

# **EVANGELISM – KINGDOM-STYLE MasterClass**

All sessions by Michael Brodeur except Session 0 by Mark Perry

## **OVERVIEW**

### **0 Kingdom Expansion**

- Paradigm for Evangelism
- A Plan for Evangelism

### **1. Family Outreach Model –Babies in the House**

- God’s priority for evangelism –
- What does the Bible say about Evangelism
- God’s goal for evangelism – Babies in the House.
- Outreach methodologies that do not grow churches
- Outreach methods that bring “babies in the house”

### **2. Missional Evangelism**

- God’s passion for sending and going
- What does the bible say – Matt. 9:35 – 10:8
- Cultivating a Culture of intentionality
- God’s strategies for Going
- Key Skills for Missional Evangelism

### **3. Attractional Evangelism**

- God’s Value for Invitation and Inclusion
- Biblical Basis for Attractional Evangelism. Come and See – John 4
- Cultivating a Culture of Hospitality
- Preparing the house for new babies
- Key Skills for Attractional Evangelism.

### **4. Family-Style Evangelism – Small Group Communities**

- God’s value for believing and belonging
- Biblical Basis for Family Style – Luke 9
- Cultivating a Culture of Community.
- Child proofing your Small Group. Matthew Party
- Key Skills For Family Style Evangelism

# Session 0. Evangelism and Kingdom Expansion Mark Perry

## I Introduction

- Mark's Personal History With Evangelism Church Evangelism Experiences Evangelism Statistics

## II A Paradigm for Evangelism

### The Two-Fold Ministry Of Jesus

- Blessing: Kingdom Expansion & Power Ministry (Acts 10:38)
- Building: Discipleship & Church Growth (John 17)

### The Priority Of Outreach With Jesus

- Sonship > Servant (John 13)...what is your sonship message?
- Value v Priority (Luke 15)...where is your priority?
- Follow Me; I'll make you fishers of men (net, lure, location, bait, persistence; *wipe feet*)
- The Son of Man came to seek & save the lost (purpose: win, disciple, expand KOG)

### Pastoral Edges

- Motivation: "The love of Christ compels me" (2 Cor. 5:14; 1 Cor. 9:19-23, MSG)
- Modeling: Theology + Warmth + Evangelism + HS Presence, Power—*"do the work..."*
- Equip saints to do... (modeling, training, empowering, opportunities, encouragement)
- Go 'Old School' – conversations v. conversions? social gospel v. power of God?

## III A Plan for Evangelism

### Basic Types Of Evangelism

- 'COME' – OT, hospitality-based; attractional; invitational—Solomon, temple, HOP
- 'GO' – NT, mobility-based; incarnational—Philip & Ethiopian eunuch

### Evangelism That Works

- Modeling & Good News (incarnational; marketplace; lifestyle; awareness; courage)
- COIN (Circle of Influence) List & Small Groups (intentional relational evangelism)
- Inviters & Includers (celebrations, small groups, bridge events)
- Church-To-You & Door-To-Door ("wipe the dust...")
- Felt-Need Evangelism (food, clothing, baby supplies, etc)
- Fishing Pools & Revelation (campus, gender, generation, adopt-a-block, Love1000)
- Marketing & Advertising (inform, inspire, intrigue)

## **Session 1. Family Outreach Model – Babies in the House**

### **I. A New Model of Evangelism: Doing Outreach as a Family – God's Priority**

Sharing my history and God's heart for the lost – The Priority of Heaven  
Every evangelistic method is good – Stadiums, streets, tracts etc.  
Only one methodology produces babies in the house – Friendship Evangelism.

### **II. What Does the Bible Say About Outreach That Works. Acts 2:40 - 47**

The Church began with High Profile Evangelism. Missional and Attractional  
They grew from 120 to 3000 and shortly to over 50,000 (the counts were usually the men; spouse and children for each man) by creating families to belong to.  
The Lord was able to add to them daily those that were being saved.

