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TOOLBOX

EVANTELL'S

SPECIAL EDITION

THE DECLINE IN EVANGELISM WHAT CAN BE DONE?

BY LARRY MOYER
Founder and CEO, EvanTell

Our current day finds people in a uniquely vulnerable place. Many are fearful of what the future holds. Others are concerned about the present political climate, their personal health, or finances. Yes, these can be scary days, but at the same time opportunities to share the gospel abound!

Despite many opportunities, there has been an undeniable and drastic decline in evangelism. As Christian researcher Dr. Ed Stetzer states, "It's a sobering reality that nearly 80% of unchurched people say they will engage in a faith conversation but that only 30% of Christians are actually telling people about Jesus." Why is that?

First, Satan is actively working to distract and discourage believers. One way Satan works is to keep church leaders so busy with problems within their congregations that they have no time to think about outreach. The problems may range from the local church level to the denominational level.

The solution? Recognize Satan for who he is and ask God to keep those issues from distracting you from evangelism. Few things do more to resolve internal conflicts than seeing people come to Christ. A new convert's excitement for the Savior causes us as believers to focus on Christ, not each other.

Second, the church is becoming known more for what we are against than what we are for. We tend to have a greater concern for changing a person's political opinion rather than their spiritual condition. The New Testament church did not focus on political opinions or personalities, but rather on proclaiming the good news of the King of Kings who died for our sins and rose from the dead. Focusing on changing someone's mind about politics pales in comparison to changing their eternal destiny. We need to regain our focus on the main thing, the gospel of Jesus Christ.

Finally, church growth has become more important than church outreach. Don't ask, "How many more church members do we have this year than we had last year?" If most came from another church, then all we did was relocate Christians. Instead, ask, "How many people have come to Christ through the witness of the church and are now growing as disciples?" Ask the right question and decide together how to grow by conversion instead of transfer.

Yes, there has been a decline in evangelism, but it is not irreversible. Let's take advantage of this day of opportunity and be about what consumes the heart of God—reaching people for Christ.

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HOW HEALTHY IS YOUR CHURCH?

BY DAVID SOUTHER
President, EvanTell



Consider for a moment the early church: “The Lord added to the church daily those who were being saved” (Acts 2:47). How does your church compare?

While many churches would not meet the standard of “daily,” could your church insert the word “monthly,” “regularly,” or even “annually” into that description? If not, it’s time for deeper reflection.

Compare a local church with an apple tree. A healthy apple tree produces new apples on a regular basis. If not, there is a problem with the tree. In the same way, if a church is not producing new believers, there is a problem.

It might be tempting for a church to solve the problem by occasionally telling its members they need to share the gospel more often. Lack of evangelism, though, may be a symptom of deeper issues.

Ask yourself 3 diagnostic questions about your congregation:

1. Is your main evangelism strategy to get people to come to your church?

If so, that’s a major red flag. Certainly, there is nothing wrong with wanting people to attend services on Sunday, but your church is also called to equip members to BE the church Monday through Saturday. We can’t expect unbelievers just to walk in the door. We must meet them right where they are—in our neighborhoods, workplaces, and anywhere and everywhere we go.

