



# ***Relationship Evangelism***

**The  
Farming  
Method**

**A manual for those who realize the need to  
reach their community for Christ but are not  
comfortable with some of the traditional  
methods of evangelism**



# **Relationship Evangelism - The Farming Method**

**Missionary Evangelist Paul Smith  
New Hope Ministries / Hope For Haiti Now  
911 W Brower St – Springfield, Mo 65802  
(417)863-1299    (916)548-1500  
email: [paul@newhopeministryresources.org](mailto:paul@newhopeministryresources.org)  
Website: [www.newhopeministryresources.org](http://www.newhopeministryresources.org)**



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# ***Introduction***

We are all familiar with the great commission recorded in Matthew 28:19 when Jesus told his disciples to go into all the world and preach the gospel, baptizing converts and discipling them according to the teachings he had committed to them. Jesus was not giving his disciples an option among many options from which to choose their ministry. He was commanding them to win converts and disciple them in the lifestyle that he had taught them.

This book has grown out of a lifetime of desiring to respond the mandate of the great commission. For years I studied different evangelism programs and read books about personal evangelism. I was most affected by Bill Bright and his approach to personal witnessing.

One day I was browsing through the paperback book section of a thrift store and came across a book titled, "Come Change the World With Me." The author was Bill Bright the founder of Campus Crusade for Christ. I wept

as I read the stories he told of how people responded to the simple message of the gospel.

I guess the thing that moved me most was the simplicity of his presentation. My orientation was in a denomination that had a very detailed formula for salvation, and even when followed there was enough doubt that only eternity would tell who was saved.

After reading about the way Bill Bright witnessed and about the results he had I began to look into the materials he offered for personal evangelism. I learned to use the Four Spiritual Laws booklet and was amazed at how people responded to the simple gospel message.

The next evangelism program that affected my life was Evangelism Explosion by Dr. D. James Kennedy. I'll never forget the day I was studying this presentation of the gospel and I came to the place where we used the statement Jesus made while hanging on the cross, "It is finished." As I studied that particular passage a light of understanding came on inside of me.

I had been raised in a performance based religious group and our identity in Christ was related to what we had done more than on what Christ had done. As a result I constantly



wrestled with failures in my life and was becoming convinced that I would never become good enough to merit eternal life.

When I read that Jesus had said, "It is finished," and understood that what he was actually saying is that he had paid the price and the cost of my salvation was paid in full I fell to my knees and with tears gave thanks to God for what Jesus had done.

My life was totally and irrevocably changed. I would never look at salvation again wishing that I could be good enough. It was done. He had completed the work on the cross and all that was left for me to do was to accept that and commit to follow him.

It was my experience with these two evangelism programs that began to prepare me for the work that God would later have me do. After many years of personal evangelism and seeing literally hundreds of people give their lives to Jesus I have put the things I have learned into this book.

My prayer is that this book will help you to have an effective ministry of evangelism. The

approach that is presented is a little different some I have studied, but the elements of the gospel are the same.

I have titled this book *Relationship Evangelism – The Farming Method* because I have learned that the most effective witness is one that is reinforced with positive a relationship.

You will probably notice that there is not a lot of memorization work in this program. The main reason for that is I have a hard time with memorization and I figured that most other folks do to. Also, I have found that it is important that we sound genuine to the people we are witnessing to. We come across as more sincere if we are presenting our own experiences and explaining the gospel in our own words.

The two primary tools that I use when actually presenting the gospel are *The Starting Point* which is followed with *The Next Step*. These two booklets are explained in depth in this book and you will learn to present the gospel with confidence using this format.

The final section of the book explains the process of relationship evangelism that I simply

call farming. Experience has shown that when this method is followed consistently it will produce consistent results. I strongly encourage you to employ this strategy in your evangelism program, it works.

Finally, I trust that as you read and study this book, God will impress upon you the call to evangelism and that you will accept the challenge to be his ambassador of reconciliation.

## *Chapter 1*

# **EVANGELISM: A Call To Service**

When spiritual leaders begin to call people into the service of evangelism many in the congregation start trying to make themselves very small so no one will notice them. Just the thought of having to memorize all of those scriptures and then remember the proper order of presentation scares most of us to death.

Many of us have come to the conclusion that we hire pastors and associates to do that kind of work. Have you ever felt that way?

One of the reasons so many of us have such a fear of evangelism is that we do not understand what evangelism is all about. The first section of these lessons answers the question, "What is evangelism?"

## **THE WORK OF EVANGELISM**

The Apostle Paul had a disciple by the name of Timothy. He commissioned Timothy as the bishop of the church at Ephesus. Paul wrote two letters to Timothy during his tenure as bishop of Ephesus. These letters contain some very valuable teaching concerning the church and the Gospel of Christ. Let's take a look at a passage in 2 Timothy:

2 Timothy 2:1-3 – You then, my son, be strong in the grace that is in Christ Jesus. And the things you have heard me say in the presence of many witnesses entrust to reliable men who will also be qualified to teach others.

Endure hardship with us like a good soldier of Christ Jesus.

**Contained in this passage:**

**v. 1 - “Be Strong in the grace that is in Christ Jesus.”**

Be strong because the task is great. Joshua was told when he was being called to lead Israel, “Be strong and courageous, because you will lead these people to inherit the land I swore to their forefathers to give them” (Joshua 1:6). Timothy was being commissioned to a task equal to that of Joshua. He was being instructed to lead the believers of Ephesus into the promised land of abundant life and ministry.

Be strong because the devil takes advantage of every weakness. This admonition to be strong is directed not only to the leaders in the church but also to all who would follow closely the ways of the Lord. The Apostle Paul wrote, “When I would do good, evil is present with me” (Romans chapter 7). We are constantly assaulted by the evil that would defeat us. We must be strong and exercised in faith to stay ahead of him.

Be strong because others need to see our strength. Other believers are watching to see how we will respond to the call to evangelize. If they see that we are not moved to serve they will feel justified in holding back. One of the prophets wrote of a time when God was looking for someone to lead the people in righteousness. He wrote it this way, "I looked for a man who would stand in the gap and make up the hedge and I found none." Could that be God's cry concerning this generation and his call to evangelism?

**v. 2 - "And the things you have heard me say... entrust to reliable men."**

Commit the message of salvation to people who will carry the message to those who need to hear it. Not everyone will value the message of hope contained in the gospel. Therefore, we must diligently search for people who will respond to the call and become carriers of this message of hope.

Contained in this command is not only the responsibility of choosing people who will treasure the gospel, but it also includes training them in the gospel. The reason we are studying evangelism is that we want to be able to first understand the gospel and what it means to us, then we want to be able to explain it to others.

The command is clear. First, learn well the message of the gospel. Then, find others who will be faithful to the gospel and train them.

Sometimes we feel inadequate to be carriers of the message. We may feel like God's Dirty Dozen. We are the chosen of God from the pile of society's discards. God has chosen us to do the work of evangelism. Whatever our place in the socio-economic structure of society – we are commissioned as carriers of the message.

Those who have been involved in addiction recovery and have practiced the 12 Steps have an understanding of the value of evangelism. Step 12, the final step in the process is as follows; *Having had a spiritual awakening as the result of these steps, we tried to carry this message to others, and to practice these principles in all our affairs.*



“We tried to carry this message to others.” A part of our own healing process is taking the healing message to other hurting people. All of us are in the process of being restored from sin and its effects in our lives. Our restoration process requires that we give witness to the work the Gospel has accomplished in our lives.

When we give a witness to the power of God to deliver us from sin two things are accomplished. First, there is great power released into our lives. Second, the power of the gospel is released into the life of the one to whom we have been witnessing.

There is a person in history who reminds of the reason we should tell people about Jesus. Do you remember the story of Aaron Burr? One of the most renowned traitors in American History. Years before his infamous alliance with the British he was attending Princeton University. There was a great revival and he was moved to be converted. He took counsel with a friend. The friend advised, “Wait until you have had time to think it through clearly and then decide.” There is no record that Aaron Burr ever considered conversion again.

### **v. 3 - “Endure hardship with us like a good soldier of Christ Jesus.”**

Understand this; when you accepted the call of God to salvation, you also accepted a call to war... Everyone one of you who have proclaimed faith in Christ has been drafted into the war of the ages.

This war, like all wars, requires commitment and dedication to victory. When Paul instructed Timothy, “Endure hardness as a good soldier,” he was warning him that there would be times when it was not easy being a believer. Anyone who has heard the gospel and begun a walk with God has experienced some trials along the way.

There are times when we just want to draw back into the comfort of Christian fellowship and not be concerned with the world. It’s just too painful to try to influence others. Most of them don’t have a clue as to what we are talking about anyway.

It is during those times that we must learn to endure hardness. We must remember that our call is to being faithful and that God will give us the power to fulfill our commission as we are faithful to the call.

## **WHAT IS EVANGELISM?**

It is realizing we have a message worth telling and telling it. An evangel is one who has a message to tell. An evangelist is someone who tells the message. Evangelism is simply telling the message to someone who would benefit from hearing it.

The value of communicating the message of the gospel cannot be overemphasized. We cannot take responsibility for the way others respond to the message, but we are responsible to see that they hear the message.

In the War of 1812, waged between America and Britain, there were 2070 Americans killed *after the peace treaty had been signed*. The reason? *Lack of communication*. The troops had not been informed that the war was over. How many have lost their lives to sin because no one told them they didn't have to die that way?

The Apostle Paul writes, “We hold this treasure in earthen vessels” (2 Corinthians 4:7). The treasure of truth and the gospel of Christ have been placed in our safe keeping. We have been entrusted with this message of the life, death, burial and resurrection of Jesus the Christ, the Son of God.

