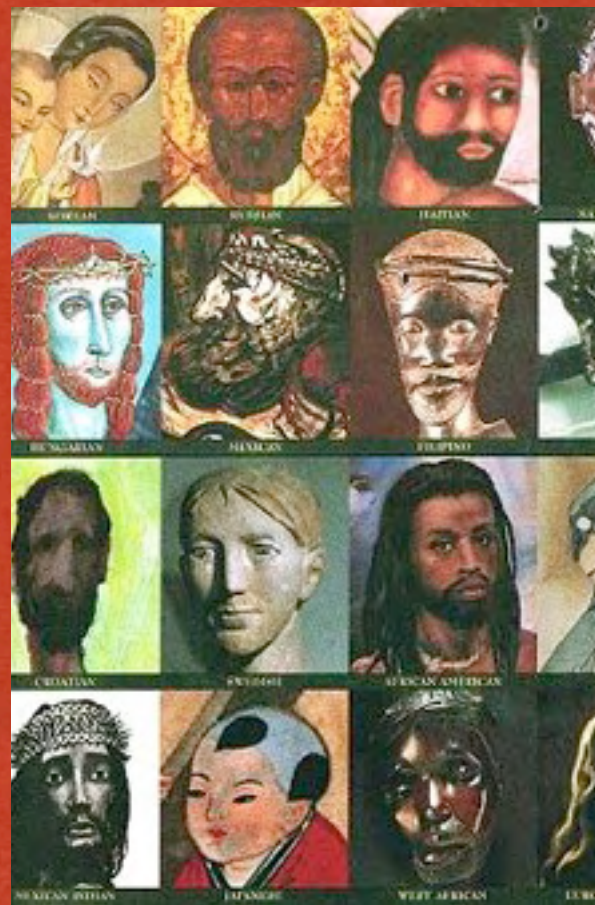


NCD CONFERENCE 2010: EVANGELISM TRACK

Effective Evangelism



WHY WE DON'T SHARE:

(8-10% SHARE ON A REGULAR BASIS)

