



EVANGELISM

Strategies International

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

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A SIX PHASE PLAN
TO HELP CHURCH MEMBERS
UNITE,
INTENSELY
PASSIONATE ABOUT
THE GREAT COMMISSION,
MOTIVATED BY A STRONG,
ENDURING,
INTERNAL DESIRE.

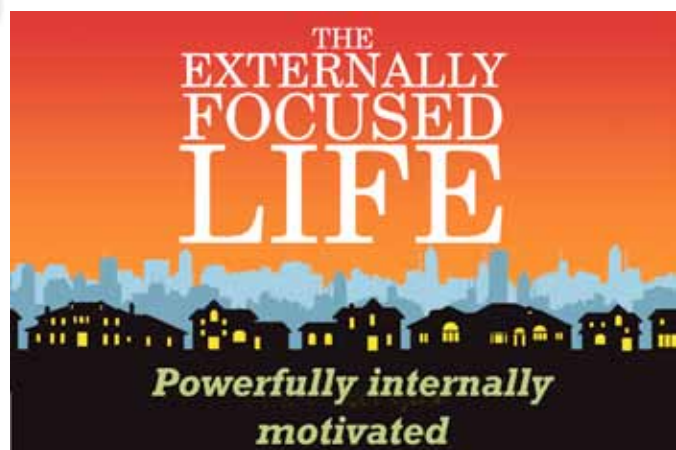
Martin Luther King is not the only leader who had a dream....



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.



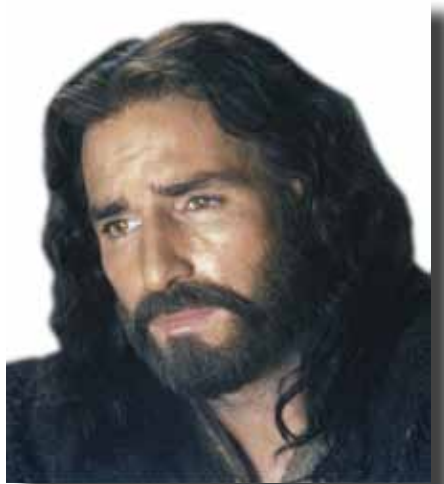
Is there a solution?

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?

In the book of Acts.



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.



Herein lies the problem.

When we compare many of our churches today with the Church in Acts, it's not hard to see that in our *function* we have moved a *long* way from the DNA of Jesus.

In the area of evangelism, the contrast is most pronounced.

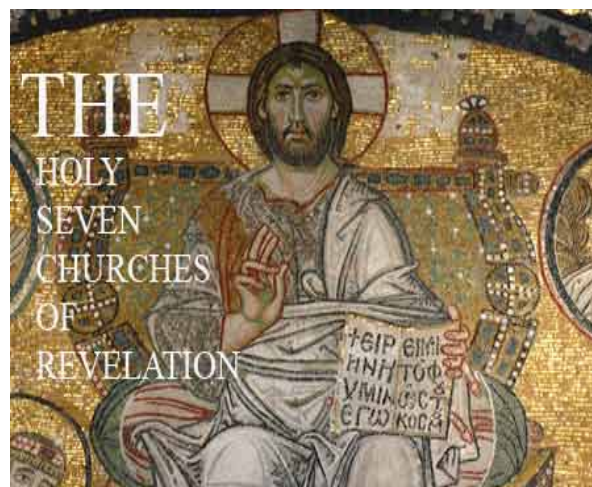
Research shows only 2% of Christians in the West now regularly engage in Biblical evangelism, whereas in the Early Church, everyone was active.





As I said, the Church in the book of Acts most closely synchronised with the DNA of Jesus.

On the other hand, in the book of Revelation, we see churches which are to one degree or another dis-synchronised. They have drifted from the the DNA of Jesus.



For churches to be in sync with the DNA of Jesus 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 purposes.