Because we have come to know the gospel and its’ affect on us we “try to persuade men” (2 Corinthians 5:11). We know what is missed when people do not live in the blessing of the gospel; therefore we try to persuade men.

It is this sense of being compelled to influence others that has served to propagate the gospel. Many people do not know that the first book printed on a printing press was the Bible; In fact the printing press was invented for the purpose of printing Bibles.

The first Bibles were printed in America in 1663. John Eliot, a pastor, paid to have 150 Bibles printed in the language of the Algonquin Indian. The purpose of these Bibles was to

evangelize the Indians and “persuade” them of the good news of the gospel of Christ.

The “good news” is that man can be Reconciliation with God, be restored to the person that God intended man to be and be renewed in our inner man.

## *Chapter 2*

# **AMBASSADORS OF RECONCILIATION**

This is the call to believers, “Since, then, we know what it is to fear the Lord, we try to persuade men” (2 Corinthians 5:11). Because we know the condition of man, and the gift God offers, we do all that we can to get that message to others.

You may be reading this book because God is speaking to you about the needs in your neighborhood and of your family and friends. God is calling you to be an ambassador... a watchman.

God has called every believer to action. We each are commissioned as “Ambassadors of Christ.” We have heard, believed and received reconciliation to God through Jesus Christ. Now we have become carriers of the message of reconciliation.

Paul has called us Ambassadors and Ezekiel calls us, "Watchmen" (Ezekiel 3:16-21). "I have made you a watchman" (17). The job of the watchman: to warn the people of disaster.

Ezekiel goes on to warn the watchmen, "When I say to a wicked man, 'you will surely die,' and you do not warn him or speak out to dissuade him from his evil ways in order to save his life, that wicked man will die for his sin, and I will hold you accountable for his blood."

If people you know, who are living in darkness, without God, come to your mind now as you are reading this... *YOU ARE THEIR WATCHMAN !*

If we warn others and they do not respond; they are held responsible. If we do not warn them, then we are held responsible.

As watchmen Ezekiel is giving us the responsibility of speaking the truth of God to others. As Ambassadors of reconciliation we are given the message to present.

### **The Message of Reconciliation**

People without God are stuck in a cycle of death. From the time they begin making choices their lives are spiraling toward death.

The human condition is living in the shadow of death. Though we may live as if we will never die, death is as sure as birth. If we are born we will die. And we are all on this roller coaster with its ups and downs that will eventually wind its way to the final stop where everyone gets off.

Everyone in the world around you is on their way to meet God, and some are about to enter the point of no return – they have already reached the point of no turning back. They have lost so much that there is no hope of ever reclaiming their life. It is in this state of despair that the good news of Jesus Christ can be most effective.

These are the folks that have tried everything and everything has failed – now it is time to try Jesus.

Everything that promised them much in this life has left them empty. Jesus said, “The thief has come to kill, rob and destroy,” (John 10:10a) and that has happened to them. Their innocence has been stolen, Self Respect has been robbed from them and finally Hope itself was destroyed.



Then in the middle of all this Jesus says, “I have come that you might have life, and have it to the full” (John 10:10b). And he has committed that message to us, the believers.

This is our message: 2 Corinthians 5:17-18. *Therefore, if anyone is in Christ, he is a new creation; the old has gone, the new has come! All this is from God, who reconciled us to himself through Christ and gave us the ministry of reconciliation.*

**Reconcile:** To make friends again... To settle a quarrel or difference... To bring into harmony.

Our message is, “*Be reconciled to God.*” Being reconciled to God simply means that we have reestablished the relationship that God has desired to have with us all along. Our need was to be renewed in relationship with God; God’s problem was our sin that separated us from him; God’s answer was Jesus Christ.

Jesus told Nicodemus in John 3, “You must be born again.” Nicodemus did not understand, just as many do not understand today. What Nicodemus did not understand is

that Jesus was not talking about being born in the flesh, he was talking about being born in the spirit. That's why Paul wrote, "If anyone is in Christ he is a new creature. The old is gone and the new has come." Through Christ we gain entrance to the realm of the spirit and become reconciled to (make friends with) God

The message of reconciliation is the most powerful the world has ever known... but without a messenger the power of this message does nothing.

We think of Christ on the cross and the great sacrifice that was made for the sins of mankind, and without that we would all be dead in our sins; but there is also another vital link: "How can they hear without a preacher?"

## *Chapter 3*

# Elements Of A Good Witness

A good witness will be given with the need of the person being spoken to being the focal point. The purpose of witnessing is not to display our knowledge or ability, neither is it to convince someone that we are right, or that they should “join” something. The purpose of a good witness should be to offer healing for the hurting, renewal of hope for the hopeless, and fulfillment of dreams to those whose dreams have been dashed. Healing, renewal, fulfillment = the Gospel.

The witnessing experience is broken into the following categories or phases:

1. Get Acquainted
2. Assessing Need

3. Personal Testimony
4. Presenting The Starting Point
5. Prayer of Confession
6. Follow Up

As you become adept at witnessing you will develop bridges from one phase to the next. A bridge is a question or comment that leads from where you are to the next point you will be making. Often a bridge can be a question that will help you determine if you are communicating well and if the person you are talking to is accepting what you are saying.

A good bridge question is, “How do you feel about that?” I will often put in a third party influence statement like, “Many people who are in your circumstances feel just like you and are looking for answers to some of the same questions as you.”

We will give you bridge examples for each transition to the next phase.

# **The Witnessing Experience**

## **Get Acquainted**

The get acquainted phase begins when we are before the prospect and are beginning our conversation with them. We usually begin by introducing ourselves and the purpose of our visit.

If we are canvassing an area or are making another form of first approach we usually say, "Hi. I'm Paul and this is Jane. We are Christians and we are just out in the area meeting people in the community. Are you folks Christians?" Where we go next from there is determined by the response of the prospect.

If we are making a follow up visit on a visitor to church or another event our approach is similar. At the door we say, "Hi. I'm Paul and this is Jane. We are from First Church and we just wanted to stop by to tell you how glad we were to have you visit us. Do you have a couple of minutes?"

After a moment or two of "get acquainted" conversation begin to lay the groundwork for giving your testimony. One way that we do that

is by assessing their *perceived* needs. The reason we say perceived needs is that what is important to the person you are talking to is what they feel their needs are, not what you think their needs are.

**Bridge:** Guide the conversation toward a bridge of transition to the assessing needs phase.

## **Assessing Needs**

We will learn the important doctrines of the church, and we will learn to defend them; but when we are making the initial witnessing contact with people it is more important to discover their need and share the answer.

A good witness will capture the interest of the person who is hearing because it offers some solution to his perceived problems. Jesus said, “The Spirit of the Lord is on me, because he has anointed me to preach **good news** to the **poor**. He has sent me to proclaim **freedom** for the **prisoners** and **recovery of sight** for the **blind**, to **release** the **oppressed**, to **proclaim the year of the Lord’s favor**” (Luke 4:18-19). Notice the promises; good news, freedom, recovery, release, favor.

## **What can we say that is...**

### ***Good News To The Poor:***

- Jesus said, “I am come that they might have life more abundantly” (John 10:10)
- “Seek first his kingdom and his righteousness, and all these things will be given to you” (Matthew 6:33)
- It is not God’s plan that you live in need. He has made provision for you as you learn to trust him.

### ***Freedom For The Prisoners:***

- You will know the truth and the truth will set you free” (John 8:32)
- “The Lord is that Spirit and where the Spirit of the Lord is there is freedom” (2 Corinthians 3:17)
- If you are held hostage by any undesirable behaviors Jesus will open those prison doors and set you free.

### ***Recovery Of Sight For The Blind:***

- “Jesus... healed every disease and sickness among the people” (Matthew 4:23)

- “By his wounds we are healed” (Isaiah 53:5)
- God has made provision for physical healing in the gospel.

***Release The Oppressed:***

- “My grace is sufficient for you, for my power is made perfect in weakness” (2 Corinthians 12:9)
- “The Lord works righteousness and justice for all the oppressed” (Psalm 103:6)
- There is deliverance promised for all those in physical, emotional and mental oppression.

***Proclaim The Year Of The Lord’s Favor:“***

- In the time of my favor I heard you, and in the day of salvation I helped you. I tell you, now is the time of god’s favor, now is the day of salvation” (2 Corinthians 6:2)
- “I will pour out my Spirit on all people” (Joel 2:28)
- This is the time of God’s favor upon all mankind. There is no race, nationality, tribe or people group that



is excluded. God's favor has been given for all.

You already know that the gospel means good news and the good news is that Jesus has introduced us to the day of the Lord's favor and that there is a remedy for all of the "bad news" that is in our lives.

As you consider how the good news applies to the lives of those to whom you are giving witness, try to determine what is the pressing area of need in that person. When you discover the need then it is easier to share the gospel as an answer to their problem.

Become familiar with scripture that applies to all of these areas. As you can see Jesus helped us out by breaking down most of the needs people have into these categories:

- Poverty – living in physical need
- Prisoners – many people live in a prison of addictive behaviors
- Blind – applies to both physical and spiritual blindness and extends to all physical maladies

- Oppressed – feeling controlled and limited. This is people who are locked in a manner of thinking that limits their understanding of who they are.

You are encouraged to become familiar with enough scripture in each of these areas to use them in your witnessing. However, do not feel that you must wait until you have memorized scripture to witness. You already know enough that you can relate what is necessary to expose someone to the gospel.

After you have shared your testimony it is good to get some feed back from the person with whom you have just shared it. You need to determine if you have created any interest in the person. You can do that by asking non-threatening questions that get them to begin talking about how they feel or think.

A question many have used effectively is, “Can you identify with that?” Another version of that question is, “How do you feel about that?” or “What do you think about that?” You will usually get an opening at this point to move into the next phase of the witnessing process.

