



# EVANGELISM

## Strategies International

“Making disciples, growing the Church”  
Ephesians 4: 11-13

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A FOUR PHASE PLAN  
TO HELP CHURCH MEMBERS  
UNITE,  
INTENSELY  
PASSIONATE ABOUT  
THE EVANGELISATION OF  
THE WORLD,  
MOTIVATED BY A STRONG,  
ENDURING,  
INTERNAL DESIRE.

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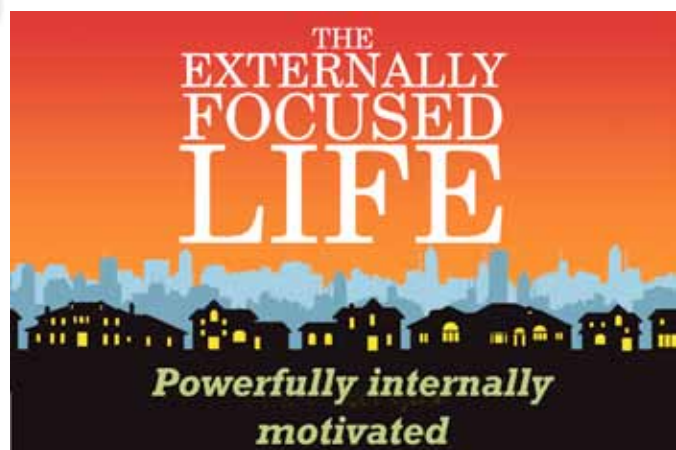
# Martin Luther King is not the only leader who had a dream....



Leaders of today's churches also dream.



They dream about how thrilling it would be if **everyone** (not just those with certain personality types or spiritual giftings) in their church was powerfully internally motivated to be passionately externally focussed.



Many church leaders have tried to create external focus in their people through 'evangelism programs' and 'beating the drum from the front,' only to find that the temporary enthusiasm of their church members did not last.



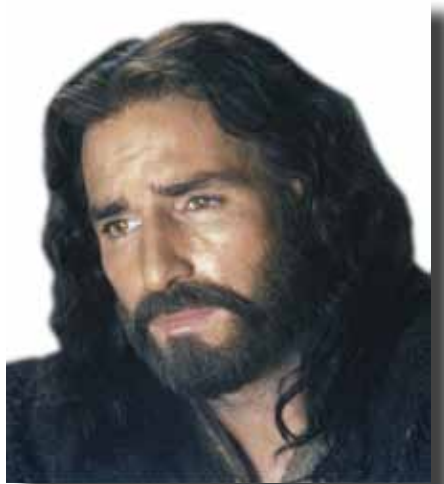
Is there a solution?

# ABSOLUTELY!

It has to do with DNA.

Scientists define DNA like this -

"It's an acid that contains the genetic instructions used in the development and functioning of all known living organisms."



The DNA of the Christian Church is Jesus Christ.  
He is the greatest evangelist who ever lived so any church which is truly functioning out of His DNA will be evangelistic.

And where do we see the DNA of Jesus most clearly displayed?

It is displayed most vividly in the Gospels, but in the book of Acts it is expressed most profoundly.



Evangelism literally dominates this book.  
Christians in Acts possessed a strong internal motivation to be externally focussed.

They literally reached the entire known world with the gospel and the Church exploded with growth.



## DNA, JESUS, AND HIS CHURCH. HOW DO THEY ALL TIE TOGETHER?

1. The DNA of the Christian Church is Jesus Christ.
2. This DNA can't be moved from, or gone back to, or changed. It just is.
3. To see what's in the DNA of Jesus, we look to the whole Bible.
4. Within the Bible the DNA of Jesus is most vividly displayed in the gospels.
5. Within the Bible the DNA of Jesus is most profoundly expressed in the book of Acts.
6. It is in the book of Acts that the Church was most closely united with Jesus and His Father.
7. As a result of this unity, the blessing and favour of God was poured out upon the Church in an spectacular way, and it experienced explosive growth.
8. The most critical aspect of unity with Jesus and His Father is unity of mission.

(1)

Let's say this seed represents Jesus Christ.



