Evangelism Methods
Evangelism Methods
Evangelism Course

Church of the Nazarene
Mesoamerica Region

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Evangelism Methods

A book in the School of Leadership series Evangelism Course

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Introduction

The School of Leadership book series is designed to provide a tool for the church to train and educate its members so they can actively participate in Christian service according to the gifts and calling (vocation) they have received from their Lord.

Each book provides study materials for a course of the School of Leadership program that is offered by the Nazarene Higher Education Institutions of the Mesoamerica Region of the Church of the Nazarene. Most of the key leaders from our schools (presidents, directors, academic vice presidents and directors of decentralized academic studies) actively participated in the program design.

The School of Leadership has five core courses common to all ministries and six specialized courses for each individual ministry. After completing the series, the respective theological Institution gives the student a certificate (or diploma) in Specialized Ministry.

The general objective of the School of Leadership is “to work with the local church in equipping the saints for the work of the ministry, giving them solid, theological, Biblical knowledge and developing them through the exercise of their gifts for service in their local congregation and in society.” The specific objectives of this program are threefold:

- Develop the ministerial gifts of the local congregation.
- Multiply service ministries in the church and community.
- Raise awareness of the vocation of professional ministry in its diverse forms.

The objective of the book series entitled Evangelism is to train those who are gifted in evangelism and desire to participate in the Great Commission, but who do not yet have professional ministerial education. Missionaries, pastors and lay people throughout the Mesoamerica Region have written the lessons of these six books and the desire of the authors is that each student would receive an enriched vision of the Great Commission and the training to win others for Christ. We desire that God would be glorified through the courses and that each student would grow in their preparation and service as an effective worker in his kingdom.

A special thanks to Dr. Ruben E. Fernandez, Education and Clergy Development Coordinator, Dr. Monica Mastronardi Fernandez for her dedication as General Editor of the project, Rev. Simone Mulieri Twibell for her assistance, and the team of writers and designers who collaborated to publish these books. An additional thanks to the teachers who will share these materials. They will make a difference in the lives of thousands of people throughout the Mesoamerica Region.

Finally, I give thanks to the Mesoamerica Regional Literature team for the publication and distribution of these materials, and to Dr. L. Carlos Saenz, Mesoamerica Regional Director, for his continued support in this task, which is the result of his conviction of the important need for the church to be comprehensively trained.

I pray for God’s blessing for all the disciples whose lives and Christian service will be enriched by these books.

Dr. Bernie Slingerland
Coordinator of Evangelism Mesoamerica Region
What Is the School of Leadership?

The School of Leadership is an educational program for lay ministry in different specialties to engage in the mission of the local church. This program is administered by the Theological Institutions of the Church of the Nazarene in the Mesoamerica Region and taught both at these institutions and in the local churches enrolled in the program.

Who Can Benefit from the School of Leadership?

It is for all the members of the Church of the Nazarene who have participated in Levels Saving Grace and Sanctifying Grace - Growth in Holiness of the discipleship program A Journey of Grace, and who, with all their heart, wish to discover their gifts and serve God in His work.

The Plan - A Journey of Grace

In the Church of the Nazarene, we believe that making disciples in the image of Christ in the nations is the foundation of the missionary work of the church and the responsibility of its leadership (Ephesians 4:7-16). For this, at all levels of the church, the implementation of progressive discipleship is promoted as “A Journey of Grace” (John 14: 6), a lifestyle of discipleship. The School of Leadership is part of the “Sanctifying Grace - Ministry Development” section, and is designed for those who have gone through the “Prevenient Grace” and “Saving Grace” sections of the discipleship path.

The work of discipleship is continuous and dynamic; therefore, the disciple never stops growing in the likeness of his Lord. This growth, when healthy, occurs in all dimensions: the individual dimension (spiritual growth), the corporate dimension (joining the congregation), the holiness in life dimension (progressive transformation of our being and doing according to the model of Jesus Christ) and the service dimension (investing our lives in ministry).

Dr. Monica Mastronardi de Fernandez
Managing Editor, The School of Leadership Book Series
How Do I Use This Book?

This book contains eight lessons of the School of Leadership program, along with activities and final evaluation of the course.

How are the contents of this book organized?

Each of the eight lessons of this book contains the following:

- **Objectives**: These are the learning objectives the student is expected to understand at the end of the lesson.
- **Main Ideas**: A summary of the key teachings of the lesson.
- **Development of Lesson**: This is the largest section because it is the development of the contents of the lesson. The lessons have been written so that the book can be the teacher, and for that reason the contents have been written in a dynamic form and in simple language with contemporary ideas.
- **Notes and Comments**: The information in the margins is intended to clarify terms and provide notes that complement or extend the content of the lesson.
- **Questions**: Sometimes questions are included in the margin that the teacher can use to introduce or reinforce a lesson topic.
- **What did we learn?**: The box at the end of the lesson development section provides a brief summary of the lesson.
- **Activities**: This is a page at the end of each lesson that contains learning activities, for individuals or groups, on the subject studied. The estimated time for implementation in class is 20 minutes.
- **Final evaluation of the course**: This is the last page of the book and once completed the student must remove it from the book and hand it in to a course instructor. The final evaluation should take about 15 minutes.

How long is each course?

The courses are designed for 12 hours of class over 8 ninety-minute sessions. Each institution and each church or local theological study center will coordinate days and times of the classes. Within this hour and a half the teacher or the teachers should include time for the activities contained in the book.

What is the role of the student?

The student is responsible for the following:

1. Enroll on time for the course.
2. Buy the book and study each lesson before class time.
3. Arrive for class on time.
4. Participate in class activities.
5. Participate in practical ministry in the local church outside of class.
6. Complete and submit the final evaluation to the teacher.
What is the role of the teacher of the course?

The professors and teachers for the School of Leadership courses are pastors and laity committed to the mission and ministry of the church and preferably have experience in the ministry they teach. The Director and/or the School of Leadership at the local church (or theological institution) invites their participation and their functions are the following:

1. Be well prepared by studying the book’s content and scheduling the use of class time. When studying the lesson, you should have on hand the Bible and a dictionary. Although the lessons are written using simple language, it is recommended that you “translate” what you consider difficult in order to help the students understand. In other words, use terms that they can better understand.

2. Ensure that the students are studying the material in the book and achieving the learning objectives.

3. Plan and accompany students in the activities of ministerial practice. The local pastor and the director of the respective ministry must schedule these activities. These activities should not take away from class time.

4. Take daily attendance and grades in the class report form. The final average will be the result demonstrated by the student in the following activities:
   a. Class work
   b. Participation in ministerial practice outside of class
   c. Final evaluation

5. At the end of the course, collect the evaluation sheets and hand them in with the form “Class Report” to the local School of Leadership director. Do this after totaling the averages and verifying that all data is complete on the form.

6. Professors and teachers should not add tasks or reading assignments apart from the contents of the book. They should be creative in the design of the learning activities and in planning ministry activities outside the classroom according to the reality of their local church and its context.

How do I teach a class?

We recommend using a 90-minute class session as follows:

- **5 minutes**: Review the topic of the previous lesson and pray together.

- **30 minutes**: Review and discuss the lesson. We recommend using an outline, chalkboard, cardboard or other available materials, using dynamic learning activities and visual media such as graphics, drawings, objects, pictures, questions, assigning students to submit parts of the lesson, and so on. We do not recommend lecturing or having the teacher reread the lesson content.

- **5 minutes**: Break either in the middle of class or when it is convenient.

- **20 minutes**: Work on activities in the book. This can be done at the beginning,
middle or end of the review, or you can complete the activities as you proceed in accordance with the issues as it relates to them.

- **20 minutes:** Discussion about the students’ ministry practice that they currently do and that they will do. At the beginning of the course you will need to present the schedule to the students so that they can make arrangements to attend the ministry practice. In the classes when the students discuss their ministry practice, the conversation should be focused on what they learned, including their successes and their errors, as well as the difficulties they encountered.

- **10 minutes:** Prayer for the issues arising from the practice (challenges, people, problems, goals, gratitude for the results, among others).

**How do I implement the final course evaluation?**

Allocate 15 minutes of time during the last class meeting for the course evaluation. If necessary, students may consult their books and Bibles. Final evaluations are designed to be an activity to reinforce what was learned in class and not a repetition of the contents of the book. The purpose of this assessment is to measure the understanding and evaluation of the student concerning the class topics, their spiritual growth, their progress in the commitment to the mission of the church and their progress in ministerial experience.
Ministerial Practice Activities

The following are suggested activities for ministerial practice outside of class. The list below includes several ideas to help teachers, pastors, directors of local School of Leadership groups and local ministry directors. From the list you can choose the practice most suited to the contextual situation and the local church ministry, or others can replace these according to the needs and possibilities of your context.

We recommend having at least three ministerial activities per course. You can put the whole class to work on a project or assign group tasks according to interests, gifts and abilities. It is advisable to involve students in a variety of new ministry experiences.

Suggested Practical Ministry Activities for the Course

Evangelism Methods

1. Interview 10 people who have been won to the Lord through personal evangelism in the last 5 years to discover in what way the gospel was shared and what most impacted their lives to convince them to make this decision to be a disciple of Christ. Write a report to share with the class about what you learned through this research project about how we can be more effective in personal evangelism.

2. Organize a showing of the JESUS Film for adults, women or children in a home and afterwards invite them to accept Christ as their Savior.

3. Disciple 1 person (a child, young person or adult) using Nazarene discipleship lessons designed for the appropriate age group for the purpose of preparing them for baptism (Lesson 8).

4. Organize a workshop to train your congregation or a group in your church (women, teens, children, older adults, etc.) in how to evangelize using the EvangeCube or the Holiness Cards.

5. Organize a series of workshops to train your local congregation or a specific age group (adults, teens, children, older adults, etc.) how to use the personal evangelism model called TAPS (Lesson 2).

6. Begin a Bible study group in a home, workplace or restaurant with those who have yet to make a decision for Christ. The purpose is to integrate new people, study the Bible and to share the good news to help people to make a decision for Christ (Lesson 3).

7. Organize an evangelistic summit or campaign or an integrated ministries project to reach and disciple people and families in the neighboring areas of your church with the purpose of preparing the soil to plant a new mission (Lessons 5, 6 and 7).

8. Begin a course to train disciplers to work with new believers, in preparation for baptism and membership in the local church. (It is recommended to use the Reaching our Generation book, which is part of this same program in the Specialty Area of Ministerial Leadership).
A GENERAL OVERVIEW

Lesson 1
Introduction

With the passing of time, technology has progressed to supply the needs of the population. With the invention of the bicycle, young men from one town could go to another to find a girlfriend. When the train arrived, people had the opportunity to find new jobs and save lots of time in the commute. With cars, it was now an option to attend any church rather than simply the closest. And later, with the airplane, people could travel the world, move to or vacation in other countries.

Just as technology has advanced, so have methods for evangelism changed to accommodate the cultural situation and the changing times of our world. This lesson was written by Rev. Bernie Slingerland, who shares from his broad experience about the methods of evangelism most commonly used by the Church of the Nazarene in the Mesoamerica Region today. Also we will study the cultural challenges presented by the modern and postmodern age, and what we can do to share the gospel in our communities.

Several Methods, One Result

In the following section, we will look at several ways to share the gospel.

1. Share the gospel using your personal testimony

I remember a time when I was a leader at a youth camp which included an evangelistic service. It was a new experience for me. But during one of those days, a young participant came up to me and told me that he wanted to talk. So we went on a walk around the camp. During that walk, the young man told me that he wanted to know more about Jesus, the Savior of the world. I hesitated because, frankly, I had never helped someone accept Christ. “How should I do it? What should I say?” These questions kept ringing in my mind. At that moment something occurred to me, and instead of asking him a bunch of questions, I shared my testimony of when I accepted Christ. After sharing my story with him, I asked him if he wanted to have the same peace that I had when Christ entered my life, and he
responded with a resounding “Yes.” I prayed with him and after I could see a look of satisfaction on his face. I was so excited because God had used me to share the gospel in such a simple and practical way. From that day on, I had the gospel fever!