In the transition from the needs assessment stage to the personal testimony phase is two part; first, helping the prospect to

identify with needs in their life and second, showing how those needs have affected your life. We often use third party influence to help folks identify with needs. A statement and question is good, "I have talked to others who have been through some of the same things as you and found that they can find help from God. Could I tell you how my life has been changed?"

**What Believable Example Can You Give Of This "Good News"?**

- The conversion story of someone else
- Your personal testimony

***Bridge:*** As you finish needs assessment build a bridge of transition to your personal testimony.

## *Chapter 4*

# **GIVING YOUR PERSONAL TESTIMONY**

The most effective witness to the power of God is what God has done for you personally. John the Apostle wrote, “We proclaim to you what we have seen and heard, so that you also may have fellowship with us” (1 John 1:3).

John was talking about his personal testimony; what he had seen and heard. There is power in relating what we have personally been witness to. We can talk about other people with little effect, but little can be said to rebut our personal experience.

I have been witnessing many times and could tell that the person I was talking to was not really impressed. Then I began to give personal testimony about what God has done in my life. At that point the entire atmosphere changes and they begin to listen. There is power in our personal testimony.

**There are several things that happen when you share your personal testimony:**

1. *You are reminded of how far God has brought you.*

When you relate what you were in just a few words, followed with what Jesus has done in your life, you are again reminded of how good God has been to you and thankfulness begins to build up inside of you.

2. *The person you are talking to hears a first-hand account of God's spirit at work.*

Some people have only been exposed to God in a negative sense. They think of Christians as being bigots and Christian leaders as being greedy, money hungry bigots. They have not been exposed to the positive effects of the Gospel. When you share your first hand experience with the life changing power of God they will listen.

3. *The power of God is released in witnessing.*

When Jesus told the disciples to go back to Jerusalem it was for one purpose; “Stay in the city until you have been clothed with power from on high” (Luke 24:49). Then he said, “You will receive power when the Holy Spirit comes on you; and you will be my witnesses” (Acts 1:8).

We are a “power witness.” When we witness it is not just with the force of our words, it is with the power of God.

**Three basic characteristics of a personal testimony:**

1. ***IT HAS AUTHORITY*** - You may not be able to answer many questions about the

Bible; however you are the only authority on your experience with Jesus Christ as you Savior and Lord.

2. ***IT COMMUNICATES*** - It touches others with your heart and life. You aren't talking about doctrine or "theology" but you are talking about *your own experience*.
  
3. ***IT RELATES*** - People you witness to can relate to the way your life was; your frustration, your fear, your pain, your addictions. Everything you felt and wanted from God when you reached out to him, they want and feel. When they hear what happened to you they begin to believe it can happen to them.

The Apostle Paul gives his testimony in Acts 26:9-23. The condensed version of this testimony would read something like this:

I was convinced that those who followed Jesus were wrong and I persecuted them at every opportunity. I didn't realize it at the time but I was actually working against the power that was trying to bring

peace into my life. Then one day God revealed to me that Jesus was my answer and I accepted that. My life was forever changed that day and I will never be the same again.

Your testimony should follow the same basic points as Apostle Paul:

1. My life before receiving Jesus - verses 9-12
2. How I received Jesus - verses 13-15
3. How Jesus makes my life meaningful - verses 16-23

You will be practicing these three elements that make up your testimony as you learn to share the Gospel. For the time being don't be concerned about how much scripture you are able to quote, or all of the theological points that you should make in witnessing. The focus just now is on how to effectively communicate the most powerful thing that has ever happened to you in your life.



As you are preparing your testimony you should remember that the message you are about to share is the story of the most important thing that has happened to you. And, If it is important to you, it will become important to other people.

Because what you are about to share is so important, then how you share it becomes important. As you prepare your testimony, *Seek The Leadership Of The Holy Spirit*: Ask God to guide you as you think through what he has done. God knows what is important for you to say and what should not be said.

You will find that you will not share your testimony in exactly the same way each time. As you learn to be sensitive to the Holy Spirit he will guide you to say the things that will be the most effective with the people you are witnessing to.

Another thing to keep in mind is to *Keep Your Testimony Short*: It should be no longer than one and a half to two minutes. There may be a time in the future when you go into detail about the way your life was before Christ, or at some point you may give them a blow by blow account of your conversion beginning with having breakfast on the day you received

Christ; but this is not the time. When your objective is to bring a prospective Christian to the point of faith, confession and repentance, keep it brief.

It is also important to *Keep Your Testimony To The Point*: All you have to do is share what God has done for you. It is easy to fall into the trap of feeling like you need to explain all the minute details that led up to your conversion. Again, there may be a time when it will be encouraging to a new believer to share all of those things, but just now it is important to stay focused on the opportunity that you are making available to them.

*Avoid Bragging And Negative Remarks.* Your testimony is not about what you have done, it is about what God has done. Also remember that your testimony is not about how bad others are doing.

A final point on this subject is to remember *The Holy Spirit is the One who draws to conversion*. We are vital to the process in that we carry the message; but we are only carriers of the message. When we deliver the gospel in the proper manner the Holy Spirit will do his work in the heart of those who are ready to hear.

## **My Personal Testimony**

Here is a pattern to help you develop a personal testimony that is brief, concise and powerful. It begins with “My Life Before Christ;” then goes to “How I received Christ;” and finally, “How Jesus has made my life meaningful.” Once you learn this pattern it will become second nature to give an effective testimony.

Here is an example of how your testimony may be presented:

### ***MY LIFE BEFORE CHRIST:***

*I was... (wasting my life on...) (Losing hope because...) (filled with anger because...)*

“My friends kept telling me I was wasting my life with the things I was doing, but I didn’t listen. Then one day I realized that I was beginning to lose hope, and thought “Is this what life is all about...”

*My life was controlled by... (drugs...)  
(alcohol...) (bad relationships...)*

“Finally I realized that my drinking was more than occasional, and my drug use was becoming more important to me than it should have been. I was beginning to think that nothing could change the way I had become...”

***HOW I RECEIVED CHRIST:***

*(Who told you? What did they say? What did you do?)*

“Then one day someone told me how Jesus could change my life. They said I was beginning to feel trapped and hopeless because the things I did were separating me from God. They talked about the peace that would come into my life and the new purpose for living I would experience when Christ came to live in my heart.

What they said made since and I decided right then to turn my life over Christ...”

**HOW JESUS HAS MADE MY LIFE MEANINGFUL:**

*Now I... (am off drugs...) (Have a purpose in life...) (Feel at peace with God*

“Since that time my life has been different. I am no longer controlled by drugs or alcohol. I feel that God has given me a purpose for living and I feel at peace on the inside.”

This example is not your story, but it is a sample of how to make your witness short and effective. You should practice this pattern until you are comfortable giving your testimony in this way. Remember, there are just three parts to your story; The way I was before Christ, How I accepted Christ, and How he has made my life meaningful.

You probably will not tell your story exactly the same way each time, but you should remember to include each of these three parts in sequence. Sometimes you may feel led to spend a little more time on a particular part of

your testimony. When you feel that the Holy Spirit is leading you then you should follow his direction. That is why he has been given to us.

**Bridge:** When you have finished giving your personal testimony build a bridge to The Starting Point.

## *Chapter 5*

# **Presenting the Starting Point**

Many times the person, or people, that you are witnessing to will be ready to hear the gospel after you have given your personal testimony. As you share what God has done in your life they will become moved about their own life and desire for change will begin to build in them.

Once people open themselves to the idea of change they need to know that there is a way to change and they need to know how to change. We know that the gospel of Jesus Christ is the answer.

The Starting Point is a pamphlet that briefly explains the gospel and shows how to accept what Jesus has done for them and allow the Spirit of God to effect the change they desire. We are going to explore The Starting Point one point at a time.

**The Introductory Page:**

## **The Starting Point**



Every journey must not only have a goal, the place you are going; but it must also have a starting place. Whether short or long, every journey begins with the point the first step is taken.

That is also true about knowing God. If we are going to know Him, we must start someplace. This pamphlet is a starting point. Follow me through it and find out how you can begin the journey that leads you to God.

This page introduces the idea that we are on a journey in life and that we are beginning our journey toward God. We want the prospect to begin realizing that he is not yet walking with God, but he is beginning his journey toward God.



## **Page 2, Point #1:**

### **POINT #1 - BECAUSE GOD LOVES YOU HE HAS MADE A WONDERFUL PLAN FOR YOUR LIFE**

**"God is love" (I John 4:8), and because He is love, He loves all of mankind.**

**That means he loves you. "For God so loved the world (that means you), that He gave His only begotten Son, that whoever (that means you) believes in Him should not perish, but have eternal life" (John 3:16).**

God's plan for you is that you would have eternal life, not a sad life filled with disappointments. Jesus said, **"I have come that they (you when you receive Him) may have life and have it to the full" (John 10:10).**

You are probably wondering why more people don't take advantage of this full and abundant life if this true. The reason is in the next point.

### **The Message of Point #1:**

It is important that people believe that God loves them and that the driving force of his grace and mercy is his love for us.

Many people feel that the things they have done have made them unworthy of God's mercy, therefore, they don't approach him. When they feel harassed by their problems they turn to other alternatives that just produce more problems.

The purpose of this point is to show them that God's love for them is not determined by what they do but by the very nature of God himself. God loves them because he is God.

**Transition:** The bridge of transition to point #2 is the last paragraph of point #1 and it is important that this paragraph is read, "You are probably wondering why more people don't take advantage of this full and abundant life if this is true. The reason is the next point." You want to transition the prospect from God's love to your sin separates you from God.

