



**NAMB**  
**EVANGELISM**  
**KIT**

**TRAINING GUIDE**



**CREATING A  
CULTURE OF  
EVANGELISM**

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## INTRODUCTION

Evangelism. It's the mission of the Church and should be the passion of every Christian. Our hope is that the components of this kit will guide you to ignite the flame of evangelism or make it burn brighter in your church as you consider how to build a culture of evangelism — one ingrained in the DNA of your church.

**Let's get started!**



## KIT COMPONENTS

- Kit Guide
- Resource Catalog
- “As You Go” and Prayer Reminder Keychain
- Encouragement Cards with Wooden Stand
- Videos for each section of the kit can be watched or downloaded online at [NAMBevangelism.com](http://NAMBevangelism.com).



## FIRST STEPS:

1. Spend time praying about the steps you need to take to create an authentic culture of evangelism in your church. Pray your church will develop a passion for bringing the lost to Christ.
2. Identify one or more people in your church to join you on this journey.
3. Have a pen and paper handy to make notes.
4. Access and watch the **Introduction** video at [NAMBevangelism.com](http://NAMBevangelism.com).
5. After watching the Introduction video, continue to the next page in this guide.

Jesus came near and said to them,  
“All authority has been given to me in  
heaven and on earth. Go, therefore, and  
make disciples of all nations, baptizing  
them in the name of the Father and of the  
Son and of the Holy Spirit, teaching them  
to observe everything I have commanded  
you. And remember, I am with you always,  
to the end of the age.”

**MATTHEW 28:18-20**



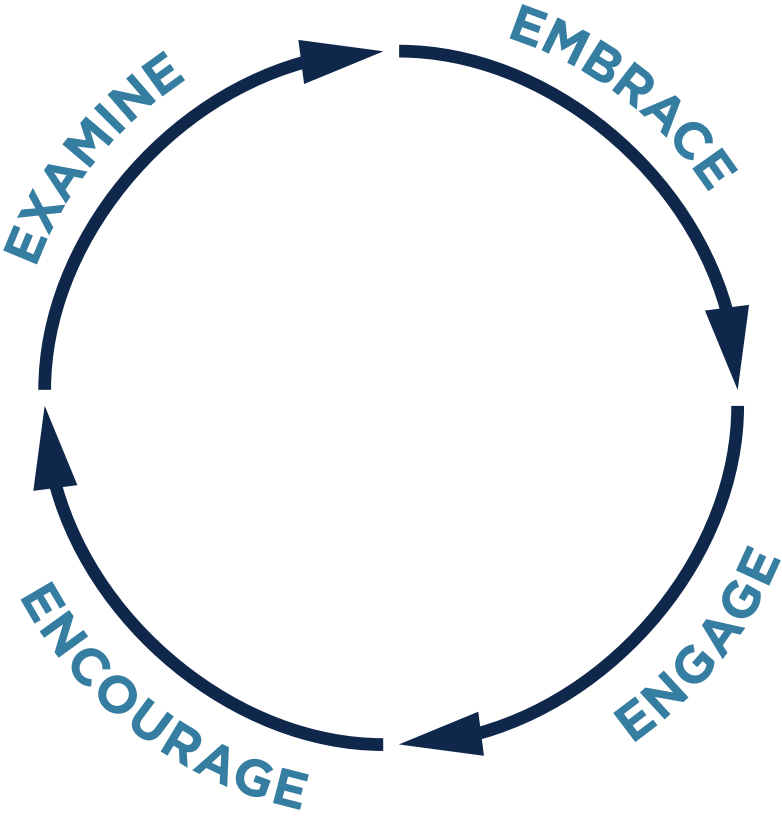
## THE PRIORITY OF EVANGELISM AND THE GREAT COMMISSION

Most Christians are familiar with Matthew 28:18-20. They know the vital place evangelism should occupy in their lives. But the fact remains that most believers are not involved in personal evangelism.

- Are you actively engaged in evangelism?
- Is there a group of people in your church who have a passion for personal evangelism?

