Order Seminar Materials	August
Community Outreach Event	August
Local School Revival Meeting	September 18-22
Bible Prophecy Series	October 3-25
Follow Up	November

Part 2: Getting People to the Meetings

Much of what we do is preparing the church and community for the series of meetings. Full-time evangelists often spend up to a year preparing the church and community for the series. It is crucial that we invest the time ahead to prepare.

Evangelism is a process- Not an event and every thing we do leading up to the series is preparing for the decisions that will be made there.

Two Groups of People at the Meetings

1. **Church Members**

   A. Preach a Short Revival Series. A short, 3 Angels' Messages summary series

   The Lord does not now work to bring many souls into the truth, because of the church members who have never been converted and those who were once converted but who have backslidden. What influence would these unconsecrated members have on new converts? Would they not make of no effect the God-given message which His people are to bear? 6T, 371

   B. Church Members Involved in Meetings

   - Prayer Team:
   - Greeters:
   - Public Address:
   - Refreshments:
   - Ushers:
   - Children's Programming:
   - Host:
   - Visitation Team:
   - Registration:
   - Transportation:

   C. Release Membership in Mission

2. Interests

A. How many people can we expect?

Set preliminary goals in each of the following areas. As the Steering Committee meets and the action group classes meet and set their own goals, you may want to revise these numbers, but at least this will give us a starting point.

Opening Night Attendance

Number of members attending: _____

Number of Desert Rain interests: _____

Advertising interests: _____

Opening night goal: _____

We will double our number of opening night visitors during the course of the meetings.

Goal for total number of interests attending _____ (2 x total opening night)

We will baptize from 10% to 20% of the interests attending.

Baptism goal for the crusade: _____

You are responsible for the opening night crowd.

Evangelist is responsible for holding the crowd.

Understand that neither of us can do our parts without the Holy Spirit.

One half of the people invited, who say they will attend, will actually attend.

Commitments needed to reach Desert Rain goal:_____

Five names are needed on each prayer list to get one person to commit to attend.

Goal for names on prayer list: _____

B. Using a Program Like Desert Rain

http://www.revelation-now.com/_documents/Desert%20Rain%20Manual.pdf

http://www.revelation-now.com/_documents/Desert%20Rain%20Sermons.pdf

Part 3: Good Biblical Preaching

There is power in God's Word
Matthew 8:5-13
Genesis 1

What Material to Use

1. Use Someone Else's Material

If you have not done a series before, you will need to invest a great deal of time in preparing for the meetings and I would encourage you to use someone else's material. Make sure you know the material you are presenting.

Discover Prophecy: Tim Madding's Presentations in PowerPoint & Keynote.
http://www.pastor2pastor.info/Pastor_to_Pastor/resources/Entries/2014/4/7_Bible_Prophecy.html

ShareHim: You simply read the script from your laptop computer.
http://sharehim.org/php/supplies.php

New Beginnings: Download PowerPoint and Keynote files for presentation.
http://www.asiministries.org/newbeginnings

2. Create Your Own Series

If you you have used someone else's material and have experience planning and running a series of meetings, it is better to take the time to prepare your own series. This takes a great deal of time so plan well in advance and make sure the entire series is done well before the campaign begins so you can focus on people.

Good Evangelistic Preaching

1. Preach Christ: A Balanced Message

"Christ crucified, Christ risen, Christ ascended into the heavens, Christ coming again, should so soften, gladden, and fill the mind of the minister that he will present these truths to the

people in love and deep earnestness. The minister will then be lost sight of, and Jesus will be made manifest." EV 185

2. The Three Angels Messages of Revelation 14 provide the perfect outline for Christ Centered, Evangelistic preaching.

A. The first angel proclaims the everlasting gospel.

B. The Setting of the final proclamation of the gospel is the Hour of God's Judgment

C. The proper response to the gospel is to worship the Creator.

D. However, it is not enough to simply proclaim the everlasting gospel.

E. The second angel warns against the errors of Babylon

F. The third angels message warns against rejecting the first two messages.

3. Preach the Cross

A. Assurance of Acceptance in Christ

B. Every sermon must contain the cross of Christ.

4. Preach the Second Coming

A. Safeguard against Carelessness

"For the grace of God that brings salvation has appeared to all men. It teaches us to say 'No' to ungodliness and worldly passions, and to live self-controlled, upright and godly lives in this present age, while we wait for the blessed hope--the glorious appearing of our great God and Savior, Jesus Christ, who gave himself for us to redeem us from all wickedness and to purify for himself a people that are his very own, eager to do what is good." Titus 2:11-13