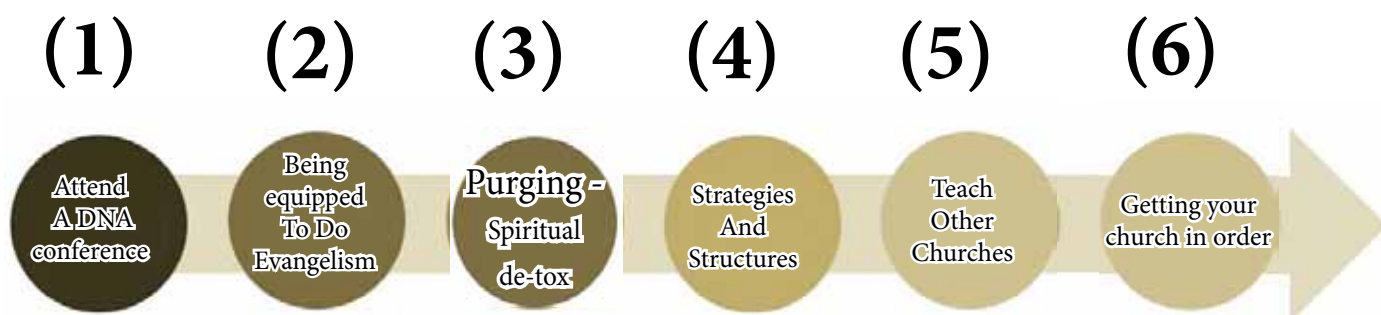
The true foundation of Christian unity is unity of purpose.

The DNA change 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 purposes of Jesus.



To return to the DNA of Jesus, a church must pass through six 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)



Phase one involves attending a 'How To Return To The DNA Of Jesus' Weekend Conference.

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).



DNA 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.

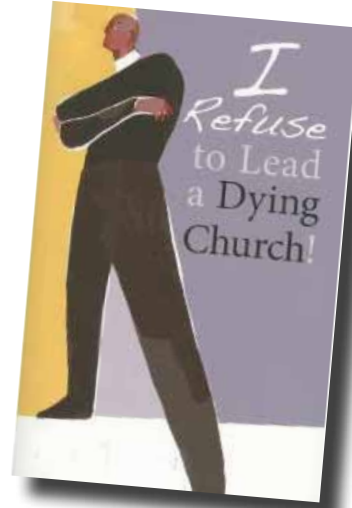


inspired

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 leaders who have an unbiblical understanding of the Great Commission



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 Great Commission

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.

The leaders of these churches have become CEOs, rather than visionary Christian leaders who see the completion of the Great Commission as Jesus sees it - the priority.

Most churches highlight the Great Commission (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 1 imparts the heart and vision of Jesus for the lost world. Getting in sync with the heart and vision of Jesus for His mission (i.e. being united with Him via the Great Commission) is a critical aspect of a return to the DNA of Jesus.



Attending a 'DNA change' weekend conference is the crucial first step on your six phase adventure in Christ.

Receiving the heart & vision of Jesus through the inspiration of the Holy Spirit are the foundation upon which the other five phases are built.

If we don't receive His heart and vision, we'll be building our return to the DNA of Jesus on sand, not Rock (Matthew 7:26).



Ideally, you want EVERYONE from your church to attend a DNA conference. The more people you get 'on the same page,' the more likely the return to His DNA 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 experience the heart & vision change, it is impossible for a true DNA change to occur.

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 DNA 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

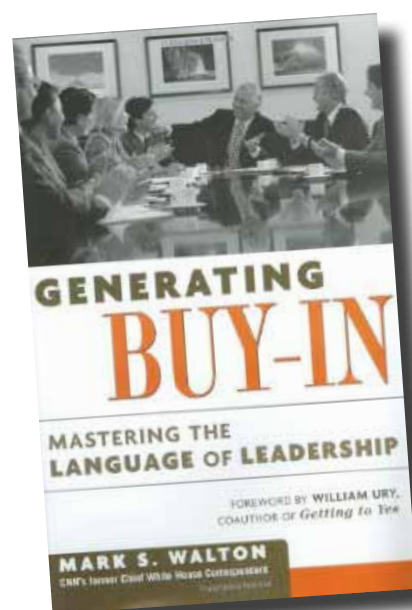
(Luke 5:37-38).