Building a culture of evangelism requires a four-phased approach: **Examine, Embrace, Engage and Encourage.**

Videos to support each of these phases can be accessed online at [NAMBevangelism.com](http://NAMBevangelism.com). Note that these are not “one and done” steps. To be effective, all four must be nurtured on a continual basis.



## **EXAMINE**

The Examine phase prompts you to assess your spiritual health and well-being and the level of evangelistic engagement in your church.

## **EMBRACE**

The Embrace phase gets to the heart of developing a culture of evangelism. You will be led to explore and understand your community and develop a thorough plan for preparing your church for evangelistic engagement.

## **ENGAGE**

The Engage phase focuses on walking through the key elements for helping your church family consistently and confidently engage in sharing the gospel.

## **ENCOURAGE**

The Encourage phase focuses on celebrating gospel conversations and those who come to saving faith in Jesus. Having an attitude of celebration and providing tangible ways to do that are critical for building an evangelistic culture.





## EXAMINE

Access and watch the video titled ***Examine: Personal Assessment*** at [NAMBevangelism.com](http://NAMBevangelism.com)

In this first phase of creating a culture of evangelism, you will examine your personal life and the life of your church as a whole in order to assess where you are now.

**After watching the video segment, you will be ready to take the Personal Assessment which starts on the next page.**

## EVANGELISM TRAINING PERSONAL ASSESSMENT

This assessment is a tool designed to help you gauge the health of your soul, family and church. It is not exhaustive or meant to be a scientific assessment; rather it is a way for you to reflect on the condition and balance of your life and work. As you read through the following statements, evaluate how you see your present reality in each area. Remember, this is not an evaluation of how you want these areas to be in your life; it is an evaluation of how they are presently.

Rate each area from 0-10 by writing the number in the blank space — **10 meaning you “strongly agree” and 0 meaning you “strongly disagree.”**

Add up your scores in each section to see the results of your self-assessment.

## SOUL

- \_\_\_\_\_ I feel mentally sharp and focused most days.
- \_\_\_\_\_ I am energized by my call to ministry and rarely struggle with my purpose in life.
- \_\_\_\_\_ I am constantly encouraged by the companionship of the Holy Spirit, and I am ever aware of His presence in my life.
- \_\_\_\_\_ I am sustained and strengthened by my daily time in prayer and Bible study with the Lord.
- \_\_\_\_\_ Mentally, emotionally and spiritually, I feel strong and equipped for daily tasks and challenges.
- \_\_\_\_\_ I rarely become critical and weighed down by the cares of this life.
- \_\_\_\_\_ I don't feel overwhelmed by worry, anxiety or fear.
- \_\_\_\_\_ I have a couple of close friends with whom I meet with regularly, and I can be transparent with, accountable to and encouraged by them.
- \_\_\_\_\_ While I recognize the presence of temptations, I do not give in to them hoping to find relief from the stresses of life.
- \_\_\_\_\_ I generally have a settled soul without the presence of restlessness.

## \_\_\_\_\_ TOTAL

## **FAMILY (IF MARRIED)**

- \_\_\_\_\_ I love my spouse and family; thinking about them brings me great joy.
- \_\_\_\_\_ My spouse and I share complete trust and confidence in one another. We have learned to handle conflict and practice forgiveness in a healthy way.
- \_\_\_\_\_ I pray for my spouse daily.
- \_\_\_\_\_ My spouse and I have an abundance of good, open conversations.
- \_\_\_\_\_ When my spouse and I pray together, we include praying by name for the salvation of the lost. We have a shared commitment to ministry in the local church.
- \_\_\_\_\_ I am faithful to my spouse emotionally and physically.
- \_\_\_\_\_ I express my love for my spouse verbally, in writing and in unexpected, sometimes spontaneous, ways.
- \_\_\_\_\_ My spouse and I work together as a team and collaborate well.
- \_\_\_\_\_ Sexual intimacy is a vital and passionate part of our relationship.
- \_\_\_\_\_ My spouse and I enjoy regular times alone together (hobbies, movies, vacations, adventures).