2. Share the gospel with the Bible

An evangelist once told me that when he was beginning his pastoral ministry he had planned to share the gospel with a man he had met at work. Time passed and he never found the “opportunity” to speak to him about the gospel. One day he received the news that the man had died. At that moment, he felt pain in his heart and he promised God that from then on whenever he had the opportunity to share the gospel, he would do it without delay. Some years later, he told me the story of how he helped a wealthy businessman accept Christ.

To lead others to Christ, this man used a list of Bible verses that he had grouped together under various categories. He explained that while everyone needs to know the basics about salvation, people also have personal needs and want to hear what the Word of God has for them. The evangelist shared the gospel with the businessman using the verses from the Word of God in Matthew 6:24 and 1 Timothy 6:10. He told him of the danger of letting yourself be controlled by your wealth. That man was able to see that he had put his money as the “god” of his life and that he needed to repent and receive Christ as the Lord of his life.

3. Share the gospel with the EvangeCube

There are several versions of the EvangeCube: personal cubes, large cubes, and cards with the pictures on them that can be used for both groups and for personal evangelism. Not very long ago, Margarita, a 10-year-old girl who lives in the village of Maguila en Fray, Guatemala, learned how to use the EvangeCube. She went house-to-house showing the pictures and sharing the gospel with her neighbors. She wanted her sisters and family to learn about Jesus. She used the cube as a tool for presenting the story of Jesus in a dynamic and interactive way.

4. Share the gospel with Evangelism Explosion

It wasn’t long ago that I met a woman who sold insurance and was a housekeeper for many years. After reconciling herself with the Lord, she wanted to do more for the Kingdom of God. She tried many things on her own, but she soon discovered the Evangelism Explosion project. She began practicing how to share the gospel by doing it in front of her dog. In fact, she said her dog listened to the presentation of the gospel more than 300 times! A little later, she started to share the gospel with her neighbors, with people in the streets, and with anyone who was willing to listen to her. Today she continues to guide people to Christ with incredible energy using the five points of the Evangelism Explosion presentation.
5. Share the gospel through the JESUS Film

When the JESUS Film is presented, you never know how many people are going to attend. Close to Port-au-Prince in Haiti, the JESUS Film was presented and there were about 345 people, but then it started to rain so heavily that they had to cover the equipment and the few people who stayed with a plastic tarp. The rain continued for the rest of the film, but 47 people stayed beneath the tarp. After making the invitation, 27 people accepted Christ. As a result, this group of new believers formed part of a new mission.

Millions of people have heard the gospel through the JESUS Film, thousands have accepted Christ, and thousands of churches have been planted. The film is also shown in homes by inviting friends, colleagues from work or neighbors to attend, and afterwards having a time for discussion and an invitation to accept Christ as Lord and Savior.

6. Share the gospel publicly in open areas

At La Virgen, a town in the province of Rivas in Nicaragua, a large crowd of almost 300 people came together to participate in an evangelistic campaign in the park. With the pastor who accompanied me, we preached as a team. First, Pastor Jimmy preached a message for the youth, and later I preached to the rest of the people. That night, 33 people accepted Christ beneath the clear night sky. Later on, we spent time praying for these people and sharing with them about discipleship and follow-up so that they would be able to grow in their faith.

7. Share the gospel through the local church

Pastor Adalberto Herrera has been a pastor in the Church of the Nazarene in Cali, Colombia, for many years. In 1981, Adalberto began his ministry in this church when it had 15 members. After experiencing many trials and praying for God to bring a revival, they started adding new believers to their numbers little by little. He started to pray every day from 4 to 6 in the morning, asking God to show him a plan and give him a vision. The Lord answered his prayer, and He showed him how he could be part of a new movement through the Master’s Plan project. After 15 years, the church has more than 10,000 members, making it one of the largest churches in the country.
This church does evangelism in different forms:

- Cell groups,
- Evangelistic campaigns,
- The Master’s Plan, a plan of discipleship where each leader trains 12 new believers and later prepares them to train other believers.

Cultural Challenges of the 21st Century

In the next section, we will study the new challenges for presenting the gospel.

After learning about the variety of methods for evangelism, we should recognize that in many ways, the world of today is not the same as the world of yesterday. People have changed their ways of thinking, have become skeptical about traditional beliefs and have resisted the various common methods of the gospel, such as the handing out of tracts and holding revival campaigns. That is why new tools such as the JESUS Film and the EvangeCube were designed. Of course, nothing can replace personal presentations and the testimony of a life transformed, because they allow people to see the difference that evangelism makes in a person’s life.

The truth is that there are still millions of people in the world who do not have a personal relationship with Jesus Christ and need to have peace with God, have peace with themselves and live a life with purpose. However, there are many challenges that hinder the spread of the gospel and the spiritual growth of modern people. In the Mesoamerica Region we have found the following:

1. The doctrine of prosperity promotes a selfish and extravagant lifestyle with an attachment to material possessions instead of a simple lifestyle of generosity toward the works of God and one’s neighbor.

2. The temptation of materialism causes people to invest most of their time in gaining money instead of involving themselves in the work of the Kingdom of God.

3. The increase in educational level leads to a greater feeling of independence, which causes people to feel they no longer need God to teach them how they ought to live their lives.

4. The idea that the gospel was something for the church of the past, and it is no longer relevant today prevents people from inviting others to change their beliefs since the individual should be free to believe in whatever they want.
5. There is a popular idea that there are already too many churches in the world and no more are needed.

6. There is a modern tendency to see the “good side” of evil, to justify evil and believe that it is foolish to believe that there is a spiritual battle between good and evil.

7. There is the belief that many of those who are in church are there because they need someone to tell them how to run their life, since they can’t do it on their own.

Many people in the world today would prefer to look for answers for their lives in other sources, before Biblical truth. For that reason, there are countless philosophies being invented every day. Nevertheless, it is important for Christians to place great value in the transforming message of the gospel, as it continues to be the only remedy to change the condition of man and heal our society. It is for this reason that we should look for ways to approach people with the gospel and present it in an attractive, simple and relevant way to combat the philosophical currents that separate people from Jesus Christ and eternal life.

**How Do We Evangelize Today’s Generation?**

As we have mentioned before, modern philosophical tendencies inhibit the propagation of the gospel. For that reason, only the revival of our own faith will open opportunities to present to others the message of salvation. It is true that scientific advances, new discoveries, technological advancements, the emphasis on mass communication, individualism, and the diversification of religious beliefs today make the presentation of the gospel even more daunting. Still, as history shows, all human hearts have the same emptiness until they find Christ. Only the good news of salvation can lead each person to satisfy the deep need that they have to experience the love of their Heavenly Father. We need to help each individual to recognize their own need to be saved, so that with repentance and humility they can come to the feet of the Savior.

We can be sure that the same God who created us is the only One who can satisfy the thirst of each heart. Therefore, we can be more efficient in our methods of evangelism by understanding this need of humankind that we share with all human beings, and how this general need is displayed in a specific way in each individual. It is important to understand the person, know their story, know what they think and later show that Jesus cares about every detail of their lives and is the only way to eternal life (John 14:16). It also is important to be patient with people, spending a lot of time in prayer, so that the Holy Spirit can open their hearts.
In our busy lives, full of work and responsibilities, the least we can do is start conversations full of empathy and the discernment of the Spirit. It is important to listen attentively to be able to share the gospel, but instead of this, we often pressure people to respond or defend our beliefs and attack their form of thinking and their lifestyles. To understand the modern culture one does not need to be a scholar or professor. After all, God has always used all types of people to share the simple message of hope. Anyone can listen, care for someone, and share the good news. Knowing more about the individual, we will be more sensitive to their needs and more effective in sharing the gospel so that we can lead the person to an encounter with Jesus Christ that will not only change their life on this Earth, but for all of eternity.
INSTRUCTIONS:

1. Which evangelism method was used to lead you to Christ? Mark the option that best fits your story:
   - The influence of the body of Christ (the local church, a Bible study, a conference, an evangelistic summit).
   - The influence of a believer that you knew and who talked to you about Christ (family member, friends, colleague at work).
   - The influence of an unknown individual who talked about Christ at an evangelistic event.

2. Which of the methods of evangelism mentioned in this lesson does your church emphasize? Which do you think is most effective? Why?

____________________________________________________________________________________
____________________________________________________________________________________

3. What philosophical or cultural challenges hinder the presentation of the gospel and make it difficult for people to accept it easily? How can we overcome them?

____________________________________________________________________________________
____________________________________________________________________________________

4. Evaluate the various methods of evangelism that were mentioned in this lesson and place them on the chart. With which audience would they be most effective? Put the name of each method in the column of the type of audience with which you believe would yield the best results.

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4. In groups of 3 or 4 people share experiences or observations about your experience in evangelism in your context: What challenges have you encountered in evangelism? Then, answer:

a. How do we involve new believers in the implementation of new evangelistic strategies?

b. How can we develop new evangelism methods that would be more effective in our context?
PERSONAL EVANGELISM
Introduction

One day we presented the gospel to Joseph, a bus driver in a place close to Panama City, Panama. We noticed that the bus driver seemed very interested in the presentation, so we asked him a question: “If you were to die tonight and were standing face to face with God, do you have peace in your heart that you would go to heaven?” The driver quickly answered, “Yes!”

So we asked him if he liked scrambled eggs. “What?” he asked, not understanding what we were trying to say. After asking him again, he answered quickly, “Why, of course I like them!” At that point, we asked him if he would mix in a rotten egg with good ones when making scrambled eggs for his family.

“Oh of course not” he answered. “Why not?” we responded. “Because the rotten egg would ruin all the good eggs,” he said. So we told him, “If we have one sin in our lives, that sin would spoil all the good works we have done. It is like mixing a rotten egg in with the good ones.”

At that moment, Joseph, the driver, started to feel something strange and began to sweat. We explained that it isn’t by works that we go to heaven but only by the grace of God. We told him that the Holy Spirit was with him and desired to enter into his life. At that moment, Joseph decided to accept Christ into his heart and we prayed with him. After praying, his face lit up with a smile. It was marvelous, especially since before that moment he had never smiled at us. God was giving Joseph new life in Christ.

This example shows us that we can impact the life of anyone by sharing the gospel. Leading others to Christ does not require extensive knowledge or training, but it does require will and courage and, even more importantly, obedience to the Holy Spirit.
In Acts 8 we find an example of how certain needs open doors to presenting the gospel. The story of Philip and the Ethiopian shows us why it is important to talk to a person based on their knowledge of the Bible and their cultural background in order to persuade them with the truth of the gospel. Acts 8:26-36 says:

Now an angel of the Lord said to Philip, “Go south to the road—the desert road—that goes down from Jerusalem to Gaza.” So he started out, and on his way he met an Ethiopian eunuch, an important official in charge of all the treasury of the Kandake (which means “queen of the Ethiopians”). This man had gone to Jerusalem to worship, and on his way home was sitting in his chariot reading the Book of Isaiah the prophet. The Spirit told Philip, “Go to that chariot and stay near it.” Then Philip ran up to the chariot and heard the man reading Isaiah the prophet. “Do you understand what you are reading?” Philip asked. “How can I,” he said, “unless someone explains it to me?” So he invited Philip to come up and sit with him. This is the passage of Scripture the eunuch was reading:

“He was led like a sheep to the slaughter,  
and as a lamb before its shearer is silent,  
so he did not open his mouth.  
In his humiliation he was deprived of justice.  
Who can speak of his descendants?  
For his life was taken from the earth.”

The eunuch asked Philip, “Tell me, please, who is the prophet talking about, himself or someone else?” Then Philip began with that very passage of Scripture and told him the good news about Jesus. As they traveled along the road, they came to some water and the eunuch said, “Look, here is water. What can stand in the way of my being baptized?”

When the Holy Spirit said to Philip to go share the gospel with the Ethiopian, the man needed help at that moment to understand the Scripture that he was reading. That need opened the door so that Philip could share the gospel of Jesus Christ.

This story shows us clearly that we need to be prepared to share the gospel in any moment that the Holy Spirit indicates to us. The method for reaching people should be discerned by the evangelist. In this particular case, Philip knew that he had to make a personal effort in order to reach the Ethiopian, and he did it by running toward the carriage to find this man in his moment of need. Thus, Philip was successful since he didn't hesitate and answered the call of the Holy Spirit immediately.
The Unique Model of Christ

How did the Lord Jesus present the gospel?