33.5% afraid of being rejected

21.7% afraid of not having all the answers

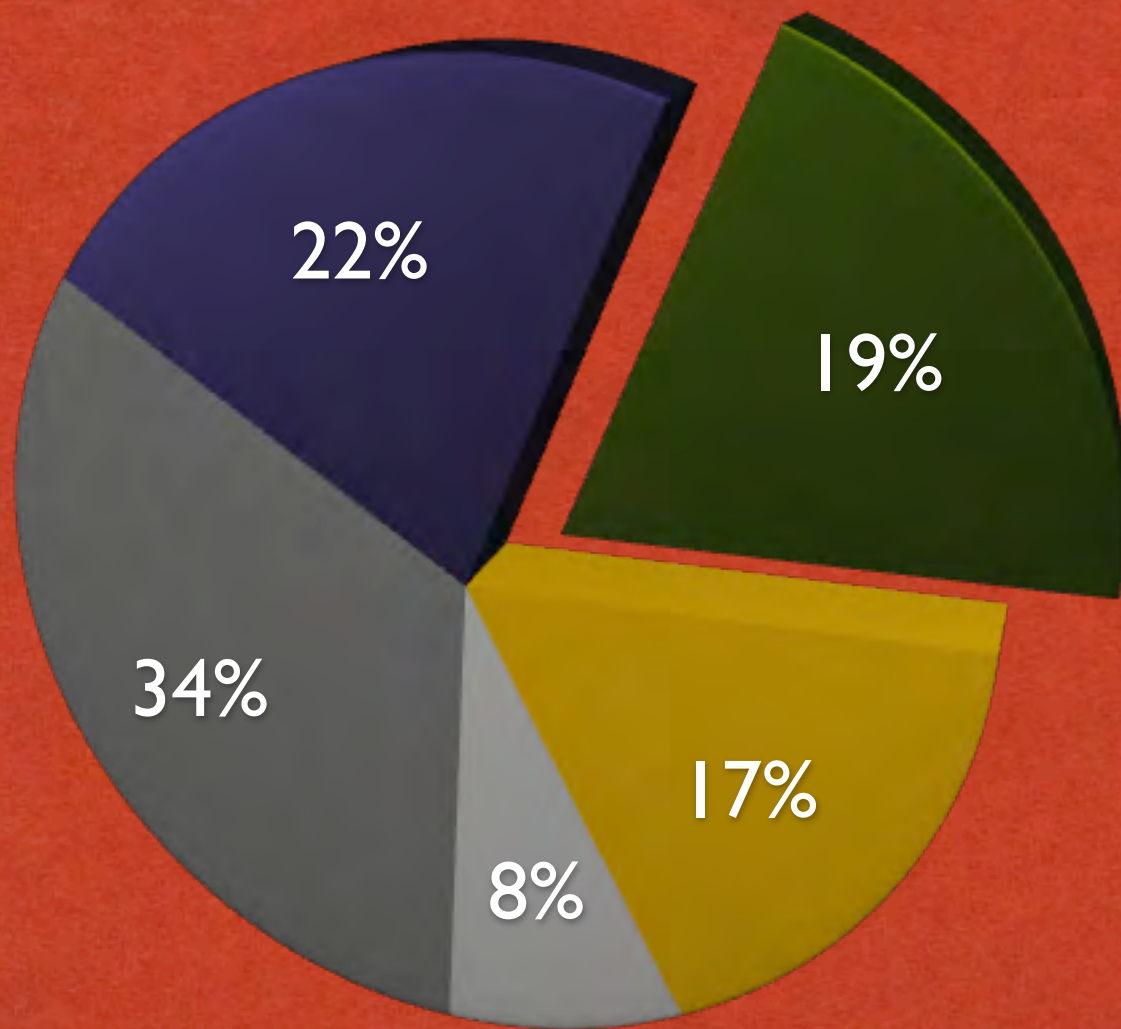
19.2% rarely think about the need

17.3% don't know what to say

8.3% Doesn't fit their personality style(uncomfortable)

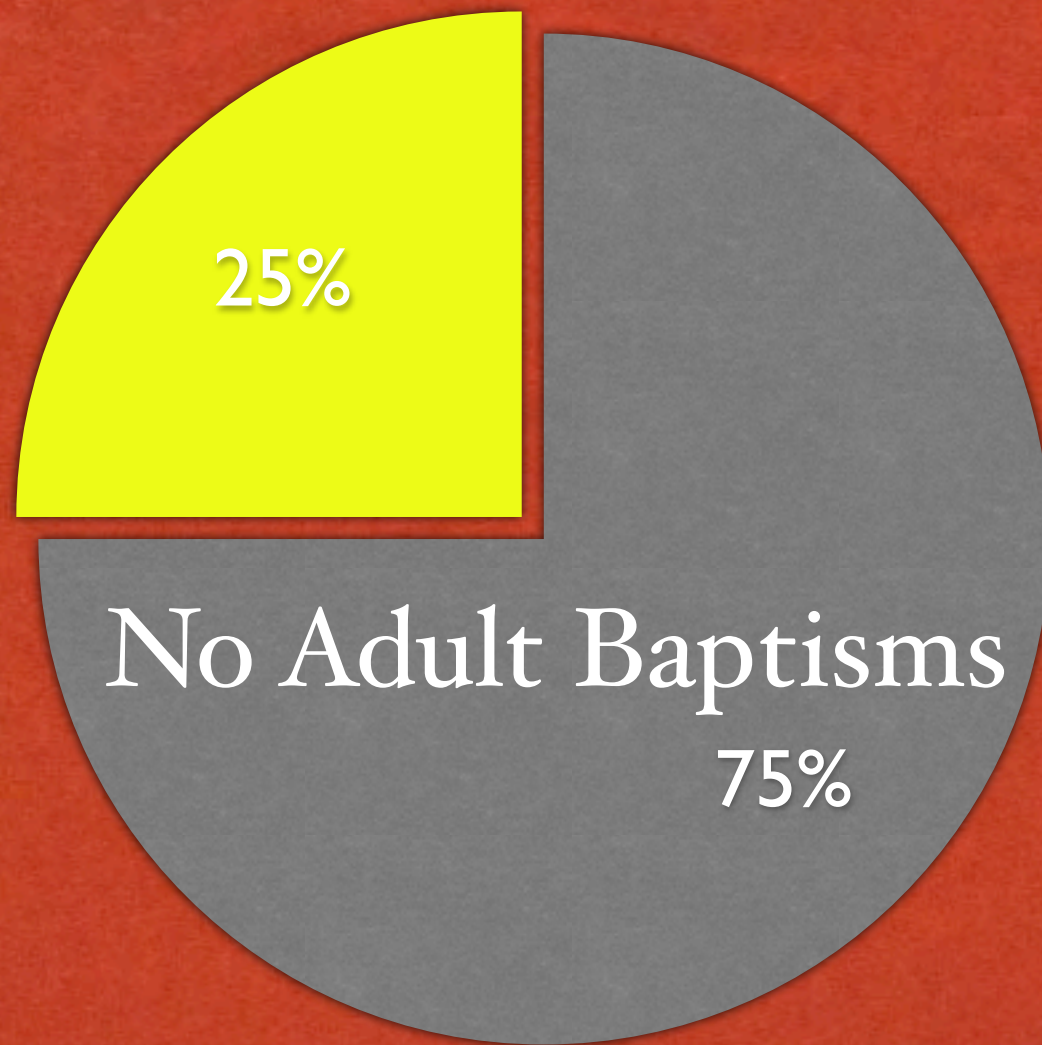
To Order Copy of the “Rooftop Evangelism” Video
please go to: sermonspice.com