\_\_\_\_\_ **TOTAL**



## CHURCH

- \_\_\_\_\_ I believe our church family has a good understanding of the people that make up our community and the cultural dynamics of our immediate mission field.
- \_\_\_\_\_ When our church gathers, we regularly pray for the salvation of lost people as a part of our services and Bible studies.
- \_\_\_\_\_ When we pray together as a church family, we always include praying for the Holy Spirit to fill us with compassion and boldness as we witness to our family, friends, neighbors and people in our community.
- \_\_\_\_\_ Our church's mission and vision statements reflect a priority on personal evangelism.
- \_\_\_\_\_ Our church has an intentional, clear plan for engaging our community with the gospel.
- \_\_\_\_\_ Our church has identified tools for people to use to help them share the gospel with others.
- \_\_\_\_\_ Our church repeatedly provides training and equipping for personal evangelism throughout the year.
- \_\_\_\_\_ Evangelism is normal and expected in the life of our church.
- \_\_\_\_\_ I believe the majority of the adult members of our church, if given the opportunity, could share the gospel clearly and confidently.
- \_\_\_\_\_ The first thought of the majority of our church members when someone visits our services or activities is "love them like Jesus and lead them to Jesus."

## \_\_\_\_\_ TOTAL

**TOTAL SCORE:** \_\_\_\_\_

## HOW DID YOU DO?

If you gave yourself mostly 10s, then you are right where most people are *not*. Review the assessment questions again, highlighting those you scored lower on. Don't be discouraged! The first step in becoming healthier in the assessment areas is awareness of the needs you have and tools available to help you become better.

Watch the three videos at [NAMBevangelism.com](http://NAMBevangelism.com) for ***Examine (Your Soul, Your Family and Your Church)*** and be prepared to take notes as you consider what you can do to grow stronger in these areas. If you are married, consider having your spouse take the assessment on "Your Family" and watch the ***Examine: Your Family*** video together.

Go to the road map on page 26 to create your action plan for areas you feel need strengthening.

If after taking the self-assessment and viewing the videos, you would like to explore additional resources and tools, visit [NAMBevangelism.com](http://NAMBevangelism.com).

Also, if you find yourself overwhelmed in these areas and cannot seem to find your balance, please contact your regional or state convention and/or local mission strategist to locate a counselor in your area.

Additionally, you can contact our free Pastoral Care Line at 1-844-Pastor1. Trained, professional counselors are available free of charge every day from 8 a.m. to 10 p.m. (ET). Never hesitate to ask for help.



SIN



BROKENNESS

\* the wrong way

REPENT

BACK





## 2

### EMBRACE

You may have explored your community demographics and have a healthy plan for reaching your neighbors. But, in an ever-changing world, it is always a good idea to stay current with changes that are happening around you. As you watch the three **Embrace** videos (***Your Community, A Plan, The Challenge***), we'll help you tackle the difficult issues related to understanding your community, your church and developing a thorough plan for preparing your church for evangelistic engagement.

As you work through the video content, prepare to take notes. Ask yourself these questions:

- What is your next step in securing and evaluating a current demographic study? (Visit [namb.net/demographics](http://namb.net/demographics) for a free report. 1 free per church every 2 years.)
- What do you need to do to review or create your church's mission and vision statements?
- What training method(s) works best for your church's context?
- What tools (**review the Resource Catalog inside this kit for ideas**) can you use singularly or together to help you create a training plan?
- Given your church's current situation (Startup, Turnaround, Realignment, Evangelistically Successful), what your next steps to implement an effective evangelism plan?

Go to the road map on page 27 to create your plan to embrace a culture of evangelism.



# 3

## ENGAGE

Do you have a plan for equipping your church members in how to start gospel conversations and how to invite people to trust in Jesus for salvation? This is the focus of the Engage phase. The As You Go/Prayer key chain inside the kit will be a tangible reminder of these critical elements in personal evangelism.

As you watch the three **Engage** videos (***Perspective and Prayer, Practice, and Preaching and Persistence***), you will learn practical ways to involve your entire church in praying for the lost and sharing the gospel with your community.