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 own heart and vision transformation.

So, please - be there!





KEY DEFINITION

A church with a DNA of evangelism will be tightly united, powerfully internally motivated by the Holy Spirit to be passionately externally focussed, for the express purpose of fulfilling the Great Commission.

When a DNA of evangelism has been established in a church, literally everyone will be active in evangelism in any given week.

After the heart and vision are aligned with Jesus through attending a DNA conference, attendees will be ready to start doing evangelism immediately. This is where phase 2 kicks in.

PHASE (2)



PHASE 2 is equipping your people to actually do evangelism. Phase 2 is the hands on practical training.

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 DNA 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!

Phases 1 and 2 will mobilise people for evangelism, but they won't retain them in it.

This is where phase 3 kicks in. Phase 3 is 'purging'.

PHASE (3)

Purging Spiritual de-tox

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
intrinsicly 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 return to the DNA of Jesus.

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.



A QUICK REVIEW SO FAR...

Phase 1 (the DNA conference) targets the heart (our motivations) and our vision (seeing the world as Jesus sees it) A church which returns to the DNA of Jesus will have His heart and vision for the lost world (Luke 19:10)



+



Phase 2 gets people actually doing evangelism.
If what we train for does not translate into action, we are deceiving ourselves. "Be doers of the Word, and not merely hearers only, deceiving ourselves."
James 1:22

Discover God's purposes and dreams for you
Take steps forward in
Obedience
Enjoy the
Adventure

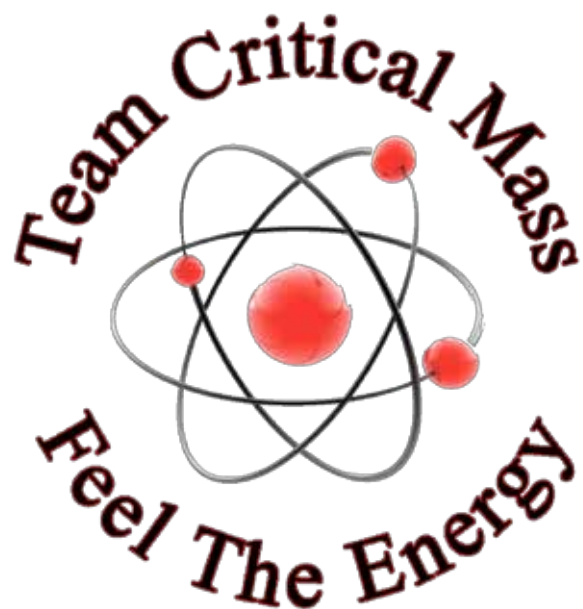
Phase 3 (purging) targets our minds
(our thinking).
We want to think about the world, the
gospel, and evangelism as Jesus thinks
about it (Romans 12:2)

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 who experience this heart & vision & mind change, and who start doing evangelism, the more likely your church will return to the DNA of Jesus.
As the DNA change 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 DNA of Jesus.
This is where phase 4 kicks in.

PHASE (4)



PHASE 4 is putting in place specific structures (and executing specific strategies) which 'lock in' evangelism momentum.



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

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 DNA return cannot be said to have taken place until this vital phase has been realised.



The biggest enemies of a DNA 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 your return to the DNA of Jesus.

At worst, they will be distractions from it.

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

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 four, 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? What you need is a masterful plan to bed down your return to the DNA of Jesus, giving it no chance to revert back to default mode.

Default mode is living a Christian life without personal and regular involvement in evangelism.