(2)

Inside this seed is His DNA



(3)



From His seed grew the Church in Acts

(4)

The churches in Acts multiplied. They too produced seeds (i.e. more churches were planted), from which all the Christian churches in the world have come.



(5)

Every church today has Jesus' DNA

(6)

Even though two plants come from the same parent plant, they can vary dramatically in health. Below are two plants from the same parent.



This plant is fully alive to the mission's task of Jesus.



This plant is dead to the mission's task of Jesus.



The chief mission's task given by Jesus to us is to evangelise the world. How we come to this conclusion is given in the DNA conference.

For churches to be united with Jesus and His Father in THE mission is incredibly important.

In Jesus' high priestly prayer in John 17, He prayed to His Father that this might be so.

He prayed for Oneness between the Church, Himself, and His Father.

And what are the benefits of Oneness? Churches will receive the fullness of God's blessing to the extent that they are synchronised with the purposes of Jesus and His Father.

See Amos 3:3, Psalm 133, Mark 3:24-25,  
2 Corinthians 10:4-5, Acts 2:1: 2:46-47, Matthew 18:19  
Mark 8:35, John 12:24, 1 Samuel 15:22,  
Deuteronomy 11:26-28

These conferences are therefore about a shift. They are about shifting everyone in a local church so that they are united with Jesus and His Father and their Mission.

The true foundation of Christian unity is unity of Mission.

The conferences are about getting everyone singing from the same song sheet. They are about moving forwards, unitedly and powerfully, knowing we are in step with the Mission of Jesus.



These conferences are therefore about being in unity with Jesus rather than creating churches with a DNA of evangelism. The DNA of Jesus already exists - we just need to be a healthy plant growing from His DNA.



This....



Not This....

It is possible to see our churches filled again with people who are passionately externally focussed from an internal motivaton, but this will not happen unless and until we return to **being united with** Jesus (i.e. united in mission), empowered by the Spirit (Acts 1:8)

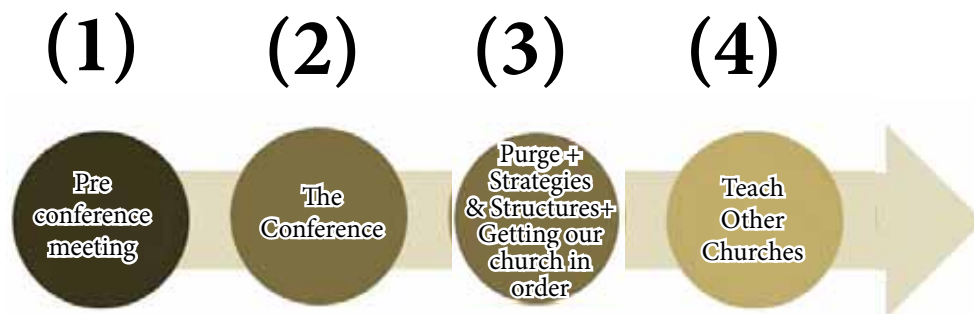


The extent of our unity will determine the extent to which the hearts of the people in our churches will be empowered by the Holy Spirit to **naturally** want to reach out to their friends, neighbours, and workmates (and even strangers) with the gospel i.e. the desire to evangelise will be internalised.

What must church leadership do to actually effect this unity and this return?

To return to unity with the mission of Jesus, a church must pass through four distinct phases. If you decide to embark on this journey, you'll be taking your church towards the priority of Jesus, which is the completion of the Great Commission for His glory. Executed thoroughly, it will be a hugely challenging yet incredibly life giving (and Biblical) adventure of faith (John 10:10). So...

# let the adventure begin...!



## PHASE (1)

This happens 3 months prior to a conference. We meet with the leadership of the church which is hosting the event, and any leaders of other churches in the area. The letter below explains the purpose of the meeting.



Dear Church Leader

We are calling together the leadership of churches who are interested in formulating an evangelism strategy for their church, prior to a DNA change conference happening in their area. The reason? Well, it's like this.

Usually, these DNA change conferences draw people from many different churches.

