



LIVING MINISTRIES INTERNATIONAL

AN INTERNATIONAL MINISTRY OF REACHING • PREACHING • TEACHING

EVANGELISTIC PREACHING



FACILITATORS GUIDE

EVANGELISTIC PREACHING

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The Proof

*If Elephants can be taught to Dance
If Seals can be taught to Perform
Then Preachers can be taught to Preach*

1. THE PASSION (1 Corinthians 5:14)

2. THE PREPARATION

Samuel R Schutz of Gordon-Conwell Seminary says there are four groups of people to whom we must minister:

- Sceptics, who are unreceptive
- Prodigals, who are converted but backslidden
- Seekers, who are receptive but unconverted
- Pilgrims, believers making progress in the Lord

Personal - Coward's Castle

Practical - Relevancy - in season, out of season

Spiritual - Word, Prayer, Sensitivity

3. THE PEOPLE

No apology, no shame - preach the Word. Basic needs:

- Guilt
- Emptiness
- Loneliness
- Fears

Generation Gaps

There are four distinct Generation Gaps:

- **The Builders (1910 – 1946)**
 - They survived two world wars and a depression
 - Have traditional values
- **The Boomers (1946 – 1964)**
 - The largest generation – make up 30% of the population
 - Materialistic
 - Achievers
- **The Busters (1965 – 1984)**
 - “Generation X” – kids of the Boomers
 - Purposeless – from broken homes
 - Value the media, cyberspace, the body (how it looks and feels)
- **The Bridgers (1985 onwards)**
 - Second largest generation, being 29% of the population
 - The bridge to the 21st Century

4. THE PURPOSE

*“The communication of Truth through human personality
so that listeners can make
a clear response of the will”*

Preach for a verdict — allow this to come through all the time. (Moody)

“20% of New Testament is composed of the actual words of Christ. According to Ralph and Greg Lewis, the total recorded words of Jesus “would equal approximately ten thirty-minute sermons” (The Pastors Best Friend, James O Davis)

5. THE PITFALLS

- ✓ **Discouragement** - no response
- ✓ **Deviation** - compromise
- ✓ **Demonstration** - do not have to prove truth
- ✓ **Devious Devices** - gimmicks
- ✓ **Dated** - terminology

6. THE PRESENTATION

Focus of Message

- **Sermon moves towards Decision**
 - **Ask Questions – Are you sure?**
 - **Give Statements of Fact**
 “You can’t remain neutral!”
 Gospel demands decisions effecting the
 Mind, Emotions and Will
 - **Offer Statements of Assurance**
 - **Deal with barriers :**
 Pride, Peer Pressure, Etc.
-
- **Expositional**
 - **Topical**
 - **Textual**

➤ **Character Study**

- ✓ **Simple**
- ✓ **A Clear Outline**
- ✓ **Illustrated - not overdone - to illustrate a point**
- ✓ **Progressive Thought**
- ✓ **Concise Conclusion - sting in the tail - decision**

Five Questions (Design for Preachers – H Grady Davis)

- i. **What is he talking about?**
- ii. **What is he saying about it?**
- iii. **What does he mean?**
- iv. **Is it true? Do I believe it?**
- v. **So What?**

Issues a Preacher needs to be aware of:

- **Theological issues**
- **Emotional issues**
- **Defensive issues**

7. THE APPEAL

Purpose of Invitation

Not simply a neat wrap up. It is the focus, the climax

A. Because the Gospel Demands a Response

No neutrality. Not to decide is to decide not to.

B. Because an Invitation brings people to a place of Decision following the preaching of the Gospel.

C. An Invitation is a Means of Assurance, one can look back to a day and date.

D. People respond for various Reasons i.e. Salvation, Restoration and Rededication.

Decision-Making Process, determined by:

➤ **Visual cues (55%) – mannerisms; gestures; head and facial expressions; platform deportment; eye contact; clothing. Project overall presence of Evangelist.**

➤ **Vocal cues (38%) – quality intonation, pauses and fillers. Voice projects the “landscapes” of sermon – volume, speed and tone. Pause – helps preacher and audience to catch up. Fillers (padding) – avoid at all cost.**

➤ **Verbal cues. Actual words of presentation account for 7% of presentation (average person responds by feelings then by facts), therefore, words should be chosen carefully for maximum impact.**

Caution: Words saying one thing but voice saying another causing confusion.

The Appeal must be :

- **Clear – not general**
- **Not Pressurized**
- **Given with Confidence**
- **Varied**

8. THE PROOF

Responses:

Salvation
Restoration
Re-dedication

Be Prepared:

Salvation	- Counsellors
Restoration	- Materials
Re-Dedication	

THE DYNAMICS OF AN EVANGELISTIC SERVICE

1. THE PREPARATION

a. TIMING:

- Concern
- Commitment
- Climate
- Convenience

b. ORGANIZATION PROCESS:

- Organization
- Recruitment
- Training

Goals to be set:

Prayer

Personal Contact

Promotion

Punctuality

2. THE PROGRAM

It is **NOT** a Celebration, Conference or Congress.

It must be:

Short

Simple

All about **Salvation**

With a **Spirit of Expectation**

Who are we trying to reach?

3. THE PRESENTATION (To be relaxed)

- **Professional without performance**
- **A clear flow from beginning to end**
- **Your Evangelist ...**
Who is he? A Pastor/Evangelist
What does he need to know?

The Appeal is the moment of truth, faith and Risk. It must be:

- **Sensitive**
- **Simple**
- **Sincere**

4. PRESERVATION

- **Counsellors to follow up immediately**
- **Follow through**
- **The great follow up again – 30%, 60%, 100%**

Additional Considerations

**Seating
Lighting
Ventilation
Sound**

**Crowd Control (eg Parking)
Security
Platform Party**