

Framework For Community Outreach & Evangelism Strategies

Heaven Culture, Sunday 07/07/24, 10:30am

Elder/Pastor Arthur Ledlie

The “Great” Framework for Community Outreach and Evangelism:

1. **The Great Harvest:** Matt. 9:35-38 (NKJV):³⁵ Then Jesus went about all the cities and villages, teaching in their synagogues, **preaching the gospel of the kingdom**, and healing every sickness and every disease among the people.^[a]³⁶ But when He saw the multitudes, **He was moved with compassion** for them, because they were weary^[b] and scattered, like sheep having no shepherd.³⁷ Then He said to His disciples, “**The harvest truly is plentiful, but the laborers are few.**³⁸ Therefore pray the Lord of the harvest to send out laborers into His harvest.”
2. **The Great Reconciliation:** 2 Cor. 5:17-20 (NIV) ¹⁷ Therefore, if anyone is in Christ, the new creation has come: The old has gone, the new is here!¹⁸ All this is from God, who reconciled us to himself through Christ and gave us the ministry of reconciliation:¹⁹ that God was reconciling the world to himself in Christ, not counting people's sins against them. **And he has committed to us the message of reconciliation.** ²⁰ We are therefore Christ's ambassadors, as though God were making his appeal through us. We implore you on Christ's behalf: Be reconciled to God.
3. **The Great and New Commandments:** Matt. 22:37 (NKJV) ³⁷ Jesus said to him, ““You shall love the LORD your God with all your heart, with all your soul, and with all your mind.”^[a]³⁸ This is the first and great commandment. ³⁹ And the second is like it: ‘**You shall love your neighbor as yourself.**’^[b] ⁴⁰ **On these two commandments hang all the Law and the Prophets.**” The “New” Commandment: (Jn. 13:34): **34 A new commandment I give you: Love one another. As I have loved you, so you also must love one another.** ³⁵ By this everyone will know that you are My disciples, if you love one another.”...
4. **The Great Overcoming Testimony:** Rev. 12:11 (NASB) **“And they overcame him** because of the blood of the Lamb and because of the **word of their testimony**, and they did not love their life even ^[a]when faced with death (Overcome: Enekresan: Conquer/Prevail)
5. **The Great Preparation:** 1 Pet. 3:15,16 (TPT) But give reverent honor in your hearts to the Anointed One and treat him as the **holy Master of your lives**. And if anyone asks about the hope living within you, **always be ready to explain your faith with gentleness and respect.**
6. **The Great Commission:** Matt. 28:18-20 (AMP)¹⁸ Jesus came up and said to them, “**All authority** (all power of absolute rule) in heaven and on earth has been given to Me.¹⁹ **Go therefore and make disciples of all the nations** [help the people to learn of Me, believe in Me, and obey My words], baptizing them in the name of the Father and of the Son and of the Holy Spirit,²⁰ **teaching them to observe everything** that I have commanded you; and lo, **I am with you always** [remaining with you perpetually—regardless of circumstance, and on every occasion], even to the end of the age.”
7. **The Believer’s Great Job Description:** Matt. 10:7,8 (NAS) ⁷ **And as you go,** ^[a] **preach**, saying, ‘**The kingdom of heaven** ^[b]**is at hand.**’⁸ **Heal the sick, raise the dead, cleanse the lepers, cast out demons. Freely you received, freely give.**

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Objectives:

- To conduct a brief overview of **Community Outreach Strategies** as part of a Sunday service exhortation and equipping session.
- To demonstrate that the Bishop/Pastor/Minister/leader/believers associated are anointed and appointed to win souls as this is part of the Lord's Great Harvest/Commandment/Commission/Job Description
- To teach so that the Pastor/Minister/leader/believers internalize the compassion, empowerment and call to receive people in prayer and fasting ahead and during lifestyle “as you go” and collaborative soul winning efforts
- To demonstrate how to intentionally and regularly lead people to Christ at services and in many public and life transition engagements (public events, conferences; life transitions –weddings, funerals, baptisms, dedications)
- To demonstrate how to employ networking, media and social networking to additionally enhance how God is already using you in your growth confession and practice

Working Definition: Evangelism:

Evangelism: The **proclamation, practice, function or operation** of bringing the “Good News” of Jesus Christ and His Kingdom to those who do not know or believe in Him as the savior of man.

