

EVANGELISM PROGRAM
From Policy to Procedure

Ed Nichols

Copyright © 1998 by Ed Nichols

STEPS TO IMPLEMENT POLICY INTO PROCEDURE

I. Nature

State the nature of the project clearly, simply, and concisely.

Conduct an evangelism program for total organization in which each Christian church member commit to intentional evangelism and will prayerfully seek to lead one person to Christ during this project.

II. Objective

Write out all of the objectives of the project in specific and concrete language so that no objective requires further explanation.

Objective # 1. Discuss need for evangelism project with deacon body for purpose of support for project.

Objective # 2. Discuss need for evangelism project with church council for purpose of support for project.

Objective # 3. Teach "How to Share Your Faith."

Objective # 4. In evening worship service discuss sharing your faith and need for evangelism program.

Objective # 5. At business meeting two months prior to evangelism program have deacons and church council recommend establishment of Evangelism Council for purpose of planning and implementing an aggressive program of evangelism for the total organization.

Objective # 6. Designate all organizational leaders as "Evangelism Director" for their area of responsibility.

Objective # 7. Use evangelism directors to plan evangelism program for total organization.

Objective # 8. Set goals at beginning of project for saved, baptized, and assimilated into organizations.

Objective # 9. Each organization set goal for organization at meeting to discuss organizational responsibility.

Objective # 10. Begin project promotion.

Objective # 11. Evangelism council define outreach area.

Objective # 12. Create calendar which list each objective by date (Schedule all events).

Objective # 13. Pray for leadership of the Holy Spirit in the enlistment, training, and sending out of capable Christian member of the church to evangelize the lost in the community.

Objective # 14. Enlist and elect people to positions of responsibility to meet objectives.

Objective # 15. Promote training.

Objective # 16. Commit all church activities to this project.

Objective # 17. Budget resources as necessary to complete this evangelism project. Sufficient funds are available from evangelism account (Specify a beginning amount for expenses).

Objective # 18. Discuss and adopt a comprehensive plan for growth by all organizations.

Objective # 19. Direct briefing on progress of project.

Objective # 20. Create plan to assimilate new converts.

Objective # 21. Promote weekly calendar events.

Objective # 22. Create teaching aids and/or video of simple procedure for sharing faith.

Objective # 23. Create prospect files using every home in area as a

prospect.

Objective # 24. From beginning of project discuss results of project at every meeting of any organization for purpose of praise or focus on task.

Objective # 25. Conduct a soul-winning commitment day.

Objective # 26. Educate membership to involve them in this project.

Objective # 27. During the entire first month of project do in-reach evangelism within each organization by presenting plan of salvation and calling for decisions.

Objective # 28. Sermons should be evangelistic and instructional (how to be saved, how to be a soul-winner).

Objective # 29. Invite an evangelist to speak about soul-winning.

Objective # 30. Promote evangelist as someone who is a proven soul-winner.

Objective # 31. Schedule state and association leaders to fire up people by preaching on Sunday mornings and teaching discipleship training on Sunday evenings.

Objective # 32. Start an outreach Bible class to be completed before end of project and report results at celebration rally.

Objective # 33. Have a weekly outreach visitation and give it the purpose of reaching the community for Christ.

Objective # 34. Conduct seminars on soul-winning. Make them simple, brief, call for decision.

Objective # 35. Train counselors for church services and visitation programs.

Objective # 36. Recognize each soul-winner and convert at first opportunity.

Objective # 37. Have weekly workshops throughout the project.

Objective # 38. Begin new member training with first convert. Have teacher ready.

Objective # 39. Insist on power of prayer sessions. Not the usual prayer meeting.

Objective # 40. Encourage attendance of converts at soul-winning workshops and call for a commitment by them to project.

Objective # 41. Ask each soul winner to assist new converts in joining organizations of their choice.

Objective # 42. Schedule special event designed for lost people each month.

Objective # 43. Review and revise this plan.

Objective # 44. Set aside last Sunday of project for Celebration Sunday.

Objective # 45. Conduct a study for long range planning and report to the church recommendation for future projects.

III. Organization

Decide if you should form a new organization or use existing organizations to reach the objectives.

