

A large, dark blue geometric graphic consisting of several thick, angular lines that intersect to form a stylized 'Y' or 'K' shape, extending from the top left towards the center of the page.

**NAMB**  
**EVANGELISM**  
**KIT**

**TRAINING GUIDE**



**CREATING A  
CULTURE OF  
EVANGELISM**

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# INTRODUCTION

Evangelism. It's the mission of the Church and should be the passion of every Christian. Our hope is that this course will guide you to build a culture of evangelism — one ingrained in the DNA of your church.

**Let's get started!**



The NAMB Evangelism Kit Online course provides training and development for pastors who desire change in their church's DNA and cultural life so that the heartbeat of their church is marked by personal evangelism.

Building a culture of evangelism requires a four-phased approach: Examine, Embrace, Engage and Encourage.

## FIRST STEPS:

1. Spend time praying about the steps you need to take to create an authentic culture of evangelism in your church. Pray your church will develop a passion for bringing the lost to Christ.
2. Identify one or more people in your church to join you on this journey.
3. Watch the ***Introduction video*** and begin the online course at [NAMBevangelism.com](http://NAMBevangelism.com).
4. Have a pen and paper handy to make notes.

Jesus came near and said to them,  
“All authority has been given to me in  
heaven and on earth. Go, therefore, and  
make disciples of all nations, baptizing  
them in the name of the Father and of the  
Son and of the Holy Spirit, teaching them  
to observe everything I have commanded  
you. And remember, I am with you always,  
to the end of the age.”

**MATTHEW 28:18-20**

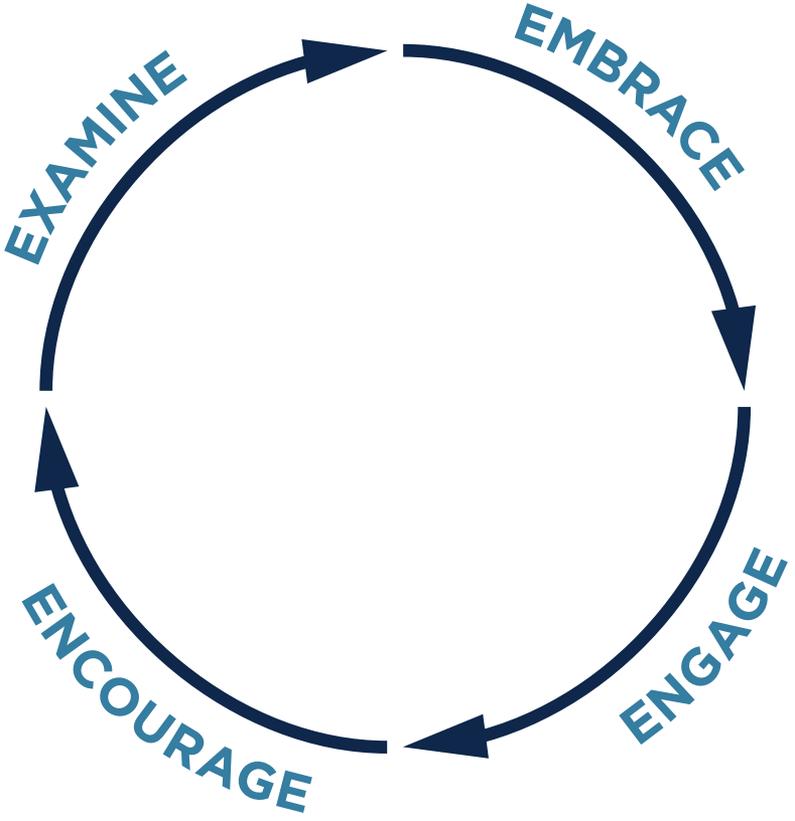
# THE PRIORITY OF EVANGELISM AND THE GREAT COMMISSION

Most Christians are familiar with Matthew 28:18-20. They know the vital place evangelism should occupy in their lives. But the fact remains that most believers are not involved in personal evangelism.

- Are you actively engaged in evangelism?
- Is there a group of people in your church who have a passion for personal evangelism?

Building a culture of evangelism requires a four-phased approach: **Examine, Embrace, Engage and Encourage.**

The videos of this online course support each of these phases. Note that these are not “one and done” steps. To be effective, all four must be nurtured on a continual basis.



## **EXAMINE**

The Examine phase prompts you to assess your spiritual health and well-being and the level of evangelistic engagement in your church.

## **EMBRACE**

The Embrace phase gets to the heart of developing a culture of evangelism. You will be led to explore and understand your community and develop a thorough plan for preparing your church for evangelistic engagement.

## **ENGAGE**

The Engage phase focuses on intentional prayer for the lost, practical ideas for sharing the gospel “As You Go” and steps to determine a follow-up plan.