### **Page 3, Point #2:**

#### **POINT #2 - THE SINFULNESS OF MANKIND HAS SEPARATED US FROM THE GOODNESS OF GOD.**

You know you have sinned, just like me, and everyone we know. It is that sin that is in us that separates us from God. **"All have sinned and fall short of the glory of God" (Romans 3:23).**

God loves us, and is grieved for our sins, but as long as our sin separates us from his grace there is nothing He can do.

So now you're probably asking yourself how we can ever know God with this big sin problem. The next point gives us some good news.

## **The Message of point #2:**

For some people the message of love is all they want to hear. They think, "OK, God loves me, now God, get me out of this mess." Sometimes people will become angry at God for "letting this happen," when they are just facing the consequence of their actions.

The purpose of point #2 is to show personal responsibility for their separation from God and their current circumstances. *The point is that their own sin has separated them from God.*

Point #2 introduces their problem and God's problem. Their problem is that their sin separates them from the grace of God. God's problem is that he wants to extend his grace in love, but he is prevented by our sinfulness.

**Transition:** The bridge of transition to step three recognizes this dilemma and asks the question, "How can we ever know God with this big sin problem." The question is answered by pointing to the next point; "The next point gives us some good news."

## Page 4, Point #3:

### POINT #3 - GOD GAVE US ONE WAY TO KNOW HIM: THROUGH JESUS CHRIST

Remember that "**God is love**", and it is His love that demanded he make a way for mankind. He provided for us by the sacrifice of Christ.

**"God demonstrates His own love toward us, in that while we were yet sinners, Christ died for us" (Romans 5:8).**

God's law demanded that we die for our sin; but his grace provided Christ as the sacrifice sufficient to reconcile us to God. Our action, prompted by faith, releases God's grace to us.

### The Message of Point #3:

Here is the answer to the dilemma given in point #2. God's love demanded he make a way for us. Remember John 3:16, "For God so loved the world that he gave..." That is the message of the gospel. This is what it is all about.

It is important that the prospect realize that it was his sin that demanded for Christ to be sacrificed. Yes, it is true that Jesus died for the world, but we are not talking about the world just now. We are talking about the person to whom you are presenting the gospel.

There is a chorus we used to sing that goes like this, "I owed a debt I could not pay, He paid a debt he did not owe." That is the crux of the matter. The very thing that makes God's love and acceptance available to us is the death, burial and resurrection of Jesus Christ.

**Transition:** The bridge of transition to point #4 is, "Our action, prompted by faith, releases God's grace to us." We want to introduce the idea that we must take the step to release God's love and it is a step of faith.

**Page 4, Point 4:**

**POINT #4 - THE PROVISION THAT GOD MADE FOR US IS RELEASED BY OUR FAITH AND COMMITMENT TO CHRIST**

There are just a few things we need to remember in order to release the gift of life that God's love provides.

**The Message of Point #4:**

We are close to calling the prospect to the confession of his sins and being converted. In Point #4 we are explaining that the death of Christ for our sins is only effective for us when we take the step of faith to accept him and recognize him as Lord of our lives.

The purpose of this point is to help the prospect realize the value of receiving Christ and asking him to forgive their sins and grant repentance to them.

In this step we point out three components of releasing forgiveness into our lives; we must receive Christ, grace is released through faith and we must invite him in. We'll look at each one of these components.

### **FIRST WE MUST RECEIVE CHRIST:**

Sometimes people do not understand what it means to *receive Christ*. There are three important factors in this process. We must believe in the historical Jesus and that he is the Son of God. Then we must commit our lives to him.

Receiving Christ includes *making a mental ascent to the historical Jesus*, but it is so much more than that. Surveys have shown that about 95% of the people in America believe in Jesus as a historical person, but that is not conversion.

One passage says, "If you believe that Jesus is the Son of God you have eternal life" (1 John 5:13). But *there is so much more*

*implied than just to acknowledge that he is the Son of God.* Again, surveys show that across America 75-80% of the people believe that Jesus is God, but there is no evidence that such a percentage has been born again.

This passage actually is telling us that if we *believe in the name of the Son of God* we know that we have eternal life. The phrase, “believe in” is the point of emphasis. To believe in means to place your trust in; to arrange your life around the knowledge of. This passage is actually telling us that we must be converted to trusting ourselves to trusting Christ.

The third factor in receiving Christ is *committing ourselves to his care*. We have effected no spiritual work until we commit our lives to Him. If we do not understand the importance of each of these factors in receiving Christ then we run the danger of giving people false hope and having the conversion process aborted before it is complete.

### **GRACE IS RELEASED THROUGH FAITH:**

Eternal life and the blessing of God in this life are made available to us by the grace of

God. It is his love that has made provision for us. As we explain this to people it is important that we help them to understand that Grace cost us nothing, but it certainly is not free; it came at great cost. However, God's grace is released to us based upon our faith in the work that Christ has done.

True faith demands that we act upon that which we claim to believe. If we want God's best then we have live in faith, being committed to the way of Christ.

You probably will not go into a lot of detail with the prospect at this time, but you should know the depth of the commitment you are about to ask from your prospect. If you realize what you are asking your attitude will reflect that and your prospect will pick up on just how serious this moment is.

#### **THEN WE MUST INVITE HIM IN:**

The illustration of Jesus standing at the door of our heart, knocking to gain entrance from Revelation 3:20 is a good mental picture to draw. It points out that Jesus has been waiting for us to come to this point in our life.



Some of the people you will bring to this point have only seen God as the ogre who is waiting to rain down judgment upon them for all that they have done. This picture of Jesus asking permission to come in presents God in an entirely different and more accurate light.

A song I remember has a line something like this, "He was there all the time, waiting patiently." That is exactly the situation at this moment in your presentation. Jesus is waiting for the invitation to come in and we are about to invite him.

## **PAGE 6, INVITING HIM IN:**

**Inviting Him in is as simple as saying this prayer:**

"Lord Jesus, I am a sinner. I know that my sin has kept me from fellowship with you, and has prevented your blessing from my life. I accept that you died for my sins, and now as a step of faith I ask you to forgive my sins and receive me into your kingdom. I open the door of my heart right now and invite you to come in and be my Lord and Savior."

Does that sound like what you would like to do? God has promised that when you do you will have the abundant life.

**"This is the testimony; God has given us eternal life, and this life is in his Son. He who has the Son has life; he who does not have the Son of God does not have life. I write these things to you who believe in the name of the Son of God so that you may know that you have eternal life" (1 John 5:11-13).**

When I first began sharing the gospel in this manner I really had problems with this simple prayer. My experience had really made repentance a complicated process. First, it needed to happen in church. Second, it had to be done on your knees. And third, there had to be a lot of tears and tissues for it to be effective.

In just the first few times I prayed this prayer with prospects I saw something remarkable begin to happen. I could see a change in a persons face. Their eyes looked different. It was like they had just stepped into a new world, and I guess that is exactly what happened. You will see the same results as you lead others in this prayer.

Notice elements of this prayer. First, we acknowledge that we are sinners. Then we acknowledge that our sin has separated us from God. These are very important factors in repentance. If we do not believe this our prayer will not be effective.

The next part of the prayer deals with what Christ has already done. We accept that he died for our sins. Then we appropriate forgiveness by faith simply by asking for it.

Now we are ready for a decision. The next thing you do is ask a very critical question. You must ask permission to pray with them. This is done in the question, "Does that sound like what you would like to do?" Ask the question then don't say another word until you get a response. It is very important that you get their answer before you proceed. Most people will answer with some form of yes.

If they give a "no" response then be respectful of their decision. I will usually say something like, "I respect that decision. Could I leave this pamphlet with you? We are going to visiting folks in this neighborhood fairly regularly, would it be alright if we dropped by to say hi once in a while? Thanks, have a great day. Bye." Unless the prospect insists it is best to end your visit at this time.

If you receive a "yes" then prayerfully proceed. I will usually say something like this, "If that is what you would like to do then we'll pray together. If you pray this prayer with

sincerity a miracle will take place in your heart. You will be changed.” It is incredible to watch change come over people as they repeat this prayer with you.

It is important that you reinforce the decision and prayer that your prospect has just made. Read 1 John 5:11-13 and confirm that their sins are forgiven and now they are well on their journey in walking with God.

It is also important that the new believer is taught the importance of continuing to walk with God. While they are encouraged in the step they have taken they must also be challenged to grow in faith, fellowship and lifestyle.

## **Page 7, Reviewing what just happened:**

### **SINCE YOU RECEIVED CHRIST:**

1. Christ came into your life (Revelation 3:20, Colossians 1:27).
2. Your sins were forgiven (Col. 1:14).
3. You became a child of God (John 1:12).
4. You Received eternal life (John 5:24).

It is vitally important that you begin to associate with others who have committed their life to Christ in order to fully enjoy the benefits of his abundant life. The person who's name and phone number are given below will help you to find other believers to share your new found faith with.

Take a couple of minutes after you pray with the new believer to go over this section. As you can see it contains scripture for what has just taken place. It also begins to emphasize the value fellowship with other believers. Be sure to emphasize meeting with another person and sharing the decision and prayer they just made.

**Page 8, Winding it up:**

Before you conclude your visit go over the points on “HOW TO HAVE SPIRITUAL GROWTH.” Also begin follow up with the new believer now by giving them a copy of “The Next Step.”

Just before you leave make an appointment for the next day, or the next available time, to go over The Next Step and answer any questions they may have.

The final thing that you do before you leave is point out contact information at the bottom of page 8. Your church family should be listed here with address and phone number of the church. You should also write your name and address.

## *Chapter 6*

# Follow – Up

Follow up begins with the first contact after either visit to a worship service or event, or as the call after a cold call. Either way follow up begins with the second contact with a prospect.

If The Starting Point has been presented then the first follow up call will be to go over The Next Step and introduce Understanding the Bible booklet.

If you are making a follow up call on someone who has visited a worship service or event you begin with the basic format we have studied earlier; get acquainted, need assessment, etc.