All existing organizations should be used. Each organization should be given the same global objective. Allow each organization's leadership to determine how they can implement stated nature of project and the objective for which they are responsible.

Each organization leader becomes evangelism director for his organization and will make up evangelism organization of church. This evangelism council will be responsible for continued evangelism project recommendation and the growth and assimilation of new converts. This will be specifically by name of each new convert. Report should be to pastor at each meeting.

IV. Personnel

On the basis of the proposed organization or program and the written objectives, list the following: (1) the person or persons to whom responsibility for each objective is delegated and (2) other personnel who will work with your chosen leadership. The additional personnel should be chosen with the advice of the individual(s) responsible for the program.

Objectives. Dates Person Responsible*

1 1/3 Pastor

Discuss need for evangelism project with deacon body for purpose of support for project.

2 1/7 Pastor

Discuss need for evangelism project with church council for purpose of support for project.

3 1/7 Minister of Education

Teach "How to Share Your Faith."

4 1/14 Pastor

In evening worship service discuss sharing your faith and need for evangelism program.

5 1/17 Deacons, Church Council

At business meeting two months prior to evangelism program have deacons and church council recommend establishment of Evangelism Council for purpose of planning and implementing an aggressive program of evangelism for the total organization.

6 1/17 Church body
Designate each organization leader as "Evangelism Director" for their area of responsibility.

7 1/24 Evangelism directors
Use evangelism directors to plan evangelism program for total organization.

8 1/24 Evangelism directors
Set goals at beginning of project for saved, baptized, and assimilated into organizations.

9 1/24 Organizations
Each organization set goal for organization at meeting to discuss organizational responsibility.

10 1/28 Pastor, staff, directors
Begin project promotion.

11 1/31 Evangelism Council
Evangelism council define outreach area.

12 2/4 Pastor, staff, directors
Create calendar which list each objective by date.

13 2/7 Church body
Pray for leadership of the Holy Spirit in the enlistment, training, and sending out of capable Christian member of the church to evangelize the lost in the community.

14 2/7 Church body
Enlist and elect people to positions of responsibility to meet objectives.

15 2/11 Minister of Education
Promote training.

- 16 2/14 Church body
Commit all church activities to this project.
- 17 2/14 Church body
Budget resources as necessary to complete this evangelism project.
Sufficient funds are available from evangelism account. (Specify a
beginning amount for expenses)
- 18 2/14 Organizations
Discuss and adopt a comprehensive plan for growth by all
organizations.
- 19 2/21 Pastor
Conduct a briefing on the progress of the project.
- 20 2/22 Evangelism council
Create plan to assimilate new converts.
- 21 2/25 Minister of Announcements
Promote weekly calendar events.
- 22 2/27 Minister of Education
Create teaching aids and/or video of simple procedure for sharing
faith.
- 23 2/28 Evangelism directors
Create prospect files using every home in area as a prospect.
- 24 3/1 All leadership
From beginning of project discuss results of project at every
meeting of any organization for purpose of praise or focus on task.
- 25 3/3 Pastor
Conduct a soul-winning commitment day.
- 26 3/3 All leadership
Educate membership to involve them in this project.

- 27 3/3-30 All organizations
During the entire first month of project do in-reach evangelism within each organization by presenting plan of salvation and calling for decisions.
- 28 3/3-5/26 Pastor or guest speaker
Sermons should be evangelistic and instructional (how to be saved, how to be a soul-winner).
- 29 3/3 Pastor
Invite an evangelist to speak about soul-winning.
- 30 3/3 Pastor
Promote evangelist as someone who is a proven soul-winner.
- 31 3/3-5/26 Pastor
Schedule state and association leaders to fire up people by preaching on Sunday mornings and teaching discipleship training on Sunday evenings.
- 32 3/5 Discipleship director
Start an outreach Bible class to be completed before end of project and report results at celebration rally.
- 33 3/5-5/21 Evangelism directors
Have a weekly outreach visitation and give it the purpose of reaching the community for Christ.
- 34 3/6 Minister of Education
Conduct seminars on soul-winning. Make them simple, brief, call for decision.
- 35 3/6 Discipleship director
Train counselors for church services and visitation programs.
- 36 3/10-5/26 Pastor
Recognize each soul-winner and convert every opportunity.