### **III. How to Cultivate an Evangelistic Culture that Produces Babies in the House**

Remember the Goal: Disciples, not merely Decisions. How do we do this?  
Emphasize the Vision, Values, Priorities and Practices that will shift your culture.  
Instruct, Correct, Showcase and Celebrate the victories.

### **IV. Good Methodologies that Generally do not Produce Powerful Conversion Growth**

Revival-Driven Outreach – Will produce some transfer growth and adoptions.  
High Profile Evangelism - Stadium and large scale efforts are good but limited.  
Promotional Evangelism – Mailers, Ads, Social Media etc  
Street Evangelism – Treasure hunts, Tract evangelism, Street preaching, etc,  
Need-oriented Evangelism. Homeless, Special needs, Justice, etc.

### **V. How to Transition to a Conversion Growth Church: Babies in the House.**

Value all forms of evangelism but emphasize Family Evangelism  
Shift your outreach culture: Listen to our Culture Master Class  
Prepare your house for the Babies: How to childproof without compromise  
Create Small Groups that welcome and celebrate new believers  
Mine the Gold: Every new believer has a vein of relationship

## **Session 2 –Missional Evangelism**

### **I. Family Outreach Model Emphasizes Disciples, Not Decisions – Babies in the House.**

The Eschatological Priority of heaven is winning souls – everything else happens in heaven. Unfortunately, the majority of churches are not reaching the lost effectively. This requires a massive change in the way we do church. But keep it delight-directed!

### **II. What Does the Bible Say About Becoming a Missional Church. Matt. 9:35 – 10:8**

Jesus embodied the Good News of the Kingdom and was filled with compassion.  
Jesus addressed the heart by calling his guys to see the harvest and pray.  
Jesus empowered his team and sent them proclaim and demonstrate the Kingdom.

### **III. A Primary Value for building a Family Outreach Model is Intentionality.**

VISION: Jesus SAW the multitudes. We must shift the attention of our people.  
MISSION: Jesus modeled the compassion, intention, prayer and practices.  
CULTURE: Jesus equipped and empowered his disciples to do what he was doing.

### **IV. How to Lay the Foundations for a Missional Family Outreach Model vs. Attractional Model**

PRINCIPLES – Infuse your church with teaching, prayer, modeling and testimonies of outreach.  
PRIORITIES – Adjust your calendar and budget to reflect your priority for reaching the lost.  
PRACTICES - Help people align their life management to the priorities of Heaven.  
PROGRAMS – Periodic congregational outreaches help to keep the family focused outward.  
PERSONNEL – Invite true evangelists, raise up evangelists, empower evangelistic influence.

### **V. How to Build a Missional Family Outreach Model that Reaches the Right People in the Right Way.**

LIFESTYLE: Help people build outreach into their normal life patterns and existing relationships.  
FRIENDSHIPS: Equip your people to build intentional friendships with Coworkers and Neighbors.  
EQUIP: Practical tools such as 1) Tell your story, 2) Four Spiritual Laws, 3) Salvation Prayer  
EMPOWER: Train your people in supernatural ministry and do role-playing. Testimonies!!!  
ENFOLDING: Teach them how to include pre and new believers in small group community.

## **Session 3 – Attractional Evangelism**

### **I. Family Outreach Model (FOM) – Family is Both Missional and Attractional in Nature.**

FOM is intentional and missional with a strong commitment to “GO”.

FOM is simultaneously inclusive and Attractional, and committed to “Come and See”>

FOM must balance the Missional and Attractional Gospel to bring babies in the house.

### **II. What Does the Bible Say About FOM?**

We must become attractive to attract. John 4:5-42

Jesus encounters the woman at the well in several strategic ways.

1) Build a Bridge, 2) Declare a Promise, 3) Supernatural Gifts, 4) Apologetics, 5) The Choice  
She invited others to “Come and See” (v.29) and many believed as a result (v.39-42)

### **III. The Attractional form of FOM Depends on a Culture of Inclusiveness and Hospitality**

FOM does NOT mean we abandon our uniqueness and become “seeker-sensitive”.

