

THE EVANGELISM MODEL

An Introduction

The purpose of the Evangelism Model is to facilitate an ongoing learning community among leaders, teachers, innovators and practitioners in evangelism to increase our effectiveness at every level. The model provides a construct that enables us to examine all aspects of evangelism and a common language to frame our discussion. This is simply an overview and introduction to the Evangelism Model. The principles are unpacked more fully in other related materials.

THE GUIDING VALUES

The Evangelism Model has been designed to help us:

Think biblically. It is built upon a biblical theology of evangelism.

Think comprehensively. It examines the whole of evangelism rather than focusing on a certain type or style of outreach.

Think contextually. It is principle based and applies equally well in any context or culture.

Think practically. The principles, and the insights that are discovered through the learning culture, will make a difference. They enable leaders to lead more strategically, teachers to teach more clearly, pioneers to innovate more effectively, and believers to witness more fruitfully.

THE MODEL'S COMPONENTS

God: The Master

Evangelism is always first and foremost a work of God. God is the hub around which all evangelism revolves and from which all evangelism draws its power. The Master component will enable us to address the spiritual dynamics that keep God at the center of all evangelism.

Purpose: God's Glory

Passion: Love for the Lost

Plan: The Great Commission

Power: The Holy Spirit

Prayer: Our Dependence

Leadership issues include:

Embracing mission, focusing vision and setting direction in evangelism.

Motivating and empowering evangelism.

The Relational Modes

As God works through believers in seeking to save the lost, there are three different types of relationships, or relational modes. These modes of witness are delineated by the nature of the relationship between the believer(s) and the unbelievers. God always seeks to work through our witness as a body, through our natural relationships, and through the relationships that result from intentional ministry outreach. A ministry's evangelistic impact is increased as it expands the influence of each relational mode. Evangelistic momentum is achieved as synergy is generated between all three modes. Understanding these modes will enable us to align our methods with God's work more effectively and expand the impact of each mode more fully.

Body Witness

Natural Witness

Ministry Witness

Leadership issues include:

Strategic planning in evangelism.

Balancing the tension between evangelistic philosophies and preferences.

The Effective Methods

The methods are the "how-to's" or what we do to reach out to unbelievers in evangelism. There are two essential elements in evangelistic methods – proclamation and persuasion. There are two helpful elements that can enhance the fruitfulness of our witness – preparation and process. This component will enable us to understand effectiveness in evangelism and adapt our methods according to the condition of our audience.

Preparation: Cultivating the Soil

Proclamation: Planting the Seed

Process: Watering the Plant

Persuasion: Reaping the Fruit

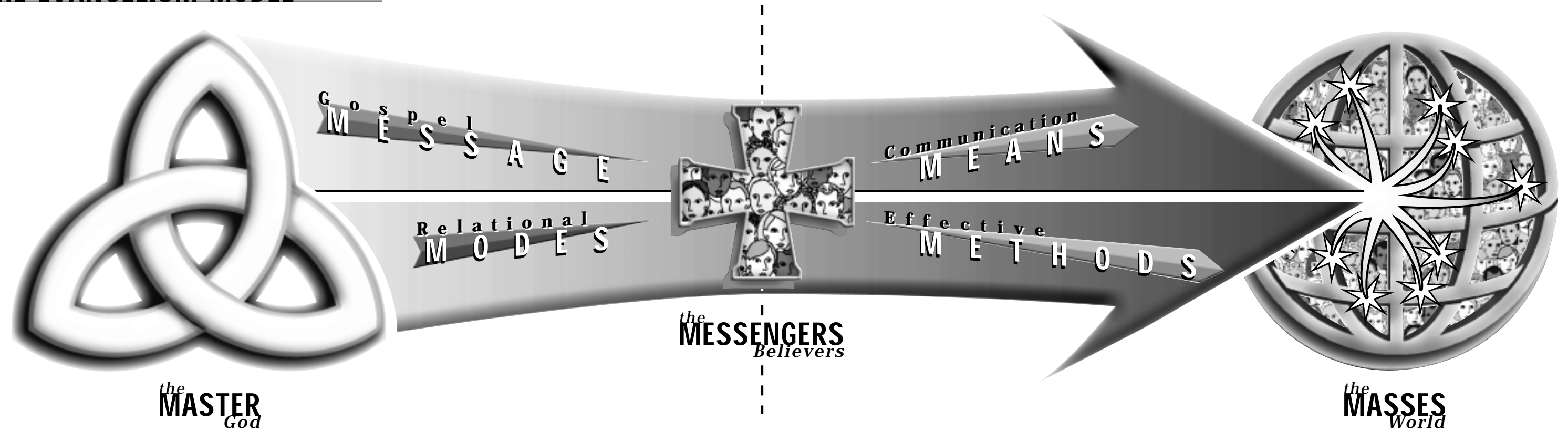
Leadership issues include:

Tactical planning in evangelism.

Increasing and monitoring effectiveness in evangelism.



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The World: The Masses

Evangelism is always influenced by the context in which it occurs. Each context is unique and influences both the message that is shared and the method that is used. This component will enable us to better understand and discuss the context in which we do evangelism.

- The Personal Context:** Spiritual Proximity & Spiritual Process
- The Social Context:** Insiders & Outsiders
- The Cultural Context:** Worldviews, Pop Culture and Other Influences
- The Spiritual Context:** Spiritual Powers of Light & Darkness

Leadership issues include:

- Contextualizing evangelism - individually, socially and culturally.*
- Leading evangelism into and among affinity groups and social groupings.*
- The gospel and culture, including the influence of world views (postmodernism, world religions, etc.).*

Believers: The Messengers

God desires to use all believers as his messengers in sharing the gospel of Jesus Christ with the unbelieving world. He will use any and all, despite their maturity and training, if they are available and in contact with unbelievers. But maturity, training and experience can enhance the believer's fruitfulness. Understanding this component will enable us to involve every believer in the work of evangelism in appropriate ways and think strategically about their development as witnesses.

- Lifestyle witnesses, who witness as a way of life.**
- Laborers, who are being equipped and engage in specific outreaches.**
- Leaders, who take responsibility for ongoing evangelistic efforts.**

Leadership issues include:

- Mobilizing each and every believer in appropriate witness.*
- Training and developing believers in evangelism.*

The Gospel Message

The gospel is the life-changing message of Jesus, which never changes. The essence of the gospel is simply the message that Jesus is the Christ, who died and rose and now offers forgiveness of sin to all that truly believe in Him. The fullness of the gospel is revealed through the biblical Gospels themselves and through all of Scripture. The relevance of the gospel is drawn out of its fullness. The power of the gospel is tied to its essence. This component will enable us to understand more fully the message we bear to the lost world around us.

- The Essence of the Gospel**
- The Fullness of the Gospel**

Leadership issues include:

- Protecting the theological integrity of our message.*
- Guiding the biblical and theological development of our messengers.*

The Communication Means

We have numerous means available to communicate our unchanging gospel message. Some means are personal and are employed spontaneously under the Spirit's guidance. Others have been developed to equip believers to effectively reach the lost within certain contexts, thus becoming transferable. The effectiveness of any communication means is influenced by both the messenger who uses it and the context in which it is used. Understanding this component will enable us to carefully develop and select our means of communication in light of our ministry context.

- Biblical Presentations**
- Transferable Presentations**
- Contextualized Presentations**

Leadership issues include:

- Innovation: Developing and/or utilizing new tools for evangelism.*
- Selection: Identifying the most effective contexts for particular resources.*
- The impact of various media forms on the clarity and relevance of the message.*