- 37 3/13-5/22 Organization leadership
Have weekly workshops throughout the project.
- 38 3/13-5/22 Chairman of Deacons
Begin new member training with first convert.
- 39 3/13-5/22 Pastor
Insist on power of prayer sessions. Not the usual prayer meeting.
- 40 3/13-5/22 All participants
Encourage attendance of converts at soul-winning workshops and call for a commitment by them to project.
- 41 3/13-5/22 Evangelism council
Ask each soul winner to assist new converts in joining organizations of their choice.
- 42 3/15,4/19,5/17 Minister of education
Schedule special event designed for lost people each month.
- 43 3/31 & 4/28 All leadership
Review and revise this plan.
- 44 5/26 Church
Set aside last Sunday of project for Celebration Sunday.
- 45 6/6 Evangelism directors
Conduct a study for long range planning and report to the church recommendation for future projects.
- *Additional personnel should be chosen with the advice of the individual(s) responsible for the program.

V. Procedure

1. Write a tentative procedure working from the existing circumstances to the accomplishment of the stated objectives.

TENTATIVE PROCEDURE

Development of a tentative procedure, beginning with existing circumstance and going through the accomplishment of stated objectives, will require a definite step-by-step written plan of approach. The only tentative part of this procedure is that it would be subject to change by inserting objectives into the written plan. Otherwise it would be appropriate to design the plan and follow it. The first part of the procedure which needs to be established is knowing or having a complete picture of the existing circumstances of the church prior to the starting of any evangelism program for total organization. To begin to understand the existing circumstances of a church, many pastors may need to follow some plan which is designed to tell them where the church has been and where it is at present. Charles L. Chaney and Ron S. Lewis has written such a plan. In Manual for Design for Church Growth, Chaney and Lewis¹ provide the procedure to follow, and the forms to complete which produces a history of growth or no growth of the church. This manual can be followed by the pastor, church staff, or better yet, the entire church should attempt to find out what is working or has worked in their church. As part of this procedure for this project the pastor will begin to complete the requirements listed in this manual.

The manual contains tools for diagnosing the growth health of the church. The first tool is a church profile. The second is a community profile. There is also a form to collect eleven years of numerical data on all aspects of the church. This is made easy if records were kept. There are questionnaires designed to be answered by the pastor, church leaders, and each member. If needed the manual contains a time management inventory and planning sheet. This process cannot be accomplished in secret, and it will be the beginning of awareness that there is a need for a new vision of church growth. All the results should be shared at a scheduled meeting with all church members present.

The next step in the procedure, now that existing circumstances are really known, is to create an awareness for the

¹Chaney, Charles L., and Ron S. Lewis. Manual for Design for Church Growth. Nashville: Broadman Press, 1977.

need to evangelize the community. After that the church should develop growth goals. The local body should make plans for growth. Resources should be allotted for the beginning of what should become a continuing process of outreach to the community in which the church resides.

The design of a strictly enforced calendar of events, including all meetings and members should be one of the first accomplishments. The following of this calendar and the proper motivation in the planning and progress meetings will result in the completion of the objectives.

At the meeting to discover the necessary objectives, all leadership should have input. Input into a process often gives ownership which will be necessary for a project of this size. Once the objectives are enumerated and calendared it will be necessary to assign leaders to the stated objectives. For this project proven leaders will be used from the heads of all the church organizations. The ability for delegation will be easy for these leaders because of their awareness of the unique skills of members of their organization.

Meetings will become a manner of life for the leadership of this project. Every meeting will be held to determine the next step to meeting the next objective. Many meetings may be necessary as follow-up to determine the next step to meeting the next objective. The design of a calendar for leadership and the need for a special form for each meeting is evident. Each form should include what the meeting is to accomplish, what is the next objective, who will be responsible for completion of the action, and much more. Such a form has been designed and has been made a part of this project. See 2 below.

At the completion of this three-month evangelistic campaign an evaluation should be made of the effectiveness of the program in reaching people and keeping people. Guidance evaluations along the way should also be scheduled during the three months to be assured that project is on the right track, thus avoiding any pitfalls.

