Evangelism

Church Practices Series

March 2023

WOD WESTERN ONTARIO DISTRICT GTA Region

WELCOME

Over the last few years serving as GTA Regional Director in the Western Ontario District, it became clear that there were some common challenges facing church leaders in the Greater Toronto Area.

As a result, we decided to develop The Church Practices Series to assist our leaders in addressing these challenges in their unique context.

In the following few pages, you will find links to interviews with those with an academic perspective on these challenges and those who have personally worked to address them. In addition, you will find links to resources and a curated summary of what we have seen in our research.

We hope this package helps spark conversation as we work together to see our region impacted for God.

Joel Spiridigliozzi with Jonathan Gallo

EVANGELISM

Through evangelism, we share the good news we want people to receive. Being intentional about sharing the gospel is critical to the growth of new church believers. This goes beyond building bridges of relationships with people to a clear presentation of the gospel and an invitation to follow Jesus.

Message

It is essential to take the time to write out a clear gospel message with simple language. Clear language presents a timeless message about our purpose, sin, the work of Jesus, why we ought to put our faith in Him, and his plan for the future. Not only must the message be clear, but it must be timeless and easily understood. This will help you share it with ease publicly and help people in your church share it with others.

The PAOC statement of essential truths is a great place to start as you articulate the gospel in your context. Click Here

Special Events

We can create intentional campaigns to help our church actively invite their friends and family to services for special events. Baby dedications, baptisms, Mother's Day, Christmas, and Easter services provide natural moments for unchurched individuals to attend church. We can prepare church members through a campaign to pray for family and friends who will be invited.

Services

While service elements may be unfamiliar to an unchurched individual (singing, preaching, prayer, etc.), we can prepare for new people who might attend in a few ways. Firstly, we can pray for God's Spirit to touch newcomers personally. Secondly, we can prepare through practice and hard work to ensure elements work together and are understandable. Thirdly, we can practice articulating the gospel message appropriately during our services.

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Discovery Groups
There are several different groups that a church could set up to build a conversation about the Christian Faith. Some of the most popular include Alpha and Christianity Explored. These eight to ten weeks of the curriculum are usually offered on a weeknight with supper included for those who attend.

Discipleship Groups
People interested in articulating their faith could benefit from being part of a group or class focused on learning and practicing personal evangelism. Existing groups can also be encouraged to use a curriculum that helps them know how to share their faith. A church-wide campaign can be helpful for all age groups to this end. See AdvanceGroups.org.

Materials
Providing curated resources such as Bibles, the Gospel of John, tracts, videos, and other evangelism materials can equip people to share their faith with their circle of influence. These materials can be shared electronically through social media or in printed form.

Website
Finally, a clear presentation of the gospel on your church's website, YouTube page, Facebook page, etc., can help people who visit your site learn about Jesus. It also provides an avenue for your church members to share the message of Jesus with their friends and family through email and social media.

Have a story or experience that you would like to share? Section meetings are a perfect place to debrief. We would also love to hear from you and help pass on what you have learned.

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