To reach people in our modern day, we should do what the Lord Jesus modeled for us during his time of ministry on earth. Modern people, just like ancient people, have the same needs. They need to be “born again” and have eternal life.

In the gospels, we can see that Jesus really cared about people’s needs in each evangelistic encounter. For example, in the case of the Samaritan woman, Jesus came to her and talked about her past and her present, proposing a better future by offering her “living water” (John 4). In the evangelistic encounter between Jesus and the Jewish Rabbi named Nicodemus, Jesus showed that even the teachers of the law should be born again (John 3:1-21).

Jesus always cared about the needs of others and practiced three main principles in each evangelistic encounter:

THE PERSONAL EVANGELISM MODEL OF JESUS

1. APPROACH He came to people right where they were
2. INTERCEDE He cared about their needs
3. SHARE He shared the message of new life

Four Steps in Reaching Others

Now we will look at a simple and efficient model of personal evangelism.

There are many good models for sharing the message of salvation with others in a simple way. However, we should first focus on learning one model for use in our personal evangelism encounters, and then once we have had some experience we can learn others.

The model we will present in this lesson has four easy steps to remember using the acronym TAPS:

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Each letter of TAPS corresponds to a key letter for each of the steps that we are going to use for sharing the message of salvation.

**T= TESTIFY:** The Word counsels us: “Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect” (1 Peter 3:15). The first step in the gospel presentation involves sharing our experience with Christ. The following list of questions can help us in sharing our testimony with others:

1. **What was my life like before I accepted Christ?** It is important to focus our testimony on a need we had and that Jesus has satisfied. For example, it could well be that I didn’t have internal peace and doubted my eternal destiny; it could be that I didn’t have a relationship with God nor his presence in my life. The testimony will be more effective if your need is similar to the need of the person with whom you are sharing. You could talk about when you discovered the truth that: “all have sinned and fallen short of the glory of God” (Romans 3:23). Or perhaps your testimony of when you understood that as a sinner you didn’t have access to fellowship with God, and unless you accepted the sacrifice of God’s Son, you would continue living in sin and far from God. By testifying, we can describe how we were living and what our life was like before we knew the truth about salvation.

2. **How did you accept Christ?** This question refers to the decision that you made at a particular moment to start a new life in Christ. It is important to share with others how Christ saved you and when you accepted the sacrifice that he made for you, so that people can understand that salvation requires a decision.

3. **What is the difference that you see in your life now, after this decision?** It is important in the testimony to take time talking about the blessing that being a Christian has brought to your life. It is important to explain the benefits of this new life, in relation to the need that we had when we accepted Christ. For instance, if you lacked peace, speak about the peace you feel now that you live with Jesus. If you lacked love, speak about the love that you receive daily from Jesus and the family of faith, etc. Here is a list of some of the greater blessings that we receive when we are “born again,” some of which you could mention in your testimony:

- Knowing that our sins are forgiven.
- Knowing that we have a place in heaven.
- Knowing that we have fellowship with God.
- Knowing that we are children of God.
- Knowing that we can live in peace and with joy.
- Knowing that we can live life abundantly.

“The sooner you learn to share the good news of Christ, the sooner it becomes a part of your life.”

*What do the people of your community need to see in you and in your congregation in order to believe in Jesus Christ as Savior?*
A = Ask: In John 11:25-26 we read: “I am the resurrection and the life. The one who believes in me will live, even though they die; and whoever lives by believing in me will never die. Do you believe this?” Just as Jesus asked Martha if she believed in him, it is also important that we ask people questions when we are sharing the message of salvation, to help them come to the point of making a decision on their own.

Here are three questions you may want to ask:

1. “If you were to die tonight, on a scale of 0 to 100, how sure are you that you would go to heaven?” It is possible that many people would answer, “Yes” to this question because they are thinking, “I haven’t done anything bad and I am a good person, so of course I am going to heaven!” That is why if they answer with certainty, it is important to move on to question #2. If they don’t answer with certainty, skip to question #3.

2. “Why should God let you into heaven?” If a person responds with any reason other than a personal relationship with Christ, you should explain to them that the Bible teaches that no one can earn eternal life through works. Share Romans 3:10 and 3:23. Conclude that only God can give us access to eternal life and that no one can earn an entrance into heaven no matter how good they are (Ephesians 2:4-5).

3. “Do you want to be sure that you will spend the rest of eternity in heaven?”

At this point, you can explain that God has prepared a plan to save each of us. Read Ephesians 2:4-5 and affirm that we are saved by grace. Explain what grace is and that we all need to receive Christ as Lord and Savior in order to go to heaven. (John 14:6).

P= Pray: The moment of prayer is very important when we are sharing the gospel, and we should pray with conviction and assurance: “If you believe, you will receive whatever you ask for in prayer” (Matthew 21:22).

If the person says that they want to receive Christ, before praying the prayer of repentance we should be sure that they first understand what this decision means for their life. The person should be in agreement with these three biblical truths:

- **Confess our sins:** “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” (Acts 2:38). This consists of recognizing that we have sinned and that our sin separates us from communion with God. That is why we need God to cleanse us of all sin we have committed in word, thought and deed.
• **Accept Jesus as our Savior:** “For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life” (John 3:16). This consists of placing all our faith in Jesus, who died on the cross in my place, paying the price so that I can be free of sin, and live with God from now on and for eternity.

• **Trust in the promise:** “Jesus answered, I am the way and the truth and the life. No one comes to the Father except through me” (John 14:6). This consists of accepting that Jesus Christ is the only way that leads us to live a life that is pleasing to God.

If the person is in agreement and wants to accept Christ as their Savior, invite them to pray the following prayer, by repeating the words that you say:

Dear Heavenly Father, I confess that I have sinned against You, that I have thought, said and done things that are evil in Your eyes.

Thank you for sending your Son Jesus Christ to die on the cross for my sins.
Please forgive all my sins and come to live in my heart.

In this moment I want to accept you as my Savior and I want to give you my whole life so that from now on you will be my Lord.

Fill me Holy Spirit and change my life so that I can love you with my whole being and serve you together with your church.

Thank you for the gift of salvation and for eternal life that you give me today. In the name of Jesus.

Amen!

*S = Share:* When someone has prayed the prayer of salvation, congratulate them and welcome them to the family of God. Ask them if they would read John 5:24 out loud with you. Some people become emotional after reading that passage for the first time and realizing that they can have the assurance of eternal life. Be prepared to accompany them through this special moment of their life.

The prayer of faith is only the beginning of their life as a disciple of the Lord. Now we need to help the new believer enter the life process of discipleship: “Therefore go and make disciples of all nations.... and teaching them to obey everything I have commanded you” (Matthew 28:19a, 20a).
To do that, do the following:

- Teach the person to pray daily.
- Ask them if they have a Bible.
- Invite them to come to a Bible study this week.
- Make arrangements so that they can come to church with you.
- Counsel them to share with another person (family or friends) about the decision that they have made.

It is important to stay in contact with the new convert through any available means (telephone, email, Facebook, etc.), to pray often for them so that they will remain firm in their decision, and to accompany them in their first steps of the Christian life, until you are confident that they are growing and being affirmed in the faith. In many cases the same person who shared the gospel is also the person to teach the first discipleship lessons, until they are baptized or become a member of the church. If this is not the case, there should be a well-coordinated plan of follow up with a trained disciple, so that the seed is not lost.

**WHAT DID WE LEARN?**

Personal Evangelism is an effective and dynamic tool for communicating the gospel in a way that meets the individual needs of those without Christ. There are four steps for presenting the gospel effectively: Testify, Ask, Pray and Share.
INSTRUCTIONS:

1. Write down your personal testimony and include the following elements:

A) What was your life like before you accepted Christ?
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

B) How did you accept Christ?
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____________________________________________________________________________________
____________________________________________________________________________________

C) What has changed in your life after accepting Christ?
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2. How would you adapt your testimony to these three types of audiences?

1. A group of children.

2. A group of agnostics (that do not believe in the existence of God).

3. A rich businessman, who in his own opinion doesn't need anything, and whose needs have all been satisfied.
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____________________________________________________________________________________
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3. In groups of 2 or 3, practice sharing your testimony with each other.

4. In pairs, practice the presentation of the gospel: One person acts as the evangelist and the other person plays the role of someone who doesn't know Christ as their Savior. Practice the questions in the “Ask” section and answer differently each time, and then follow the instructions from the “Pray” and “Share” sections.
Lesson 3

Evangelism in Small Groups
Introduction

What attracts new people to visit your church? No one arrives by accident at a church or cell group. In fact, many of the people who respond to an invitation to a church service or to a small group come because they are encountering struggles in their lives. These new visitors may look confident, be well dressed and be comfortable with small talk, but underneath they may be facing difficulties in their lives, such as marital problems, domestic violence, economic problems, sickness or other life events that have robbed them of peace in their lives. These people are seeking friendship, and Christians have the opportunity to introduce this new person to the best friend possible, Jesus Christ, and the Holy Spirit, the Comforter. It is through a friendship with the Lord that this person will find the peace that he or she has been seeking.

In a church worship service, believers engage in corporate worship through music, testimonies and the Word of God. A church worship service edifies the people of God. Nevertheless, many who do not know Jesus need to be ministered to personally before receiving Jesus Christ as their Lord and Savior.

Statistics show us that the majority of visitors who do not successfully connect with a small group and make friends in the local church, very soon stop attending. That is to say, in spite of people coming to a service looking for answers and hearing a good message of the Word, if they do not connect with a small group, it is highly probable that they will not return. New people need to be pastored through a personal discipleship that can help them to start to grow and mature in their faith. This is something that a small group is able to provide, therefore; cell groups are very effective for personal development and for the multiplication of local churches.

It is for this reason that in this lesson we are going to study the function and relevance of small groups for the ministry of evangelism and discipleship, with the result of being able to use this effective strategy for the growth of our local church.
Main Point of Entry

In this section we will study the main types of small groups and how they work.

Small groups are very effective for reaching people because they provide the opportunity for a “safe place” to ask questions and to interact with others. The preached Word of God is powerful and vital, but the context is unable to offer the opportunities for feedback, questions or dialogue about the message. In a healthy small group, a person seeking the Lord feels welcomed in the group and challenged to enter into a relationship with Jesus Christ.

Small groups can be closed or open. Here we can see the difference between them:

**Closed groups:** A closed small group is a group that is not receiving new people. This is not necessarily unhealthy. If a small group has an accountability focus, it is often a closed group due to the need for confidentiality and to maintain a small group dynamic that allows time for each participant to share.

**Open Groups:** An open small group is a group that is always ready to receive new members. However, the question for a small group may not be, “Are we ready to welcome new members?” but “Do people feel welcome in our small groups?” An open small group has many different dynamics that indicate the “openness” of the group regardless of our words of invitation. A healthy group provides a place for those who may feel intimidated to enter the doors of a church to come easily into a smaller group. Small groups are also attractive for people who have had negative experiences with people of other churches or religions. In these cases, an open group can become a point of entry to introduce them into the family of faith, and later they can worship with the whole congregation.

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John Wesley had closed groups focused on accountability, so that the believers could share experiences and confess temptations, weaknesses, and tests. They also counseled, encouraged and prayed for each other. The group helped one another to grow in holiness.

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Why is an open group more appropriate than a closed group for inviting newcomers to the church?
From now on when we refer to small groups we will be referring to open groups since that is the type of group that most allows integration of new believers into the local church.

Consecration and Responsibility

The integration of the new members into the body of Christ is fundamental.

Whether a small group meets in a church, in a home or another meeting place, a small group that successfully connects with unbelievers has many components. First of all, cell group members need to realize that God is the Lord of the harvest, and believers are the workers. Therefore, the first step of every small group is consecration of all of its members to be prepared to obey the will of God.

Following consecration of the group, each member needs to make a personal commitment to make disciples in the image of Christ. This consists of recognizing that only God can change hearts, yet he has called the church to be his hands and feet, so that it will carry his message. As Jesus shared with the disciples at the beginning of his ministry years, “You are the light of the world. A city on a hill cannot be hidden….In the same way let your light shine before men, that they may see your good deeds and praise your Father in heaven” (Matthew 5:14,16 NIV).

