

The

CONNECT 

EVANGELISM CAMPAIGN

is an emphasis to

EQUIP & ENGAGE

every church member
in personal

EVANGELISM

through the church's
small groups or

SUNDAY SCHOOL

GROUP

LEADER'S

GUIDE

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Introduction

The Tip of the Spear in the Church is...

If someone were to ask you what ministry, event, or organization in your church is the “tip of the spear” when it comes to evangelism and discipleship, what would you say? Worship? Social Ministry? Revivals? Although these are all vital elements of the church’s ongoing mission; the best place for discipleship and evangelism is actually the church’s Sunday School or small group organization. We like to say it like this:

THE CHURCH’S BEST STRATEGY TO MAKE DISCIPLES IS THROUGH A SUNDAY SCHOOL OR SMALL GROUP MINISTRY THAT SHARES THE GOSPEL WITH THE LOST, DEVELOPS BIBLICAL COMMUNITY, EQUIPS PEOPLE TO GROW SPIRITUALLY AND ENGAGES THEM IN MISSIONAL LIVING.



That is a big challenge, but when consideration is given to the church’s small group organization you realize that no other organization in the church has more people involved, more people enrolled, or more leaders already in place than its Sunday School/ small groups organization. A biblically functioning groups organization is where the action is in the church!

All that many groups need is to rediscover their purpose!

When Jesus assembled His original small group, He did not ask them if they wanted to be good buddies with each other; He did not ask them if they wanted to play a game of Old Testament Bible trivia, maintain the church flowerbeds, or play touch football on Fridays. In fact, He did not ask them anything. He told them what He was going to do with them; “Follow Me, and I will make you fishers of people” (Mark 1:17).

Just like the original New Testament small group in Mark 1:17, the Connect>1 Evangelism Campaign is designed to engage the members of the church’s Sunday School and small groups with evangelism. Not just any church... but the church where you belong! Not just any group... the group that you lead! That means that the group you lead is the tip of the spear in your church’s evangelism strategy.

For almost all churches, the Sunday School is the largest organization in the church. It only makes sense that the largest organization in the church should be focused on the mission of the church. Focusing the church’s largest organization on the church’s primary mission will involve more people in the disciple-making process.

What Is The **CONNECT>** Evangelism Campaign?

The Connect>1 Evangelism Campaign is an eight week plan to focus the entire church on evangelism through its Sunday School or small group organization. The Connect>1 Evangelism Campaign is best accomplished in the fall or spring time.

Many church members are hesitant to share their faith. The Connect>1 Evangelism Campaign is designed to give members a clear plan that they can accomplish. Action is encouraged and procrastination is discouraged. The four simple actions of the campaign are measureable and attainable. In addition, individual group members accept the Gospel challenge and the group provides the encouraging accountability to help individuals finish the challenge.

As the group leader, it is vital that you have a solid understanding of the Connect>1 Evangelism Campaign. A group will look to its leader for direction. This Connect>1 Group Leader Guide will help inform and lead you.

There are three critical elements of the Connect>1 Evangelism Campaign that the Sunday School teacher or small group leader needs to understand:

1. A six-week Sunday School/small group Bible study of the Gospel message
2. The One Great Hope or a biblical Gospel presentation
3. The 3151 Challenge

Six-Week Bible Study of the Gospel

Although most (if not all) group members have heard the Gospel, many have difficulty sharing the Gospel with their friends. Much of this difficulty is from an unclear understanding of the Gospel. During the Connect>1 Evangelism Campaign, members will participate in a six-week study of the Gospel message. This Bible study (*The Unvarnished Truth*) is available from LifeWay Christian Resources in a six-week format. This six-week Bible study will provide group members with a clear understanding of the Gospel. In addition, there may be some group members who have never accepted Jesus Christ as their Lord and Savior. The six-week Bible study series will present the Gospel to them in a clear, concise way. A preview of the study that includes topics and the Bible passages follows on the next page.