Many of the follow up contacts that you will make will be from the farming program that we are introducing a little later in this book. We are going to explore follow up in that context in this section, then in the next section we will cover the follow up of visitors.

## **Follow Up After The Starting Point**

After we presented The Starting Point and the new believer has prayed with us we left *The Next Step* with them. At that time we made an appointment for the next visit which should be the next day or as soon as possible. At the next visit we review *The Next Step*, pray with them and leave *How to Understand the Bible* with them. We will be sure that we have their telephone number and the best time to call them. They should be called on the phone for a short encouraging visit every day. The final thing we do on this first follow up visit is make an appointment for our next visit which should be within the next week.

## **Reviewing The Next Step**

### **The Next Step**



You have just embarked upon a wonderful Journey. When you accepted Christ as your personal savior you opened your life up to many wonderful blessings. Just as there were steps to receiving Christ, there are also steps to your growing in the blessing of knowing Him.

The purpose of The Next Step is to begin the discipleship process with a new believer. It is very basic and is meant to be, just as the title implies, the next step. By making an appointment for the next day you will have the opportunity to stay connected with your new friend.

## **Page 2:**

From this point forward the life you live is blessed by the spirit of Christ which lives in you. You have entered into a new realm. A realm where the spirit of God leads you and guides you into the way that is life and blessing.

There are a few important things to remember as you begin your life of walking with God. First, you should know that God has a wonderful plan for your life and wants you to have an abundance of blessing. Jesus said, "I have come that they may have life, and have it to the full" (John 10:10).

The next thing to know is that all of God's blessings are opened up to us through faith. Jesus taught us that all things are possible to us if we believe. Faith is the key that unlocks the door to God's blessing for our lives.

On this page we reinforce the idea that God has wonderful plan for their life. We also begin to teach about faith and its value in opening the door to God's blessing.



## Pages 3 & 4:

### Where does faith come from?

The Apostle Paul wrote in Romans 10:17, "Faith comes from hearing the message, and the message is heard through the word of Christ." From this we learn that faith actually comes through being able to hear God's word. Here are the ways we hear God's word:

1. **By reading the Bible.** Begin immediately to read the Bible. A good place to begin is in the New Testament and a good book to begin reading is the Book of John.
2. **By going to church and hearing pastors preach.** The Apostle Paul also wrote, "How can they believe in the one of whom they have not heard, and how can they hear without someone preaching to them?" (Romans 10:14).
3. **Through prayer.** It is vital that we learn to communicate with God and prayer is the vehicle to do that. As we ask him he gives us understanding of his word.
4. **Through friendship with others who are walking with God.** Making a friend of another person who is walking in faith is a wonderful way to increase your understanding of God's word and for your faith to grow.

As we emphasize the importance of faith the value of learning how to gain faith becomes more apparent. This page touches upon the vital elements of developing and maintaining faith. Each of these points reinforces the need for connecting with a local body of believers.

Be sure to go through these pages point by point and emphasize the importance of connecting with other believers.

## Pages 4 & 5:

### The Holy Spirit in your life

Now that you are born again the Spirit of God dwells in you. We actually are the temple of God, or the place where God lives. That is an awesome thought. Here are some of the things the Spirit does in us:

1. **Gives us confidence in God**—“We know that we live in Him and He in us, because he has given us of His Spirit” (1 John 4:13)
2. **Helps us pray**—“We do not know what we ought to pray for, but the Spirit himself intercedes for us” (Romans 8:26)
3. **Leads us into truth about God**—“The Holy Spirit, whom the Father will send in my name, will teach you all things” (John 14:26)

As we learn to hear what the Holy Spirit in us is teaching us we will grow in his grace. It is important that we develop a sensitivity to his leading. We do that through reading the Bible, prayer and fellowship with other believers

These pages are dealing with the changes that come upon us when Christ is in our hearts. When the Spirit of Christ, i.e., the Holy Spirit comes into our lives he comes for the purpose of leading us into a full life in God's grace.

The life that the Holy Spirit leads us into is a life of progressive sanctification, or holiness. The new believer must be impressed with the need to develop sensitivity to the leading of the Holy Spirit.

This booklet is not intended to be an exhaustive study on the work of the Holy Spirit in our lives. It does not deal with being filled with the Holy Spirit, neither does it deal with the baptism of the Holy Spirit. If you feel the Holy Spirit prompting you to go into those issues at this time that is OK, but generally those things will be taught in the discipling process.

The last paragraph reinforces the need for reading the Bible, prayer and fellowship with other believers, just as the previous section did.

## **Pages 6 & 7:**

### **Fellowshipping with other Believers**

Have you ever noticed how that when ducks and geese fly south they fly in groups? Or have you heard of a school of fish? Or a herd of deer? There is a reason why these animals travel in groups. It is for strength, protection and comfort.

Have you noticed how that certain people group together? You may even know some people who get together and do things that you wouldn't want your children doing. Why do people group together? They find comfort and support in what they do together.

It is the same with a walk of faith. We need the strength and comfort that comes from being with others who are trying to walk with God. We are instructed in Hebrews 10:25, "Let us not give up meeting together... but let us encourage one another."

Before this day is over find another believer and begin to build a relationship with them. You will gain much strength and comfort from doing so and your faith will grow.

This section is on the value of connecting with other believers and being in fellowship with them. It has been my experience that people who make a profession of faith, but do not connect with other believers, they will fall by the way-side.

When Jesus gave the great commission he said that we must make disciples of them. It is not enough to lead them in the sinners prayer and leave them be. That is like having a baby and leaving it in the street to fend for itself. Just as a newborn baby will die if left alone so a new believer will survive if they are left alone. It is the responsibility of the evangelist to disciple the new believer into fellowship with a congregation of other believers.

We must remember that just because we have realized the need for fellowship doesn't mean that the new believer does. Each one will have a different set of ideas about "church," or "Christians." It may be a growth process to get them to be comfortable with other believers. Be sensitive to where the new believer is in that regard.

To be effective you must learn to encourage people into fellowship and nudge them toward attending worship or other events, but reality is

that they will attend when they are ready and if we push to hard it will drive them away.

The most important thing is gain their confidence by becoming friends and encouraging them to grow.

## **Page 7:**

### **THINGS TO REMEMBER:**

1. Faith comes by hearing – be careful what you hear
2. Fellowship with other believers is essential – we are known by the company we keep
3. Worship is necessary to stay close to God – God’s word says that he goes where people worship him
4. Prayer keeps us going – God enjoys communicating with us
5. God’s word becomes the light to our path

This page is the final review of the principles given in The Next Step. You will notice that fellowship, prayer, worship and God’s word are again emphasized. Each of these activities is mentioned 3 or 4 times in this small booklet. They are that important.

The purpose of this booklet is to simply be the next step. We are not dealing with baptism, Spirit baptism, lifestyle, or any of the other issues that will be taught as the discipling process develops.

Some people will be ready to jump in with both feet. They'll attend service, receive baptism, and never look back. Other people will need a little time and will just have to move forward step by step.

A big part of our job is to become sensitive to the Holy Spirit and gain discernment as to where a person is in their walk. We must be ready to walk as far and as fast as a new believer is ready to go. We must also be ready to go as slowly as they need. To know the difference we must have discernment, and that takes prayer on our part.

## *Chapter 7*

# **Follow Up From Prior Contact**

In this section we will deal with the prospect who has either attended an event or is a farm team contact. An event would be a worship service or another event attended by the prospect.

### ***First Follow Up Contact With Attendee:***

Make introductions at the door and make reference to the event that was attended. We

will refer to a worship service as the event for the purpose of an example.

When the contact comes to the door begin with something like, "Hi. I am Paul and this Jane. We're from First Church and just wanted to come by for a minute to let you know that we were blessed to have you in worship service with us Sunday." Allow them to respond to that statement. I have found that it is always good to have something to hand them as you begin to speak. It may be an information packet, a brochure or other tract.

If you sense that you are well received continue the conversation. If there is hesitancy on the part of the contact explain that you would like to stay in contact and if it would be alright you would like to drop by from time to time to say hi. If they give a positive response to that make a note to visit them again the following week.

When you sense an open door begin to assess their perceived needs by gently probing. You might start by finding out what had motivated them to attend your services.



There are some common areas of concern that most people have. Your prospect is probably concerned about at least one of these areas. Areas of greatest concern are:

- **Finances:** Never enough money, unpaid bills - How would we discover and address these needs?
- **Family and Relationships:** Absent parent, parenting skills, problems at school, children getting out of control, personal relationships - How would we discover and address these needs?
- **Health:** Concern for STDs, dental, other diseases - How would we discover and address these needs?
- **Security:** Crime, drug use in area - How do we discover and address these needs?

We have noticed that “Getting right with God” is not high on the conscious priority list of most folks. That may be their greatest need but their greatest perceived need is probably one those mentioned above.

Besides the concerns people will express there is the underlying need for personal validation. Many people have a sense of being alone, that no one understands them and no one cares for them. Regardless of what needs a person expresses, their number one unspoken need is validation; they feel alone and it is killing them inside. They need to find someone who cares enough to find out how they feel and what they think. When asking questions and responding use the words; “feel” and “think” when referring to the individual and their circumstances.

*NEVER* be so bold as to say, “*I know exactly how you feel.*” you don’t know exactly how they feel, only they can know that.

How do we get people to talk about their area of greatest concern? By asking questions. The impact of the Gospel is that it is “Good News.” - We do not know what would be good news to an individual until we find out what they think is bad news. When we find out what they think the bad news is then we can present the “good news” that corrects the problem created by the bad news.