Working Definition: Outreach:

Outreach is the effort by individuals in a church **organization** or para-church group to connect Jesus/their love for others/their relationship with God/their ability to change others' lives/the opportunity for benefits with organizations, groups, specific **audiences** or the general **public**.

Outreaches are often a **strategy** as a **two-way street** in which outreach is **framed** as engagement for connective response. Outreach **strategies** are linked to the organization's **mission**, and definite targets, **goals**, and **milestones**.

Working Definition: Community:

The word "**community**" is a broad term for fellowship or organized society.^[2] Communities can be categorized in terms of location, culture and organizations:

1. **Geographic Communities:** range from the local **neighbourhood, suburb, village, town** or **city**, region, nation or even the planet as a whole. These refer to communities of location.
2. **Culture Communities:** range from the local clique, sub-culture, **ethnic group, religious, multicultural or pluralistic civilization**, or the **global** community cultures of today. They may be included as communities of need or identity, such as **disabled persons**, or **frail aged** people.
3. **Organizational Communities:** range from informal **family** or **kinship** networks, to more formal **incorporated associations, political decision making** structures, **economic** enterprises, or professional associations at a small, national or international scale.

Communities can be and are nested; one community can contain another—for example a geographic community may contain a number of ethnic communities.

Working Definition: Networking:

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Networking is a [socioeconomic](#) activity by which groups of like-minded people recognize, create, or act upon friendship, meeting or touch points such as to engage in outreach, business, recreational or social opportunities **to be with other people.**

Framework for Community Outreach: The Pastor Is The Leader, The Leader Is The Pastor; All Leaders Walk Together

5 Ways For Pastors/Ministers/Leaders To Lead/Grow Soul Winning Congregations/Fellowships Into Community Outreach Centers:

Tactics Employed By Largest, Fastest Growing Congregations In the World:

(Isa. 58:5-14; Jn. 14:12-14; Josh 29:31)

1. **Pray, fast, confess and personally participate for souls**
2. **Program** for souls in church services, outreaches, life transition, prayer and community conspiracy of kindness touches and events
3. **Ask every team and leader** how they are winning, affecting, associating with or loving souls
4. **Share testimonies** in every staff meeting of soul winning (ILL: Lansing Mount Hope: Board Room Wall Graph)
5. **Dream, think and expand** on what you have done and who you are connecting with to win souls.

3 Principles of Purging and Placing Soul Winning In Your Life

Pray for Personal Purging in Scripture, Word, Thought and Deed (John 1:12; I John 1:9)

The Word gives all Christians a commission with authority, ability and anointing to win souls; Pastor included: We need to purge what the institutional church has modeled and taught that believers should subscribe to as “professional” or “titled” or “gifted” ministry. We are all Christs ambassadors from the moment we are saved. Don’t let other’s lack of personal commitment or non-functionalitiy/dysfunction model or control your level of abundance (not in finances, soul winning or anything)

1. **Shake off-purge**-- the old paradigm that soul winning is restricted only to a five fold ministry “title”
2. **Shake off-purge**-- soul winning as a skill others have; and believe for God’s harvest for you as part of God’s Great Harvest/Commandments/Commission/Job Description
3. **Shake off-purge**-- others inability and embrace your increased capacity for grace, favor and ability to win souls

3 Questions and Actions for Every Pastor/Leader/Minister/Leader/Believer: Saying/Thinking/Doing

Pray for Personal Persuasion. (I Corinthians 15:1-7; II Timothy 1:7; Prov. 23:7)