Partnership with LifeWay

As part of the Connect>1 Evangelism Campaign, LifeWay Christian Resources is providing a companion six-week Bible study to help teach the Gospel to your group members. Below are session titles, teaching point, and Bible passages for each of the six sessions.

Title	Teaching Point	Bible Passage
One Great Creator	God created us—and He knows each of us.	Psalm 33:6-9,13-15; Colossians 1:15-17
One Great Purpose	We were created to glorify God and enjoy Him forever.	Isaiah 43:1-7
One Great Problem	Without Christ, we are condemned forever.	Romans 3:9-12, 19-20,23
One Great Savior	God offers us hope and forgiveness through Jesus Christ.	Romans 5:6-11
One Great Commitment	To be saved, I must trust in Christ.	Romans 10:1-3,8b-13
One Great Task	Each of us must share the Gospel.	2 Timothy 2:1-10

One Great Hope Gospel Presentation Outline

Group members will also learn a simple Gospel presentation that they can study so that they can share the Gospel with friends, family, and neighbors. The One Great Hope Gospel presentation closely parallels *The Unvarnished Truth* Bible study from LifeWay. However, any biblical Gospel presentation can be used. An outline of the One Great Hope Gospel presentation is below:

Connect>1 Gospel Presentation Outline

But God proves His own love for us in that while we were still sinners Christ died for us. Romans 5:8

There is ONE great Creator God.

“But God...”

God is the Creator of all things. **Acts 17:24-26** tells us that God made the world and does not live in shrines, idols, or anything created by human hands. God needs nothing from us, but instead gives everyone life and breath. God loves His creation, and has proven His love for us.

We have ONE great problem.

“...proves His love for us in that while we were still sinners...”

The reason God has to prove His love is because mankind has a sin problem. We rebel against God and try to take control of our lives and our universe from the God who created it. **Romans 3:23** says that everyone has sinned against God. **Romans 6:23** says that the wages of sin is death (spiritual death).

God has provided us with ONE great hope.

“Christ died for us...”

We are unable to save ourselves from our sin problem. Only God is great enough to do that and He proved His love for us by sending Jesus Christ as a perfect sacrifice to suffer the penalty of our sin through His death on the cross and the resurrection. **1 Peter 3:18** says that *Christ also died for our sins once for all, the just for the unjust, so that He might bring us to God.* Jesus Christ is our ONE and only way back to God. God has provided the solution!

We have ONE great decision.

Repent and Believe!

The Bible teaches in **Romans 10:13** that everyone who calls upon the name of the Lord will be saved. How is this done? “If you confess with your mouth, ‘Jesus is Lord,’ and believe in your heart that God raised Him from the dead, you will be saved” (**Romans 10:9**). **John 3:16** says, “For God loved the world in this way: He gave His One and Only Son, so that everyone who believes in Him will not perish but have eternal life.” Each of us has one great decision in life; to either believe in Jesus Christ as Lord and Savior, or to reject God’s offer to give you complete forgiveness of your sin and restore your relationship with Him.

The 3151 Challenge

The Connect>1 Evangelism Campaign is designed to engage the church's Sunday School or small groups organization as the church's primary strategy for personal evangelism. As the leader of your group, it is important for you to understand the 3151 Challenge. Many of the people in your group need a plan to share the Gospel. The group has learned the biblical basis for the Gospel through the six-week Bible study, *The Unvarnished Truth*. The 3151 Challenge is the application of that Bible study into everyday life.

Here is the 3151 Challenge:

Each group member is challenged to:

- 3** > Pray daily for **THREE** lost friends to come to Christ.
- 1** > Learn **ONE** Gospel presentation.
- 5** > Invite **FIVE** unchurched people to your small group.
- 1** > Share the Gospel at least **ONE** time during the campaign.