Jesus also shared, “So you also, when you have done everything you were told to do, should say, ‘We are unworthy servants; we have only done our duty’” (Luke 17:10). A good servant focuses on the master’s intentions; in other words, he or she is on mission to intentionally seek the lost with the help of the Lord.

Purpose of the Small Group

There are many components that must be present in every small group.

Once the group is consecrated and its members committed, what should a cell group do to intentionally reach out to the lost? There are many functions or activities that the small group can do with the goal of focusing on their mission of reaching out intentionally to those who are lost:

Prayer: The first activity that the small group does is pray for the lost. Members of the small group are encouraged to pray for friends, for family and for acquaintances who do not know the Lord. Remembering that the Holy Spirit is the One who touches lives, opens hearts and provides opportunities to share the gospel, members of the group should get on their knees to intercede for the lives that God wants to touch. When the group prays, God’s Holy Spirit not only starts to move in the hearts of the unsaved,
but he also moves in the lives of his disciples and encourages them and prepares them for the task. (Matthew 18:19-20).

**Vision:** Small groups need to stay focused on their mission. Many churches have small groups to help new people to integrate, starting with participation in a Bible study in the home of a neighbor. Some churches have small groups for different goals and ages (youth, men, women or couples). Although people in the same group can be diverse in ages and interests, generally people are most comfortable when they are in a group of people that have similar backgrounds. Churches and small groups need to constantly self-evaluate to see if they are meeting the needs of the new visitors while focusing on the mission.

**Strategy:** In the churches that have open cell groups with an evangelistic purpose, the members of these cell groups are specifically trained to be able to invite others to attend. These small groups actively invite new people into their groups. One intentional model is through a greeting, outreach and connection ministry. For example, a connection strategy is to strategically position cell group leaders (connectors) in the parking lot, at entrances and walkways to welcome the visitors from their own groups. Although there are also ushers or greeters giving a welcome to all the congregants, the principal responsibility of the connectors is to make the new people feel as at home at the church as they feel in the cell group meeting.

When a connector meets a new person who is not connected with a small group, the connector asks a few questions to better know the new guest. After a few conversational questions (without overwhelming the new guest), the connector will have a good idea of possible small groups for this person and his or her family. The connector intentionally writes down on a guest card, with the guest’s permission, his or her contact information. This connector then shares with small group leader(s) who could minister to this new person and seeks an opportunity before or after the church service to introduce the small group leader(s) to this new person or family. With the connection made, the small group leader can plan to visit the home of this potential new member to share more about the group and to begin to build a relationship.

**Purpose:** A cell group should have a welcoming atmosphere. People will come to know Christ in small groups when they are received “just as they are.” Evangelistic small groups are sensitive to the needs and to the comfort level of new people. To see how sensitive and receptive we are, we can do a simple exercise. Imagine yourself arriving at your small group for the first time and ask yourself, “What would a person who is not a believer think of our small group meetings?” Related questions may include: Would a non-believer understand our vocabulary or the acronyms that we use? Would a new person feel left out of our conversations and inside jokes? Would a new person feel genuinely welcome to the fellowship? Would a new person feel comfortable asking questions? The words we use make a huge difference in creating a welcoming atmosphere in a small group.
A Small Group in Action

Next, we will see the steps necessary to lead a small group.

Every leader of an evangelistic small group should be prepared to perform the following functions:

1. **Making decisions:** A small group leader leads intentionally. Every church must answer the same two questions with new people that are entering the church: At what point are we giving unsaved people an opportunity to respond to the message of the gospel? And where are unsaved people making their decisions to follow Christ? If a church does not answer these two questions, it is possible that people may be integrated into the church every year without having accepted Christ as their personal Savior and without having understood the significance of being a disciple of the Lord. One of the best places for evangelism to take place is in small groups.

2. **Establishing an Initial Relationship:** As a new person comes into the small group, the group leader should be sure to personally establish a relationship or connection with them. Effective small group leaders see themselves as the pastor-shepherd of their small groups. A committed small group leader will work to make a home visit to a new member in the first week following the first meeting attended by the new guest. After this visit, the small group leader makes weekly phone calls to check in on each attendee in order to receive prayer requests and to begin to grow the relationship.

3. **Sharing the gospel:** As the small group leader begins to develop a relationship with a new attendee, opportunities to share the gospel will arise. It is important that the small group leader have an intentional plan to share the gospel with a new attendee in the first month of his or her time in the small group. The most important element is that the small group leader, or other member of the class designated by the small group leader, takes time to meet with a new attendee in a location as free from interruption as possible where the gospel presentation can be given and the attendee can freely ask questions.

In a men’s small group meeting at Bethany Church of the Nazarene in Miami, Florida, a new person began to attend but later dropped out. The small group leader called this member once a week to let him know that he was missed and to see how he was doing. The person said that he was so convicted about receiving the telephone calls that immediately after one of the calls, he threw his cell phone in a bucket of water so that the cell phone would no longer work. What did the small group leader do? After realizing that the phone number was no longer in service, he called several mutual
WHAT DID WE LEARN?

Small groups are an excellent strategy to integrate new people into the local church, present the gospel message to them, and help them to mature into disciples of Christ. Small groups should cultivate a welcoming atmosphere, show interest and be intentional in developing a relationship with new people.
INSTRUCTIONS:

1. Share your experience if you have ever participated in either a closed or open group. What has been your experience with each of them? Which one do you think would have a better spiritual impact for a new person?

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2. Out of the four elements that compose the mission of the small group, which one is missing in your small group? What can be done to include it?

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3. If in your church there are no evangelistic small groups – How can the members of this class start one, two or more? Write a list of the steps that you would have to take to make this plan a reality.

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4. Read Hebrews 7 in groups of 4 or 5. Then, act out a scenario where one of you is a visitor that came by surprise to the small group. What would you do to make him or her feel welcomed? How would you explain the passage to the non-Christian? What connection points would you develop with the visitor? What would you do at the end of the meeting to conclude your time together?

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EVANGELISM
IN THE LOCAL CHURCH
Evangelism is one of the ministries in the local church that should serve to stimulate church growth. Year after year, there are countless efforts to reach growth goals, until we are exhausted with new strategy ideas and we return to filling our schedules with social evangelism. As if that were not bad enough, we believe that we will have good results if we copy the methods of successful churches. But finally we realize that our results are still the same, with great effort being put forth, but little fruit. We fail to reach unbelievers and are unable to present a good report on annual growth for the church.

Of course, we need to clarify that evangelism is not in itself a “method;” rather, it is a ministry with the express purpose of the expansion of the Kingdom of God here on earth through the visible body of Christ, made up of all believers, his disciples.

To do evangelism, in the first place, we need to depend on the Holy Spirit just as the first disciples did, his apostles. It is on this basis that we can decide upon which “methodologies” and/or “tools” will be effective in the particular context and culture of our people. This will permit us, as we will see in this lesson, to develop with more strength and vigor this ministry of evangelism in our local church.

Roger Lemus, the author of his lesson, serves as the Evangelism Coordinator for the North Central field on the Mesoamerica Region. During the last four years, he has opened 33 missional zones and organized 16 new churches. Through the Jesus Film, he helped his local church to plant two new churches.

Biblical Basis

In the following section we will see that the central theme of evangelism is Christ.

It is always pertinent to reexamine the biblical focus of evangelism with the words of the Lord of the harvest: "He told them, "This is what is written: The Messiah will suffer and rise from the dead on the third day, and repentance for the forgiveness of sins will be preached in his name to all nations, beginning at Jerusalem”" (Luke 24:46-47).

In these words of Christ, it is clear that the central theme of our evangelistic message is the fact that Christ died and rose again and proclaims...
that his death provides forgiveness from sin to all who come to him in repentance. God is raising planter-disciples from the seed of the gospel in our Region to develop this ministry of evangelism in the local church.

It would be a good to ask ourselves some key questions that would help us to reflect on the task of local evangelism and growth in the local church:

- Do you think that your church is fulfilling the command to “go and make disciples of every nation?”

- What should be the role of the pastor in relation to evangelism in your local church?

- Is the local church developing the ministry of evangelism as a biblical priority?

- Speaking of our denomination, have you taken advantage of the resources, methods, and tools that our leaders provide to facilitate the fulfillment of this holy commission?

We will try to reflect on these questions in the following sections of this lesson and share some experiences related to this vital ministry in the local church.

**Making Christlike Disciples**

When we think about church growth, many people still say that we have to “win souls” for Christ. It is important to point out that this way of speaking does not reflect our entire doctrine about salvation. The entire person needs to be saved, not just the eternal soul, but the body and spirit as well. The salvation that Christ offers is holistic, and is for our entire being and entire life here and in eternity. So, what is the best way to express this idea? It is much better to say “make disciples.” This is biblically based and expresses the idea of formation that starts with evangelism, but it does not end there.

The declaration of the global mission of the Church of the Nazarene is to “make Christlike disciples in the nations;” therefore, it is not only “to evangelize” in the sense of sharing the message of salvation, but rather “to make” disciples, teaching the new converts to be holistic in their growth.

The work given to the local church is urgent. The Lord Jesus Christ said this about evangelizing in all nations before his second coming: “And the gospel must first be preached to all nations” (Mark 13:10). In these words, we can see the relevance that the local church needs to give to this ministry.
We give thanks to God that our church at the global level has expanded in recent years. In many ways it is due to the efforts of our leadership and their concern to provide adequate methods and tools to the local churches for use in their own contexts. The local church and its efforts continue to be the key for us to be able to continue with the mission to make Christlike disciples in the nations.

Nine years ago I made the decision to use the method of the seven disciplines from *To Be Like Him* in my local church. At that time, this plan was part of the regional evangelistic emphasis. This method allowed us to plan for intentional future growth that developed leaders and at the same time give birth to a daughter church where there was no Nazarene presence. The disciplines in this plan are based on the same disciplines that Jesus followed. It is for that reason that the plan is known by the name *To Be Like Him*. The seven disciplines are the following:

1. **Consecration**  
   Jesus was completely consecrated (Matthew 3:13-4:17)

2. **Prayer**  
   He prayed for his disciples and those who would come to know him (John 17)

3. **Compassion**  
   He practiced compassion (John 6)

4. **Promotion**  
   He promoted the Kingdom of God (John 4:28-30)

5. **Evangelism**  
   He evangelized (John 3: 1-20)

6. **Education**  
   He educated his disciples (Matthew 5:1-5)

7. **Participation**  
   He called his disciples to participate in the harvest (Luke 9: 1-9)
In using the To Be Like Him plan, our local church came to be a place of continuous evangelism, not as a program, but more like a lifestyle and the results were marvelous. God blessed us with three precious missions. But even more, the members learned that first we needed to preach the gospel in the community. This produced a spiritual renewal in the congregation and the development of constant and dynamic ministry. Many committed to serve the Lord with their talents. This was an awakening for a church that had been stagnant in its growth for far too long.

**Evangelism That Pleases God**

*If we want to please God, let’s do what he commands!*

On church boards, and in local church and district assemblies, the most time-consuming discussion topic is about how we use our budgets, salaries, the administration of resources, etc. These things are important and have their place, but they have to do with the internal programs of the church, or in other words with those who already attend church activities. I have been a part of the administration of church resources, and have observed that there are few who are conscious of the need to invest in ministries that bring in the harvest.

We need to lift up the eyes of our leaders so that they can see that the fields are ready for the harvest and that evangelism is urgent - and that it is essential – not just to local growth, but also for the fulfillment of the Great Commission. Leadership is key! Church growth depends on the obedience of its leaders to the will of God.

In John 8:29 Jesus said: “The one who sent me is with me; he has not left me alone, for I always do what pleases him.” Here, the Lord establishes his presence with those who obey him. If we obey him, then we will not be alone in the fulfillment of this ministry. Evangelistic success depends on doing what pleases God! Do you believe that the ministry of evangelism in your local church pleases God?