WHY WE DON'T SHARE:



- Afraid of Rejection
- Not Having All The Right Answers
- Rarely Think About It
- Don't Know What To Say
- Doesn't Fit(not Comfortable)

ADULT BAPTISMS (2008) PC(USA)



- No Adult Baptisms
- With 1 or More Adult Baptisms

Research Services PC(USA)

OUR SITUATION



CHRISTIANITY & CULTURE

- The Church started as a missionary movement in Jerusalem
- It moved to Rome and became an institution
- It traveled to Europe and became a culture
- It crossed the Atlantic to America and became a big business

HOW DO THE UNCHURCHED VIEW THE CHURCH AND CHRISTIANS?

**un
christian**

KINNAMAN & LYONS

**un
christian**

WHAT A NEW GENERATION REALLY
THINKS ABOUT CHRISTIANITY

... AND WHY IT MATTERS

GROUNDBREAKING RESEARCH
FROM THE BARNA GROUP
DAVID KINNAMAN
AND GABE LYONS

“UN-CHRISTIAN”...DAVID

KINNAMAN

Irrelevant

Homophobic

Hypocritical

Old-

fashioned

JUDGMENTAL

Too involved

in politics

Insensitive to

Out of Touch
with reality

Boring

Others confusing

Not accepting of
other faiths

When they think of the Christian faith, these are the images that come to mind. This is what a new generation really thinks about Christianity.

“The culture around us does not wake up each day thinking they would go to church if only there were a good one to attend!”

- Reggie McNeal

CHRISTIANITY & CULTURE

THE “NEW NORMAL”

“ Faith engaged with Platonism in the ancient world

With Aristotle in the medieval world

With nominalism in the Reformation

With rationalism in the modern world

Now the church must engage with the emergence of a
postmodern, post-Christian, neopagan world