1. **Do we say this?** “I am a soul winner; I am winning souls” Your words have power.
2. **Do we think this?** “I am a soul winner... I am winning souls” “As a man thinketh, so is he” (Prov. 23:7)
3. **Do we do this?** “I am a soul winner; I am winning souls” By revelation, I receive what I plan for and do in God’s Great Harvest/Commandments/Commission/Job Description

4 Reasons Some Leaders/Believers Are Powerful Soul Winners and Some Are Not

Pray for personal power and results in declaring “souls come to Christ” (Mark 11:22-24; Acts 1:8; 2:29-31)

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1. **Altar calls and asking people individually if they know or would like to know Christ** (the action of evangelism and ground of discipleship) are not options but a privilege and empowered command and commission. Always include (as much as possible and with love, patience and wisdom) in every service, funeral, wedding, opportunity or conversation as the Holy Spirit leads you.
2. **Personal witnessing or evangelism**, just as every faith action, is a “get to” and not a “have to”
3. **“Believe and receive”**; basis for all promises of God being fulfilled; including souls being saved generally and specifically
4. **Your love for others grows** when you begin thinking, praying and living in such a way that others would know and want to know Jesus.

4 Questions That Reveal A Leader's Attitude on Souls:

Practice sowing and personal confession for the exposure to, engagement of and assisting in the conversion of souls (You reproduce what you sow for/steward over, pray for; you receive what you believe for, you win what you fight for: Deut. 6: 5-9; Ps. 1:1-3; Prov. 3:5-6; Isa. 26:3; Matt. 22:37; Jn. 3:16; Dt. 8:18; 2 Cor. 9:6-8, 10-13; Ps. 35:37; Prov. 10:4; Eph. 4:28; Lk. 6:38; Mal. 3:8-10)

1. Are you **sowing** for them?
2. Are you **praying** for them?
3. Are you **believing, speaking to others and inviting people to know Christ**. Are you holding altar calls for them?
4. Are you **fighting to win them** from where they are to where God wants them to be?

Church Evangelism and Networking: Evangelism Means Receiving Others

3 Reasons You are Able to Receive and Win Souls In Community Outreach

The big Question, Answer and Commission. (Matthew 28:19, 20; Romans 1:16).

Overcome the gap between willingness and ability; all are able, but not all seem willing...are you?

1. **The Bible commissions you and me to go into all the world** (this great commission was given to the entire group of the disciples regardless of gift/skill sets...he didn't tell you exactly how operationally outside of the passion to labour and study/Biblical training, but the reason is to win souls)
2. **The Bible commissions you and me to explain/exhort/declare/preach** (preaching is associated with the “Good News” of “Salvation”, teaching to and on how to follow Christ and to live His abundant life).
3. **The Bible commissions you and me to make disciples and make these disciples of all nations** (disciples have to first be saved; discipling includes salvation)

5 Expectations of the Extraordinay to Pursue in “Power” Evangelism and Community Outreach:

Practice “Power” versus “Program” evangelism. (Matt. 10:7,8; Isaiah 58:1-6; II Timothy 1:7; Philippians 3:8-10)

1. **LOVE**: Loving others: expect to transform others by loving them as yourself. Love is the proof of how the world knows we are Christians (Matt. 22:35-39; 5:43-48; John 3:16; 13:15; 1 Cor. 13:13)
2. **AVAILABILITY TO ACTIVATE**: Be always available to activate or take action in a God need direction. Be prepared for interruptions and use cadence and schedule for soul winning; but always have the switch on instead of only allotting time for others; God can still use the availability, but just stand patient, listening and

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available. Persevere to overcome daily schedules, prejudice even personal “energy” barriers to communication relationships with strangers. (Matt. 5:16; 1 Pet. 3:15; Heb. 13:2)