The quest of the leader is to keep group members focused on the 3151 Challenge at each meeting. A poster is available for display at your group meetings. Refer to the 3151 Challenge poster at every group meeting. The Connect>1 Evangelism Campaign is an easy to use process that will accomplish the following things:

- Group members will learn a Gospel presentation through a six-week Bible study series;
- Members will pray specifically for three lost friends to come to Christ;
- Members will specifically invite at least 5 friends, neighbors, or others to be a part of their group.
- Members are encouraged to share their faith with at least one person during the campaign.

Lead Your Group

It is very important that group leaders commit to the Connect>1 Evangelism Campaign. People “feed” from the energy and enthusiasm of the leader, and the group leader’s visible commitment to evangelism will encourage your members to take the opportunity to seriously share the Gospel. You will also be a support to your pastor. He is making a significant ministry commitment with the Connect>1 Evangelism Campaign. Your involvement and support will encourage him in his ministry.

Here are some simple things for group leaders to do to equip themselves for the Connect>1 Evangelism Campaign:

- Read and study this booklet so that you have a working understanding of the Connect>1 Evangelism Campaign.
- Engage your group with the six-week Bible study, *The Unvarnished Truth*.
- Be a leader when the pastor challenges the church to take the 3151 Challenge.
- Encourage your group members to share stories as they engage the 3151 Challenge. Encourage them to send you emails or text messages during the week as they share their faith or invite someone to the group. Provide time for them to share stories at each group meeting.
- Allow time for group members to pray at group meetings for their three lost friends.
- Make the Celebration Sunday a big day for your group. Encourage group members to invite and bring the people they have invited to the group on this day. Offer food. But be sure to teach the Bible on this day! Whatever guests experience on their first visit will be a lasting impression of your group and the Gospel. Make it a great experience for everyone.
- Practice presenting the Gospel during group meetings. Teach the One Great Hope Gospel presentation or another Gospel presentation if preferred by your pastor.

The CONNECT > 1 Evangelism Campaign Schedule

The Connect>1 Evangelism Campaign is scheduled to begin the first Sunday of the month. Home groups that meet during the week can use the schedule below as well.

Week	Date <small>(add specific dates for your campaign)</small>	Equipping Phase (Six Week Bible Study)	Engaging Phase (3151 Challenge)
1		One Great Creator	
2		One Great Purpose	
3		One Great Problem	
4		One Great Hope	
5		One Great Decision	Challenge Sunday
6		One Great Purpose	3151 Challenge
7			3151 Challenge
8			3151 Challenge
9			3151 Challenge
10			Celebration Sunday

Equipping Phase

The first six weeks of the campaign is the Equipping Phase that uses the six week *The Unvarnished Truth* Bible study from LifeWay to teach the biblical foundation of the Gospel.

Engaging Phase

The final phase of the campaign is the Engagement Phase. Members engage friends and neighbors with the Gospel through the 3151 Challenge.

Laser-Like Focus on the Gospel

Imagine what a Sunday School or small group of believers could do if they committed together to share the Gospel with people they meet for just a few weeks. Most group members already have relationships with or come in contact with many lost people every day. A glance at the chart below reveals the Gospel potential that could happen in the life of an individual, a small group, and a church by engaging church members through their small group through the 3151 Challenge.

3151 Challenge	Individual	Group of 10 Members	Church of 100 Members
Pray for 3 lost people	3	30	300
Learn a Gospel presentation	1	10	100
Invite 5 lost people to a biblical group meeting	5	50	500
Share the Gospel at least one time	1	10	100

In the Connect>1 Evangelism Campaign, we are reconnecting evangelism with the church's small group organization. This connection will mobilize more believers to become soul winners than just about anything else the church can do.

The Call to Fish

A person can have a lot of fishing equipment. He can have a fishing rod and a tackle box full of the best lures and baits. He may even have some waders so that he can get into the water to fish. He might purchase a fishing boat and load it up with all the latest fishing technology. He can even subscribe to fishing magazines and listen to other people talk about the fish that they catch and be amazed at their stories.

However, he is no fisherman... because he has never been fishing! A little boy at the neighborhood lake with a cane pole, can of worms, and a hook in the water is fishing.

