

Church Based Strategy for Persuasive Evangelism: Do you think you can persuade me?

People need to be given reasons to believe. The church has those reasons. And yet we seem to be finding it increasingly difficult to communicate them. In this series of seminars we will look at how we can develop a church based strategy for persuasive evangelism. Each of the four parts will consist of a 20 minute talk followed by discussion and interaction. In part 1 we look at the people and communities we are trying to reach. In order to communicate the Good News we need first to listen and question. Who are the people we are trying to reach? How can we understand our cultures? This seminar examines the attitudes and coping mechanisms of our cultures.

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I. What Kind of Culture(s) is your Church part of?

1. Traditional, Modern, Post-Modern, Post-Post Modern?

II. Attitudes

1. Apathy – Who Cares?

2. Anxiety? – What are we afraid of?

3. Alienation – Who Belongs?

4. Anger? – Who is to Blame?

III. Coping Mechanisms

1. The Pleasure Principle – Stuff

2. The Power Principle – Authority

3. The Peace Principle – Rest

4. The Pain Principle – Freedom

IV. Questions:

1. What do the people in your culture live for?

2. How can you find out?

3. How do people cope with the worries of life?

4. What do they think of God? The Church? Your Church?