**Example:** Welfare is cut and this mom will not have enough money to pay rent. She is concerned about being evicted, clothes for her children, and food for her table. She is not concerned right now about what it takes to go to heaven; she is in hell now. Heaven to her would be how to make it through the month. How are we going to get this mother talking about her bad news? By asking questions like these:

- “Are you being affected by the new Welfare program?”
- “How do you feel about the Welfare Reform that is going on?”

She will start talking when you ask questions that are affecting her life right now. Once we find out what is causing her concern we can address the issues.

***ADDRESSING THE ISSUES:***

We address the issues from these positions:

- First: Personal or third party testimony –  
“I know a little bit about how you feel

because I am facing the same thing..”; “A lot of people feel the same way and some of them are telling me...” ; “A friend of mine was just telling me...”

- Second: How did it work out, or how is it being worked out by those whose testimony you are giving? “I was feeling the same way and when I realized that the government didn’t care, I had to find someone who did. That’s when I began to pray...” ; “*Many of the people I talk to who are in your position tell me* that they felt like no one cared until they began tell it all to the Lord..”; “*My friend told me* about how all this worry about money was causing her real problems and she felt like no one cared then she began to talk to Jesus about it..”
- Third: Bring God’s promises into the equation – “A writer in the Bible wrote, ‘My God will meet all your according to his glorious riches in Christ Jesus’ (Philippians 4:19). I have found this

Scripture to be a real source of comfort as I go to prayer knowing that God has promised to take care of my needs. *How do you feel* about that promise?"

- Fourth: Test the waters; it may be time to pray with her. Ask a question like, "*Do you feel* like God is concerned about you?" Or "*Have you thought* much about God and what he would like to do for you?" If she will pray with you make it short and simple.
- Last: Make an appointment for a later date to talk about how God can give her courage and faith, to fight the circumstances, and even to bring her deliverance. If you can't get a definite time commitment just tell her that you will be coming by her area occasionally to share with people in the neighborhood and would it be alright to drop by another time.

You probably noticed that while you are talking about needs there is opportunity to bring in your personal testimony.

As you give your personal testimony be prepared to build a bridge of transition from your testimony to making an application to the prospect.

By this time you should have determined if the contact has made a profession of faith. If they have, give them encouragement and pray a believer's prayer of encouragement with them. If you feel that they have not made a profession of faith then transition to The Starting Point.

As you are learning this evangelism method work out a scenario that deals with each of the four or five areas of concern that people have and that addresses them from the perspective of their underlying need of validation. Practice these scenarios until you become comfortable with them.

***Second Contact:***

There are two kinds of second contact; the first and most common is the drop by and leave some inspirational material, the second is a pre-arranged appointment.

***Drop by visit:***

Use the same basic format as the first time contact. Find a need and validate the person while you are giving them the good news about their bad news. Continue to make call backs on this person until you assess that they have no further interest, they tell you not to come back, or you set an appointment to study with them.

Continue to make second contact drop by visits until there is a change in status.

***Appointment:***

This will usually be a follow up call on the last meeting you had with the person you are visiting. If this call is a follow-up to a presentation of The Starting Point then be prepared to go over The Next Step with them.

Sometimes the second call will be after someone has attended an event and they are ready for a Bible study. At this call begin with scripture, and comfort in the area of known concern. The subject of study will usually come out of the first contact visit. Remember, at this point we are about good news. We are not about arguing, or trying to convince people of doctrine.

By the end of this visit your prospect knows you are from First Church and you have told them a little bit about the church. It would be good to invite them to attend and even offer to pick up. Be careful not to make it sound like they have to come to church, they may not be ready to make that commitment yet. They should know they are welcome but they shouldn't feel pressed.



## *Chapter 8*

# TRACKING CONTACTS

This chapter explains the process of tracking a prospect from the first to actually being integrated into a congregation of believers. For the purpose of this evangelism program I have divided our relationship with the contact into three levels that are explained in this chapter.

### **LEVEL ONE CONTACT:**

A level one contact is a first call contact

1. Name, Address and Phone # is put on 3x5 contact card.
2. If no further appointment is made except a

note to “Drop by,” then card is put in weekly “drop by” file.

3. If there was prayer with the contact then that is noted on the card as well as the kind of need that was prayed over; salvation, healing, financial, family, etc. Card is then put in a follow-up file that will cause a post card to be mailed that acknowledges the visit and prayer. The contact card will then be placed in the appropriate follow-up file, depending upon the kind of prayer.
  
4. If there is an appointment made for a personal study then a date and time is established and the card is put in “Study” follow-up file. A post card is mailed acknowledging the visit and confirming the time and date of the study.

### **LEVEL TWO CONTACT:**

A level two contact is one that has been previously visited and has a contact card in the file.

1. If it is a “Drop By” contact just make a casual visit. Be sure to have the hand-out for the week.
2. If it is a prayer follow-up contact proceed according to the kind of prayer you had with them.
3. For a study contact be sure that you are prepared. The personal study should begin with any question the contact had and lead into “God’s abundant provision...” for whatever area of need they have.
4. Fill out contact card with appropriate comments about the visit. There will be a follow-up post card and contact card will be put in appropriate file.

### **LEVEL THREE CONTACT:**

Contact has either (or both) made a profession of faith or is involved in a Bible study.

1. If commitment prayer has not yet been made then the subject of study should move toward helping them to understand the need for receiving Christ as Lord and Savior.
2. Introduce them to a study subject. Studies should be in 4 week modules.
3. As rapport develops introduce to small group studies and invite to Sunday services and special events.

## **EANGELISM TRACKING**

### **Establish A Filing System**

The filling system will include a rotating day and date file and a family file.

The rotating day and date file is simply called the contact file. A card is filled out on the prospect on the first visit. This card includes the basic information about the contact as well as the date of visit and notes on the

visit. This contact, or follow-up card, is placed into the rotating day and date file behind the date of the next visit.

The way the rotating file system works is very simple. At the end of your first visit you set the time and day of your next visit and write that on the card, If your next visit will be a drop by, indicate on the card the date of your next intended date to drop by. When you return to the visitation office, put the card in the rotating day and date file behind the date given on the card of the next visit. If you visit on Thursday Evenings and your next visit day is Thursday the 25<sup>th</sup>, put the card behind the 25<sup>th</sup>. As you are preparing for the next visitation date simply pull all of the cards from Thursday the 25<sup>th</sup> and you will know who you are visiting.

The family file will carry all the information on a family. It will include birthdates, anniversaries, baptisms, membership information, etc. It will also be updated with notes on current visits. Information from the follow-up card will be copied to this file.

## Using the Follow-Up Contact Card

Here is a sample 3x5 contact card:

*John Johnson*

*1232 Any Street*

*This Town, State*

*(123) 456-7890*

*8/4/2004 - Visited John. Wife, Emily was out. Friendly but not very interested. Said would drop by again.*

This was a first visit and very little information was gathered. John was friendly, but he really didn't show any real interest. I would consider this a very casual prospect so he would go into the rotating file for a drop by the next time we work this area. If he was a contact from attending a service or event, that will be noted on the card as well. If the intended contact was his wife find out when she is likely to be home and indicate that on the card.

If the conversation progresses to the point that there is prayer either for salvation or other needs that should be noted on the card. The follow-up on these folks will be a little more intense. If there was a salvation prayer set up

the next appointment for the following day. If the prayer was for other needs then let them know you will be contacting them later to follow-up on that need.

They will be mailed a card acknowledging the prayer we had with them. If it was a salvation prayer the card will address their step of faith and commitment. If it was another need, that need will be mentioned and they will be reminded that we are continuing to pray with them about that need.

All of the information that is needed for the follow-up card will be written on the 3x5 contact card.

- Within a week there will be a follow-up call made and they will be given a pamphlet appropriate to the prayer they made. At this meeting there will be an attempt to make appointment for personal study. If that is not successful then they will be put in "Drop By" file.

4. **“Personal Study”** - These are people who accept an appointment to study on a personal one to one basis.

- Their contact card should include: person who made appointment, person who will give study, subject of study, date and time of study.
- A note will be sent to the contact to confirm the study subject, date and time.
- A note will be routed to each person involved in the study.
- After the study comments made on card and returned to office to be filed.
- When contact becomes involved a in  Small Group,  or becomes an “Attender” then they are move to the appropriate file.



5. **“Small Group”** - These are people who are meeting at least once a week for study, prayer and fellowship. They may be already involved with NHM or new people who have never attended. Typically it is the next step for people involved in “Personal Study”.

- Tracking at this point is transferred to “Follow-Up” status.

6. **“Attenders”** - These are people who have attended at least one Sunday Service and are in the process of being integrated into the body.

## *Chapter 9*

# THE BRIDGE STORY

Some time ago I had a strong desire for a witnessing tool that would be effective in illustrating the concept of the good news of the gospel. I was inspired with an example that illustrates the point. I call it the bridge story. It goes like this:

As youth all of us have a lot of ideas of how life is going to be for us. Those ideas usually include accumulating a lot of stuff and going to exotic places. There are a lot of hopes and dreams wrapped up in these great ideas. For a few people, a very few people, these hopes and dreams come true. For the rest of us we see these hopes and dreams diminish day by day.

It seems the affairs of life begin to drain the hope from us from the time we are children. The first problems of life we often become aware of are the problems in our home. There may be

problems with mom and dad, or too often there is the absence of either a mom or a dad.

Many times abuse becomes a factor. The most common abuse to children is verbal assault and just behind it are physical and sexual abuse. Abuse of children is the most common destroyer of hopes and dreams. It leaves scars in our emotions that are very difficult to heal.

Then there is the economic situation. Children in a home that is struggling with finances become aware of those difficulties at an early age and are affected by it.

All of these factors and more begin to drain the hope from our dreams as we grow from children to adolescence. And all of these factors have an affect on the way we approach life. For too many of us the effect is that we develop behaviors to compensate for the sense of loss we have over the dreams that seem so far from being fulfilled. These behaviors seem

to always promise something that is lost when the thing is done.