As you work through the video content, prepare to take notes. Ask yourself these questions:

- How is your church engaged in praying for those who do not know Jesus?
- Which conversation starters resonate with you? What others can you add to help your church members?
- How can you help your church members recognize opportunities for personal evangelism, encouraging them to share the gospel “As You Go”?
- How are you equipping yourself and your church to continue the conversations they start?

Go to the road map on page 28 to create your plan to engage your church in evangelism.







## ENCOURAGE

The goal of the Encourage phase is to instill courage into the people in your church as they share the gospel in their community and within their spheres of influence. The three videos for **Encourage** will explore the why, the how and the where of encouragement in the following ways: **Encouraging Intentionally**, **Encouraging Strategically** and **Encouraging Visibly**.

The 12 Encouragement Cards in this kit (to be placed in the wood stand provided) are designed to encourage you to evangelize (2 Tim 4:5) and celebrate personal evangelism in your church. Place these cards where you can see and review them often. Rotate the cards periodically, perhaps once a month. Add to the set by creating your own! Specific ideas are included on one side of each card with the other side sharing Scripture text, a reflection or prayer prompt.

As you watch the **Encourage** videos, prepare to take notes. Ask yourself these questions:

- Who can you publically celebrate for their evangelism efforts to encourage others?
- How can you intentionally, strategically and visibly celebrate evangelism efforts?
- What are some new ideas you gleaned from the videos and Encouragement Cards on ways to celebrate personal evangelism?

Go to the road map on page 29 to create your plan to encourage your church in evangelism.



## CLOSING

Watch the video titled *Closing*.

The hope is that you are excited to create a culture of evangelism in your church (and your own life!). Creating this culture isn't a "one and done" type of campaign. The four Es of **Examine, Embrace, Engage** and **Encourage** need to be practiced continually.

Remember — you are not alone. God empowers His church, and He will strengthen you and your people for the task He has given you.

You also have friends at the North American Mission Board, your local Baptist association and your regional or state Baptist convention who stand ready to help. We look forward to celebrating as churches create a culture of evangelism and more people come to know Jesus!

# EVANGELISM KIT ROAD MAP CHECKLIST

## EXAMINE

### Take Assessment

General assessment score in each area:

Soul \_\_\_\_\_

Family \_\_\_\_\_

Church \_\_\_\_\_

### List action plan below for areas you feel need strengthening:

Soul

1. Pray for wisdom, personal revival, strength.

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Family

1. Pray for my spouse and children daily.

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Church

1. Pray for the church family, the lost and boldness in sharing the gospel.

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## EMBRACE

**Gather Demographic Reports**

(Visit [namb.net/demographics](http://namb.net/demographics) for free report. 1 free per church every 2 years)

Gospel Barriers

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Gospel Bridges

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Gospel Actions

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Choose Evangelism Tools (multiple options are recommended)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Create Training Opportunities**

Day(s) \_\_\_\_\_

Time \_\_\_\_\_

Frequency (e.g., weekly, bi-weekly, monthly, etc.)

\_\_\_\_\_

## ENGAGE

### List action plans for the following areas:

Create a Prayer Plan (churchwide, small groups and personal)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Encourage Gospel Conversations (create opportunities to get involved, provide ways to practice witnessing, share conversation starters)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Develop Evangelism-focused Lessons/Sermons (e.g., role of the Holy Spirit, praying for the lost, how to recognize witnessing opportunities “as you go,” the power of the gospel, purpose of the believer in witnessing)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## ENCOURAGE

### List action plans for celebrating:

#### **Evangelistic Activity:**

Celebrate Obedience (e.g., testimonies of those praying for the lost, recognize those who complete training, interviews with those building relationships with the lost, acknowledge gospel conversations)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Celebrate Impact and Results (e.g., salvation, baptism, life transformation)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### **Evangelistic Promotion:**

Sunday morning (e.g., services, Sunday school/small groups)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Publicity (e.g., bulletin, newsletter, social media, website)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Public Displays (e.g., progress in gospel conversations, testimonies of salvation, stories of evangelism)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## **North American Mission Board**

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For general information, call 1 800 634-2462 or visit [namb.net](http://namb.net).

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