3. **POWER:** Expect and allow the power of God; the supernatural with signs, wonders; gifts of word of knowledge and word of wisdom to open doors for people to know Christ (Matt. 10:7,8; 2 Tim. 1:7; James 4:7)
4. **KINGDOM ENCOUNTERS:** Desire Holy Spirit-led Kingdom encounters. Witnessing is more fruitful with spirit-led encounters, spiritual inclinations, and divine appointments. (Matt. 6:33; Rom. 8:14; Matt. 28:18-20)
5. **USE WHAT IS IN YOUR HAND:** Use what is in your hand. Ask the Lord, “What is in my hand?” He will show you and add to it and use that and whatever He needs to do or get to the situation with signs following. Find a need and meet it; find a hurt and heal it; find a “whole” and fill it. (Ex. 4:2; Matt. 6:33; 1 Chron. 4:10; Isa. 54:2)

Church Evangelism and Networking: Take The Territory Instead of Talk About It

7 Territories you must take to reaching and rooting new believers in the church (Joshua 1:2, 3; 5-9)

Use the principle of the “set free” anointing in evangelism: to set the captives free, not to feel like a freed captive (Isaiah 58:6-14; Mark 9:23; 16:13-15; Luke 4:18; 1 John 2: 27).

1. **Territory of denial, dedication, and decision to labor for the harvest.** (Matthew 9:38, 16:24; 25:37-40; James 1:27). Will the will of God for cultivating His harvest of souls.
2. **Territory of 4 “soils”** (Matthew 13:3-9). Four basic types of people you must know and know how to communicate with for Christ.
3. **Territory of “the land”** (Joshua 1:2; Acts 1:8). God has given you territory—your city, His promise
4. **Territory of “every place”** (Joshua 1:3) Go forward, not backward in your “revealed” territory
5. **Territory of “the Lord... with you”** (Joshua 1:9) God is your ability to give people the ability for eternal life
6. **Territory of “success”** (Joshua 1:5-9; Mark 9:23; Philippians 4:13) You are a successful soul winner,
7. **Territory of “power/revival/move of God”** (Acts 8:4-8; Matt. 10:7,8) **God is calling “Phillips” today to preach, heal the sick, raise the dead, cleanse the lepers, cast out devils ... revival and the move of God follows.**

Media and Social Media: Networking Reaching People:

Know the Difference Between Media and Social Media

- “Media” is simple use of one way communication tools to reach people.
- “Social Media” networking implies two-way communication

Use Media Multipliers:

12 General Communications Media Tools Every Church Should Utilize for Community Outreach:

1. Signage and designators with address and phone number and service times (tells people where you are, how to contact you when to come as most churches –over 85% –do not hold office hours)
2. General “Connect” Communications: Phones and accessibility (If no one on phone, forward the phone to your cell or someone willing to speak with people wanting to know about you; voicemail calls returned in 24 hours or less; emergencies: 30 minutes).
3. Facebook Page: Simple with service times, contact number and people to talk to with current events highlighted and updated frequently.

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4. Websites: Including contact email (can put up a construction page free with your phone number until you get resources; websites run free, \$39/month; \$399-699 average; total with monitored packages \$1,500 to \$4,000; call if you need sources)
5. Social Media Accounts: Facebook live; Instagram, Twitter, snapchat
6. Group Text: WeChat, Group Me, Remind 101
7. Establish a database, mailing list and contact base; build by registering events and taking online logins for special/streaming or other catalogued events
8. Newsletters: Can be digital; sent monthly, or just a “Meditation Moment” or “Word From Pastor” or texts
9. “In house” publications: Sunday/Wednesday Information/Bulletins and Visitor/Member/Prayer Request/New Convert Cards/books (easy to produce, but should have completed).
10. Google search engine optimization on your name/brand: Review and upgrade your posting position and how others view you and your group
11. Outreach.com: amazing amount of outreach resources for you and your church
12. Expansion Team Assessment: Use Bridge Networks to help you