Evangelism in our local church came to life when our perspective of our vision changed and we realized the need to preach Jesus Christ in our community. I remember that the whole church was involved, following the To Be Like Him plan. We prepared with much diligence, following every step of the plan. We gained strength from other methods like Maximum Mission, and the impact on the community was huge because it not only supplied the spiritual needs of the people but also their physical needs. We also used the JESUS Film, and we discovered that people were incredibly open to the voice of the Holy Spirit. We prayed for those who had been touched and impacted. I give thanks to God because I have seen the power of the Holy Spirit moving through these resources and tools that he provided to our church.
In my years of pastoral ministry, I have sincerely sought the Lord’s guidance for an evangelistic vision in the local church in hopes of enjoying a great harvest. As I mentioned in the previous section, we put all our efforts, as well as our spiritual, human and economic resources into the plan *To Be Like Him* and its seven spiritual disciplines. The rewards were great: we gathered in a great harvest and formed a new church within a year. There is nothing more satisfying than doing the will of God and knowing that he has placed methods and tools in our reach that came from his own heart. We are thankful that God has provided servants that have a passion for evangelism. He gave them a vision so that every church, and in time, every district, could fulfill the command of our Lord. One method I mentioned in the prior section that we used with good results is the JESUS Film. Another valuable resource is the Evangecube.

Each one of us has the privilege of making sure the gospel reaches where it should, in other words, to the whole world! Consider that evangelism in the local church is not an option, but a duty, for it is the very heartbeat of God!

The ministry of local, district, or regional evangelism is not an optional matter; it should be the continuous lifestyle of the members of our churches. A Christlike disciple is someone who seeks to do the will of the Lord, feels the need to preach about Christ and to invite all to repentance and the forgiveness of sins.

The local church should send and develop leadership for this ministry. Its leaders should motivate and give the place of priority that this ministry should have in the local church, providing methods and tools necessary and available for the greatest effectiveness. Each local church is responsible for making this message reach each town, city or nation, and we should do it by training each disciple to share the gospel with those who do not know Christ.
INSTRUCTIONS:

1. Do you know any evangelistic tools or methods that are reaching or impacting a community like yours? Can you mention some of them?

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2. The pastor and the leaders of a local church are key to the development of an effective evangelism ministry. Mention 5 ideas or examples of how the pastor and leaders can encourage evangelism ministry.

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____________________________________________________________________________________

3. Divide yourselves into small groups to discuss and answer these questions:

   a. Is evangelism a priority in your local church? How?
   b. Does the congregation know the plan or strategy that the church has for reaching the lost?
   c. Where would the church need to begin to develop a holistic plan of evangelism?
   d. Mention some strategies or methods that could work in your context.
Introduction

“In the past God spoke to our ancestors through the prophets at many times and in many ways” (Hebrews 1:1). These are the first lines of the letter to the Hebrews, which begins by showing God’s own initiative and insistence to reach and redeem humankind from the sad condition of sin. Undoubtedly, humanity has no excuse before God since he has revealed himself in different ways, with creation being one of them (Romans 1:20). God has revealed himself most of all through his Word. In his Word, it is affirmed that humankind is hard of understanding and slow to answer the call of God and that this is due to the condition of sin in which humankind finds itself. But also, the Word reveals the wondrous grace of God, which demonstrates patience with humanity and looks for ways to recover the lost love relationship with God’s creatures (2 Peter 3:9).

As Jesus’ disciples, we have been called to announce and continue the redemptive work of Christ in the world. We have been commissioned to go into all the world and preach the good news of salvation. The apostle Peter expressed, “Each of you should use whatever gift you have received to serve others, as faithful stewards of God’s grace in its various forms” (1 Peter 4:10). In these various forms, we can and should implement strategies to reach everyone who needs to be saved.

Throughout history, the church has continued doing the work of God in various ways implementing effective methods to reach people such as campaigns, summits, public preaching, outdoor services and similar events. These are all strategies of mass evangelism with the purpose of reaching a large group of people at one time. John Wesley preached to mine workers and laborers in England as they were leaving work. He preached with such passion that many repented and sought forgiveness from their sins.

In this lesson we are going to study evangelistic campaigns or summits. These events are an effective method in today’s world, primarily in less evangelized places or in situations where there are crises. Evangelistic campaigns are and will continue to be an effective method to reach the lost.
Community Preparation

Now we will see how to prepare the community for an evangelistic summit.

It is important to determine the context in which the evangelistic summit will be conducted in order to obtain the best results. Evangelistic crusades or summits by their nature can involve large crowds going out into the neighborhood, in parks or in public places with the objective of preaching Jesus Christ as Lord and Savior of mankind. Leaving the church buildings implies that we need to prepare for spiritual warfare because we are advancing against the territory which Satan dominates and controls; it is where wickedness, sin, unbelief, idolatry, paganism, occultism and addictions reign.

For this reason, the church needs to be ready to do whatever it takes to take back the souls that are in captivity. Jesus said, "In fact, no one can enter a strong man’s house without first tying him up. Then he can plunder the strong man’s house" (Mark 3:27). As Jesus commissioned the apostle Paul, he sends us to seek the lost to “...open their eyes and turn them from darkness to light, and from the power of Satan to God, so that they may receive forgiveness of sins and a place among those who are sanctified by faith in me” (Acts 26:18).

In order to impact the community, there are certain strategies that the local church should implement before beginning or launching an evangelistic summit:

1. Service to the Community: The church needs to prepare the soil by carrying out works of service for the benefit of the community. Projects such as cleaning alongside a public street, working in public parks, or distributing food will open a door so that the church can begin to show compassion and love for the needs of the people around them.

2. House-to-House Evangelism. This effort serves not only to present the message of salvation, but also to give people the opportunity to offer an invitation to the neighborhood so that they may participate in this type of activity. Jesus said, “When you first enter a house, first say, ‘Peace to this house’” (Luke 10:5a). House to house evangelism is essential to proclaim the message and promote the event that will be carried out.

Preparation for the Campaign

Certain steps need to be taken before the evangelistic summit.

There needs to be good advance planning and preparation of everything that will happen before and after an evangelistic summit, in addition to preparing the community. There are various strategies that we can use before and during the evangelistic event for the purpose of preparing the
volunteers, interceding in prayer for the people who will be evangelized, and caring for the new believers.

The following list includes basic strategies for the local church to prepare for a summit:

1. **Recruitment of volunteers:** Evangelistic campaigns should incorporate the greatest number of available church members possible. It is necessary to have servers, ushers, altar workers, big brothers and sisters (see the Impact Plan below), among others.

2. **Prayer:** Before the summit, there needs to be a plan to pray for and to invite the unsaved people who the church will be evangelizing. The Philip Plan (*Plan Felipe*) and the Impact Plan (*Plan Impacto*) are good strategies for this, since they are based on intercessory prayer and sharing with people with whom we are personally acquainted. The Impact Plan consists of members of the congregation committing publicly to be big brothers or sisters to the new converts. They would be responsible to pray for the salvation of 10 people (family or friends) for at least 30 days prior to the summit, then invite them to the summit and finally to disciple them.

   In our experience we have seen wonderful results when we have intentionally prayed for and looked for the lost. Also, it is necessary that a group of people be “prayer warriors” who pray before and during the evangelistic event.

3. **Training the Big Brothers and Sisters:** Before the campaign we need to make sure that we have altar workers and disciplers trained to care for the new converts and guide them in the first steps of the Christian life.

4. **Budget:** Should be planned in advance: It is always advisable to include in the annual church budget an expense account for the evangelistic campaign. Some expenses to take into consideration are these: a love offering for the preacher, the special music, the literature to be used, and refreshments (if they will be offered after the event), among other things.

5. **Preparation of the program:** The program for the summit meetings needs to be planned well in advance. The good news of salvation should be presented in a variety of forms: special songs, dramas, mimes, testimonies, evangelistic preaching, etc. The preparation of the program should not be improvised and the participants should be selected carefully and should be willing to work together before the event. Each participant should spend time in prayer, and it is very important that they practice their part of the program in advance so that during the event there are no surprises and everything happens with as much professionalism as possible.

6. **Advertisement:** Promotion of the event needs to be done appropriately, neither too far ahead of time, nor delayed until too close to the event. Printed tracts, invitations by letter, radio, telephone, social media, and of course personal invitations can be used to invite all the family members and friends we would like to reach.
7. **Follow up plan:** We should not forget that the goal of the summit is to make disciples. The proclamation of the Word of God in public places is a good strategy, but it should not be the goal of the event. Having a follow up plan for all those who accept Christ is important to be able to integrate them into a local church and then be able to guide them in their new life in Christ. The goal is not just to proclaim the good news. The goal is to baptize, to teach and to make disciples of all nations, just as the Lord commanded us before ascending into heaven.

I remember that I was once invited as the evangelist in a campaign in the First Church of the Nazarene in Arriaga, Chiapas, Mexico. At the end of the summit, 35 people opened their hearts to receive the Lord Jesus. In a similar activity, in the city of Managua, 30 new people accepted Christ as their Lord and Savior. I have been a witness of the grace of God working through these types of summits, and I can attest that God always rewards and supports these efforts when we give of ourselves to bring the lost to an encounter with the Lord.

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**Integrating the New Believer**

*Now let us see how we should care for the spiritual newborns.*

The most important moment of a summit is when people accept Christ as their Savior and are born again. From that point on, the difficult work of following up and caring for the new converts begins. All the prior work was to yield this fruit, and now we are responsible to help them to grow and develop so they can become mature members of the church and in time make new disciples.

For this reason, we need to take into account these important recommendations:

**Welcome the new believer into the family of God.** The formation of a committee that will work to welcome the new converts will aid the process of making the new believers feel part of the great family of God. Even sending a welcome letter to congratulate the person for their profession of faith would be impactful in the life of the new believer. It is of utmost importance to establish a relationship as soon as possible with the new person in order to integrate them into the life of the church. During the week following the evangelistic summit, the pastor or a member of this newly formed committee should pay this person a visit to establish the relationship.

**Give the new believer a Bible or tract about new life in Christ.** When a person accepts Christ, the church has the opportunity to offer a discipleship program that will aid in his or her faith maturity and Christian development. Giving a Bible or tract is an initial step, but a more consistent plan is needed to follow up with the new believer.
Encourage the new believer to become a part of the congregation and to persevere in the Christian doctrine so that he or she may grow spiritually. It is always a good idea to have a bulletin with the general information about the church handy so it can be given out to new converts. This way, the person becomes aware of all the services and small group meetings the church holds and is able to accommodate his or her schedule to attend.

Ask for their personal information so they can be contacted in the future. If this was not done prior to attending the event, it is important to write down the basic information of the new believer such as phone number, address, etc. so that follow up can occur.

One of my greatest joys is to see new believers incorporated into the daily life of the church. We must always ask ourselves, once the believer accepts Christ through a campaign, how can we be prepared to integrate him or her into the life of the church?

The Content of the Message

Next, we will examine what should be proclaimed in any evangelistic summit.

An evangelistic sermon has very specific objectives. The biblical truths that are revealed are those that relate to the sinful condition of mankind in relation to God, and God's provision of redemption through Jesus Christ.

A good evangelistic sermon focuses on the following objectives:

1. **Declare the sinful and wicked state** in which humankind has fallen due to the presence of sin in their life. The Bible says, “There is no one who understands; there is no one who seeks God. All have turned away, they have together become worthless; there is no one who does good; not even one” (Romans 3:10-12).

2. **Proclaim the redeeming work of Christ** in favor of mankind who is in need of forgiveness. The gospel in John 3:16 says, “For God so loved the world that He gave His only Son that whomever believes in Him shall not perish but have eternal life.” Paul adds: “But God demonstrates His own love for us in this: While we were still sinners, Christ died for us” (Romans 5:8).

3. **Describe the requirements and benefits** that Christ's redemption brings. The apostle Paul declared: “If you declare with your mouth 'Jesus is Lord' and believe in your heart that God raised Him from the dead, you will be saved” (Romans 10:9). He also highlighted the result that a relationship with Christ brings: “Therefore, since we have been justified through faith, we have peace with God through our Lord Jesus Christ” (Romans 5:1).
Evangelistic summits have been an effective method to reach communities for Christ. They require thorough advanced planning, service to the community, prayer, training of volunteers, and a plan for discipleship and integration of the new believers into the life of the local church.
INSTRUCTIONS:

1. Create a list of questions that you would ask a pastor or experienced evangelist, and then interview someone in your local church. Evaluate his or her answers in light of what you have learned in this lesson.

