Developing a Balanced Evangelistic Strategy

Evangelism is an activity that can take place both within a church context and also in the wider community. Both methods are important and can achieve different things, even though the ultimate goal of both is personal conversion. Most churches tend to concentrate their focus on church-based evangelism, believing it to be easier and safer. However, there are bigger strategic questions that need to be asked. This workshop looks at the need to balance the two. It will demonstrate the benefits and challenges of both and suggest ways in which a church's evangelism project can be strategically thought out.

Stephen McQuoid grew up in Ethiopia where his parents were missionaries. He then lived in Ireland where he qualified as a nurse before going on to study theology, gaining a variety of degrees including an MTh and PhD in theology. He is the author of 16 books on subjects such as discipleship, evangelism, apologetics, and church discipline. Stephen is the general director of Gospel Literature Outreach, a missionary organisation based in Europe. He is married to Debbie, and they along with their three children fellowship at Liberty Community Church in Bellshill, where Stephen is a teaching elder. His interests include motorbikes, football, boxing, MMA, and Politics.

Why Do We Need a Strategic Balance in Evangelism?

What Are the Barriers to Balance?

- Gifting

- Experience

- Confidence

- Context

Two Main Categories of Evangelism

- Church based
    - Advantages

    - Limitations

- Non church based
    - Advantages

    - Limitations

Focusing on Church-Based Evangelism

- Evangelistic services
  - ✓ Things to remember

  - ✓ Doing it well

- Event evangelism
  - ✓ Thinking about what is appropriate

  - ✓ Clarity in goals

- Age centered clubs
  - ✓ Covering all the bases

  - ✓ Using your imagination

- Evangelism courses
  - ✓ Making the smart choice

  - ✓ Creating the chemistry

- Half-way events

Focusing on Non-Church-Based Evangelism

- Difficulties

- Dangers

- Moving forward

- Discipleship by remote