The ironic thing is that the behaviors we develop to compensate for our sense of loss become primary factors in our lost hope and dreams. The more we compensate, the further away our hopes and dreams become.

As we go along we begin to give up hope on our dreams one by one. Finally we find ourselves settling for so little that we begin to wonder if there is any use going on. The picture I get in my mind at this point is standing on the edge of a cliff and not being able to go any further. I can see my hopes and dreams far away, across the canyon, but there is no way I can reach them.

Here, at the edge of the cliff, we stand; frustrated and desperate. We are asking if there is a way that we can make it to the other side and realizing that it is not in our ability to do so.

When we look into the chasm separating us from our dreams we see the things that have made the separation. There are hurts that have

not been healed; relationships that were broken; anger, addictions, legal issues – they are all there. All of the things in our life that have had a negative affect upon us are there.

Desperate, without hope, with all of our emotional resources exhausted we ask, “Is there a way?”

The answer is yes. The way is that there must be a bridge to cross the chasm of our life that separates us from our dreams. We can't build that bridge, but someone can. In fact, someone did. 2000 years ago when Jesus died on the cross he became the bridge that will take us from despair to hope.

A most exciting discovery to make is the vision Jesus has of us. His vision is that our hurts are healed, our hope is renewed and our dreams are fulfilled. All that he did in his life, his death and his resurrection was directed toward his dream and hope for our restoration.

God wants to be your Bridge today and all you have to do is ask him. Tell him about the things you have done that you know he would not like. Ask him to forgive you. Declare to him that you believe and that he is Lord of your life. When you do that he will take you by the hand

and begin a journey of restoration with you.

The journey you begin with Jesus is the God Walk – a journey of faith. Your restoration and renewal begins the moment you ask him to become your bridge and continues as long as you walk with him.

Many people who have been in the same circumstances that you face have placed their confidence in the bridge, Jesus the Christ by simply reciting what is commonly called the sinners prayer. If you would like to begin trusting Jesus to be the bridge to take you from despair to hope, healing and fulfilled dreams I invite you to pray this prayer now:

“Lord Jesus, I am a sinner. I have done things that I am embarrassed and ashamed of. I confess that to you and ask that you forgive me and make me clean. Take away my sin. I want to be born again; born to live and not to die, born of your spirit.

“If you receive me I commit to you that I will follow you and trust you as you guide me through my life. In Jesus Name, amen.

If you pray this prayer with sincerity a miracle will take place in your heart and you will be forever changed. Do it now!

## **Examining the Bridge Story**

**AT THE EDGE OF THE CLIFF:** We come to the end of our abilities and our dreams are still out of reach.

**OUR DREAMS:** What is it that you dreamed of having when you were younger? Home, good family, good car, good job, etc.

**THE GULF:** Things that prevent us from reaching our dreams; drugs and alcohol, legal issues, bad relationships, lack of education, etc.

**THE BRIDGE:** All we need is a bridge to get us from the point of our limitation to our dreams. **JESUS CHRIST** is that bridge.

Christ has come to “Heal your Hurts, Renew your Hope, and Fulfill your Dreams.”

**TELL THE STORY OF THE BRIDGE AS YOU DRAW IT:**

## *Chapter 10*

# Farms, Farming and Farmers

Farms provide the worlds' food supply. A farmer will plow a field, plant it, cultivate it and harvest the crop. We are going to employ the same process. The only difference is we are cultivating for a harvest of souls.

We will "sow" Gods' love into our community and the harvest we reap will be men, women and children who give their hearts to Jesus.

Some years ago I bought a home in a new sub-division. There were going to be about 5000 homes built in the area and we bought our home early in the development. We had not been living in our new home very long before a



real estate agent came by to visit. He wanted to let us know what our home was now worth and find out if we knew anyone who was interested in living in the area. He also told us that he would be coming by to visit every once in a while to let us know what the real estate market was doing in our area and he asked if that would be alright. We said sure. We would be glad to find out how the values were holding up in our neighborhood.

At first I wondered what he hoped to achieve by visiting with people who had just bought a home. But he knew something I didn't know. He knew that the average stay in a new home in our area was about two years. Some people stayed much longer, others stayed only months before they had a job change or a transfer out of the area and had to move.

This wise real estate agent wanted to be remembered when people were ready to make a decision to move. He knew that there were literally hundreds of agents in the yellow pages. The chances of being the real estate agent picked out of hundreds listed were very small so he knew he had to establish an advantage for himself.

We lived in that neighborhood for just over two years before we moved. While we lived there we began to see for sale signs with his name on them on almost every street. When it came time for us to sell, guess who we called?

Later I was reading a real estate sales book and it talked about a method of prospecting used by many successful agents. That method was called farming. It was the method that this agent was using and it worked for him.

Oh, yes, I forgot a very important factor. The agent's name was Boon Oolagong (I hope that spelling is correct). He was an Asian immigrant who didn't speak English very clearly. Even with what some would call disadvantages this man became very successful in a very competitive field. He was successful because he was willing to put into practice a system that had been proven successful by other agents.

The reason I have put this story in at this point is to give the background for the method of evangelism that I have come to call farming. The same principles are employed as are put into practice by real estate agents and, surprise, they work for ministry as well as for secular purposes.

This section of the evangelism training will focus on the farming process. Most of us have done occasional outreaches into our community with flyers or door-hangers. Usually we will be planning a special Sunday or another event that we want to invite the community to participate in. We will make a trip through the neighboring distributing thousands of flyers. Sometimes we'll even go to the parking lot of a large shopping area and put flyers on windshields of cars.

Sometimes people have grown tired of passing out flyers with little result. I have heard of people passing out as many as 10,000 flyers and not getting one person to attend. Usually there will be one or two people for every 1000 flyers handed out that will attend an event, and perhaps that is worth the effort. When we talk about community outreach that is what most of us think about. Farming is very different.

The first farming effort I was involved in was in Sacramento California. I had just moved back to my home town and was praying about what God would have me do in ministry. There was a period of time that I had no specific direction but I just felt impressed to do what I knew to do. I enjoyed knocking on doors and I

liked to write so I combined the two into a farming ministry.

Ever since my experience with Boon Oolagong I had wanted to use the same method to evangelize. My theory was that if this process worked with just the initiative of man, how successful would it be with the power of the Holy Spirit to bring people into the kingdom of God,

This seemed to be the time to put my theory into practice. I picked out an apartment complex that had over 175 units. I could tell by the parking lot that the people who lived there were very needy and thought that this would be a good place to start.

Every week I would knock on every door in that complex. Each day I would spend from one to two hours knocking doors and visiting with people. I would write an inspirational pamphlet to hand out each week as I went from door to door.

My approach was quite simple and non-threatening. When someone came to the door I would say, "Hi, I'm Paul and I'm a Christian. I'm

just out meeting people and making friends. Are you a Christian?" It was just that simple. I wasn't inviting people to go somewhere or do something, I was just getting acquainted.

I carried 3x5 cards with me and made notes on each person I talked to. This really helped when I would come back through the next week. People seemed pleased that I remembered their name and the things we talked about. When I prayed with people about their needs I wrote down what we prayed about and asked how things were going in that area. It wasn't long before I had more than twenty 3x5 cards with information about different people.

After a few weeks there were people interested in having Bible studies with us so I asked the manager if they had a place where a small group could gather to study the Bible and pray. He didn't have a room, but he did have a vacant apartment that he could let us use any time we wanted. It wasn't long until we were using that apartment almost every day.

We started having a children's meeting on Thursday afternoon. That led to having a youth

meeting on Friday Evening. It wasn't long until we had a puppet show on Saturday morning with 40 children there.

After a few months we did an inventory on all the people we were working with in that one complex. When we counted there were 113 people that we were directly working with. We had baptized 14 in the swimming pool and we were having Sunday Morning service in the lanai area. We discovered that farming works. We have become convinced that anyone who will make the commitment to develop a farm and stay with it will see people added to the kingdom of God.

The following is an in-depth explanation of the mechanics of the farming process and what can be expected.

## *Chapter 11*

# The Farming Process

In Chapter 10 we talked about the concept of farming. In this chapter we are going to get into the practical application of the farming process.

### **First we pick out an area to farm.**

Most farm workers will find that the best place to start their farm is near their home. It may be the street where they live, the apartment where they live, or another place that is nearby.

The size of your farm will be determined by how much time you can invest. The temptation

is to try and farm an area that is too large to work with the amount of time you have to give. We usually ask people to commit to two hours per week initially.

With a two hour per week commitment you can usually work a farm of about 50 to 75 residences.

When a church is making a commitment to reach their community they may look for an area that is near a park or another area that has a place for community events. We will talk about these events a little later.

### **Working the Farm**

The farmer should have the goal of contacting everyone on his farm each month. That means about 15-20 doors will be knocked on each week. The first few weeks this will take about an hour to complete because there will not be many follow-up calls. Each week though, you will add one or two prospects to your card file.

Another goal you will have is to make a 3x5 card on every residence on your farm. It will probably take several months to complete this task because only about one half of the people



will be home at any given time and some people are practically never home.

You may find that there will be some people on your farm who do not want to be bothered. This does not happen often, but it does happen. When it does, simply make that note on their card. Do not stop at their door again unless something happens to change their attitude.

As you work the farm each week you will find that about 20-30% will become prospects. These folks should be contacted every week. Their card is put behind the date for next weeks visit with remarks about the visit.

Each week you will give your prospects the current inspirational pamphlet and touch base on the things that are mentioned on their card. Each contact will be at various stages of development. Some will keep you at the door and be friendly while others will want you to come in and have a cold drink or cup of coffee.

