

Strengthening the Local Church's Culture of Evangelism

In ministry, we often overestimate what we can do in a year and underestimate what God can do in five. Is it really possible to have a vibrant culture of evangelism in our churches? In this workshop, we will explore how the development of a sustainable, achievable, and complementary strategic plan, which unites evangelism and discipleship, can bring health to our culture of evangelism.

John MacKinnon is the Director of Evangelism for The Word 121 www.theword121.com He has served as an itinerant evangelist, as Lead pastor of a local church and has brought leadership to his passion for the revitalisation of other churches. In his current role he engages with church leaders across the UK, Ireland and the World in supporting them to equip their members to gain confidence in word-based relational evangelism and in strengthening the local church culture of evangelism. He is married to Linda, and they have three adult children and five grandchildren.

Bible Passages: Matthew 28: 18-20. Acts 4:23-31. John 6:22-59. John 1:35-51. Acts 17:1-4,10-12. John 15:1-7

I. Culture of Evangelism – Healthy or Unhealthy: Matthew 28: 18-20

- A. A Clear Commission – Make Disciples
- B. Understanding our Context – The World in which we live
- C. An Unshakeable Conviction – The message of the Gospel
- D. A Confidence Inspiring Word
- E. A Healthy Culture of Evangelism

II. The Benefits of a Realistic Strategic Plan

- A. Achievable Measures
- B. Sustainable Ministries
- C. Compliments Existing ministry Opportunities

III. What does it look like in Practice? - PHISH

- A. Culture of Prayer – Acts 4:23-31
- B. Culture of Hospitality – John 6: 22-59
- C. Culture of Invitation: – John 1: 35-51
- D. Culture of Sharing: - Acts 17: 1-4, 10-12.
- E. Culture of Holiness: - John 15: 1-17

Suggested Readings:

Evangelism: J Mack Stiles

The Rise and Triumph of the Modern Self: Carl Trueman

The Air We Breathe: Glen Scrivener

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