It is time to take a fresh look at Matthew 4:19. Jesus has called us as individuals and also as groups to follow Him and He will make us fishers of people.

The Connect>1 Evangelism Campaign is a simple effort to help the people in your group follow Jesus and start fishing.

It is time to get our hooks wet!

Appendix

Eight Stages of Evangelistic Engagement

A vital part of the Connect>1 Evangelism Campaign is moving people to a deeper level of evangelistic engagement. Many churches have a large majority of their members who are unengaged in evangelism. Others are spiritually aware, but are not very active. Some members are fully engaged and have an evangelistic lifestyle.

Evangelistically unengaged members often view evangelism as an activity for fully engaged members and the pastor to do. The jump from Level 8 (Unengaged) to Level one (Lifestyle) is too high in their opinion, so they do not even try. The Connect>1 Evangelism Campaign is designed to move members forward by challenging them to engage at the next level. Prayer for 3 lost friends is an activity that moves a member from Unengaged to Spiritually Aware. Inviting a friend to their group is another step. Learning a Gospel presentation is yet another step forward.

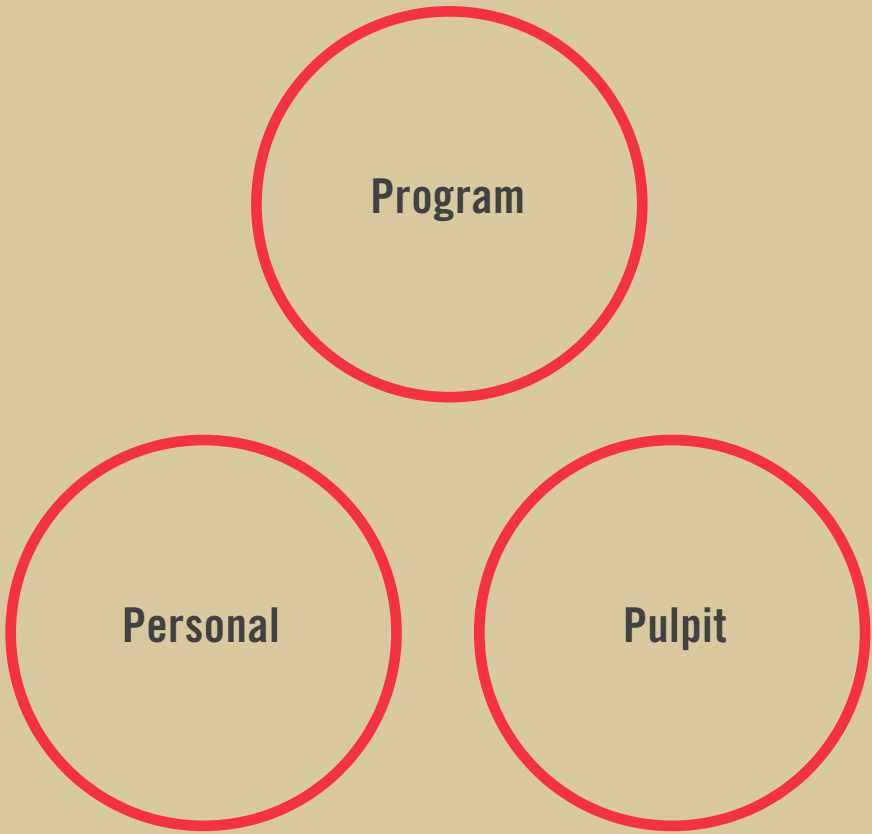
The 3151 Challenge is a process to move members forward in their spiritual walk and help increase their engagement in evangelistic opportunities. As members gain confidence in their Gospel witness and begin to see results, their evangelistic engagement will increase.

Eight Stages of Evangelistic Engagement



Three Arenas of Evangelism in the Local Church

Many churches operate in three arenas when it comes to evangelism.