## **ENCOURAGE**

The Encourage phase focuses on celebrating gospel conversations and those who come to saving faith in Jesus. Having an attitude of celebration and providing tangible ways to do that are critical for building an evangelistic culture.



Because of AALCO, Ryan was able to come to this community and...  
 with God, start a church where the Gospel is not just changing lives  
 for eternity but, as people from different cultures worship and serve  
 together. It's not changing the here and now of a very diverse place.

Show the love of Jesus



## EXAMINE

Watch the video titled ***Examine: Personal Assessment***.

In this first phase of creating a culture of evangelism, you will examine your personal life and the life of your church as a whole in order to assess where you are now.

**After watching the video segment, download and take the Personal Assessment.**

After you take the personal assessment, watch the three videos for ***Examine (Your Soul, Your Family, Your Work)*** and be prepared to take notes as you consider what you can do to grow stronger in these areas. If you are married, consider having your spouse take the assessment on “Your Family” and watch the ***Examine: Your Family*** video together.

**Access the Road Map** to create your action plan for areas you feel need strengthening.

If after taking the self-assessment and viewing the videos, you would like to explore additional resources and tools, visit **NAMBevangelism.com**.

Also, if you find yourself overwhelmed in these areas and cannot seem to get your balance, please reach out to your state convention to locate a counselor in your area. Never hesitate to ask for help.

SIN →

BROKENNESS

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BR





## EMBRACE

You may have explored your community demographics and have a healthy plan for reaching your neighbors. But, in an ever-changing world, it is always a good idea to stay current with changes that are happening around you. As you watch the three ***Embrace videos (Your Community, A Plan, The Challenge)***, we'll help you tackle the difficult issues related to understanding your community, your church and developing a thorough plan for preparing your church for evangelistic engagement.

**As you work through the video content, prepare to take notes. Ask yourself these questions:**

- What is your next step in securing and evaluating a current demographic study?
- What do you need to do to review or create your church's mission and vision statements?
- What training method(s) works best for your church's context?
- What tools (**review the Resource Catalog for ideas**) can you use singularly or together to help you implement a training plan?
- Given your church's current situation (Startup, Turnaround, Realignment, Evangelistically Successful), what are your next steps to create an effective evangelism plan?

**Access the Road Map** to create your plan to embrace a culture of evangelism.





## ENGAGE

The focus for this area is on intentional prayer for the lost, practical ideas for sharing the gospel “As You Go” and steps to determine a follow-up plan.

As you watch the three ***Engage videos (Before You Engage, As You Engage, After You Engage)***, you will learn practical ways to involve your entire church in praying for the lost and sharing the gospel with your community. Consider using these three videos in a training session with your church.

As you work through the video content, prepare to take notes. Ask yourself these questions:

- How is your church engaged in praying for those who do not know Jesus?
- How do you define success in personal evangelism for your church members?
- Which conversation starters resonate with you? What others can you add to help your church members?
- How can you help your church members recognize opportunities for personal evangelism, encouraging them to share the gospel “As You Go”?
- How are you equipping yourself and your church to continue the conversations they start?

**Access the Road Map** to create your plan to engage your church in evangelism.





## ENCOURAGE

The goal of the Encourage phase is to instill courage into the people in your church as they share the gospel in their community and within their spheres of influence. The three videos for ***Encourage*** will explore the why, the how and the where of encouragement in the following ways: ***Encourage Intentionally***, ***Encourage Strategically*** and ***Encourage Visibly***.

As you watch the ***Encourage videos***, prepare to take notes. Ask yourself these questions:

- Who can you publically celebrate for their evangelism efforts to encourage others?
- How can you intentionally, strategically and visibly celebrate evangelism efforts?
- What are some new ideas you gleaned from the videos on ways to celebrate personal evangelism?

**Access the Road Map** to create your plan to encourage your church in evangelism.

## CLOSING

Watch the video titled *Closing*.

The hope is that you are excited to create a culture of evangelism in your church (and your own life!). Creating this culture isn't a "one and done" endeavor. The four Es of **Examine, Embrace, Engage** and **Encourage** need to be practiced continually.

Remember — you are not alone. God empowers His church, and He will strengthen you and your people for the task He has given you.

You also have friends at the North American Mission Board, your local Baptist association and your regional or state Baptist convention who stand ready to help. We look forward to celebrating as churches create a culture of evangelism and more people come to know Jesus!

**Continue this journey by creating action points using the Road Map.**



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Mission Board**

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For general information, call 1 800 634-2462 or visit [namb.net](http://namb.net).

To order materials, call the Customer Service Center, 1-866-407-NAMB (6262), or visit [nambstore.com](http://nambstore.com).