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2. Watch a video on youtube.com where you can find a sermon of someone preaching an evangelistic campaign (it could be people from the past like Billy Graham or someone current). Evaluate the message and answer: Does it meet the three objectives of an evangelistic sermon presented in this lesson?

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3. Remember when you were a new believer. How were you discipled and integrated into the life of the church? What strategies would you use to integrate people in your context and culture?

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4. In groups of 2 or 3 make a list of what activities you would do before, during and after an evangelistic summit.

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Introduction

For followers of Jesus Christ, our mission is clear: “Go and make disciples” (Matthew 28:19). The means by which the Church has sought to accomplish this call, however, have varied greatly over time. Within the last decade, the Mesoamerica Region of the Church of the Nazarene has implemented a strategy that has yielded great fruit in fulfilling Christ’s Great Commission. Known as Integrated Ministries (or Maximum Mission), pastors and lay leaders alike have effectively carried the gospel to unreached and under-reached people groups throughout the Region through this multi-faceted ministry.

At its most basic level, Integrated Ministries is built squarely upon the model established by Jesus during his earthly ministry. Certainly, Jesus’ primary message was unmistakably clear: “Repent, for the kingdom of heaven is near” (Matthew 4:17). He was not, however, singular in his ministerial endeavors. Rather than solely addressing the spiritual needs, Jesus offered a holistic approach: “Jesus went through Galilee, teaching in their synagogues, preaching the good news of the kingdom, and healing every disease and sickness among the people” (Matthew 4:23). In so doing, Jesus offered the gospel so it could radically impact every aspect of an individual’s life. Through his preaching Jesus awakened the spirituality of people, by means of his teaching he transformed thoughts and intellects, and by means of healing he restored people emotionally and physically.

Andrew Twibell, the author of this lesson, served as the pastor of the Grace Community Church of the Nazarene in Nicholasville, Kentucky, USA. The church grew from 25 to 120 persons under his leadership. Along with his wife, Simone, he serves on the Mesoamerica Region as a volunteer missionary, organizing and leading Jesus Film teams.

Main Ideas

- Integrated ministries have impacted entire communities by establishing new preaching points and planting new churches.
- Before beginning any projects to plant a church, it is important to put into practice the ministries of construction, compassion, leadership development, and evangelism.

Objectives

- To see the relationship between integrated ministries and the planting of new churches.
- To understand the four elements of integrated ministries.
- To get involved in community ministries with the intention of opening a new work.
First Component: The Ministry of Construction

Construction ministry opens hearts and communities to the gospel.

Perhaps one of the most basic human needs is the need for physical shelter, a place each family can call home. God understood this basic desire since the beginning, as it was he who created us with this need.

When his people were carried into captivity to Babylon, Jehovah gave them instructions so that they could flourish in a foreign land: “Build houses and settle down; plant gardens and eat what they produce. Marry and have sons and daughters...” (Jeremiah 29:5-6a).

God understood that for his people to fulfill their purpose in a foreign land, they needed to “build houses and settle down,” or in other words, put down roots somewhere.

It is for this reason that Integrated Ministries places a high priority on constructing and repairing homes and places of worship as a means of opening the doors for reaching the spiritual needs of the people. Practically speaking, it is difficult for some individuals to invest the energy in bettering their spiritual situation when they are so heavily oppressed with physical hardships. In addition, many non-Christians are unwilling to hear what Christians have to say about their spiritual condition until we show our concern for their physical condition. As the old adage goes: “People don’t care how much you know until they know how much you care.”

Construction ministries may take on a variety of forms. In some cases, entire houses or churches may need to be remodeled or constructed in order to meet the pressing needs of the community. In other cases, extensive overhauls to the existing roof, floor, and/or walls may be necessary. In areas where water and electricity are available, repairs to the plumbing and electrical systems may be in order.

During one recent trip to the Dominican Republic, with a team of brothers and sisters from the United States, our construction team was tasked with repairing the broken-down home of an elderly woman from the local church. When they arrived on site, however, the team found the house in such bad shape that they deemed it easier to simply tear it down and start from the ground up! As Scripture states, “There is...a time to tear down and a time to build” (Ecclesiastes 3:1,3). In this case, it was time for both! It is not necessary to have extensive construction knowledge to help. The construction component of Integrated Ministries may be fulfilled simply through the cleaning of nonbelievers’ houses, by providing fresh paint to homes or schools or by cleaning the streets in the neighborhood.

Regardless of the type of work being done, it is essential to be alert for opportunities to share the gospel with the families while they are receiving the help. When a family or community says thank you and asks the workers:
“Why are you doing this?” it is important to use the opportunity to discuss the love of Christ. During one recent Integrated Ministries experience in Nicaragua, an entire family of eleven adults and children came to faith in Christ simply because one of our leaders took a break from painting to use the Evangecube to share the gospel.

Second Component: The Ministry of Compassion

Compassion is the love of God in action.

In one of the most riveting passages of the entire New Testament, Jesus provides his followers with a sneak preview of the final judgment. Matthew 25 tells us that all people will ultimately be divided into two groups: the sheep and the goats. And the difference between the two is not what we would first expect. Both are judged by the same criteria, namely, whether their faith was expressed through acts of compassion such as providing for the hungry and thirsty, showing kindness to strangers, clothing for the naked, caring for the sick, and visiting the imprisoned. It is perhaps for this reason that James later reminds the church in no uncertain terms: “Faith by itself, if it is not accompanied by action, is dead” (James 2:17).

For this reason, Integrated Ministries places a strong emphasis on acts of compassion. As with construction ministry, compassion ministry may take a variety of forms. In some cases, the greatest need may be the provision of basic medical and/or dental supplies. In other situations, the distribution of clothing for children and teenagers may meet an essential need. In both of these situations, items that we often take for granted and dispose of without a second thought are of great value to those who have nothing.

Food distribution is also an effective means of meeting a physical need for the purpose of opening the door for spiritual investment. In one of his most well known acts of compassion, Jesus recognized the crowd's need for physical provision before they could receive any further spiritual instruction, and he showed great compassion through the multiplication of the loaves and fish (Matthew 14:13-21).

In much the same way, a recent food distribution trip to a small village in Mexico yielded great eternal fruit. Families came from all over the village to receive their allotment of basic food provisions, and while they were there, one of our pastors took the opportunity to share a simple gospel message. Having been drawn by their desire for physical fulfillment, dozens of individuals also found spiritual fulfillment through the faithful proclamation of the gospel that day.

Perhaps Jesus’ most enduring acts of compassion during his earthly ministry were physical healings. And while supernatural miracles certainly still take place today, God may also use the means of medical science to accomplish his healing work. Unfortunately, in many communities health
services are scarce or nonexistent, and it is in these locations where the church can provide some health services and open doors to satisfy spiritual needs as well.

We need to remember that the Apostle Paul recommended that we take advantage of every opportunity as it presents itself (Ephesians 5:15-16). One of the most effective methods for taking advantage of health events, medical teams or health/medical clinics, is to designate several pastors or laymen as prayer partners for the patients who are being cared for by the professional health care workers. Following treatment, each individual should be directed toward a prayer partner who can spend time in intercession for his or her physical and spiritual needs.

**Third Component: Leadership Development**

The training and development of leaders is key to yielding fruit that does not perish.

As his own ministry drew to a close, the Apostle Paul left simple words of advice for his young disciple Timothy: “Do your best to present yourself to God as one approved, a workman who does not need to be ashamed and who correctly handles the word of truth” (2 Timothy 2:15). Such an admonition, however, came only after years of Paul’s intentional investment in Timothy as a spiritual leader. Over the course of their travels, Paul had undoubtedly sought to train and develop the leadership potential he saw within Timothy. His call was not for Timothy to simply “do his best” but rather for him to lean upon the tools of interpreting the Word that he had learned from his spiritual mentor, and in this way become a spiritual leader, who was approved in the eyes of God.

So often, it is the leadership development component of Integrated Ministries that is underemphasized. While groups will pour their best efforts into meeting the physical and spiritual needs of their people, little is done to provide for the long-term needs of the people. Once the pastors or lay leaders complete their work and return home, the people they leave behind are “orphaned” with no spiritual direction, and quickly return to their previous condition. The remedy for this is to train leaders who will provide follow up and discipleship to interested people and to the new believers.

It is for this reason that Integrated Ministries strongly emphasizes the need for the training and development of local leaders within the host town/country. Workshops, classes, or simple one-on-one mentor/mentee meetings are used to provide basic theological instruction and fundamental leadership skills. It is especially important that local leaders be trained in all areas of Integrated Ministries, allowing them to replicate and sustain the work after the original leaders leave.

The identification of spiritual gifts is also an essential aspect of orienting future leaders in the ministry areas where they need to be trained. Paul
reminds us that every individual has been gifted for the work of the Kingdom in some way: “Now to each one the manifestation of the Spirit is given for the common good” (1 Corinthians 12:7). As each new leader's spiritual gifts are revealed and affirmed, they may be used for the planting and developing of new churches throughout the local area.

Fourth Component: Evangelism and the JESUS Film

When the gospel is efficiently proclaimed, there is a harvest.

The fourth and final component of Integrated Ministries deals directly with meeting the spiritual needs of the target group. While all four components are essential, each of the other three should be used for the purpose of providing opportunities for the gospel to be proclaimed.

In some cases, the evangelistic component of Integrated Ministries may involve direct, door-to-door encounters speaking with and inviting the neighbors in the community.

The EvangeCube or Holiness Cards provide a practical means of sharing the gospel. On a recent trip to the Dominican Republic, I watched as one woman's means of presenting the gospel was transformed through the use of the EvangeCube. While she began our door-to-door encounters with a great deal of timidity and trepidation, by the time we had covered our designated area, she was passionately proclaiming the gospel with her EvangeCube with anyone she could find. By the boldness of the Spirit, several entire families came to faith in Christ that afternoon through her evangelistic witness.

Other evangelistic methods are also available such as the EvangeBall, which will get the attention of young people who enjoy soccer. Vacation Bible School (VBS) programs are highly effective in ministering to children by incorporating puppets, biblical dramas and songs. A VBS program called REMI has been used in much of Central America for work with children.

Finally, the JESUS Film functions well as a means of helping people to make a decision for Christ. It is recommended that the JESUS Film be shown nightly after the other types of ministries have been realized throughout the day. The ministries of construction, compassion, and leadership development are ways to make a great impact on the community and prepare the people to open their hearts while watching the JESUS Film.

There are a number of versions of the JESUS Film: the original, the Children's Version, Magdalene (which presents the life of Christ through a woman's point of view) and the new version called The Hope (which presents the entire biblical narrative with a special emphasis upon the life of Christ). Regardless of which version is shown, a group leader should be
prepared to invite the audience to accept Christ as their Savior and to lead them in a prayer of salvation following the film. In addition, people should be prepared to record names, addresses, and phone numbers of all new converts, and then give that information to the pastor or leader who will be doing the follow up. Without this information, it is extremely difficult for the local leaders to begin the discipleship process with new believers, and evangelism without discipleship rarely yields lasting fruit.

Through the JESUS Film more than 38,000 preaching points have been established since 1998, more than 12 million people have made a decision for Christ and almost 5 million of those 12 million received an initial discipleship follow-up (JESUS Film Harvest Partners, 2013). Statistics show that this is truly a tool that has been effective in starting new churches and preaching points. May God continue to use this tremendous ministry to further his kingdom here on earth!

The JESUS Film has been considered one of the most effective methods for reaching people and bringing them to Jesus’ feet. Groups intentionally use the film as a tool to give the specific invitation to receive Christ.

Through the Jesus Film more than 38 thousand preaching points have been established since 1998. More than 12 million people have made a decision to follow Christ and almost 5 million of these 12 million received initial discipleship (Jesus Film Harvest Partners, 2013).

**WHAT DID WE LEARN?**

The proclamation of the gospel should always be accompanied by a demonstration of love through projects of construction or compassion. The development of leaders is of utmost importance so that the work begun through evangelistic tools such as the JESUS Film may continue to prosper in the new communities.
INSTRUCTIONS:

1. Put the following activities in order under the corresponding category below:

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<tr>
<th>Construction</th>
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2. In groups of 2 or 3, make a graph or drawing of how Integrated Ministries is related to church planting.