"Since everything will be destroyed in this way, what kind of people ought you to be? You ought to live holy and godly lives as you look forward to the day of God and speed its coming. That day will bring about the destruction of the heavens by fire, and the elements will melt in the heat. 2 Peter 3:11, 12

"All sermons that we preach are plainly to reveal that we are waiting, working, and praying for the coming of the Son of God." EV 220

Preaching for Decisions

"The manner in which the truth is presented often has much to do in determining whether it will be accepted or rejected... It is to be regretted that many do not realize that the manner in which Bible truth is presented has much to do with the impressions made upon the mind." EV 168

"There is living power in the truth, and the Holy Spirit is the agent that opens human minds to the truth. But the ministers and workers who proclaim the truth must show certainty and decision. They are to ...present the word as though they believe it." EV 169

"Since, we know what it is to fear the Lord, we try to persuade men." 2 Cor. 5:10, 11

"Accompanied by the power of persuasion, the power of prayer and the power of the love of God, the evangelists work will, not cannot be without fruit." Review and Herald, June 2, 1903

"Here is your work. Teach the sick. Proclaim the gospel to them, persuading them to become Christ's disciples. The Father, the Son, and the Holy Spirit are pledged to be with you in every emergency. Act as Christians, having divine orders. God is to be trusted, believed, obeyed. His character is to be represented in every household. -"The Paulson Collection of Ellen G. White Letters," 227

"The best way to expose the fallacy of error is to present the evidences of truth." EV169

Part 4: Visitation: Calling for Decisions

Visitation

Your Goal as a pastor or church leader is to connect with as many of the interests as possible; both at the church and in the home.

Keeping Track of Visits

During an evangelistic crusade you will be faced with hundreds of names, all clamoring for attention. Deciding who should be visited, when they should be seen and what are the objectives of the visit is the monumental task of evangelistic visitation.

Four Types of Visits:

These are four different types of visits that you will make during the course of the meetings. They each have their own purpose and objectives and are quite different.

1. Building Rapport Visit

This type of visit is made very early in the meetings. As soon as a person appears on the active list, they should be visited in order to build up rapport and establish trust levels before we cover the Sabbath and other testing truths. It is a lot easier to return and visit a friend about the Sabbath than it is to visit someone about the Sabbath, on the first visit.

We always visit active names first and then if time permits we will begin to visit inactive names unless they specifically request a visit, or they miss two consecutive nights then they should be seen in order to encourage them to return. The purpose of the visit is to establish rapport, build up trust levels and encourage the individual to continue attending the meetings.

Depth Listening- Use all of your listening skills including story listening, in an attempt to build trust

Prayer- Many will turn in prayer requests on their cards each night. You should visit those who have made prayer requests. Say something like, "I have been praying for you this week and I just wanted to come by to meet you and have prayer together with you." You

can, if time permits, call the SDA members who had prayer request on the phone just to let them know "I have been praying for you today."

Gospel Presentation- The most important objective is to determine if the individual has assurance of eternal life in Christ. If not you should give them a Gospel presentation before proceeding any further. There is no better way to establish rapport.

2. Attitude Evaluation Visit

This phase of the visitation begins after the Sabbath has been presented. The real difference between a good name and one that may not be so good is the attitude of the individual. You will learn to use some very powerful tools that will enable you to properly evaluate the attitude of your people.

Visit every person who heard the Sabbath Presentation.

Attitude Evaluation

Evaluate their attitude toward the Sabbath as to whether they are positive or negative.

3. Securing a Decision Visit

The criteria for making a visit to secure a decision:

The person has been visited and trust levels are quite high.

You have ascertained that there is a solid assurance of Salvation.

The individual has a positive attitude toward making the decision.

During the process of obtaining the decision, you will have to deal with any excuses, stalls, and objections they may offer. This will involve using the methods in the following section. It may also involve giving Bible studies to clear up any lingering questions you may have missed during the evaluation phase.

The Decision is Presented in Two Stages:

Stage One: Do you Believe it?

1. We first present the Biblical truth.

2. The first time is simply to show what the Bible has to say.

3. If they show conviction at this stage they should be encouraged to keep it.

4. If they show little or no conviction, don't worry about it because the Holy Spirit will draw conviction next.

5. Be cautious not to push too hard at this stage. We don't want to lose them here.

Stage Two: Decisions to Change

1. After they have come to believe the truth the Spirit begins convicting them to change.

2. Here we must encourage them to act on their beliefs.

3. We must be prepared to help them deal with problems at this point. You do not want to let the meetings slip to the end and then begin working on these problems.

