

Framework For Community Outreach & Evangelism Strategies

Heaven Culture, Sunday 07/07/24; 8/18/24, 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, declare with faith decrees 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 inactive /dysfunction model 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.

5 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 **circling in prayer or declaring in faith** God’s life for them and the world connected to them?
2. Are you **believing, speaking to others and inviting people to know Christ**. Are you holding altar calls for them?
3. Are you **fighting to win them** from where they are to where God wants them to be?
4. Are you **sowing** for them?
5. Are you risking anything to see anyone come to Christ?

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 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.)
2. **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)
3. **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)

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)
6. **Faith is spelled: R-I-S-K;** nothing invested, tried or spoken....nothing done; everything starts with risking love, time, words, resources, actions in the direction of faith to change lives (Abraham left his family and country to follow God; Peter walked on water; Mary gave birth to Jesus... what are we risking to follow Jesus TOWARDS AND WITH OTHERS to come back to or be “reconciled” to God.

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)

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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.
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, X, snapchat, Tik Tok,
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, waterbottle covers, restaurant placement sponsorships, lighted signs, airport signage...if you can see it, dream it, feel it then use it to promote the Gospel.
- **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
- **X:** 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/Tik Tok:** 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

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- Have someone you trust to “monitor” your accounts;
 - Facebook needs to be monitored daily
 - Twitter needs interaction much more frequentlyBible study nugget –three sentences (quote and 3 sentences on Twitter)

Framework For Community Outreach Strategies:

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/Community Event 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

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

<ol style="list-style-type: none">1. Achievement recognition2. Addiction programs3. Advent activities, booklet, devotion guide4. Angel Food Ministry5. Art show6. Blessing of the bikers/animals/civil servants day7. Book discussions8. Boy Scout, Girl scout, B&G Club Sundays9. Build a labyrinth10. Christmas nativity tour11. Christmas parties: seniors, kids, families, groups12. Church yard sale13. Civic Club Sunday14. College day15. Community VBS16. Community thanksgiving service17. Community festival18. Community celebration events19. Community unity events20. Community newsletter or bulletin board21. Community music program for children, seniors22. Computer access/Café'23. Community heroes24. Community garden25. Computer training26. County or state fair booth27. Crafting, scrapbooking, quilt-making groups28. Day camps29. Daily office prayer encouragements30. Day trips for seniors31. Diet and cooking classes32. Door-to-door food collection/distribution33. Driving courses~very young or AARP groups34. Easter, Palm Sunday invitations35. Election day activities36. Election forums37. English as a second language38. Family Movie Night39. Family Skate Nights40. Food, clothing, and cleaning supplies pantry41. Financial peace courses42. Free hotdog lunch43. Free carwash44. Father's day45. Grandparent's day46. Graduate recognition47. Grief ministry48. Grief workshop49. Halloween alternative50. Helping resource inventory and volunteer directory	<ol style="list-style-type: none">51. Home and Family blessings52. Homebound ministry53. Host dinner/BBQ/Neighborhood get together54. Illustrated Sermons/Seasonal Plays-Productions55. Invite former members back — homecoming56. Literacy program57. Lock in58. Maize services59. Martin Luther king day events60. Make a difference day61. Milestone celebrations — anniversary, debt-free, etc62. Mother's day63. Mother's morning out64. Multi-generational groups65. Neighborhood inventories and assessments66. Newborn gifts67. Newcomer welcome baskets68. Non-profit helping agency fair69. Nursing home ministry70. Open sanctuary or prayer room71. Parents' night out72. Partner to raise money for a local cause73. Personalized invitation74. Prayer and Fasting75. Prayer ministry in the park and outdoor locations76. Pulpit exchange or joint worship77. School supplies78. Super Bowl Party/Game Day79. Recognize special groups80. Report card rewards81. Resource Center82. Second Sunday fellowships83. Senior adult programs, lunch84. School recognition85. Single adult programs86. Single parent groups87. Skate park88. Social services, community action recognitions89. Soundcheck like event90. Special needs events91. Sponsor a School or Classroom92. Swimming/Sleep Over/Special Food Night93. Talent show94. Thanksgiving singles/seniors/+95. Tourism booth96. Tradeshow booth97. Trunk-or-treat98. Volunteer recognition and thanks99. Weddings and funerals100. Youth service/cook out/pool night/bonfire etc.101. Young Adult service/cook out/pool night/bonfire etc.
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