This is where phases 5 and 6 kick in.

PHASE (5)

Teach
Other
Churches

PHASE 5 is having your church teach other churches.

One of the most powerful ways to bed down/cement in/deepen your return is to have your church members run DNA conferences for other groups of churches (or individual churches), imparting to them this six phase strategy.

When you share the vision with others, you and the people you are teaching will be growing, and you'll be maintaining your evangelism momentum.

What happens after your church has taught other churches? If the new Christians who join your church soon leave through the back door, this will de stabilise your return to the DNA of Jesus.

It's therefore vital that you get your own church in order.

This is where phase six kicks in.



PHASE (6)

Getting
Your Church
In
Order

In reality, phase six should be on-going throughout all six phases.
But for the purpose of clarity, let's call it phase six.
Phase six is getting our church in order so that the back door is closed.

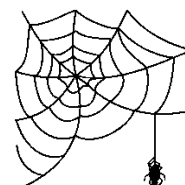


Phase six is making sure that people in your church stay.

Nothing works against a return to the DNA 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 will also be shaken when mature Christians leave because they are not growing or challenged and the church has lost its vision for the Great Commission.

Whatever the case maybe, you'll know when the DNA of your church has truly returned when your back door has cobwebs.



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



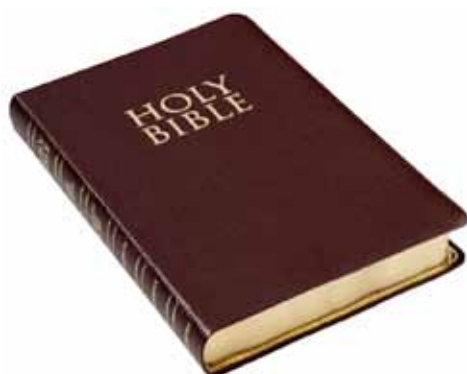


Having strong discipleship paths
for all believers, regardless of their
level of spiritual maturity
(Matthew 28:19)



Engendering love for God, for
doing His will, for relationship
with Him, for the Bible, for the
lost, and for other
people in the church
(Matthew 22:36-40)

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



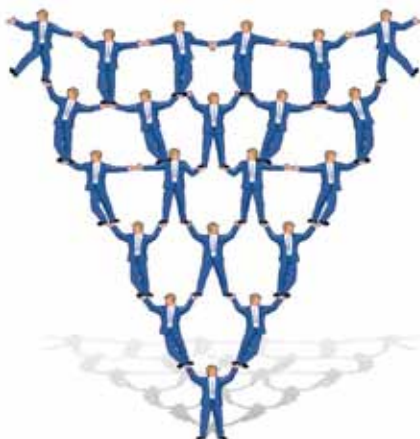
Loving the Holy Spirit, and developing a dependence on His empowering (Acts 1:18)

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 completion of the Great
Commission for the glory of God.



All six phases are critical if we want to change the DNA of our church, and they must be executed in the right order. Our goal is to keep to the plan.