There are five major decisions that should be made during the meetings and they should be made in the following order.

1. Decisions to Accept Christ.
2. Decisions to believe/ keep the Sabbath.
3. Decisions to make lifestyle changes.
4. Decisions to be baptized.
5. Decisions to join the church.

Reasons We do Not call for Decisions:

1. We Ourselves are not Surrendered to Christ.

"When we as ministers go through the experience of humble self-denying sacrifice as did the apostles, when we present earnest supplications from broken, contrite believing hearts as did the apostles, then the same proportion of success will attend our labors." TM207

2. We are not Humble.

"If we would humble ourselves before God, and be kind and courteous and tender-hearted and pitiful, there would be one hundred conversions to the truth where now there is only one." 9T, 189

3. Fear of Rejection.

"Frequently, when a congregation is at the very point when the heart is prepared for the Sabbath question, it is delayed through fear of the consequences." EV:293

We are called to call for decisions.

"When truth is presented it should be in the power and the spirit. Bring the people to the point to decide. Show them the importance of truth--it is life or death. With becoming zeal, pull souls out of the fire." 1T:152

Biblical Examples of Persuasion

1. The Apostle **Paul**. "Every Sabbath he reasoned in the synagogue, trying to persuade Jews and Greeks." Acts 13:4

At Corinth Paul even argued persuasively for God. "Paul entered the synagogue and spoke boldly there for three months, arguing persuasively about the kingdom of God." Acts 19:8

2. **JOSHUA** made an appeal to the people of Israel to make a decision. He even insisted that the decision be made that same day. Joshua 24:15 "Choose for yourselves this day whom you will serve...But as for me and my household, we will serve the LORD."

3. **Peter** closed his sermon on the day of Pentecost with a call for immediate and definite response. "Repent and be baptized, every one of you, in the name of Jesus Christ for the forgiveness of your sins. And you will receive the gift of the Holy Spirit." Act 2:38

4. **Jesus** bade his disciples, "Follow Me." (Luke 9:57)

Evangelistic preaching means moving the people from the understanding of the Gospel to a decision. It is simply not enough to declare what God has done. We must follow the example of Jesus and demand a decision.

"Now the minister is not merely to present the Word of God in such a manner as to convince of sin in a general way, but he is to lift up Christ before his hearers. Christ's claims upon them are to be made plain. The people should be urged to decide just now to be on the Lord's side." EV 283

"As you present testing truth, ask often, who is now willing, as they have heard the words of God, pointing out their duty, to consecrate their hearts and minds...to Christ Jesus."...."Each one should be asked how he is going to take these things, if he is going to make a personal application of them." EV:285

Three Approaches to Securing a Decision

There are three commonly used basic approaches to persuasion. The Passive Approach, Undue Pressure and Persuasive Influence without Undue Pressure.

1. Ask Effectively. You have to ask!
2. Attitude Evaluation And Timing
3. Building Rapport

Attitude Evaluation Questions

Paramount to determining when the timing is right for a decision is the ability to evaluate the attitude of the interest. Attitude is the single best indicator of conviction. A person can know everything about our message, but if their attitude is not positive towards change, then they are not under conviction. The most valuable set of tools for a soul-winner is a set of questions which allow you adequately to evaluate attitude.

You should commit these questions to memory and use them word for word.

1. Have you ever been to any meetings like this before?
2. Do you pretty much agree with what we have covered so far?
3. Sabbath too?
   If No: Is it that you don't see it, or you don't see how you can keep it?
4. Have you thought about keeping it yet?
   If No: Is there anything that would prevent you from keeping the Sabbath?
5. Have you thought about coming in with us?
6. How does your family feel about that?

Excuses Versus Objections

In asking for a decision, you will most likely encounter either an objection or an excuse. They will both be defined below.

Objection is an honest block to a strong decision. It must be answered.

Excuse is any attempt to stall or avoid making a decision. Do not be annoyed with excuses. Excuses are actually evidences that the person is standing in the valley of decision. Remember the cognitive dissonance, or the moment of madness that causes him to say and

do things that don't really make much sense. They go through a few moments of panic, wondering if they are about to make the right choice, and seem to almost lose touch with reality. They will offer various nonsensical excuses during this time. Never attempt to answer an excuse; you will learn to deal with it in an entirely different way.