By meeting (prior to the conference) with the leaders of the churches from which the conference delegates come, we can significantly increase the long term impact and fruitfulness of these conferences for local churches. How this is so is detailed in points (1) to (7) below.

It is a given that leaders who come to these 'Pre DNA change conference meetings' earnestly desire to mobilise their people for evangelism. If they don't have an existing evangelism strategy or vision, that's OK. This meeting will greatly assist them to formulate one.

We'll cover at least the following in these meetings:

1. The staff of ESI would like to hear the existing evangelism vision and strategy of the churches who come to the meeting. Some churches may not have an existing strategy. As I said above, that's perfectly OK.
2. Then, at your invitation, we'll assess your current evangelism vision in the light of what we already know of what works and doesn't work in NZ churches.
3. This discussion will include having a fresh look at the what the New Testament says about Evangelism in relation to churches i.e. we have discovered that there are a number of keys in the New Testament which need to be implemented if the church is going to mobilise it's members for evangelism.
4. At your invitation, we would like to discuss your present evangelism strategy in light of these keys.
5. We also want to show that when leaders in a church come to a place of unity with respect to their evangelism strategy, they attract the favour of God in a whole new way in their churches (e.g. Acts 4:32-33, Psalm 133).
6. We'll show leaders how they can put in place specific structures and strategies which will 'lock in' the evangelism momentum generated at a DNA change conference. These 'strategies and structures' are very practical and 'doable.'
7. The bottom line is this - if delegates who attend a DNA change conference return to a church which has an evangelism strategy already in place, and leadership are in complete unity about it, the whole church can be carried along by the wave the conference delegates create. But the home church needs to be ready for the wave. So, it's infinitely valuable to put an evangelism strategy and vision in place before the conference.

These 'Pre DNA change conference meetings' would be no more than four hours. They are very interactive.

Our heart as a ministry is not to expose weaknesses in churches or their leadership re: their evangelism vision or lack of it, but to genuinely assist leaders to create an Evangelism Strategy for their churches which will really work, suited to their particular situation.

By assisting churches to formulate and execute their particular evangelism strategies, we are functioning as Ephesians 4:11-15 evangelists, seeking to "edify the body of Christ, till we all come to the unity of the faith and of the knowledge of the Son of God, to a perfect man, to the measure of the fullness of Christ."

See you there!

Every blessing



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# PHASE (2)

Attend  
A DNA  
Conference



Phase two involves attending a 'How To Create A Church With A DNA Of Evangelism' Saturday Conference. Notice we are retaining the title of the conference, even though there are problems with the concept of 'DNA' and Jesus.

As I have pointed out in this paper, we can't create a church with a DNA of evangelism, or return to the DNA of Jesus. The DNA of the church already exists. Jesus is our DNA. The issue is how well we are functioning out of His DNA.

Pastors and leaders resonate with the title as it is above and the brand has become well known. So, we are retaining it.

To view a sample conference flyer, [click here](#)

To view a 50 second video clip of a pentecostal pastor endorsing these conferences, [click here](#)

For a 2 minute video clip of a Presbyterian minister and his wife endorsing these conferences, [click here](#)

For 'a part two' video of Ian Pimm where Ian explains his journey in evangelism, [click here](#)

To view a 2 minute video endorsement of David Lewis, Jireh House Senior pastor, [click here](#)

These conferences are about creating a strong internal motivation in a congregation to fulfill the Great Commission, empowered by the Holy Spirit (Acts 1:8).



These conferences are also a response to the loud cry of many ministers and leaders across all denominations around the world for help to break out of what they call 'their holy huddle/inward focussed' churches.



Others want to know how to achieve authentic church growth, rather than biological or transfer growth.



These are Holy Spirit inspired concerns.

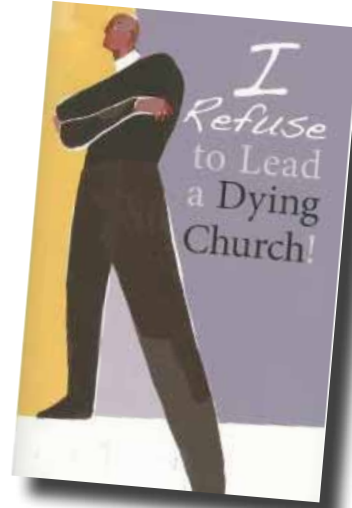


inspired

These are not the only challenges leaders are having to deal with.



