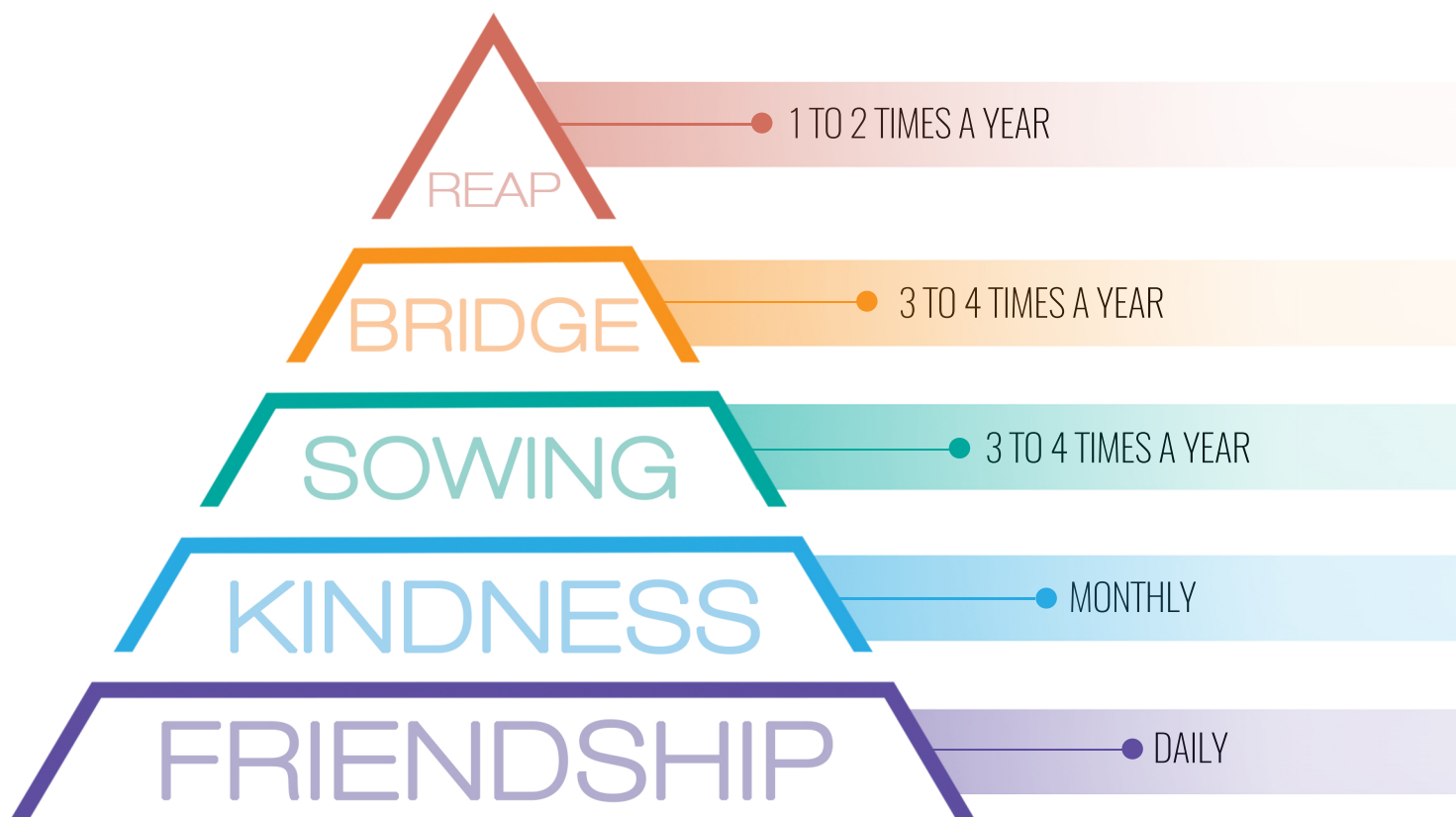


THE EVANGELISM PYRAMID



FRIENDSHIP: Start by building the spirit of friendship in your church. First, help your members learn to like each other. Then help them build genuine redemptive friendships with people outside the church, remembering the ultimate goal of leading them to Christ. As a leader, help your members catch the vision by modeling it and talking about it frequently.

KINDNESS: Get into the community and show God's love in practical ways. Kindness and compassion projects help your members think beyond themselves. Find needs in your community and meet them: clean up a park, sort clothes at a homeless shelter, or visit a retirement home. Do random acts of kindness, like washing windshields at Walmart or handing out free water at the fair. Doing a kindness activity in your community every month will infuse your church culture with an outward focus and build a positive reputation for your church.

SOWING: Systematically offer Bible studies and other materials to people in your community, with Bible study card mailings, online advertising, posters, or literature racks in area businesses. You could even go door to door with a Bible study offer. Do intentional sowing activities 3-4 times every year.

BRIDGE: Bridge events bring people through your church doors in a non-threatening environment. These 2-5 night events (whether in a row or once per week) offer something of value and build bridges with people in your community. Bridge events can be focused on health—think cooking classes, stop smoking clinics, or weight loss groups—or family matters, such as marriage seminars, parenting classes or a course in personal finance. They can also be religious in nature, on topics like creation, biblical archaeology, or even prophecy. Aim to do 3-4 bridge events every year.

REAP: This is your evangelistic series, focused on helping people to make decisions for Jesus. When built on a foundation of friendship, kindness and bridge events, you'll see more success in your reaping events. Invest in a full evangelism marketing campaign for your reaping event, while leveraging your church's interest list built from the other efforts.