3. For discussion in small groups. The author of this lesson states that the component, which we most often under-emphasize, is the development of leaders who assume the responsibility of caring for the spiritual newborns and guiding them to spiritual maturity in their Christian lives. Why do you think this happens? What can we do to reverse this trend? Mention 3 or 4 ideas that could be implemented in your local church.

____________________________________________________________________________________
____________________________________________________________________________________

4. Answer the following questions:

a) Which component of the four that were presented here do you have experience with? Share a personal story or experience with the rest of the group of how you were used in the spreading of the gospel or planting churches.
____________________________________________________________________________________
____________________________________________________________________________________

b) Which component of the four do you think that you should emphasize more, in accordance with your spiritual gifts, your calling, your passion and your personal experience?
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b) Which component of the four do you think that you should emphasize more, in accordance with your spiritual gifts, your calling, your passion and your personal experience?
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b) Which component of the four do you think that you should emphasize more, in accordance with your spiritual gifts, your calling, your passion and your personal experience?
MASS EVANGELISM
Introduction

Should a healthy church seek to engage in mass evangelism? Why should we concern ourselves with this task if personal evangelism is so efficient? If a church were to send letters to a great amount of people, what percentage would respond back? Is this an effective way to do evangelism? Is it necessary for our churches to participate in mass evangelism crusades together with other denominations?

These are some of the questions that any responsible church should consider when deciding to carry out efforts of mass evangelism. It is possible that some members may say that churches run the risk of not being able to follow up with the new believers if a great number of people come to the feet of Christ. In the past, there have been many instances in which this tragedy has taken place, but that does not justify not using a method like this one to spread the gospel around the world when it has had so much success.

The Biblical Foundation

In the following section we will study the biblical foundations of mass evangelism.

The propagation of the gospel is one of the main messages of the Bible, and we can find several examples of mass evangelism in the Word. In one of the best known examples, Joshua spoke to the people of Israel in Shechem to remind them of what God had done for their forefathers and about the covenant they had made with the Lord (Joshua 24). Then he summoned the people to renew the covenant and make it their own.

Later on, during the time of the kings, Israel went through many ups and downs in their relationship with God. During the reign of Josiah, Israel was living in one of its low points. During that time, the temple was remodeled and the high priest found a copy of the Book of the Law. After reading it, Josiah ordered that it be read to all the people so that they would return to the ways of God.
The New Testament also has examples of mass evangelism. There are several stories where Jesus preached to the masses. An example is the Sermon of the Mount (Matthew 5-7; Luke 6:17-49). We do not know how many people gathered to hear Jesus on this particular occasion, but the text tells us that he preached to the “crowds” (Matthew 5:1). On another occasion, the Scripture tells us that Jesus fed five thousand people, and we know that he also preached to at least that many people. The same situation occurred when he fed the four thousand (Mark 8:1-10) and when he delivered the Sermon on the Plains (Luke 6:17-49).

Evidently, for Jesus, speaking to the masses was an important part of ministry. He compared it to the scattering of the seed. Some people would not understand, some would understand but would not listen, another group would try to change but would fall away, and finally there would be others who would be transformed by the teachings. Although Jesus preached to the masses, he also made sure to explain his teachings personally to his disciples.

Jesus dedicated three years of public ministry preaching to the lost sheep of Israel, but Jesus also trained his disciples to continue the work since they would guide the coming followers once he was gone.

The Focus of Mass Evangelism

Mass evangelism should be accompanied by intentional discipleship.

When a church considers applying a new technique to their ministry, it should always take into consideration Jesus’ example. Jesus divided his time between teaching the masses and teaching his disciples. Before sending the disciples to proclaim the good news, he prepared them: “After this the Lord appointed seventy-two others and sent them two by two ahead of him to every town and place where he was about to go” (Luke 10:1). Jesus never sent his disciples out on their own, but always two by two and in small groups.

In Matthew 10:27, Jesus says: “What I tell you in the dark, speak in the daylight; what is whispered in your ear, proclaim from the roofs.” This verse clearly asserts that Christians must do everything possible to spread the message of the gospel everywhere.

The focus of Christ was never on numbers, but in the individuals that those numbers represented. In the same way, we should focus on people and their individual needs so we can follow up with them after the presentation. For this reason, it is important for the church to evaluate the human and economic resources they have available in order to choose a method of evangelism. The chosen method should allow them to use the resources appropriately to maximize results of conversions and discipleship. In the same way, as taught in the story of the servants in the Parable of the Talents, Christians should be good administrators of our Lord’s resources (Matthew 25:14).
Seven Steps To Be Followed

In this section we will see what needs to be done in order to evangelize the masses.

Something to be taken into account is that every evangelistic work requires preparation on the part of the Christians involved. It is necessary that the Holy Spirit be present during the process of preparation. A church that has plans to carry out an evangelistic event should prepare itself in the following seven categories:

1. Consecration. The people of the church must ensure that their lives are consecrated to God. This could involve offering a refresher course in the local church about holiness of life, giving an opportunity for all the members to surrender their lives to Christ and be in tune with the perfect will of God.

2. Pray. It is necessary that every church begin praying for the lost several months prior to the event. When the church gathers together to pray, not only do the lost benefit spiritually, but also the church reaffirms its purpose before God concerning the duty to preach the gospel, strengthening their commitment and faith. Once the event is over, any new believer will be strengthened by this commitment carried out in faith.

3. Practice compassion. Jesus ministered to both the physical and spiritual needs of people. It is of great benefit for the entire community when the church practices a ministry of compassion before or at the same time as the evangelistic event. This shows the community that the church is a positive influence and demonstrates how God takes a personal interest in their lives.

4. Promote the evangelistic event. The church should find the adequate way to promote evangelistic events. This could take place through invitations, going door-to-door, ads on radio or TV, speaking personally with friends or family, etc. The more promotion there is, the greater the attendance and the subsequent results.

5. Prepare yourself before evangelizing. Depending on the method being used, it may be that several people are already prepared to present the gospel. However, every Christian should be able to present the gospel in a coherent and simple way. Practicing before the event is an activity that will lead to greater results and would be of spiritual benefit for the church.

6. Prepare yourself to educate others. The church should be ready to offer a basic discipleship course to the new believers. A method should be established by which every new believer receives follow up,
making sure that it is intentional and allows the establishment of a relationship with a particular discipler or church so the person has a community of faith.

7. **Integrate the new believers in the work of evangelism.** A point sometimes ignored by churches is that evangelism ought to be part of the daily walk. Once the new believer is discipled, he or she should be equipped to present the gospel to the lost.

### Means of Communication for Evangelism

**Next, we will see how various means of communication help us spread the gospel.**

The church of today has more available resources than in any other moment in history! With technological advancements, it is easier for Christians to share the gospel with others around the globe without having to leave their own home. There are many means of communication through which the gospel can reach the masses. Some of these are television, radio, Internet, mail, flyers, tracts, and evangelistic crusades, which can attract thousands to auditoriums and stadiums. Each one has its advantages and disadvantages to reach out to others. Unfortunately, there is no one single strategy that will serve to reach all groups equally.

The oldest means of mass evangelism is the presentation of the gospel by an individual speaker to a crowd of people. Whether this is a preacher through an evangelistic sermon or a simple narration of the gospel, the truth is that there are a myriad of ways in which this can be done. The presentations of the JESUS Film have been very effective in reaching the masses. Campus Crusade for Christ developed this production with the intention of showing the story of Jesus through the narration of Luke. Created in 1979, the JESUS Film has been translated into more than 1,000 languages, becoming one of the most useful tools for evangelism around the world. The ministry of the Church of the Nazarene that works with the JESUS Film, called JESUS Film Harvest Partners, has reported more than 12 million decisions for Christ since the beginning of their ministry in 1997 of which almost 5 million received an initial discipleship follow up (JESUS Film Harvest Partners, 2013).

**Television:** At the beginning of the second decade of the twenty first century, television attracted most of the general population. The use of
television transmissions of the gospel has an incredible potential audience, however, as with any Christian programming, it also faces an immense amount of competition from hundreds of programs that have been designed specifically to entertain people and provide a quick escape from reality and their daily problems.

The main challenge with TV is that there is a separation between the evangelist and the audience. It is difficult to provide follow up to a new believer, and the burden is on the new believer to make a huge effort to seek someone who may disciple them. A clear example is the ministry of a Spanish TV channel called Enlace. This ministry has existed for almost 25 years and has reached over 97 countries around the world. It broadcasts Christian programs 24 hours a day, including worship services, sermons, workshops, and also the broadcasting of evangelistic crusades, etc.

**Radio:** This medium became popular a century ago and although it has ceased to be the main means of communication today, it is still relevant and can reach a large audience. It is more cost-effective to produce a radio program than a television show, but using the radio as a means to present the gospel also presents the same difficulty of providing follow up. There is no tangible way to measure the impact that radio programs have on the lives of those who hear the message, unless there is a phone call or message sent directly to the program.

Many radio ministries choose to buy time on a private or public station so they can share their message more broadly. Global Mission uses this method through their Broadcasting ministry around the world, such as the Spanish program Hora Nazarena (Nazarene Hour). However, there are several ministries like Faro del Caribe (Caribbean Lighthouse) in Costa Rica or Radio Exclusiva (Exclusive Radio) in Guatemala that broadcast their programs 24 hours a day.

**Evangelistic Crusades:** Evangelistic crusades can have different programs, such as a Christian music concert, movies, drama presentations or a preacher. One crusade could present the gospel for several days in the same location. The cost could vary depending on the size of the event and the impact that is being sought. It is important to remember that the bigger the audience, the greater the chance to reach more people for Christ.

A crusade presents a unique opportunity to organize an event that could interact with people face-to-face and be easier to follow up with the new believers. For that reason, evangelistic crusades are the preferred means of communication by many churches.

**Internet:** In the last few years, the Internet has become the principal means of communication. It is not only easy to use, but it also offers different options for follow up with new converts. It can truly become a useful tool, but as in the case of television, a webpage can also compete with many
other options and this makes it more difficult unless someone is specifically looking for this type of page.

Facebook pages or other social media can serve to reach many people if used correctly. The Billy Graham Association and Jesus.net created a website called PeacewithGod.net, dedicated to presenting the gospel through interactive presentations and where people can chat with someone about their questions and problems. The website also offers the option to make a profession of faith by indicating whether or not they have accepted Christ through their ministry.

The most recognized evangelist of the 20th century, Billy Graham, has preached the good news to nearly 215 million people through crusades and similar events around the world. Other important evangelists include: D. L. Moody, George Whitefield, John Wesley, Charles Finney, Billy Sunday, Luis Palau and many others.

WHAT DID WE LEARN?

Jesus used the tool of mass evangelism. Following in his steps, today we can use a great variety of methods and means of mass communication to make disciples of all the nations. The best method would be one that allows for follow-up to new believers.
INSTRUCTIONS:

1. Read Mark 6:30-44 and answer:
   a. What motivated Jesus to teach the people?
   ______________________________________________________

   b. What did Jesus do besides teach?
   ______________________________________________________

   c. How did Jesus organize the people?
   ______________________________________________________

   d. What can we learn from his method?
   ______________________________________________________

2. In groups of 3 or 4, work together on the following activity: In the left hand column make a list of the communication media available in your area. In the next two columns, put 2 or 3 positive and negative factors about each one, depending on the characteristics of your local church (e.g. Television/Mass audience/High cost). In the last column on the right, organize the media by relevancy, numbering them starting with 1 (1 being the most appropriate for your church and the community you wish to reach).