It's not uncommon to hear of churches facing a 'change or die' situation. Their congregations are ageing, there are few families with children, and even fewer young people.



More than a handful report they are struggling with retaining the people they already have.



One of the greatest challenges we face today as a global Church has to do with some who have an unbiblical understanding of THE MISSION of the Church



For example, there are many churches which appear to be booming, busy with all kinds of Christian activities, courses, groups, conferences, studies, and even initiatives into the community but they are unwittingly not advancing the mission of Jesus.

i.e. their church has become a bustling

Christian activity centre but its vision for the evangelisation of its Jerusalem, Judea, Samaria, and uttermost parts (Acts 1:8) is not central.

In many cases, not only is it not central, it's absent.

These busy leaders have become CEOs, distracted from the mission.

Many churches highlight 'evangelism' (or words to the effect) in their core values or mission statement but in reality, it's just not happening.

Some leaders are very aware it's not happening, but many are not. Those who ARE aware are deeply troubled by the fact that the majority of the people in their church are not sharing the gospel with the unsaved. These leaders know all too well that articulating the gospel to a lost and dying world is the epicentre of the Great Commission.



These DNA conferences address these serious issues and offer practical, Biblical, achievable solutions.



Phase 2 (The Conference) intends to show conference delegates the critical importance of being united with Jesus in His mission for the world.

The primary mission's task which Jesus gave to the disciples was to evangelise the world.



Attending a 'DNA change' Saturday conference is the crucial second step on your four phase adventure in Christ.

Being united with Jesus in His mission is the foundation upon which phases 3 and 4 are built.



Ideally, you want EVERYONE from your church to attend a DNA conference. The more people you get 'on the same page,' the more likely unity with Jesus and His mission will occur. There is power in unity. Critical mass *really* matters at each phase. A house divided against itself will not stand (Mark 3:25). It won't do to have half the people singing from one song sheet, and the other half singing for another.

***If the leaders at all levels of a church do not unite with Jesus and His mission, the church members will not follow.***

Leadership 'buy in' is essential and foundational.

Leaders have to passionately desire this change.

The people in the pew will not rally to an uncertain bugle call.

(Amos 3:3)

It won't do to come to the conference and then go home and try and tell others in your church what happened.

Your 'wine skin' will have been renewed at the conference and new wine poured in.

Those at home still have an old wine skin.

Jesus warned against putting new wine into old wine skins

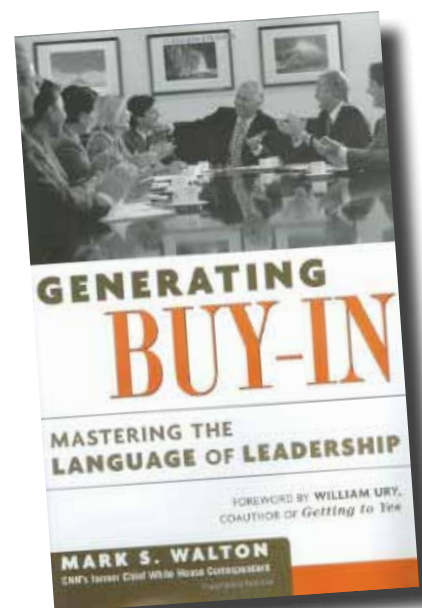
(Luke 5:37-38).

It doesn't work.

It's one thing to listen to the testimonies of others who attended the conference.

It's quite another to be there, and experience your very synchronisation with Jesus and His mission.

So, please - be there!





## **KEY DEFINITION**

A church united with Jesus and His mission will be powerfully internally motivated by the Holy Spirit to be passionately externally focussed, for the express purpose of evangelising the world.

*When a church is truly united with Jesus and His mission, literally everyone in that church will be active in evangelism in any given week.*

When conference attendees unite with Jesus and His mission, they will be ready to start doing evangelism immediately. This happens at conference

# EQUIPPING FOR EVANGELISM

# HAPPENS AT THE CONFERENCE.

We encourage and provide a range of tools and approaches, because we recognise 'one size does not fit all'.