Appendix

A Timeline & Checklist

Getting Started

(One year to 9 Months prior to the meetings)

- ☐ Select the Crusade Date.
- ☐ Secure church board approval for the meetings.
- ☐ Plan church calendar to minize distractions during the meetings. (No Board Meetings, Pathfinder campouts, etc.)
- ☐ Secure Conference Office Approval.
- ☐ Organize the evangelism steering committee. (See Organizing the Crusade chapter)
- ☐ Assign completion dates for each item in this checklist and enter into Calendar.
- ☐ Begin to publicize the Crusade and the Rally Day Weekend.
- ☐ Begin searching for a hall for meetings and the nursery

Preparation for Advertising

(Six months prior to the crusade)

- ☐ List all zip codes within a 15 - 20 mile radius (See Organizing the Crusade chapter)
- ☐ Obtain the number of addresses for each zip code
- ☐ Select zip codes for mailing and total up the number of handbills you will need
- ☐ Complete the Newspaper Advertising Survey. (See Organizing the Crusade chapter)
- ☐ Prepare the Crusade Budget with evangelist and submit to the Conference.

Preparation for Desert Rain

(Four to Six months prior to the crusade)

- ☐ Begin the Organizing for Action section of Desert Rain. (See Desert Rain Manual)

Order Advertising

(Four Months prior to meetings and after Conference approval of the budget)

- ☐ Secure contract for the hall and nursery.
- ☐ Prepare a map to the hall if needed.
- ☐ Order the newspaper ad for Thursday prior to opening night
- ☐ Order TV/Radio Spots if applicable

Rally Day Weekend Preparation

- ☐ Give a copy of the bulletin information to the church secretary. (See Organizing the Crusade chapter)
- ☐ Notify the Music Committee that 'dena Colón will have special music
- ☐ Insure preparations for the fellowship dinner.
- ☐ Workshop - recruits for pre crusade and crusade help.
- ☐ Announce in church newsletter, encouraging all to attend workshop.
- ☐ Finalize plans for "Desert Rain" (Review "Organizing for Action" in the manual.)
- ☐ Rally Day Weekend (Two - Three Months prior to the meetings)

After The Rally Day

- ☐ Begin making Staff Personnel assignments.
- ☐ Launch Desert Rain
- ☐ Begin visitation of all inactive members and interests.

Final Preparation

(One month prior to the opening)

- ☐ Complete Staff Personnel assignments.
- ☐ Newspaper advertising prepared and submitted.
- ☐ TV /Radio Spots delivered.
- ☐ Secure Hall set-up time, nursery location, and storage place
- ☐ Arrange for a sign if necessary.
- ☐ Arrange for flowers and decoration for the platform.
- ☐ Insure there are no conflicts in the church calendar during the meetings. Board meetings etc. should be scheduled after the meetings are over. Try not to have meetings on the off nights. Our people need them for a break and the visitation teams need them for visiting.

The Last Week Before the Meetings Start

- ☐ Announce Wed. Night Organizational meeting for entire church. Staff must attend.
- ☐ Give Crusade bulletin information to church secretary. (See Organizing the Crusade chapter)
- ☐ Organizational meeting, Wed night before opening night. Staff final instruction.
- ☐ Opening Night

During the Meetings

- ☐ Arrange for fellowship meals on 3rd & 4th Sabbath.
- ☐ Arrange for visitors to be invited to members homes for lunch on the 5th (last) Sabbath.
- ☐ Have your music committee arrange 4 or 5 music specials for Sabbath evening vesper service on the last Sabbath.
- ☐ Plan your follow up program for after the meetings are over.

After the Meetings

- ☐ Follow up week visiting the stragglers and newly baptized
- ☐ Arrange for every new member to be visited each week for the first 4 weeks.
- ☐ Pastor preaches the first Sabbath after the meetings.
- ☐ Begin the Bible marking class during Sabbath School for the New members
- ☐ Keep the Fire Burning on Sabbath afternoon.

Miscellaneous Notes

- In planning the preaching schedule, the evangelist should preach each Sabbath from the opening weekend until the last Sabbath of the meetings.
- The pastors first sermon after the meetings is crucial. The new people are anxious to hear their pastor. The pastor needs to be at his best. It is best not to have special programs or concerts etc. scheduled for that weekend.

Prophecy Series Personnel

The Steering Committee will work closely with the pastor and the evangelist to insure that every aspect of the crusade is adequately and professionally prepared for. It should consist of at least the following:

1. Chairperson: _____

- Calls and chairs the steering committee. Responsible to insure that subcommittees are formed and are functioning properly and project plans are moving forward.