As you become friends with your prospects do not forget the purpose for visiting them. We must become their friend, but we must become more than friends. We will be their spiritual confidant. Our goal is to win them to Christ and disciple them.

Prospects developed from monthly contact will be contacted each week. You will give them a current Daily Walk (DW), or other inspirational handout on this call. As you develop relationship with them you'll find out their prayer needs and when appropriate we will offer to pray for the needs. When it is possible for us to do something about the need, we will and we'll follow-up on them.

If the prospect is not home, leave DW and try to contact by phone later.

**Quarterly, or semi-annually there should be an event sponsored by the ministry for the benefit of all the residents in the farm area.**

Some events that have been successful in the past are:

- A picnic or some kind of food event
- A neighborhood carnival for the kids.
- A special occasion event like at Halloween, Thanksgiving or Christmas.

We have seen events in the park be very successful in reaching neighborhoods. One event that has been particularly effective is a neighborhood festival that includes hot dogs, soda pop and games for the kids. We have had as many as 500 people show up from the neighborhood at these events.

A neighborhood picnic is usually coupled with a carnival for the kids. We have discovered that a carnival consisting of blow-up jumpers and carnival type games with small prizes is very inexpensive and really works well.

When these events are put on in a community we usually have new people attend from the neighborhood attend services.

Gift give-a-way events at Christmas are a particularly good event. Our first Christmas event was held in a school auditorium and we had invited people from three nearby apartment complexes to attend. We had about 400 people show up and each person, children and adults, got a gift, refreshments, entertainment and a presentation of the gospel.

**On Saturday, or at another specified time, all the farm teams in the area either do a neighborhood clean-up project or a clean-up at the park. In fact, neighbors can be invited to join in the “park patrol” to keep the park clean and to follow up with a refreshment and fellowship time.**

**Some of the needs we will be looking for when visiting with people on the farm:**

- Food and clothing – If you don't currently have food and clothing available through the church you can help connect people to programs that will provide food and clothes; eventually you can develop the sources for getting these things so you can offer them through the church.
- Maintenance for their house or apartment - sometimes, particular if it is a single parent, there are little things that they can't do, but you will probably have someone in your ministry that can do them.

- Mowing their lawn or helping to weed their flower beds.
- Prayer for their needs
- Bible study for those who are ready and desire to study with us.

**Our focus is not on “getting conversion,” or getting people to attend church. Our focus is being good neighbors in our community and offering a view of the love of God that they may not have seen before.**

- We are not to judge another persons religion or lack of religion.
- We are not to discuss doctrine or church issues.
- If someone is interested in who we are explain to them in brief terms and just extend an offer of friendship.

- If a person is genuinely interested in talking about the Lord and/or coming to church talk to them as far as you are comfortable talking to them. If you feel the need for someone who can share the scriptures better than you then just tell the person that you have a friend that can explain things better than you and ask if it would be alright to bring them by.

**Once a person is ready for a Profession of Faith:**

- Tell the bridge story
- Lead them through the Starting Point and The Next Step

**After the Profession of Faith:**

- The next day: review The Next Step with them and leave another devotional pamphlet with them.

- The third day: Call them on phone and assign them to a prayer partner
- The fourth day: Prayer partner calls and introduces themselves

**The First Sunday:**

- Make arrangements to pick them up, or at least on Saturday, confirm they will attend
- Meet them when they arrive and sit with them
- Be sure they meet at least one other person who will help disciple them
- Be sure they meet the pastor or another church leader

## *Chapter 12*

# Farming – The Next Step

### **Establishing a farm:**

One of the objectives of a farm is to establish a home for small groups of neighbors to meet. If the farmer is farming his own neighborhood then his house would be a good choice for meetings. If there is not a home of a church member that is available in the neighborhood look for a home among the prospects or new believers that you will be working with on the farm. Be careful not to move too fast in approaching someone about using their home for a meeting place. If you ask a new contact about using their home they may feel that you are too aggressive and back out of the relationship.



The group that meets on a farm will have a time of prayer and worship and a short lesson from the Bible. Fellowship and refreshments is good to enhance the sense of community among those who attend.

Promoting prayer and faith in God to change circumstances is very important, particularly among new believers. We encourage the farmers to pray walk his farm on a regular basis and let the people on the farm know that he is praying for them. As the small group develops prayer partners will be established and group prayer walks can take place. We have seen groups of 2 to 5 people prayer walking be effective.

A farm is considered to be established when there is a home for meetings, the area is being prayer walked and a small group has actually been established.

**To Train A farmer:**

A sign of a healthy farm is that it is producing new farmers and farms. A farm that is being effectively worked will produce a trained farmer in 6 to 12 months.

The qualifications for being trained as a farmer is simply that they are born again, are growing in spiritual matters and have a desire to minister as a farmer.

The prospective farmer must be trained in prayer. The farmer will attend intercessory prayer meetings and will establish regular times of prayer in his personal life. They will attend prayer team classes and learn how to pray with people about their needs.

Being able to effectively evangelize is vital to being a farmer. The primary objective of farming is to present Jesus Christ to people who are ready to make a commitment to Him. The farmer will be taught the Farm Evangelism method of reaching his neighborhood.

The farmer will be trained in how to prepare and teach a Bible study for small groups. A person does not have to know all there is to know on a subject to teach about it in a home study setting. The farmer will, at least initially, or until the farmer is comfortable with teaching, teach from a format provided by the church.

The farmer must be able to commit at least 3 hours per week to working the farm. One hour group meeting with the other farmers for training and sharing the farm ministry. One to

two hours a week to work the farm. As contacts are made and prospects are developed more time will be required.

**Things We Can Do As a Farm Team:**

- Help by referring people with needs to the appropriate social services
- Care for the sick
- Visit the shut in and bereaved
- Help with parenting
- Provide occasional child care
- Home care products: Put together packages of donated items for home care.
- Personal Hygiene products; soap, deodorant, shampoo, women's personal items, diapers, etc.

**Farming By Department:**

- Sunday School and "Story Hour" unite. Maybe start a "Kingdom Kids Klub" in each farm area.
- Youth: Send the teens of New Hope over to Pinewood to work the kids there... get them interested

- Youth can help with Story Hour and Kids Klub
- Women's ministries- reaching out to the women of the farms
- Men's ministries- reaching out to the men of the farms

**Typical Week at a Farm:**

- Regular weekly contact with all residents of farm area; leave DW, inquire about needs, pray if appropriate.
- Individual Home Bible Studies; 2-3 should be ongoing
- Small Group- one for each 3 farms or 10 families
- Children- Kids Klub

- Youth- READY meeting
- Women- meeting for prayer and the word; reaching out to women of the neighborhood
- Men- meet for prayer and the word; reaching out to men of the neighborhood
- Pick-Up for NHM church services
- Also: a monthly gathering event and a quarterly major event

## *Chapter 13*

# **The Power Of Spiritual Multiplication**

We will look at the effect of an evangelism program that accepts the endowment of the power of the Holy Spirit, and accepts the challenge of Christ to “Go unto the world” with a strategic plan.

The cornerstone of our evangelism plan is Project 100 - Farming for a harvest. This program simply consists of an evangelism team farming an area of at least 100 residences.

Project 100 will be effective in apartment complexes as well as single family residences, but works best if it is done in one or the other because the strategies are a little different for each.

The goal is for each farm to produce a harvest of 5% of the residents each year. Each 100 residents should produce 5 families that become involved in a small group, and about one half of those will become involved in a local church.

### **We will first use the scenario of apartments:**

1. One evangelism team of two chooses 100 (more or less) apartments to farm
2. Every apartment is contacted at least once a month. In the first month 20% of the families will show an interest.

3. The interested families are called upon each week with an inspirational pamphlet.
4. Of the 20 (20%) given pamphlets each week, about 10% (or 2) will want a study to answer their questions. That study should become a weekly one-on-one study.
5. Of the 2 who have weekly studies, about 50% of those will make a prayer of commitment and join a small group which they will attend 50% of the time.
6. About 5% of the apartments will change residents each month so effectively the □farmers□ will have 5 new prospects each month, as well as those in the 80% who were not interested earlier.
7. Within six months of the farm being established there should be at least



5 families who have made a prayer of commitment and are in a small group, as well as individual studies. Approximately three families should have become active in the congregational ministry.

8. Each farm should produce a new farmer (evangelism team) every year.

## **Multiplication:**

Starting with one farm of up to 100 residences we can expect the following results.

### **First 6 months:**

One farm team; one farm; one small group started; 3 professions and 10 new people in congregation.

### **In One Year:**

Two farm teams; two farms; three small groups; 6 new professions; 15 new people in the congregation.

**From this point:**

Each year the program should double. The number of farms and teams will double. The small groups will double and the new professions will double, as well as the new people in the congregation.

**In Five years:**

In the fifth year there should be about 32 farms; 46 small groups; 96 professions (in that year); 240 new people in the congregation and a total of 475 new people in the congregation.

These numbers do not take into account attrition, neither does it take into account that every family that comes into the congregation will bring with them at least 10 referrals which will go into the referral follow-up program.

The potential for reaching your community for Christ is tremendous as you consistently apply the principles you have learned in these lessons.

# ***Tools***

## **Materials Available For Your Evangelism and Farming Program**

We have developed tools to help those would desire to implement this method of evangelism. Below is a list of all the tools mentioned in this book and they are available to you.

Relationship Evangelism – The Farming Method

The Starting Point

The Next Step

How To Read The Bible

Daily Walk

Weekly Handouts

You can get Information for purchasing these materials at:

New Hope Ministry Resources

911 W Brower St – Springfield, Mo 65802

Telephone: (417) 863-1299    (417) 693-4460

Email: [paul@newhopeministryresources.org](mailto:paul@newhopeministryresources.org)

Web: [www.newhopeministryresources.org](http://www.newhopeministryresources.org)