We even have workshops where people make their own unique tools.



Some use no tools, preferring instead to articulate the gospel from their heart.

With the practical training, no one is pushed into evangelism.  
Everyone progresses at their own pace, finding their own level.  
No one is put into a failure situation.



*imagine*  
Reaching out

Imagine returning to the mission of Jesus. Your whole church will be UNITED, pulling in the same direction.

Everyone will be involved. There will be no spectators. Everyone's giftings and talents will be put to work. The energy level and sense of unity will be rising. Vision for the lost world will be strong. Everyone not only senses it but they are living it. The sense of the Holy Spirit's presence at your church will be tangible.

Through the people in your church, non Christians will be hearing the true gospel in your town/city - in their homes, on the streets, in the work place, in schools. You'll be re-living the book of Acts.

Jesus will be central.

Your church will growing numerically, not from transfer growth or biological growth. Discipleship classes will be full. Water baptisms will be a regular occurrence.

Can you see it? If it's Biblical and you can imagine it, then it's possible.

The realisation of this vision starts by attending a DNA conference!

Phase 2 will mobilise people for evangelism.

Next is phase 3. Phase 3 starts with 'purging'.

# PHASE (3)



The dictionary defines 'purge' as "to rid of whatever is impure, and undesirable."  
Purging is a spiritual de-tox.

There are spiritual reasons why the people in your church don't naturally and intrinsically want to reach out to people outside the church with the gospel.



At phase 3, you as a leader will probably be surprised to discover that most of your people are unwittingly carrying 'devices' (2 Corinthians 2:11) *in their minds* - thoughts, ideas, and concepts of evangelism and the gospel which are unbiblical. As herbicide is to plants, so these devices kill intrinsic motivation to reach people outside the church and the desire to do evangelism.



Therefore, these devices must completely be purged.

As long as these devices remain, your church will not be able to unite with Jesus and His mission. For a more in-depth discussion on this, [click here](#)



As a ministry, we have produced a series of cutting edge small group resources which the Holy Spirit is working through to do the purging.

They include a small group DVD series which comes with a Study Guide, a Leader's Manual, a set of evangelism readings, and an Essential Truths A5 size booklet.

For a list of topics covered & the length of each, [click here](#)



Phase 3 (i.e. purging) can be completed in 10 weeks. Most churches put their home groups through the studies.



Some churches have shown the DVDs on Sunday mornings. Other churches have combined these two approaches i.e. home groups and Sunday mornings. You get to choose what's best for you.

To see different plans for your church, [click here](#)



Whereas phase 1 effected a heart and vision change, phase 3 effects a head change by getting everyone in your church thinking Biblically about evangelism and the gospel.



The general consensus of everyone who undergoes 'purging' is that it's very freeing.



Phase 3 (purging) targets our minds (our thinking). We want to think about the world, the gospel, and evangelism as Jesus thinks about it (Romans 12:2)

# THE MIND OF CHRIST



Phase 3 (purging) helps to prevent churches from going back to their default mode, which is non participation in the evangelisation of the world.

The more people in your church unite with Jesus in His mission, and who start doing evangelism, the more likely your church will experience the favour of God which the book of Acts experienced.

As unity with His mission starts to happen, the sense of 'team' and 'energy' for the Great Commission in your church will gain momentum. Excitement for Jesus and this great purpose will rise significantly.

This will be the ultimate journey of faith any church can embark on.



Now what's needed are strategies and structures to lock in your return to the mission of Jesus.  
This is also part of phase 3.

PHASE 3 includes putting in place specific structures (and executing specific strategies) which 'lock in' evangelism momentum.



It's one thing to mobilise people for evangelism and have them looking and behaving outwardly. It's quite another to sustain the mobilisation over the long term.

Sustainability is extremely important.

A true return to the mission of Jesus cannot be said to have taken place until this vital phase has been realised.

## Stratégies

We provide the structures and strategies. They are biblical, practical, and easy to follow.  
To view some of these, [click here](#)



The biggest enemies of unity with Jesus and His mission change are **positive** distractions i.e. things which enter into the life of a church which seem good and right.