Soon after the last date of the project and quickly after first evaluation of project, the church should come together to celebrate the increases in their body. This time would be a good opportunity

to discuss with the church body the need for a continued effort in evangelism.

2. Project a calendar of leadership, organizational, planning, and supervisory meetings by which the organization will move from the existing circumstances to its stated objectives.

a. Each meeting must result in a clear understanding of the next objective, and adequate plan for its accomplishment, a specific delegation of authority, and dated series of supervisory conferences to evaluate the advancement of the project.

b. Questions of time, place, person, organization, purpose, and procedure must be addressed clearly and completely.

CALENDAR FOR MEETING OBJECTIVES

<u>Objective</u>	<u>Dates</u>	<u>Type of Meeting</u>
1	1/3	Deacon Information
2	1/7	Church council information
3	1/7	Church staff
4	1/14	Church body
5	1/17	Business meeting
6	1/17	Business meeting
# 7-9	1/24	Planning meeting
10	1/28	Promotion
11	1/31	Planning Evangelism Council

12	2/4	Calendar meeting
13	2/7	Prayer meeting church body
14	2/7	Personnel meeting
15	2/11	Promotion
16-18	2/14	Business meeting
19	2/21	Church wide briefing
20	2/22	Planning Evangelism council
21	2/25	Promotion
22	2/27	Curriculum design
23	2/28	Prospect Evangelism directors
24	3/1	Launch day - All leadership
25	3/3	Promotion Pastor
26	3/3	Advisory - All leadership
27	3/3	In-reach meeting
28-31	3/3	Promotion
32-33	3/5	Outreach meeting
34-35	3/6	Instruction and training
36	3/10	Recognition planning
37	3/13	Weekly workshop planning

38	3/13	New member training
39	3/13	Prayer power session planning
40	3/13	Convert soul-winning workshop
41	3/13	Organization meeting
42	3/15	Schedule special events
43	3/31	Review and revise plan.
44	5/26	Celebration Sunday.
45	6/6	Follow-up, long range planning

EVANGELISM OBJECTIVES MEETING

Each meeting is to be scheduled one to two weeks prior to the beginning of each objective.

PURPOSE OF THIS MEETING:

OBJECTIVE NUMBER: _____

HOW WILL THIS OBJECTIVE BE ACCOMPLISHED?

WHO IS RESPONSIBLE FOR ITS ACCOMPLISHMENT?

SCHEDULE FOR EVALUATION FOR ADVANCEMENT OF PROJECT:

TIME: _____ PLACE: _____

PERSON RESPONSIBLE FOR EVALUATION: _____

ORGANIZATION: _____

PURPOSE:

PROCEDURE: (cover clearly and completely)

—

SUBMITTED BY: _____ DATE: _____

(Person responsible for convening meeting)

VI. Relationships

Address every step in light of the total program so that adoption of the project is made before the project is launched.

Every step of this evangelism program is monitored and discussed with individual organizations during first month of preparation for launch. Deacons and church council are among the first enlisted for support of project. A church body vote is taken after a solid month of preaching, and suggesting the need for the program. Two months prior to first day of launch is devoted to understanding need for project and preparing to meet that need beginning at project start date.

VII. Enthusiasm

Inspire with enthusiasm. Begin with yourself. Radiate.

This whole program has to radiate with enthusiasm from the beginning of preparation to the end of the last evaluation and follow-up report. The pastoral staff should accept this responsibility and work hard at maintaining it.

VIII. Evaluation

After the project is completed, meet with the leadership to evaluate the effectiveness of the project. Determine the weaknesses and strengths of the program and the feasibility of using it in an adapted form.

This evangelism program for total organization has been used not only for three months duration but was also used in three modified versions of the same program in four separate churches. The evaluation of the projects effectiveness, its strengths and weaknesses, the feasibility of use in an adapted form is as follows:

This plan was used first in an adapted version for a whole church wide growth campaign. The time span was one entire week from a Sunday morning to a Sunday night. This project was worked from 9 a.m. to 9 p.m. daily.