Robert Webber

Listening to the Beliefs of Emerging Churches

POST-CHRISTIAN

Loss of Influence

Rise of Secularism

New Atheist

POSTMODERN

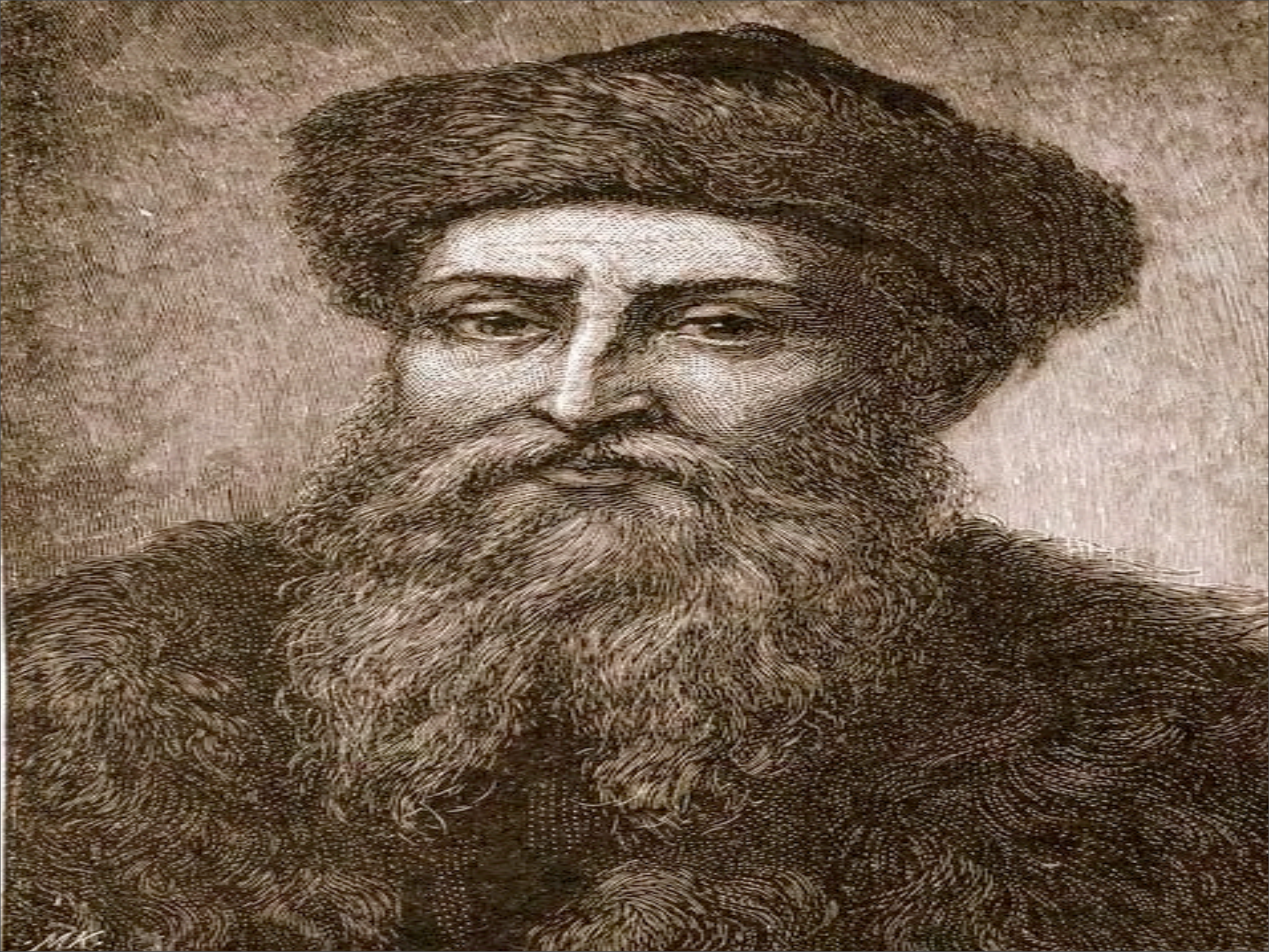
Deconstructionism

- Disillusionment
- Distrust (Absolutes, Metanarrative)

Pluralism

Relativism: Religious & Moral

Image/Technology Based Culture



“The ‘printed’ book added much to the new cult of individualism. The private, fixed point of view became possible and literacy conferred the power of detachment, non-involvement.”

- Marshall McLuhan

PHONETIC ALPHABET VS IDEOGRAPHIC WRITING

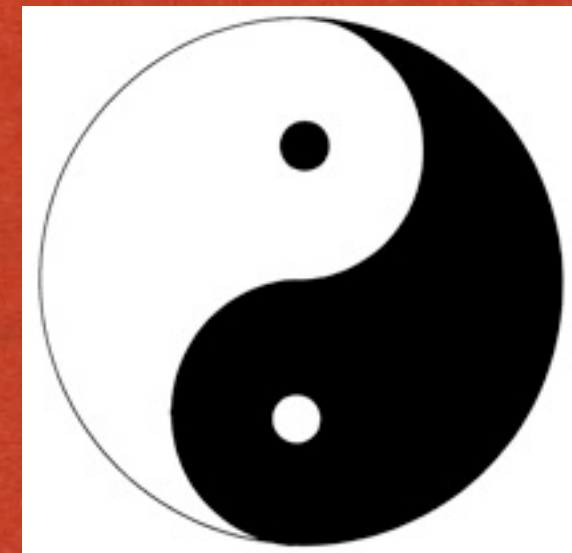
WESTERN

- Vocal sound-linear “m-a-n”
- Logical
- Based on “Syllogism”
“All philosophers are human; all humans are mortal; therefore all philosophers are mortal.”

VS

EASTERN

- characters/images; non-linear; holistic
- Intuitive



PRINT

- Made us more Individualistic
-from community to individual
- Introduced the notion of Objectivity
- Made us think more Abstractly
- Jonathan Edwards, George Whitfield
- Intensifies Linear, Rational thinking
- downplays, emotions and experience

THE BOY IS SAD!



Monday, August 16, 2010

Printed Word

vs.

Image

Form

Propositional & Sequential

Presentational & Holistic

Process

Rational & Linear (Left Brain)

Intuitive, Emotional & Non-Linear (Right Brain)

Content

Abstraction

Concrete Representations of Experience

(Modern

vs.

Post-Modern)

“The age of print, which held sway for centuries...had its obituary tapped out by the new electronic media...today we experience in reverse what pre-literate man faced with the advent of writing.”

- Marshall McLuhan

Graphic Revolution Derailed Modernity

“As image-based communication becomes dominant...it changes the way we think and determines what we think about. Images are not well-suited to articulate arguments, categories or abstractions. They are far better suited for presenting impressions and concrete realities. (I.e. Presidential Campaigns)”

– Shane Hipps

From East To West:

As image-based communication becomes more prevalent, Western culture has embraced elements of Eastern thought

- Schaugart's "Brand Alphabet"

“L”



“L”

VS.