The problem is, these 'good and right' things may not be helpful to mobilisation for the mission.

At worst, they will be distractions from it.

They will subtly pull your church back to its old default mode.

Jesus was aware of the danger of distractions.

This is why Jesus said through Isaiah the prophet 'I set my face like flint'

(Isaiah 50:7)

Look at John 12:50 - "...So whatever I say is just what the Father has told me to say."

Jesus was very focussed, and we'll need to be too.

If you truly want a return, you will have to eliminate distractions and set your face like flint.

You are going to need to do a regular SWOT analysis.



When you have completed phase three, the people in your church will all be 'on the same page'. Their hearts have been changed, their vision is clear, their thinking purged, and their hands equipped. The strategies and structures you have put in place are working. What's next? Well, all the way through phase 3, we should be working on getting our own church in order. Read the following and you'll see what I mean. This is called 'getting your church in order.'

# Church Health Matters

*"Building healthy churches empowered by the presence of God."*



'Getting your church' in order is making sure that people in our church stay.

Nothing works against a return to unity with the mission of Jesus more than seeing brand new Christians enter the front door (after a lot of blood, sweat, and tears on behalf of the church) and soon after exit (for all the wrong reasons) through the back door.

Your return to the mission of Jesus will also be shaken when mature Christians leave because they are not growing or challenged and the church has lost its vision for the evangelisation of the world.

# HOLD THEM

There is no silver bullet which guarantees the people in your church will stay, but there are some things we can do to make it hard for them to leave including ....



Having Bible-rich and life-relevant teaching on Sundays with a strong Christ focus where people sense the presence of God. When they leave on Sunday, they must have been fed with rich spiritual food. (Matthew 4:4)  
If they don't find green grass at your church, eventually they will starve, and go looking elsewhere.



Assimilating people into small groups so they can establish Godly friendships and be strengthened spiritually through studying the Word, praying, being open and transparent with one another, doing life together.

“Connection” is critically important

Doing things with excellence and professionalism. This includes the physical environment. How are the carpets? The chairs? The walls? How clean is the church? Does it look and feel tired and run down? You know what it's like walking into a motel or a hotel which is run down. There is a cringe factor. Non-Christians walking into our church can feel the same thing. The physical environment will either provide a lift in their spirit, or a check. We want to remove the stumbling blocks.





Having strong discipleship paths  
for all believers, regardless of their  
level of spiritual maturity  
(Matthew 28:19)



Engendering a sense of love  
in your church. When people  
enter your church, you want  
them to feel loved and  
accepted.

Strong Vision - a sense of  
forward momentum. The  
people feel the church is going somewhere  
Not just anywhere, but towards the  
fulfillment of the Great Commission  
(Proverbs 29:18)



Holding to the view that the Bible is inerrant, the final  
authority for the life and conduct of every believer.  
(John 17:7)

Keeping perfect balance between social action, prayer, and evangelism



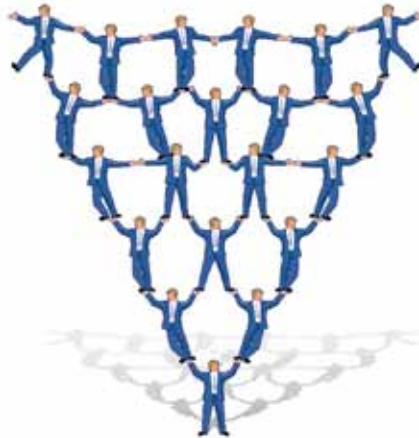
Loving the Holy Spirit, and developing a dependence on His empowering (Acts 1:18)

Worship that brings people into the sense of the presence of God. (John 4:23)



Making sure the physical environment of the church is welcoming, clean, well maintained, and inviting.

Empowering leadership.  
Potential leaders are more likely to stay in a church when  
they are empowered to lead by other leaders.



Of all the things I have mentioned, what's the priority?  
The priority must always be Jesus.  
And if our priority is truly Jesus, and this priority is being Biblically and accurately outworked from His  
DNA,  
evangelism will be dominate the program.