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<tr>
<th>Communication Media</th>
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3. In groups of 2 or 3 evaluate what has been done so far in your church out of the list of seven steps to be taken in order to evangelize the masses:
   a. Which step(s) seem(s) the easiest?
   ______________________________________________________

   b. Which one(s) is/are the most challenging?
   ______________________________________________________

   c. With which ones have you had more experience in your local church? What were the results?
   ______________________________________________________

   d. What can be done to practice them more effectively?
   ______________________________________________________
INITIAL DISCIPLESHIP
Introduction

In John 3:1-21, we observe the model that Jesus used to make disciples through evangelism. In this passage, Nicodemus visited the Master at night so he could discover who Jesus really was. It is very possible that he was impressed by the supernatural works and signs that Jesus did. However, Jesus went beyond the superficiality of Nicodemus’ arguments and focused on teaching him how to enter the kingdom of God. This is a good example of intentional discipleship that from the first moment seeks not only to present the good news, but also to challenge the person to become a participant in the work of the kingdom of God.

Now, we must ask ourselves, how much did this man Nicodemus know about the kingdom of God? As an interpreter of the law and teacher of Israel, he certainly knew the prophecies about the kingdom that God would establish on Earth, especially in the hearts of his children. But Jesus made it clear that it was necessary to believe in the Son of God to be part of this kingdom, and that this offer was for all nations, and not just for Israel.

According to the biblical account, we can conclude that the Master fulfilled his purpose, or in other words, that Nicodemus believed in Jesus as his Savior and followed him as a disciple. How do we know that Nicodemus truly followed Jesus? A little while later, Nicodemus appears again in the story in John 7:50-51. On this occasion, we see that he defended Jesus before his colleagues in the Sanhedrin, and we can assume that only a committed disciple would identify himself with the interests of his teacher/master. Moreover, after the crucifixion of Jesus, Joseph of Arimathea and Nicodemus carefully prepared the body of Jesus and buried him in a new tomb (John 19:38-41). These two disciples assumed a risky task on behalf of their master, one that not even Jesus’ intimate circle of disciples would do for fear of the Jewish authorities (John 20:19).

The great need of the contemporary church is to form mentors who intentionally decide to take on the challenge of making Christ-like disciples. This ministry requires faith, dedication and sacrifice, but is a ministry through which the Father is glorified (John 15:8).
In this lesson the author shares from his experiences as a pastor and church planter through the years of work in the field of evangelism and discipleship. Special emphasis will be given to the follow up that should be made with new disciples from the moment of conversion through their incorporation into service in the local church.

**Confirmation of Faith: First Step**

*What do we do after someone accepts the gospel?*

Before we explain the first step in which we confirm the faith of a recently evangelized person, we should remember the biblical principles that solidify our initial efforts.

The first step that the leader must take before anything else is to pray and depend on the orientation of the Holy Spirit. Only in this way can the leader be used by the Lord and have a lasting impact in the life of the new believer. We must not forget that it is God who works in the hearts of non-believers by means of his prevenient grace. The Holy Spirit is who prepares the heart of the person to be sensitive to be able to respond positively to the message of the gospel.

The saving grace of our Lord Jesus is sufficient to convince and call the sinner to repentance for conversion. Of course, in his mercy he chooses to use his workers, whether they be missional zone planters, leaders of the local church or pastors. God in his love guides his servants in the presentation of the Word and in the use of evangelistic tools. Some effective tools are the EvangeCube, the four spiritual laws, personal evangelism, and others. In my experience, I can say that all these tools have given good results. During the pastoral ministry in which we were involved in recent years in San José Pinula, Guatemala City, we were able to reach 22 people for Christ using the EvangeCube.

What happens after the conversion experience? In this phase, the relationship begins between the mentor and the recently evangelized person. The goal in this initial stage is to confirm the new believer in faith in Jesus as Lord and personal Savior. We can guide them by asking questions and finding the answers in the Scriptures:

1. *And now what?* After one accepts the Lord, the new believer must understand that he or she is now a child of God. We should encourage them to read aloud the following passage from John 1:12-13: “Yet to all who did receive him, to those who believed in his name, he gave the right to become children of God—children born not of natural descent, nor of human decision or a husband’s will, but born of God.” It is important to inform them that now they are beginning a new life with Christ, and that it is a path in which every day we learn to live in holiness following the model that Jesus left for us.
2. Does the Lord have enough power to change me?

Answer: Yes, by faith in Christ he makes us a new creature (2 Corinthians 5:17).

3. What did God do with my sins?

Answer: He cast them out into the depths of the ocean and he no longer remembers them (Micah 7:18-19).

3. What will the Lord do with my mind and heart?

Answer: He will put his Word in our mind and will write it on our hearts (Hebrews 8:10-12).

4. What is my moral and spiritual responsibility from now on?

Answer: To learn to live in holiness, growing everyday in Christ-likeness (2 Corinthians 7:1). In order to grow in the Christian life, it is fundamental to cultivate a relationship with God by praying, staying firm in the faith, seeking fellowship with other disciples and attending a local church faithfully (Hebrew 10:19-25).

This initial discipleship consisting of five questions should be done with new believers as soon as they make their decision for Christ. If the decision has been in a summit or evangelistic service, it is recommended to separate them from the noise of the crowd and speak with them in a quiet place. These questions and answers are essential so that the new believer can have an initial confirmation of their decision to follow Christ, and it should be done immediately after the person accepts Christ as Lord and Savior of his or her life.

After this initial dialogue with the five questions, both the mentor and the disciple need to agree on how to continue with discipleship to lead to baptism and membership (and whether the mentor or another discipler will be the one to work with the new believer).

Like Philip, under the direction of the Holy Spirit, we are responsible in this initial stage to instruct new disciples until they are baptized in water (Acts 8:26-40). The key to helping someone keep the faith consists in the discipleship and the follow up that the spiritual leader is able to give to the new convert.

**Preparation for Baptism: Second Step**

*How do we prepare the new disciple for water baptism?*

The first goal in the spiritual life of every new believer is to be baptized. This holy sacrament was instituted by Christ and has been practiced by his disciples throughout church history. Baptism is a public testimony of what Christ has done in the life of the new believer. How should we explain its importance to the new believer? We can start by using the following
questions and biblical passages to teach the disciple its significance and importance:

1. **Who instituted Christian baptism?**

   Answer: Christ did with his own example (Mathew 3:13-17).

2. **Why was Jesus baptized?**

   Answer: Jesus is God made flesh - human like us, but without sin. Nevertheless, he was baptized to identify himself with sinners and give us an example (1 Peter 2:21-22).

3. **Why should I be baptized?**

   Answer: In obedience to the command of the Lord (Mark 16:15-16; Mathew 28:18-20).

4. **What does baptism do?**

   Answer: It reaffirms our faith as we give testimony that our sins have been washed and that we are committed to live a life far from sin, following Jesus as his disciples (1 Peter 3:21).

5. **What does water baptism symbolize?**

   Answer: For the new disciple, it is a symbol of the death to sin and the resurrection to a new life under the Lordship of Christ. For the church, it represents the incorporation of a new member of the family, for whom the church is responsible to guide in holistic growth (Romans 6:1-4).

6. **Who should be baptized?**

   Answer: All who have believed in Christ and have received him as their Lord and Savior (Mark 16:16). It is also important to teach the disciple that there is a baptism with the Holy Spirit, which is the will of God for all his children (2 Thessalonians 2:13).

   Once the new believer has received the discipleship lessons in preparation for baptism and has affirmed he or she is in agreement to take this important step in their Christian life, he or she should talk with the pastor to plan a day for their baptism. It is important that this service be planned in a special way so that the candidate can invite friends and family.

   It is also important that the candidate write a testimony of his or her life so it can be shared at the special service as part of this public testimony.

**Was there a difference in your Christian life after being baptized?**

The filling of the Holy Spirit allows the believer to live a pure life. The will of God is that all his children would be sanctified entirely and be “holy.” The Holy Spirit fills the Christian when he or she understands that it is necessary to give control of one’s entire life to Christ and renounce living guided by one’s own will. It is important to distinguish the filling of the Holy Spirit with initial sanctification or the first work of grace which occurs when the person accepts Christ as their personal Savior (2 Thessalonians 2:13).
Integration in Service: Third Step

The new believer must be integrated into the ministry of the church through service.

The Bible teaches us with clarity that after water baptism we continue to grow until we reach spiritual maturity, but such maturity cannot be obtained without a total consecration, without which it is impossible to obey the good, pleasing and perfect will of God (Romans 12:1-2).

After having studied the basic truths of the Christian faith, and having learned to cultivate a relationship with God by means of the spiritual disciplines, the new believer is ready to serve in the local church. As part of initial discipleship, we can teach the new believer about Christian service and encourage him or her to be trained and actively involved in the ministries of the local church. The following guide written in question format can help:

1. What is needed so we can serve at the local church?

   Answer: First of all, we must have a surrendered will to Christ. Second, we need to identify the place where we can best serve, and for this we should discover our natural talents and spiritual gifts that God has given us (1 Corinthians 12:1-13:13; Romans 12:6). It is important to teach the disciple that we all have at least one gift and that God has given them to us, not for our own benefit, but so we can serve others (I Peter 4:10-11).

2. Is there an attitude that I should cultivate?

   Answer: Yes, to serve in a way that pleases God, we should have a humble attitude and the mindset of a servant. Humility distinguishes an authentic servant, and the more we serve, the more we are like Christ (Mark 10:45). Humility is a fruit of the Spirit that enables us to serve others with love and joy (Galatians 5:22-23).

3. What do I need to learn to be able to serve?

   Answer: We are all members of the body of Christ, and even though we all have different personalities and functions, Christ needs each of us. We have been called to be faithful and every work must be done with faithfulness and love. To serve God as he deserves, we need to equip ourselves and be as well trained as possible according to our gifts (Roman 12:5-6; Mathew 25:21-23).

4. In what areas can I serve in the local church?

   Answer: We should serve according to our spiritual gifts, which could be teaching, preaching, serving, doing works of compassion, discipleship, evangelism, etc. There is also plenty of room to serve in evangelism where we can share with others the work that Christ has done in our lives, or we
can serve as a discipler, teaching and guiding others while sharing from our own experiences in the Christian life.

The essence of the Christian life consists in loving God with our whole being and loving others. The best way to show the love of God to others is by means of service. We can serve the church and the community in many ways: as a preacher, evangelist, counselor, pastor, teacher, steward, deacon, discipler, mentor, doctor, musician, bread baker, carpenter, etc. God put the crown of greatness on service when he first sent his Son to die in our place (Romans 5:8).

**WHAT DID WE LEARN?**

Initial discipleship is of great importance for the integration of the Christian faith in the new believer and to bring him or her to a serious commitment with Jesus and the local church. Baptism and participation in service are keys to the new believer’s spiritual growth.
INSTRUCTIONS:

1. According to the material studied in this lesson, in what moment should the faith of the new believer be confirmed?

2. Who instituted water baptism and how can we prepare a new believer for baptism?

3. Fill out the following chart: In the first column on the left write the five questions of Step 1: Confirmation of Faith. In the column in the center write a summary of what the Bible verses say, and in the last column write an answer to the question in your own words.

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<tr>
<th>Question</th>
<th>Bible Verse</th>
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4. Read all the verses in Step 2: Preparation for Baptism and then respond to the following questions:
   a. What is water baptism?
   b. What is the meaning of water baptism for the new believer?
   c. What is the meaning of water baptism for the church?
   d. What is the difference between water baptism and baptism with the Holy Spirit?

5. Read the following biblical references and make a list of the spiritual gifts mentioned, and then respond to the questions below:

   Romans 12:4-8 ____________________________________________________________
   I Corinthians 12:4-11 ____________________________________________________
   I Corinthians 12:27-30 __________________________________________________

   a. What spiritual gifts do you think God has given you?
   b. How have you put them into practice to serve others?
   c. How can we help others find their gifts and practice them?
Final evaluation

COURSE: EVANGELISM METHODS

Name of Student: _______________________________________________________
Church or Study Center: ________________________________________________
District: ______________________________________________________________
Instructor: _____________________________________________________________
Date of this evaluation: _________________________________________________

1. What evangelistic methods taught in this course were new to you?
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

2. Mention three arguments in favor of personal evangelism.
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

3. What should be done to prepare well for an evangelistic summit or campaign so as to have good results?
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

4. What have you learned in the practical ministry component of this course?
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

5. In your opinion, how could this course be improved?
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Bibliography


Smith, William, Dr. “Entry for ‘Eunuch’”. “Smith’s Bible Dictionary”. 1901.


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- The Evangelism Sermon
- Keeping the Focus