Meaning

Nothing Identifiable

Lexus Luxury Car

Attributes

Fragmented, Abstract

Holistic Concrete

(Western/Modern vs. Eastern/Post-Modern)

Image/Visual Saturation has changed our Neurological Pathways

**Example: Attention Span &
How we process information**

EVANGELISM IN “THE NEW NORMAL”

PAST

VS

NEW NORMAL

- | | |
|------------------------------|-------------------------------|
| • Single Encounter | Multiple Encounter-Relational |
| • Witness Centered | Listener Centered |
| • Monologue | Dialogue/discussion |
| • Gospel Presentation | Story(Biblical, Personal) |
| • Giving lots of Information | Asking Good Questions |
| • Presentation | Demonstration |
| • Individual | Community |

EVANGELISM IN “THE NEW NORMAL”

PAST

- Expert
- Loud
- Argumentation
- Ticket sales
- Eternal Benefits
- Isolation(Us/Them)

VS

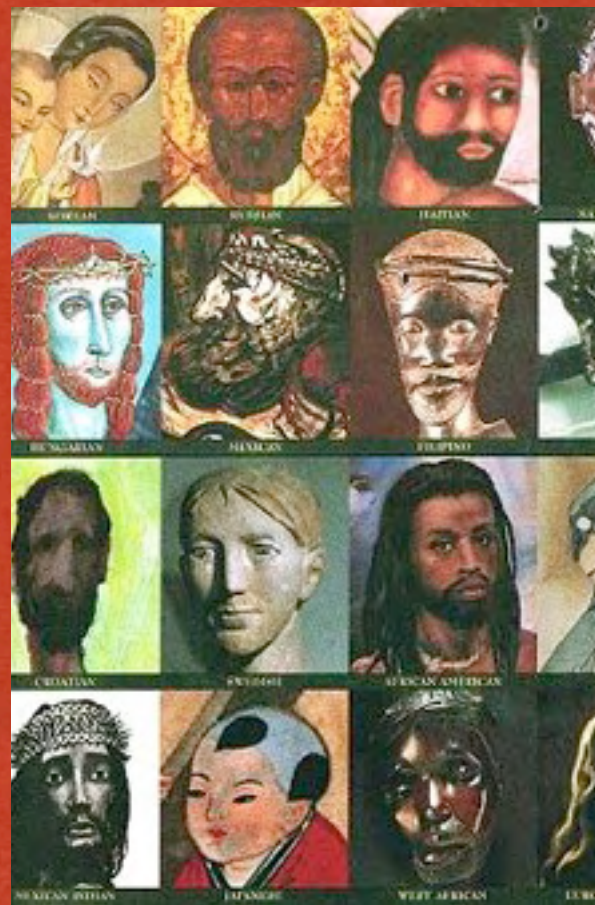
NEW NORMAL

- Fellow Journeyer
- Soft
- Consideration
- Guided Tours
- Earthly Impact/Mission
- Community Integration-We

adapted from William Rainey's *Art of Evangelism*

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Effective Evangelism



PRESCRIPTION FOR THE CHURCH (TYPE 2 DIABETES)

Church Shifts Needed:

Inward Focus to Outward Focus

Program Development to People Development

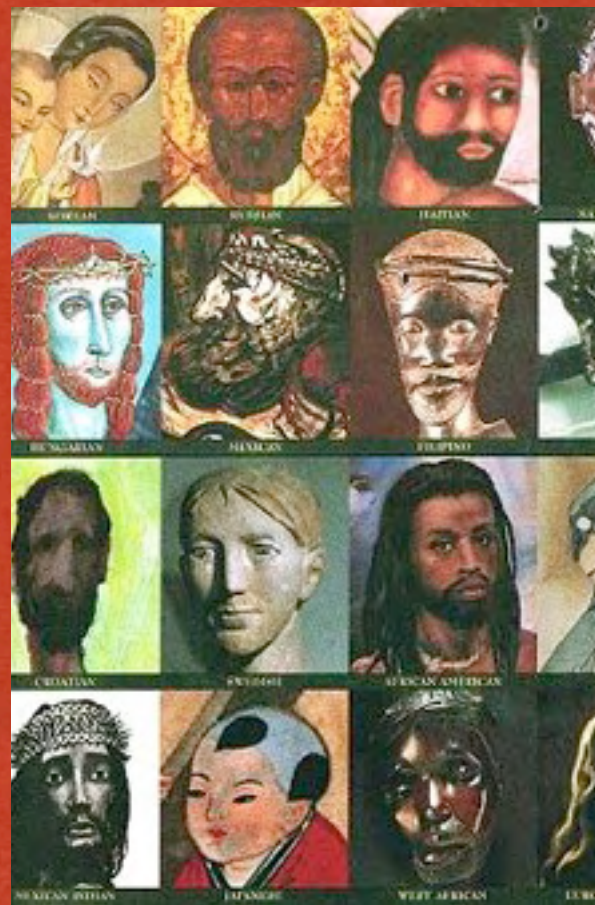
Institutional Perspective to Spiritual Perspective

Consumer Posture to Blessing Posture

adapted from Reggie Mcneal *Missional Renaissance*

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Effective Evangelism



“Many Christians think of evangelism the same way they think of visiting their Aunt with Alzheimer’s: something they know they are supposed to do, but are always finding ways of putting it off. The thing about it is that think the vast majority of American Christians find the notion of evangelism extremely distasteful and do not practice it in any fashion!”