The way to tell whether Jesus is truly the priority in a church can be  
gauged by measuring the extent to which everything that goes on in  
the program is geared towards the evangelisation of the world.



# PHASE (4)



Teaching other churches how to be united with Jesus and His mission i.e. passing on what you have learned & leading them into the favour of God.

All four phases are critical if we want your church to return to the mission of Jesus, and they must be executed in the right order.  
Our goal is to keep to the plan.



If a church does not complete all four phases in the right order, it's highly likely all it will do is create a FAD.

# F.A.D

The dictionary defines a fad like this:  
a practice or interest followed for a time with exaggerated zeal

**DISASTER**  
DAY OF CRISIS

Creating a F.A.D is the very last result we want.  
A FAD is not a DNA change.  
It's a disaster.

It's a disaster because FADS inoculate people against genuine return to the DNA of Jesus.  
If the return in our churches is authentic, it will be enduring.



Finally, realise that change takes time. This is no 'quick fix' formula. It's relying 100% of God but giving 100% of our effort and resources.

If you decide to embark on this four phase adventure of faith, there will be mountains to climb, and descent into valleys.

It takes prayer, determination, planning, focus, guarding against distractions, and effort to return to the mission of Jesus.

But the view at the top will be out of this world!



You may ask 'is it worth the trouble?'

What would Sir Edmund Hillary have answered if you'd have asked him this question as he stood atop Everest for the first time on the 29th May, 1953?

What triumph and ecstasy he must have felt!

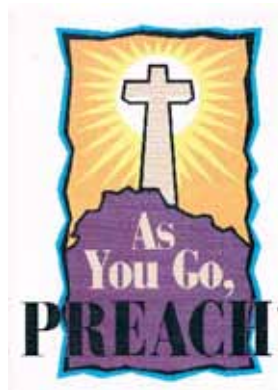
What greater goal is there for a mountaineer than conquering Everest?

What greater goal is there for a disciple of Christ than uniting with Jesus to complete His mission's task?

(Mark 16:15; John 20:21-23; Luke 24: 44-49; Matthew 28:18-20; Acts 1:8).

Biblically, there is no greater goal.

There is no greater purpose for any Church to embark on.



The Great Commission has four parts: go, preach the gospel (i.e. evangelise), baptise, disciple.

Most churches are jammed in 'discipling' and 'baptise' modes, neglecting the other crucial aspects of the Commission.



If all our church activity (e.g. singing, worship, services, conferences, experiences of the Holy Spirit, prophecies, words of knowledge, healings, miracles, Bible reading, prayer, giving, fellowship, good works, sermons, cake stalls etc etc ) doesn't result in every believer in our church actively and personally engaging directly in evangelism, then really, what's the point?

***The evangelisation of the world for the glory of God is the main thing.***

*"The other side of death, no church leader ever looked back and regretted making the main thing the main thing in his own life and the life of his church"*



Therefore, what ever effort it takes to return the main thing.

Jesus has paid the ultimate price.

It's up to us to obey Him and complete what He started (Mark 16:15).

From an eternal perspective the sweat we expend to return will not be in vain.

Biblically, there is no greater endeavour into which to pour our prayers, finances, and energy.

The devil trembles at the thought of you as a leader saying 'let's go for it!'



Acts 20:24  
*“However, I consider my life worth nothing to me; my only aim is to finish the race and complete the task the Lord Jesus has given me—the task of testifying to the gospel of God’s grace.”*



Paul the Apostle

*“At final judgement, we as church leaders are not going to be evaluated by the extent to which we kept our people busy with spiritual activity, or led them into experiences of the Holy Spirit, as vital and crucially important as the latter is.*

No.

*We are going to be judged by the extent to which we led the people under our care into doing the will of Jesus for His glory(John 14:21),empowered by the Spirit.*

*And unequivocally and undeniably, the evangelisation of the earth for His glory is the priority of His will, and the chief reason the Spirit was given(Acts 1:8).*

*Ultimately and Biblically, the Church exists for no other reason.”*





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Ephesians 4: 11-13

[www.esisite.com](http://www.esisite.com)

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**SEE  
YOU  
THERE**