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

F A D

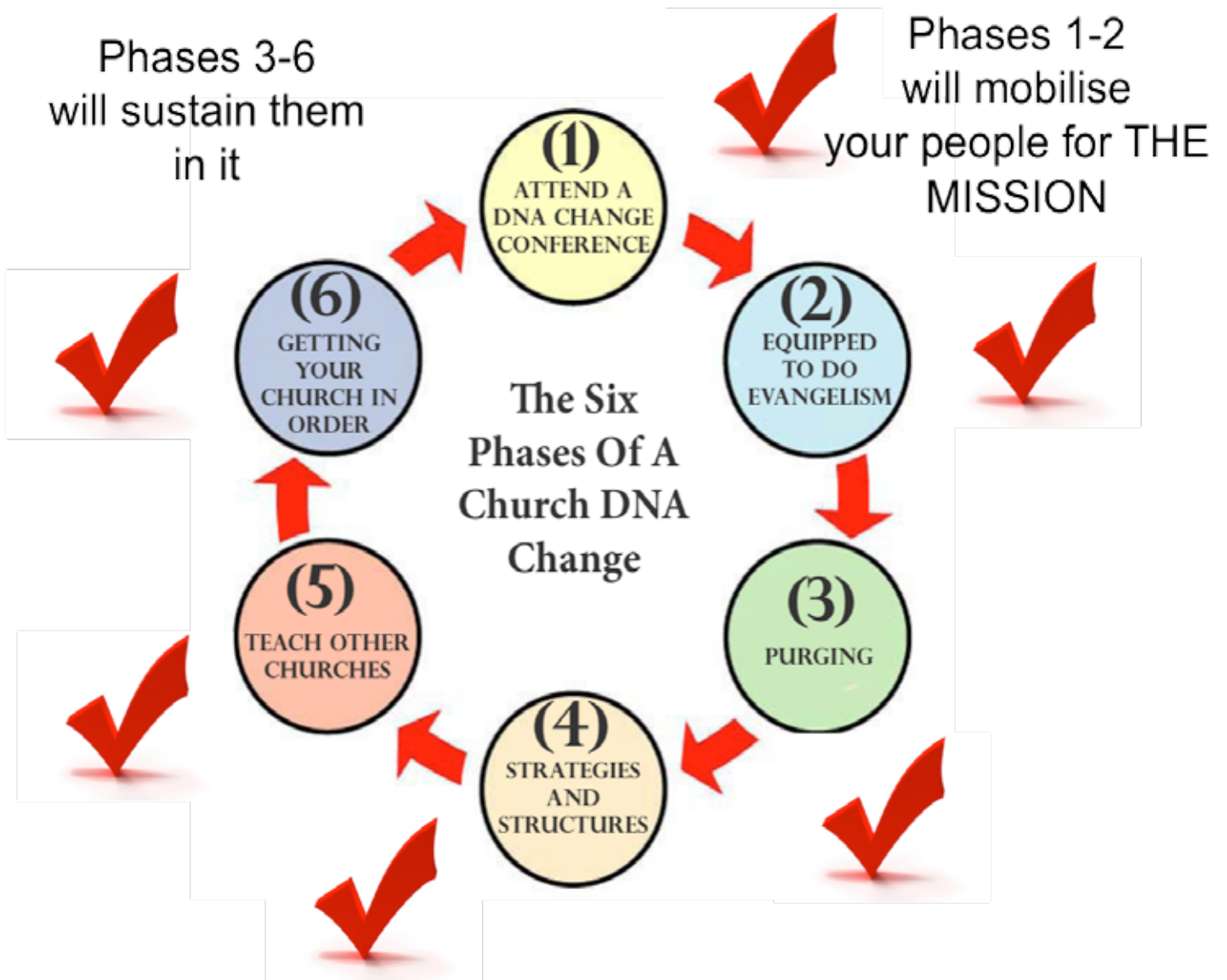
The dictionary defines a fad like this:
a practice or interest followed for a time with exaggerated zeal



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.

SUMMARY





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 six 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 DNA 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!

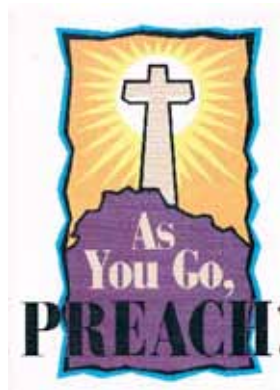
What greater goal is there for a mountaineer than conquering Everest?

What greater goal is there for a disciple of Christ than completing the Great Commission for Jesus and His glory?

(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 we fail to mobilise and equip our congregations to 'go' and 'preach' we are failing with the Great 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 the Great Commission, then really, what's the point?
The completion of the Great Commission 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 to the DNA of Jesus is worth it.
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, completing the Great Commission 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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**SEE
YOU
THERE**