- Leonard Sweet

“Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect.”

1 Peter 3:15-16

“Therefore go and make disciples of all nations.”

Matthew 28

“You will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.”

Acts 1:8

EFFECTIVE EVANGELISM IS:

Relational

Authentic

Intentional

Spiritual

EFFECTIVE EVANGELISM IS:

Relational

COMING TO FAITH:

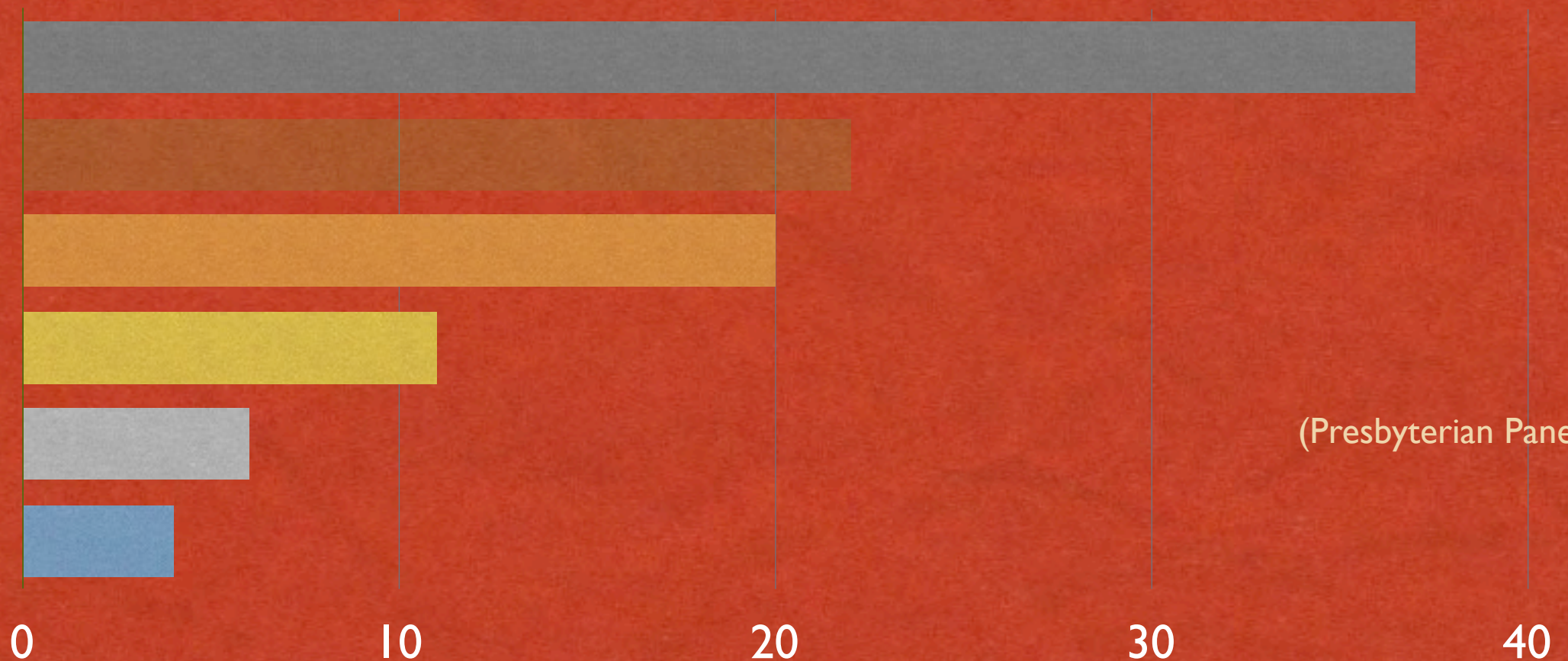


Institute of Church Growth

REASONS PRESBYTERIANS DID NOT INVITE PEOPLE TO WORSHIP

- Don't Know Anyone Who Doesn't Already Worship Somewhere
- Not Comfortable Doing This
- Don't Know Anyone Who is Interested
- Services Are Not Impresive
- Have Trouble Explaining why Others Should Go To Church
- Don't Believe In Personal Evangelism