Lead With Love and Power and Utilize All Communications Channels For Soul Winning and Community Outreach: 3 Levels To Work With God To Lift Up the Name of Jesus

- **Love and Power:** Love, Miracles and Testimonies based on the Word, faith, **revelation** and vocal outreach about what the Lord has done in people’s lives: Best and strongest biblical pattern (**Matt. 10,7,8; Mk.16:17; Acts 8:4-8; Jn. 12:32; Jn. 14:12-14; Matt. 5:16; Jn. 14:12-14; James 2:20, 26; Jn. 5:4; Rev. 3:8**)
- **Promotion and Marketing Level:** Examples/Ideas: Television, Radio, Fliers, posters, billboards, bus placards, hotcards, pens, bracelets, banners, truck LED, LED billboard fillers, website banner advertising, google placement of website and church communications Eblasts, email, newspaper, yellow pages, waterbottle covers, restaurant placement sponsorships, lighted signs, airport signage,
- **See “Over 100 Outreach Ideas For Your Church”** (below; not complete list, not to do without being led by the Spirit, but provided for you as “idea” generators.

Social Media Examples and Uses:

- **Facebook:** Great for churches and church events, updates, messaging for services
- **Twitter:** Great for churches, instant updates; excellent for breaking news but not monitored well
- **Instagram:** Great for photo updates and VIP meeting network alerts
- **YouTube/Vimeo:** Use for uploading videos of you, your message excerpts and special event shorts, advertising for free

Principles of Social Media Usage:

- Engage and stay consistent because people will lose interest.
- Say things people want to read; not talking at people, but with people
- Have someone you trust to “monitor” your accounts;
 - Facebook needs to be monitored daily
 - Twitter needs interaction much more frequently

Bible study nugget –three sentences (quote and 3 sentences on Twitter)

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Identifying and Working with 26 Prospects and Outreach Ideas:

- 1) **Children of Members:** Always remember to invite and be ready for them in weekly and seasonal events.
- 2) **Spouses of Members:** Usually have attended with their believing spouse; but keep inviting them.
- 3) **Friends Who Attend Youth Functions With Our Youth:** These provide a contact that is many times overlooked.
- 4) **Non-members Who Attend Ladies' Bible or Special Classes:** Friends easy to invite to these classes or get togethers.
- 5) **Benevolent Contacts:** When we show care and concern for others, they are open to invitations for more.
- 6) **Bible School and VBS Contacts:** By their attendance they have indicated an interest in Bible study.
- 7) **Visitors to Worship Services:** By their attendance they have displayed an interest in the church.
- 8) **Hospital Contacts:** Those undergoing serious illness often see and want invitations for prayer and to know the Lord
- 9) **Delinquent Members:** (James 5:20). Caring for them takes patience, effort and love; but saves from death.
- 10) **Neighbors:** We should want those who live near us in this world to also be close to Jesus in Heaven.
- 11) **Fellow Employees:** We work with these 5 days a week... we can invite them to join the family
- 12) **Door knocking:** Literature distribution and prayer for any and all needs produces miracles (ILL: Saturate USA)
- 13) **Friends and Relatives of Members:** Members can help you in contacting their friends and relatives
- 14) **Newcomers to Town:** They are seeking to establish new friends and are putting down new roots.
- 15) **Visitors to Your Home:** We need to ask them to join us at home Bible studies, church, prayer
- 16) **Those Who Take Bible Correspondence Courses:** These have already indicated an interest in Bible study.
- 17) **Funerals:** Those attending funerals are sensitive for invitations to know Christ closer.
- 18) **Fair or Prayer Booths or Prayer Truck:** Find a common point of contact to pray with others
- 19) **Jails & Prisons:** Many incarcerated people make time for Bible study or prayer
- 20) **Rest Homes:** People in rest homes like visitors and may want a personal Bible study.
- 21) **Newspaper & Radio Contacts:** These show an interest by responding to newspaper, TV, and radio contacts.
- 22) **Questioners & Objectors:** One who questions or objects is welcome and needs to feel welcomed.
- 23) **Friends of New Converts:** Many times a new convert has friends; ask them to always feel free to invite them
- 24) **People Seeking Counseling:** These are needing and wanting to make changes in their lives.
- 25) **Those Getting Married:** Couples want their best life and Christ can give them more than what they have
- 26) **People Undergoing Trauma:** People undergoing serious problems are usually looking to God for help