It DOES mean that we become seeker-aware and translate our message and methods.

1 Cor. 11-14 is crucial to understanding the heart of God for the uninformed. (v. 16)

### **IV. How to Identify and Remove the Barriers to Kingdom Hospitality.**

IGNORANCE: We must understand the “kingdom longings” of our visitors

CHRISTIANESE: We must translate our lingo into language that is understood.

SPIRITUAL ECCENTRICITY: We must learn to be naturally supernatural.

CLIQISNESS: We must teach our people to meet and greet without awkwardness.

FEAR OF MAN: We must urge our people to follow up with visitors.

### **V. Keys to Creating an Attractional Church in Which Members Invite and Include Friends.**

CHILDPROOFING: Cultivate an environment that “includes without compromise”.

NETWORKING: Create a “net” of programs and presentations favoring guests.

EQUIPPING: Train your people how to invite, prepare and follow up on guests.

PATHWAYS: Design your internal pathways to maximize inclusion and involvement.

ALTAR CALLS: Create opportunities for people to make decisions to follow Jesus.

## **Session 4 – Every Member Evangelism**

### **I. Family Outreach Model: The ultimate purpose of family is Reproduction.**

Family had many wonderful purposes but the greatest purpose is multiplication. .  
The prime directive of God was “be fruitful, multiply, fill the earth and subdue it!” Gen. 1:26  
There is no greater joy in the life of a believer than leading someone to Jesus.

### **II. What Does the Bible Say?**

The Early Church grew daily by grassroots conversion growth. Acts 2:40-47

The outpouring of the Spirit produced 3000 souls but Family Church produced daily salvation.  
Apostolic teaching, fellowship, love feasts, prayer, power were key elements of connection  
They met “Publicly and from House to House” (46-47) and the Lord added daily...

### **III. Family Outreach Model utilizes the power of CULTURE to empower every member to minister.**

Small Group Focused: Missional and Attractional Outreach come together in SG Families.  
Evangelist Empowered: Outreach Workers lead an evangelistic focus and personal equipping.  
Every Member Participation: Each person can participate according to his/her gifts and calling

### **IV. Family Outreach Model: The Role and Responsibility of the Outreach Worker.**

IRTLS - Identify, Recruit, Train, Launch and Support the best person for the role  
MEETING ROLE – Share God’s Heart for 5-10 minutes and lead prayer for unreached friends.  
PERSONAL ROLE – Mentor each member of the Group in strategies and tools to reach friends.  
ORGANIZE MISSIONAL EVENTS – Periodic opportunities to present the Gospel out there...  
ORGANIZE ATTRACTIONAL EVENTS – Periodic opportunities to invite and include in the group.

### **V. ERIK FISH: How to create a Self-Reproducing Discipleship Movement in Your Church**

#### **Erik Fish**

Erikfish.com: Check out the great resources.  
Pocket Disciple: The Seven Experiences of Jesus  
Focus: Mobilizing new believers to reach out right away before they lose their unreached friends.

#### **Principles**

1. No evangelism without discipleship and no discipleship without evangelism.
2. Christians go to heaven, disciples bring heaven to earth
3. We are called by Jesus to make disciples ...not decisions
4. Every follower of Jesus is destined to become a disciplemaker
5. A new disciple can be the seed of a new church

#### **Fruitful disciples:**

- a. Connected with a mentor
- b. Connected with other new disciples
- c. Introduced to an intentional developmental track to be a lifelong follower of Jesus

## **The Seven Experiences**

The Change Experience – Repentance

The Water Experience – Baptism

The Fire Experience – Holy Spirit

The Tell Experience – Witness

The Love Experience – Love other believers

The Gather Experience – Fellowship around a meal

The Go Experience – Reproduction