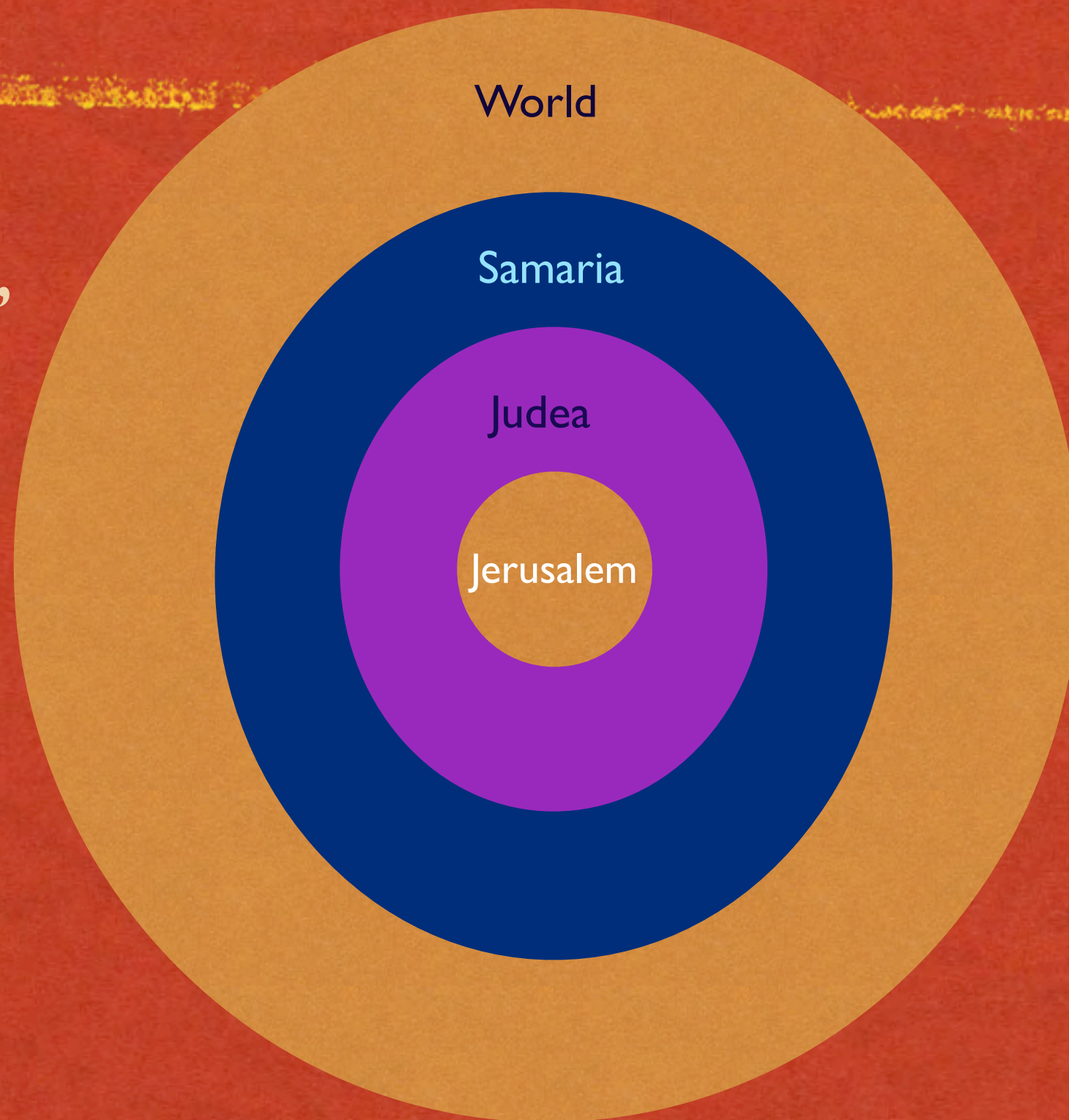
Members



(Presbyterian Panel 2008)

