



**LIVING MINISTRIES INTERNATIONAL**

AN INTERNATIONAL MINISTRY OF REACHING • PREACHING • TEACHING

**DEVELOPING AN  
EVANGELISTIC STRATEGY  
FOR  
LOCAL CHURCH/ES**

**FACILITATOR'S GUIDE**

## **PRINCIPLES FOR PREPARING AN EFFECTIVE EVANGELISTIC OUTREACH**

### **1. THE PERSPECTIVE - CRUSADE/ MISSION EVANGELISM**

#### **(i) Evangelism in Perspective with Other Churches**

*“Evangelism is not competitive with the other ministries of the Church, but rather complimentary to them. Each needs the other for the total health of the body and for fulfillment of the Great Commission.”*

#### **(ii) Crusade / Mission Evangelism must be kept in perspective with other forms of Evangelism**

*“Mass Evangelism is merely the extension of other forms of evangelism and, in particular, personal evangelism. In Crusade/Mission Evangelism many different methods are emphasized.”*

#### **(iii) Co-Operative Evangelism must be kept in Perspective**

*“Co-operative Evangelism is never a horizontal union requiring uniformity among all participants, but a*

*vertical unity, whereby we commit ourselves to a common purpose, the proclamation of the Gospel”*

(iv) **The Ministry of the Evangelist in Perspective**

*“The gift of the Evangelist is never to operate within a vacuum, but rather within the context of the Body of Christ and the gifts of the Church.”*

(v) **The Mission in Perspective**

*“A Crusade is not a method, but rather a mission that encompasses an entire city or area, employing a variety of evangelism methods based on biblical principals.”*

**2. PURPOSE - PRIMARY OBJECTIVES OF CRUSADE / MISSION EVANGELISM**

(i) **To Evangelize the Community**

- Combining the ministries of **Personal Evangelism**
- Evangelism and **Proclamation**
- **Evangelism.**

(ii) **To Strengthen the Local Church**

**The evangelism of those without cannot be separated from the rekindling of devotion of those within.**

3. **PREREQUISITES TO ASSESS WHEN TO LAUNCH A CRUSADE/MISSION**

- (i) **Concern**
- (ii) **Commitment**
- (iii) **Climate**
- (iv) **Convenience**

4. **PREPARATION - THE ORGANIZATIONAL PROCESS**

- (i) **Organization**
- (ii) **Recruitment**
- (iii) **Training**
- (iv) **Function**

4. **PROMOTION - FACTORS THAT INFLUENCE ATTENDANCE**

- (i) **Publicity & Advertising**
- (ii) **Involvement**
- (iii) **Personal invitation**
- (iv) **Wider co-operation**

## 6. PROCLAMATION - EVANGELISTIC PREACHING

(i) The Task *“The proclamation of a historical, Biblical Christ as Saviour and Lord, with the view to persuading people to come to Him personally and so be reconciled to God.”*  
(Lausanne Covenant)

(ii) The Message *“To spread the good news that Jesus Christ died for our sins and was raised from the dead according to the Scriptures and, He now offers forgiveness to all who repent and believe.”*  
(Lausanne Covenant)

(iii) The Message should have authority, simplicity and urgency.

(iii) The Preacher should preach for a verdict.

## 7. PRESERVATION - DECISIONS INTO DISCIPLES

(i) Immediate follow-through

(ii) Long range follow-through

(iii) The great follow-up agent

## **8. PRODUCT - LASTING BENEFITS TO THE LOCAL CHURCH**

(i) Training of Laity

(ii) Unifying of Christians

(iii) Emphasis on Witness and Evangelism

(iv) New additions

(v) New sensitivity to church and community needs

(vi) A new appreciation of the power of prayer

(vii) Spiritual renewal

(viii) Voice of God to the community

## **9. PERSON - THE MAN GOD USES**

- Must be certain he has a personal experience with

## **Jesus Christ**

- **Must be certain he has a call from God**
- **Must have a systematic devotional life**
- **Must be a person of prayer**
- **Must be Spirit-filled**
- **Must have a compassionate and sensitive social conscience**
- **Will have a love for his brother and sisters in the ministry**