The effectiveness was measured by the number of baptisms, Sunday School enrollments, and by the number of

people being called out to serve the church in one manner or another. Preparation time prior to launch week was approximately six months in duration.

The effectiveness of the project was evaluated as extremely successful. Many baptisms were reported in the week to follow. Sunday School enrollment was drastically increased along with attendance. New servant-leaders were identified and put to work.

The strengths of the program were found to be in the lengthy preparation of the people, the intensity of the week in which the project was completed, and results for the effort which was physically measured. The weakness of the program was determined to be the great let down after the week was over. People were ready for a rest after the project was completed. The feasibility of using it in a longer adapted form or as written for three months would produce longer lasting results, it is believed.

The second time this plan was used in a modified form was the development of a Monday night ministry for a church. The project was effective in that after two years it is still a valuable outreach ministry on Monday night. An average of 50 participants has been the case for this program. All age levels of the church are involved with the emphasis primarily on evangelism visitation in a large growing Florida county seat.

The strengths of the program are found in the two months of preparation for kick-off Monday. It continues to work and is considered a program of the church. The weakness may be noted in that some people involved use the night for other than prospect visitation. The feasibility of using it in an adapted form, is that it is being used in a state to which it has now evolved. This project has become a viable weekly visitation program.

The third time this plan was used was to prevent summer attendance slumps and was called the "final four" for the four summer months. The evaluation of the effectiveness was measured by record number baptisms for the summer months. It was measured by increased Sunday School enrollment of 180 people. This increase was maintained for six months after the campaign and resulted in the church receiving Southern Baptist Convention recognition as an "Eagle" church.

The strength of this program was found to be in enthusiasm. It was pitched high and kept at a feverish pace for four solid months. The weakness was expressed in terms of unplanned and unexpected growth. The church quickly developed unprecedented physical plant needs. The feasibility of using it in an adapted form is now of necessity. It only awaits a leader ready to see God at work in His Church.

The last time that this plan was used it was for three months. It was designed to be brought out of the total church body as a vision to meet God's call of discipleship. It was slowly and methodically initiated and worked with all diligence.

The strengths of the program was measured in long range growth over a period of about two years. The three months became a way of ministry for the church membership and doubled the church membership. Baptisms were performed once or twice a month. Baptism became the focal point of church success. No baptism was equated with no visitations.

The weakness of this project is found in its long range effect. It is gradually falling into the way things use to be. It may be time for a revival of the old plan for another three months. Perhaps, this time it will last longer than two years.

IX. Retention

File all the materials, plans, and procedures involved in the program.

THE MATERIAL, PLANS, AND PROCEDURES HAVE BEEN FILED UNDER THE HEADING OF

EVANGELISTIC OUTREACH (CHURCH-WIDE).

Ed Nichols a retired university administrator, is an author, teacher and pastor. Nichols holds two earned doctorates. His degrees include a Doctor of Ministry from Luther Rice Seminary, Doctor of Philosophy from Saint Louis University, Master of Education and Bachelor of Arts from University of Missouri at St. Louis

Other writings;

Discipleship: An Evangelistic Approach.

Sermons in Colossians.

Sermons for Sundays.

The Decree of God.

The Deity of Christ.

Biblical Inerrancy.

Personality of the Holy Spirit.

The Ministry of Angels.

The Creation and Fall of Man.

The Dilemma of Sin.

Salvation and Security.

The Church.

End Times or Last Things.

Systematic Theology Synopses.

Hosea (Comprehensive Outline).

The Birth of Christ.

Church History AD 31 to AD 1517.

Church History AD 1517 to 20th Century.

Evangelism Then and Now.

Expositions of Luke.

Selected Methods of Expository Preaching.

Personal Evangelism.

How to Claim a Victorious Christian Life.

Church Staff Administration.

Brief Studies in the Old Testament.

The Old Man and Flesh.

The Return of Christ.

The Right Foundation.

Dispensational Perspective.

Biblical Inerrancy.

Evangelism Program: From Policy to Procedure.

Pastoral Placement Process.

A Study of Philippians.

A Pastor's Calendar.

The Sinless Christ.

Joshua – A Bible Study.