

## **Coaching Guide #7 – Evangelism Strategy**

One of the primary reasons for planting new churches, is to reach people who do not yet know Jesus with the Good News of salvation. Church planters must always keep this in the forefront of their minds. As the launch team is developed and as the church grows, evangelism must remain as a top priority in the life and ministry of the new church. In addition, as the launch team is developed, people need to be trained in how to share their faith. The extent to which the new church keeps its evangelistic fervor, is dependent on the evangelistic commitment of the leader!

One of the principles and practices that can be so helpful in the early days of a church plant is to identify and cultivate “the person of peace principle”. Here are a few things to look for: 1) They are receptive to the messenger, 2) They are receptive to the message, 3) They are in a position of great influence over the family, friends, and within the community, 4) they have the ability to introduce church planters into their sphere of influence effectively.

### **Biblical Foundations**

- Luke 10:1-23
- John 4:7-45
- Mark 5:1-20
- Acts 10:1-48
- I Peter 3:13-16

### **Checklist**

- Evangelistic presentation selected for target area
- Evangelistic strategy discussed with coach
- Prayer walking strategy launched
- Equipping strategy developed with launch team
- Follow up discipleship plan developed and discussed with coach

### **Reflective Questions**

- Where are you likely to find the men and women of peace in your community?
- What are the fun things you like to do in your community that enable you to build relationships with people?
- What gospel presentation are you most comfortable using?
- Is this gospel presentation reproducible?
- How much time each week are you spending in evangelistic activities?
- What unchurched people are on your personal prayer list right now?

Adapted from Gary Rohmayer’s, [Your Journey Resources](#), used by permission