

# How to Have an *Effective* EVANGELISM Launch Service

*Theme: Our Church Becoming A "Lighthouse Church"*

## Evangelism Launch Service Ideas

The Evangelism Launch Service is a special service or rally usually planned for the evening of On Mission To Share Jesus (OMTSJ) Sunday. The purpose of the Evangelism Launch Service is to give the pastor and other church evangelism leaders their best opportunity to present to the church body the evangelism goals and plans for the new church year. It is a time to inspire and challenge the people of God to work together to accomplish what is believed to be God's expectations. The success of this service depends on prayer, preparation, and planning. You will find the results well worth the effort. The material in this folder is designed to save you time in preparation.

To have a Lighthouse Church, you must have Lighthouse Christians. But, you also need a lighthouse evangelism strategy. A Lighthouse Church must constantly be shining the light of Christ from its meeting place and wherever its members are.

A Lighthouse Church is one that has set its evangelism goals and planned its evangelism strategy to include at least the following: (These are the basic requirements for a Lighthouse Church.)

1. **Spiritual preparation for soul winning.** Included in this toolkit is a compilation of great sermons on eternity. The church must develop a heart for lost people and an earnest and urgent desire for God to use them to bring people into His kingdom. Please consider preaching these sermons or some of your own on this important subject during the month preceding OMTSJ Sunday.
2. **Evangelistic prospects.** An updated list of names of people who need Christ is essential. A tool that will be available from LifeWay Christian Resources October 1, 2000, is The NET Tool for Locating and Cultivating Evangelistic Prospects.

3. **An evangelistic prayer ministry.** A Lighthouse Church is a church that is constantly praying for the lost and for laborers to go into the harvest. Order the brochure, "Praying Your Friends to Christ" from LifeWay Christian Resources.
4. **Soul-winning training.** A Lighthouse Church will have a process for training Christians to share Jesus. There are several good witness training processes available. In this toolkit is a brochure explaining the new NET training, available for order from LifeWay Christian Resources in Fall, 2000.
5. **An evangelistic Sunday School/Bible teaching program.** The Sunday School in a Lighthouse Church is geared for evangelism and outreach.
6. **Evangelistic events and ministries.** These should be planned throughout the year. For resources on event evangelism and ministry evangelism, see the LifeWay Christian Resources Catalog under NAMB products, or go to our Web site, [namb.net](http://namb.net), and find "Direct Evangelism" and then, Resources.
7. **An effective follow-up/discipleship plan.** Order the "Immediate Follow-up Strategy for New Believers" packet. See order form.

# How to Have an *Effective* EVANGELISM Launch Service

The simplest way to develop an evangelism strategy for your church is to pray for the the answer to this question, "How does God want our church to accomplish the requirements listed on the previous page?" Planning the calendar means determining when the necessary actions for accomplishing these points should be conducted. Planning the evangelism budget means answering the question, "How much will it cost to do the things necessary to accomplish the things listed on the previous page?"

The most dynamic Evangelism Launch Services have a time for the pastor (and other church staff members, if applicable) to present their vision, goals, and plans for the upcoming year. Then the age group leaders for the Sunday School, followed by other ministry leaders such as recreation ministry, women's ministry, music ministry, youth ministry, and others stand and announce their goals and plans. There are two plan sheets in this folder. One form is for the pastor and other church staff and one for the leaders of classes and ministries. Please make copies of these forms and distribute them to the appropriate people. Ask that they be returned before OMTSJ Sunday.

## **Setting God-led Evangelism Goals**

Only God knows His evangelism expectations for a small group Bible study or Sunday School class, music ministry, recreation ministry, evangelistic event(s), and so on. Therefore, in a sincere prayer of faith, those leaders should ask Him this question: "How many lost people do You know that this class or ministry can reach during the new church year, with Your help?" He has promised in John 16:13 that

His Spirit "will guide you into all truth." Revealed goals that come from time alone with God can be claimed and celebrated. These goals can be written on the enclosed goal/planning sheet and handed to the pastor before the Evangelism Launch Service. But goals with no plans will accomplish little.

## **Discovering God's Plans for Reaching His Evangelism Goals**

"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future" (Jer. 29:11, NIV). "If any of you lacks wisdom, he should ask God, who gives generously to all without finding fault, and it will be given him" (Jas. 1:5, NIV). The source of God-given plans is the same as the source for God-given evangelism goals. It is God. But He must be sought by people praying in faith, believing the promise in Philippians 4:13 (NKJV), "I can do all things through Christ who strengthens me." Ask God for His leadership and wisdom to know how to reach the people that He intends for you to reach. Then listen to God, and see what ideas He begins to give. As He gives the ideas, write them on the planning sheet on the back of this folder. Consider the possibilities represented on the order form in this toolkit and consider the talents and gifts of the people in the class or ministry. Discover what it would take to carry out His plans and assign responsibilities. Suggestions for planning the OMTSJ Evangelism Launch Service are printed inside the file folder in this toolkit.

# Evangelism Planning Form # 1

The Lighthouse Church-2000-2001

## PASTOR/STAFF YEARLONG EVANGELISM STRATEGY PLANNING FORM

Listed below are some of the elements needed for a balanced evangelism strategy for a "Lighthouse Church." This form should be completed by the pastor and other church staff (if applicable) or Church Council. Please list dates for proposed plans where applicable.

### Strategy Elements

### Proposed Plans

**Spiritual Preparation  
for Soul-Winning**

*Example:* messages on  
eternity, On Mission:  
To Share Jesus Sunday

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**Evangelistic Prospects:**

Discovering and maintaining  
an updated list of names  
of people who need Christ.

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**Witness Training:**

*Examples:* The NET,  
FAITH, CWT,  
One Day Soul-  
Winning Workshop

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**Evangelistic Praying:**

Praying for the lost  
and for laborers

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**Evangelism Events/  
Actions:**

Visitation,  
ministries, revivals,  
block parties, VBS

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**Follow-Up:** An effective  
plan for discipling  
new believers

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Baptism goal from  
pastor/staff plans

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*Evangelism Planning Form # 2*

The Lighthouse Church-2000-2001

2000-2001 GOAL SETTING/PLANNING SHEET

*(Make copies of this form for Sunday School teachers and other ministry leaders.)*

Pray and lead the class, committee, or other group members in a discussion about how your group can function as part of a "Lighthouse Church." Explain that the work of every part of the church should relate directly or indirectly to evangelism and discipleship.

1. **Set a baptism goal.** Lead the class, group, or committee in a time of prayer for the answer to this question: "How many lost people does God know that this class or group can and should reach during the upcoming church year?" Lead the class or group members to adopt the baptism goal they feel is from God. Write on the line below the baptism goal for the class or group for the upcoming church year: \_\_\_\_\_.

2. **Make evangelism plans.** Lead the group to pray, asking God for His plans for reaching those He has said could be reached. Claim the promise from James 1:5 (NKJV), "If any of you lacks wisdom, let him ask of God, who gives to all liberally and without reproach, and it will be given to him." As God leads, list emphases, efforts, and events needed to accomplish the baptism goal. On the lines below, list specific plans that God has placed on your heart.

Event or emphasis

Responsible Person(s)

Proposed Date

Set OMTSJ Sunday School and Worship High Attendance Goal for National High Attendance Day, October 29, 2000.

High Attendance Goal: \_\_\_\_\_

Class or unit name \_\_\_\_\_

Teacher/leader/chairperson \_\_\_\_\_