Over 100 Outreach Ideas for Churches (Chuck Warnock and Bridge Networks)

1. Prayer and Fasting
2. Illustrated Sermon/Production
3. Sponsor a school or classroom
4. Angel Food Ministry
5. Family movie night
6. Super Bowl party/Game Day
7. Resource Center
8. Host/Record a music concert
9. Block party
10. Community festival
11. Halloween alternative
12. Community heroes
13. Christmas nativity tour

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14. Community garden
15. Art show
16. Build a labyrinth
17. Free hotdog lunch
18. School supplies
19. Parents' night out
20. Mother's morning out
21. Partner to raise money for a local cause
22. Invite former members back — homecoming
23. Themed worship
24. Recognize special groups
25. Pulpit exchange or joint worship with other congregations
26. Community VBS
27. Community thanksgiving service
28. Thanksgiving singles/seniors/+
29. Trunk-or-treat
30. Day camps
31. Multi-generational groups
32. Crafting, scrapbooking, quilt-making groups
33. Day trips for seniors
34. Senior adult programs, lunch
35. Talent show
36. Church yard sale
37. Blessing of the bikers/animals/civilservants day
38. Free carwash
39. Make a difference day
40. Martin luther king day events
41. English as a second language
42. Computer access/Café'
43. Computer training
44. Grief workshop
45. Grandparent's day
46. Mother's day
47. Father's day
48. Advent activities, booklet, devotion guide
49. Milestone celebrations — anniversary, debt-free, etc
50. Achievement recognition — ball teams, championships, etc
51. Election day activities
52. County or state fair booth
53. Tradeshow booth
54. Tourism booth
55. Homebound ministry
56. Grief ministry
57. Nursing home ministry
58. Report card rewards
59. Skate park
60. Soundcheck like event
61. Lock in
62. Lock out

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- 63. Youth service corps
- 64. Door-to-door food collection and community food distribution
- 65. Christmas parties for seniors, kids, families, target groups
- 66. School recognition
- 67. College day
- 68. Financial peace courses
- 69. Driving courses that target very young or AARP groups
- 70. Election forums
- 71. Non-profit helping agency fair
- 72. Volunteer recognition and thanks
- 73. Social services, community action partnerships recognition
- 74. Literacy program
- 75. Addiction programs
- 76. Single adult programs
- 77. Single parent groups
- 78. Special needs events
- 79. Health screenings
- 80. Diet and cooking classes
- 81. Book discussions
- 82. Neighborhood inventories and assessments
- 83. Prayer ministry in the park and outdoor locations
- 84. Open sanctuary or prayer room
- 85. Daily office prayer encouragements
- 86. Taize services
- 87. Community celebration events
- 88. Community unity events
- 89. Community newsletter or bulletin board
- 90. Newborn gifts
- 91. Newcomer welcome baskets
- 92. Graduate recognition
- 93. Community music program for children, seniors
- 94. Helping resource inventory and volunteer directory
- 95. Home and Family blessings
- 96. Weddings and funerals
- 97. Boy scout, girl scout, b&g club sundays
- 98. Second sunday fellowships
- 99. Personalized invitation
- 100. Easter, palm sunday invitations
- 101. Food, clothing, and cleaning supplies pantry
- 102. Civic club Sunday
- 103. Family skate nights

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