2. Desert Rain Coordinator: _____

- Oversee the design and implementation of the Desert Rain interest development program, Bible Studies and any other type program. The Sabbath School Superintendent or the Personal Ministries Leader should chair this committee. Both should be a member.

3. Crusade Visitation: _____

- The Personal Ministries Leader should chair this committee
- Recruiting and organizing visitation teams to visit the interests during the meetings.
- The evangelist and pastor will provide all of the training necessary.
- Visitation team members must attend the training classes provided in order to be assigned responsibility for interest names.
- Work with the Pastor and Evangelist to develop and implement the assimilation plans for following up the new members.
- Assimilation plans for new members

4. Personnel: _____

- Assuring that the crusade staff is in place before the meetings begin.
- Work with the head greeter and usher to coordinate and organize the staff each night.

5. Child Evangelism: _____

- Provide an adequate children's program to cover at least preschool age children.
- There are two options here; the first is ideal:
- To have a child evangelism program that is well planned, probably involving at least two groups of children – infants, and those old enough to participate in a program. Most often,

the age limit ends at pre-school, around seven, with the programs much like a Kindergarten level VBS. Some churches have even gone up through age twelve, covering the same subjects as in the main auditorium, We have seen some baptized with their parents. Whatever level this option goes to, it is the best, because love and care are put into it and the children really want to come. This option is actually easier to recruit help for, since it has more purpose and mission.

- At the very least, we must have childcare available for pre-school age children. The person in charge does not have to be in the nursery each night, but can delegate and plan, so that a capable, competent person is in charge each night.

6. Arrangements: _____

- Location of the auditorium
- Overseeing that the hall is set up properly and decorated
- Help set up the equipment at the hall and then help move it to the church.
- Parking at the hall is cared for and all of the details associated with it.
- Nightly set up of equipment and chairs at the hall.
- Nightly check that all chairs are clean and in order, and platform is straightened

7. Treasurer: _____

- Will receive and account for all offerings collected during the meetings and handle the crusade budget as Conference policy requests.

8. Head Greeter: _____

- Needs to be a trustworthy, responsible person (male or female) who smiles easily and gets along with the other greeters well. He/She should be able to think quickly and be tactful in unexpected circumstances. He/She needs to be able to recruit, delegate and organize things well. He/She must be present each night.

8. Greeters: _____

- Should be pleasant, out-going, smiling, helpful people who can think clearly and be tactful. They should be neat in appearance. Younger people are often better but not always. Greeters must be willing to dress in a manner that will exemplify the Adventist lifestyle.

9. Head Usher: _____

- Must be a trustworthy, reliable person who can take charge of things. He should be friendly and able to get along with people.

10. Ushers: _____

- These should be helpful reliable people who will be friendly with those attending. Need some men, to handle possible heavy jobs.

11. Card Screener(s): _____

- A reliable person who knows the members well (may be the church clerk or secretary) who can sort the cards each night in preparation for computer entry. This will usually take about 5 minutes at the end of the meeting – more on opening weekend. If there are other churches in the area, someone who knows those members should help for the first few nights.

12. Sales Table Helpers: _____

- One individual (preferably the same person each night) to help with sale of printed sermons, cassettes, and other items each night. Should be able to attend each night, manage money, and have a selling, smiling personality.

13. Video Showing Personnel: _____

- Beginning the second night, one hour and 15 minutes before start time, we will begin showing the previous nights' program on a large video screen in the main auditorium. We need a person, or couple capable of the following: Cheerfully greeting those who come to see this video showing (usually because they missed a night – sometimes there are very few or none who come, other times, quite a few), handling their registration cards, and turning on the video player and projector. It is best if it is the same person/people each night.

14. Transportation Committee: _____

- The purpose of this committee is to arrange rides for those attending who cannot get to the hall or the church. Should be a good organizer who can coordinate between those who want to provide transportation and those needing rides.

15. Prayer Committee: _____

- Cannot be on the visitation team or a greeter or usher. People who have the gift of intercessory prayer. They should meet each night 15-20 minutes before the meeting to review prayer requests. This time in prayer is very crucial and important. Members of this committee should not be on the visitation teams who will need to be in the foyer looking for their interests while the prayer team is praying.

16. Sound Engineer: _____

- Should have some experience with soundboards and be technically oriented. Must have good hearing and be able and willing to follow the flow of the program. Must be willing to follow instructions from the evangelist concerning the volume of the sound system, even if they think it is too loud or not loud enough. Must be the same person every night.

17. Video Cameraman: _____

- We video the entire program. Should have some experience with video cameras, and a quick, technical type mind. Must be the same person every night.