2. Have you delegated evangelism to a department or to a few outgoing individuals?

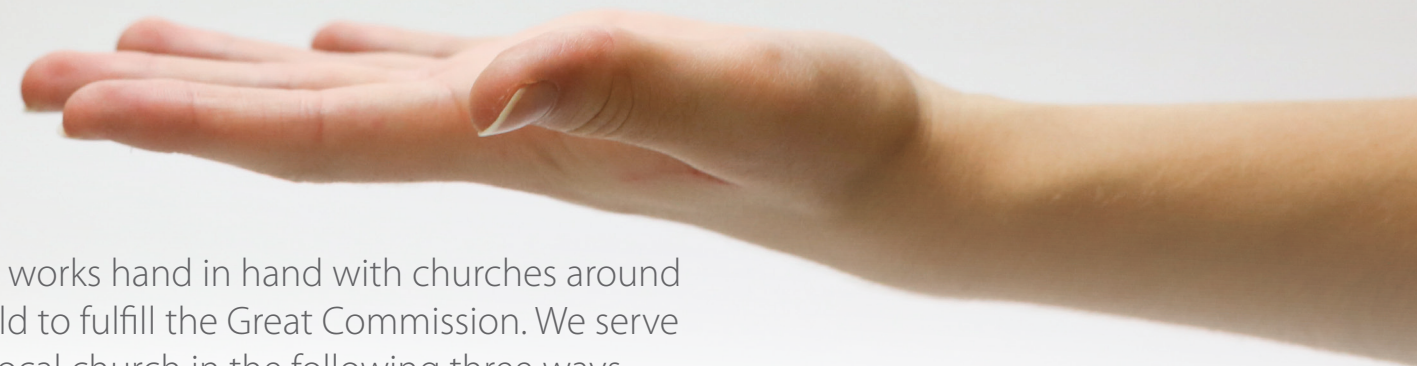
If the answer is “Yes” to either, then that is another red flag. Don’t delegate evangelism. A healthy and growing church requires every member and every department to participate. Implement a plan in your children’s ministry to reach families who don’t know the Lord. Train your community groups to share the gospel. Equip college students with resources to defend their faith. While an evangelism leader or department can help other departments come up with new ways to reach non-Christians, it by no means should bear the total responsibility.

3. When you think of your congregation, do you think diversity or uniformity?

The composition of the early church represented the diversity of those they reached. Does the makeup of your church match your community or city? If not, why not? Have you limited your outreach potential by only associating with people who look and believe like you?

The road to healthy church growth is not a new gimmick or strategy. It’s reaching people where they are, regardless of who they are! What worked in the first century still works in the 21st.

Encourage AND Equip YOUR CHURCH TO REACH YOUR COMMUNITY AND BEYOND



EvanTell works hand in hand with churches around the world to fulfill the Great Commission. We serve the local church in the following three ways.

OUTREACH EVENTS

EvanTell specializes in outreach events that emphasize a clear and Biblical presentation of the gospel and a well-organized system of preparation and follow-up. Led by veteran evangelist, Dr. Larry Moyer, our approach emphasizes grace and includes training so that the outreach continues long after the event itself.

Dr. Moyer knows how to make an appeal that people understand and he leaves churches stronger for their participation in outreach events. An investment of one event with Larry is as valuable an investment as you can make in people who might otherwise never come to church.

Paige Patterson
President, Southwestern Baptist Theological Seminary

LEADERSHIP & CONGREGATIONAL TRAINING

EvanTell’s live training shows believers that they CAN speak to others about Christ and equips them to do it with clarity, confidence, and consistency while overcoming their fears. We also have specialized training for church leaders in how to lead their congregations to grow by conversion.

God moved in our men and through our men to reach many lost and unchurched men for Christ. God used EvanTell to foster in us His heart for the lost and to move us into His harvest.

Cecil Sanders
Lead Pastor, First Baptist Church; Headland, Alabama

INTERACTIVE ONLINE TRAINING

Churches throughout the United States utilize EvanTell’s online training to equip their congregations in evangelism. The training is free and accessible on any computer, tablet, or mobile device. Topics include personal and child evangelism, outreach in the workplace, as well as evangelistic speaking to groups.

Our format allows leaders of ministry and mission teams to invite members to a specific online group and monitor their progress during the training, ensuring that every member has been trained.

EvanTell’s training has been used by small, medium, and even “mega” churches like Oak Cliff Bible Fellowship in Dallas and Johnson Ferry Baptist Church in Atlanta.

Great class, great content! The site seems to flow well and signup was easy. Ready to go to the next level, thank you for this ministry.

Online Training Participant

LEARN MORE: [EVANTELL.ORG/TRAINING](https://evantell.org/training)