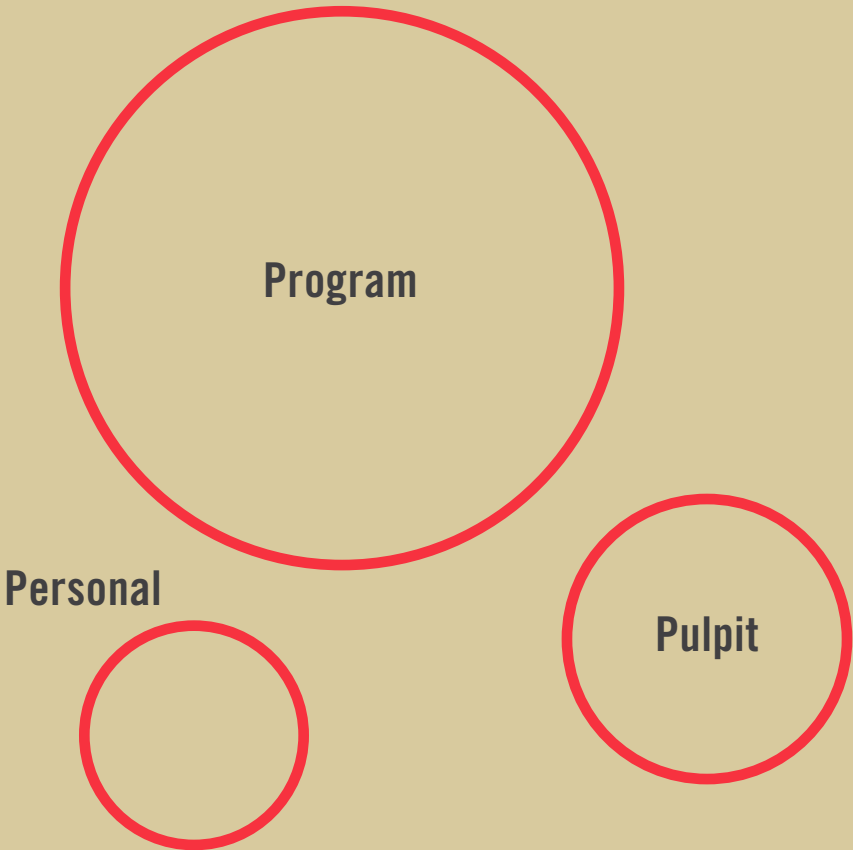
Program. VBS, youth camp, Disciple Now, block parties, etc.

Pulpit. Preaching, worship, revivals.

Personal. Church members who share their faith in the workplace, neighborhood, golf course, etc.

What Do Your Arenas Look Like?

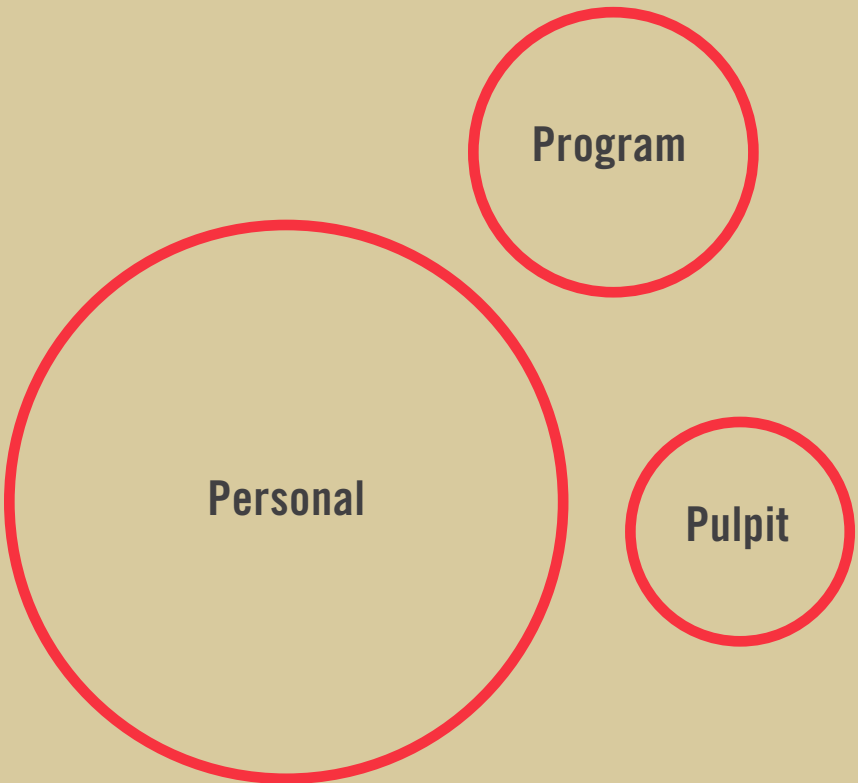
If your church baptized 15 people last year; nine baptisms from programs, four through worship services, and two through personal evangelism; your arenas would look like the diagram below.