SPHERE OF INFLUENCE

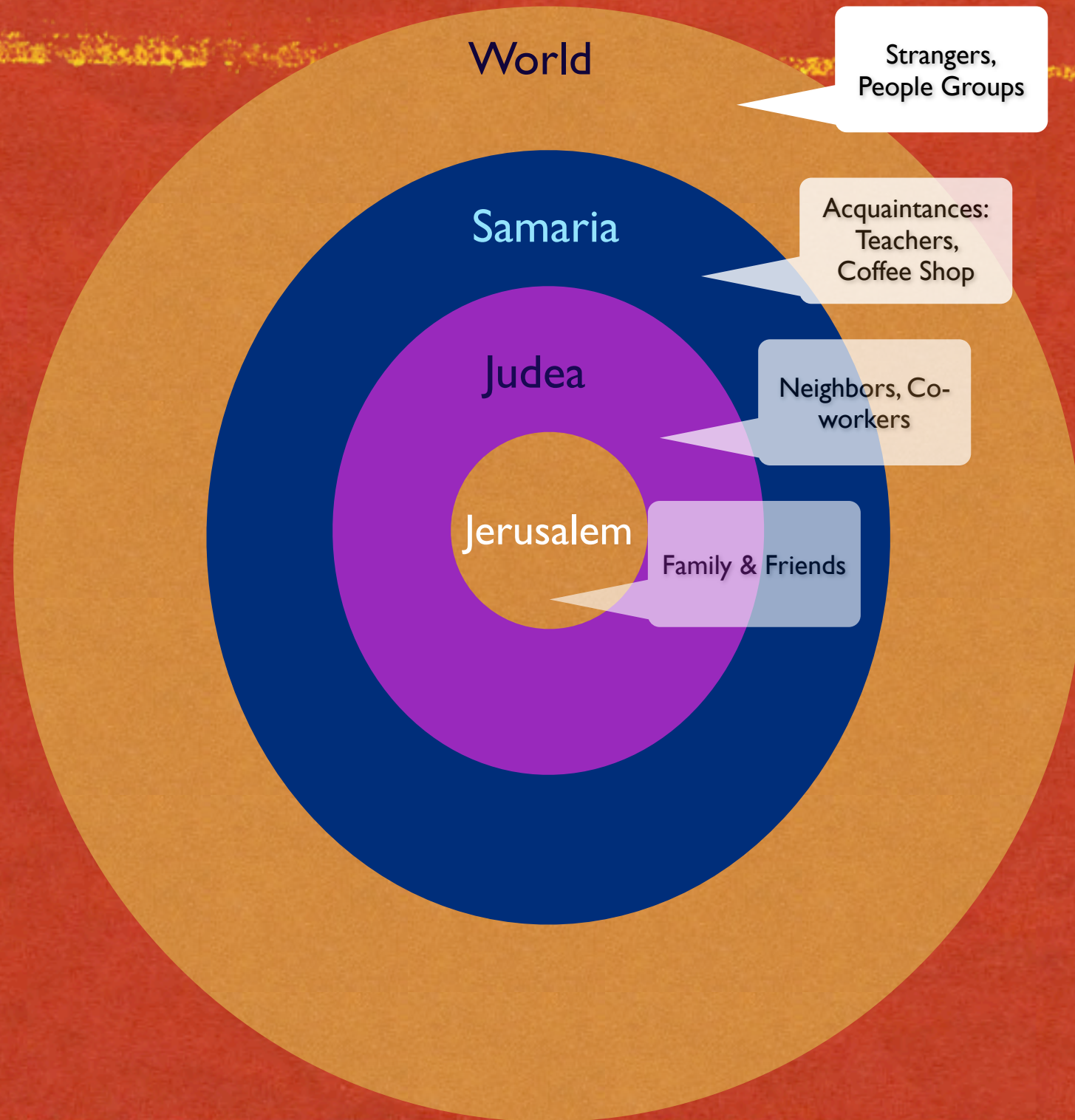
Acts 1:8:
“Witness”



SPHERE OF INFLUENCE: NETWORK OF RELATIONSHIPS

Acts 1:8:

“Witnesses”



EFFECTIVE EVANGELISM IS:

I) Relational

- Network of relationships
- Genuine Friendships

People are Valuable vs People are Projects

EFFECTIVE EVANGELISM IS:

II) Authentic

- We are “witnesses” vs We “do witnessing”
- Experience/Believe the Good News
 - * we all have a story
- Be Good News
 - * *Embodied Apologetic*
 - * Be the “Church” - Sent out “*missio-Dei*”

“The Gospel is not primarily informational but relational/missional. That is, imparting information about how to be individually saved is secondary to inviting people into relationship with a King(God) and with members of a kingdom whose foremost concern is wholeness for a broken world, rather than an insurance policy for eternal destiny.”

- Brian McLaren

EFFECTIVE EVANGELISM IS:

II) Authentic

- We are “witnesses” vs We “do witnessing”
- Experience/Believe the Good News
 - * we all have a story
- Be Good News
 - * *Embodied Apologetic*
 - * Be the “Church” - Sent out “*missio-Dei*”

“But how can they call on him(Jesus) to save them unless they believe in him? And how can they believe in him if they have never heard about him. And how can they hear about him unless someone tells them.”

- Romans 10:14

EFFECTIVE EVANGELISM IS:

III) Intentional

- Actions Without Words Are Empty
- Importance of Prayer
 - * Make a prayer list

EFFECTIVE EVANGELISM IS:

IV) Spiritual

- God is already at work
ie. Trip to PTS
- Part of a link/process
 - * Collaborating with the Holy Spirit

“A person’s coming to Christ is like a chain with many links. There is the first link, middle links, and the last link. God has asked me to be faithful and love all people wherever they are.”

- Cliff Knechtle

EFFECTIVE EVANGELISM IS:

IV) Spiritual

- God is already at work
ie. Trip to PTS
- Part of a link/process
 - * Collaborating with the Holy Spirit

EFFECTIVE EVANGELISM IS:

- 1) Relational
- 2) Authentic
- 3) Intentional
- 4) Spiritual

NCD CONFERENCE 2010: EVANGELISM TRACK

Effective Evangelism

