

**E-Team: Personal Evangelism 1.04**

Projects-Programs & Events

*In order to build Evangelism into the DNA of the local church, the local church must be intentional in creating evangelism possibilities. This means creating projects, programs and events that stir up an evangelistic mindset in the church body while connecting unbelieving or “unknowing” people to the Gospel Message.*

*There is an important piece of the equation that is often overlooked by groups engaging in evangelism…an essential part in making evangelism projects, programs and events work. Can you guess what it is? It is you—the person who is being trained in personal evangelism. Every project, program or event that involves evangelism needs trained “evangelists” to lead people to Christ. In fact, without people who can lead people to Christ there is no reason to “push” evangelism—that’s how crucial the personnel of the E-Team are to the effectiveness of evangelism in our church body.*

# Project:

***An individual or collaborative enterprise that is carefully planned and designed to achieve a particular aim.***

* Now the differences between projects and programs are more a matter of semantics; so, for our purposes, we are defining projects as the short-term cousins of programs. Projects also tend to be less people centric, in other words, projects are not necessarily organized around an event or a gathering of people.
* Example: Bible Giveaway Project. The object of the project is to give a Bible to people who don’t own a Bible. It has no organized event of people gathering.
* Example: A Greeting Basket to everyone who moves into a new house within a 5-10 mile radius of the church.
* Most of the organizational effort in at project deals with non-people issues. (Gathering of information, buying of supplies, advertising, organizational response, trained personnel, printed materials, fund-raising, etc.)
* The value of projects. Projects are valuable to evangelism, because, they can generally be developed and maintained with fewer personnel. Also, once the initial work is completed, it generally takes less work to keep it functional.

# Program:

***A planned series of future events, items, or performances.***

* For our purposes, a program is an on-going, long-term series of people centric events. It is a regular, consistent gathering of people for the purpose of evangelism.
* Example: Sports Evangelism. Organize and maintain a sports league for the purpose of Evangelism.
* Example: Children’s Scouting Program. Organize and maintain a scouting program for the purpose of Evangelism.
* The KEY is the phrase, “for the purpose of Evangelism.” This means that there needs to be Evangelism objectives and aspirations built into the design of the program.
* The value of programs. If the Evangelism objectives and aspirations are kept front and center in the continuation of a program, it can be a consistent, on-going source of Evangelism in the life of a church. The inherent danger: Difficult to close down a program once it has started—even if the Evangelism objectives have been abandoned.

# Event:

***A one-time “happening” or organized gathering of people.***

* Unlike a “program,” events are short-term, (generally) one time, gatherings of people organized around an Evangelistic objective.
* Example: The Christmas Show.
* Example: Valentine’s Banquet.
* Example: Pine Wood Derby Contest.
* The strength of a well-executed, Evangelistic Event, is that it has the potential to impact “hard to reach” people groups. It also does not ADD to our daily grind. The event takes a lot of effort, but other than the follow-up, it is not an on-going concern.

# Special Considerations:

* **Evangelistic Punch.** As an E-Team we need to evaluate the Evangelistic “Punch” or effectiveness of each project, program and event. This means careful consideration before the fact; and on-going evaluation after the fact. Please note that not all projects, programs and events carry the same Evangelism potential.

Rate the following items on a scale of 1 to 5*. (5 being the number of the highest Evangelism Potential) Please note that this is a totally subjective exercise.*

1. A Church-Wide 70’s Disco Party.
2. A 70’s Disco Party in a Public Park.
3. Handing out tracts and Bibles in the mall.
4. The Christmas Show at our Church Campus.
5. The Christmas Show at the mall.
6. The Christmas Show in a Public Park.
7. A City-Wide Pine Wood Derby with Prizes for every age group. (On BC Campus)
8. Welcoming Team visiting people who just moved into our city. (Gift Baskets)
9. A week long summer day camp for local children. (On BC Campus)
10. Christmas Gifts for underprivileged children in Leander.
11. Christmas Caroling in Leander Neighborhoods.
12. Placing Door Hangers advertising our Church.
13. Bible Giveaway Project.
14. Scouting Program.
15. LatchKey Kids’ Program.
16. Elite Youth Choir of High Schoolers in area. Trained to sing at events.
17. Bible Discussion Group at Starbucks.
18. City-Wide Easter Egg Hunt.
19. Worship DVD and Sermon Highlights placed for free in Public Places.
20. Personal Testimonies placed on YouTube and Church Website.

* **Leverage.** To maximize the impact and effectiveness of a project, program or event. We must always consider every possible way to “leverage” the “things” that our E-Team chooses to take on. Leverage squeezes out every last potential of what we do. It is also where we generally fall short in Church Work.
* **Organization.** Every project, program and/or event needs to have a well-defined organization—even if it is small. We must be able to clearly articulate who is the Lead Person, and the role of each individual team member.
* **Evangelism Objectives.** Every project, program and/or event needs to have the Evangelism Objectives clearly understood and stated.

**Wrap-up: Next week we will get into the details of how to organize and put together a proposal for a project, program or event. Essentially, we will be digging deeper into the details of tonight’s lesson.**

**Assignment:**

* **Learn next verse in the Romans Road.** *But God demonstrates His own love toward us, in that while we were still sinners, Christ died for us****.*** Romans 5:8 (NKJV)
* **Observe Sunday Morning Service and come up with every potential way of leveraging it for the purpose of Evangelism.**