Many churches receive the majority of their baptisms through program and pulpit evangelism. Program and pulpit evangelism are great ways to connect lost people with the Gospel. We should be thankful for events like Vacation Bible School and camps that help lead people to faith. But in these two arenas, lost people have to attend a church program or worship service to hear the Gospel.

Personal evangelism however, can happen anytime anywhere. It can occur over lunch, a coffeeshop, or at a golf course. It can occur in a hospital room. When Philip met the Ethiopian official in the eighth chapter of Acts, Philip did not tell him, “Come to church Sunday and maybe our preacher can explain the Gospel to you.” Instead, Philip shared the Gospel when the situation presented itself. Many church members have situations every day when they can share the Gospel with a lost person.

What if Your Arenas Looked Like This:



The **Connect>1** Evangelism Campaign strengthens personal evangelism.

Twelve Memory Verses on Evangelism

Jesus formed His small group with evangelism as its driving purpose. Encourage your small group or Sunday School class to memorize one of the following verses every month for a year to 1) remind them of your group's primary purpose, and 2) equip each person with Scripture to use as they share their faith.

Romans 6:23 - For the wages of sin is death, but the free gift of God is eternal life in Christ Jesus our Lord.

1 Peter 3:18 - For Christ also died for sins once for all, the just for the unjust, so that He might bring us to God, having been put to death in the flesh, but made alive in the spirit.

John 3:16 - For God so loved the world, that He gave His only begotten Son, that whoever believes in Him shall not perish, but have eternal life.

Romans 5:8 - But God demonstrates His own love toward us, in that while we were yet sinners, Christ died for us.

2 Corinthians 5:21 - He made Him who knew no sin to be sin on our behalf, so that we might become the righteousness of God in Him.

1 Corinthians 1:18 - For the word of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God.

Acts 4:12 - And there is salvation in no one else; for there is no other name under heaven that has been given among men by which we must be saved.

Luke 13:3 - No, I tell you; but unless you repent, you will all perish as well!

Ephesians 2:8-9 - For you are saved by grace through faith, and this is not from yourselves; it is God's gift, not from works, so that no one can boast.

John 5:24 - I assure you: Anyone who hears My word and believes Him who sent Me has eternal life and will not come under judgment but has passed from death to life.

Romans 10:9-10 - If you confess with your mouth, "Jesus is Lord," and believe in your heart that God raised Him from the dead, you will be saved. One believes with the heart, resulting in righteousness, and one confesses with the mouth, resulting in salvation.

1 Timothy 1:15 - This saying is trustworthy and deserving of full acceptance: "Christ Jesus came into the world to save sinners"—and I am the worst of them."

3151 Challenge	Individual	Group of 10	Church of 100
Pray for 3 lost people	3	30	300
Learn a Gospel presentation	1	10	100
Invite 5 lost people to a biblical group meeting	5	50	500
Share the Gospel at least one time	1	10	100

The impact of engaging the entire church in evangelism through their Sunday School or small group has incredible potential. The Connect>1 Evangelism Campaign is intended to unlock the Gospel explosion by mobilizing an organization that already exists in almost every church – Sunday School and small groups!

NOTES



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