

The **CONNECT** 
EVANGELISM CAMPAIGN

is an emphasis to **EQUIP & ENGAGE**

every church member
in personal **EVANGELISM**

through the church's
small groups or **SUNDAY SCHOOL**

**PASTOR'S
GUIDE**

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Introducing the CONNECT>1 Evangelism Campaign

Pastor, our supposition is that you love Jesus, you love the church God called you to, you love your community, and that you desperately want to share Jesus with every lost person in your neighborhood! If that is true of you, then the Connect>1 Evangelism Campaign is for you and the church you lead.

Most of our members would love to see people come to Christ as Lord and Savior, and see our baptisteries filled with new believers on a weekly basis. For the most part, the issue is how to involve more of our members in soul winning and develop an expectation that every believer is also a witness. Our churches are full of members who have relegated evangelism to the professional clergy rather than experience daily life as a personal evangelist themselves.

We are more likely to reach our culture with the Gospel if we mobilize church members to be soul winners.

The Connect>1 Evangelism Campaign is a campaign where we connect the largest organization in the church (the Sunday School or small groups organization) with the church's Great Commission to make disciples. During the eight weeks of the Connect>1 Evangelism Campaign, the church you lead will energize its group members to become personal evangelists.

The Connect>1 Evangelism Campaign includes group Bible studies of the unvarnished truth of the Gospel. It also includes a mobilization plan that you can use to involve your group members to take the few steps in the pathway of becoming a lifestyle evangelist; a person not only able to share his or her faith at a moment's notice, but who also has a spiritual awareness of lost people they interact with daily.

This booklet and its companion piece, the Connect>1 Evangelism Campaign "Group Leader Guide," will help you develop a comprehensive and intensive strategy to equip your people to be everyday evangelists. This booklet, The Pastor's Guide to the Connect>1 Evangelism Campaign, has the schedule and process for developing the campaign. The companion piece, the Connect>1 Evangelism Campaign "Group Leader Guide," is a resource book that contains the concepts and principles behind the Connect>1 Evangelism Campaign, and would be an excellent book to offer to your Sunday School director, small group point person, and group leaders.

For more resources and information on the Connect>1 Evangelism Campaign, go to www.bgco.org/connect1.

Connecting Evangelism With Groups

An ongoing biblical small group must be centered on making disciples as its primary activity. Making disciples is our biblical mandate (Matthew 28:18-20). Many of our groups however, are not focused on the evangelistic activity it takes to actually make disciples. Because of the nature of an ongoing group, evangelism is often postponed as something the group needs to do, but can do later. The tendency to procrastinate this key initial activity of discipleship eventually causes the group to replace its mission call to make disciples with disciplines of which they are more comfortable. Although Bible study and community are vital to the discipleship process, many groups camp out with them while they ignore the necessity of evangelism.

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“Evangelism must take place on the front-end of the discipleship process and an evangelism shift must occur as we make disciples through our groups.”

Evangelism and the Small Group

Evangelism was the heartbeat of the first small group we discover in the New Testament. Mark 1:17 shares Jesus' call to his very first disciples, "Follow Me and I will make you fishers of people." Jesus is communicating two things to us with His calling of the first disciples. First; Peter, Andrew, James, and John were not saved at this point. Jesus is teaching us that evangelism is the starting point of discipleship. Jesus did not start His small group with a pre-existing small group searching for their next group leader. He started with lost men with the intention of bringing them into a relationship with Himself.

Second, this passage also reveals the end result of Jesus' small group. They were to become soul winners themselves. Jesus is saying, "Become my disciple and you will become an evangelist!" As pastors and church leaders, it is vital for us to continually keep communicating this goal to our group leaders and to the church. The ultimate goal of our Sunday School or small groups is not to build an aquarium for our people to have a comfortable ecosystem for their small group experience; but to develop every group member into a person who is winning souls.

The church's Sunday School or small group is the ideal organization to emphasize evangelism. As the largest organization in the church, the small group organization engages the most people in a weekly, organized manner. It only makes sense that the largest organization of the church should be about doing the mission of the church! No other church organization involves more people. The church's Sunday School already has the essentials in place. The organization, leadership, and people are already there. What our groups need is a focus on their biblical mandate and a plan to help them accomplish it.

The church will eventually become whatever the people involved in its largest organization are encouraged to do. Small groups that emphasize Bible study and fellowship without an equal or greater emphasis on evangelism will ultimately develop an inward focus. Groups that understand and carry out their passion for the Gospel by sharing the good news with others will become evangelistic churches.

The CONNECT>1 Evangelism Campaign

The Goal

The goal of the Connect>1 Evangelism Campaign is to engage as many members as possible in a simple and reproducible evangelism strategy by focusing the church's small group organization on evangelism for eight (8) weeks.

How Connect>1 Works

A church engages its members in evangelism through the Connect>1 Evangelism Campaign in the following ways:

Step One - Commit

The pastor makes a commitment to lead the church into the Connect>1 Evangelism Campaign. This commitment is made through a Connect>1 Pastor Commitment card. By completing and returning this card, the pastor is stating his commitment to be part of the Connect>1 Evangelism Campaign.

Step Two - Learn

The pastor and key leaders attend a Connect>1 Orientation Rally. This orientation meeting assures that pastors and churches that choose to participate in the Connect>1 Evangelism Campaign receive the necessary information, tools, and resources. The orientation meetings will be conducted during the spring of 2016.

Step Three - Schedule

Schedule the Connect>1 Evangelism Campaign and place it on the church's calendar. The church's calendar should be cleared as much as possible of events and other activities that may distract from the Connect>1 Evangelism Campaign.

Step Four – Train Group Leaders

During the month of August, inform and equip the church's Sunday School or small group leaders about the Connect>1 Evangelism Campaign. Informed and equipped leaders will create a better atmosphere and involve more people in the campaign than uninformed and ill-equipped leaders. The BGCO is providing 10 Connect>1 training clinics across the state during the month of August.

Step Five – Equip the Saints (1st Phase)

Beginning on September 6, engage church members through their small group Bible studies with curriculum centered on the Gospel. Order the 2016 fall curriculum series Bible Studies for Life from LifeWay Christian Resources. An overview of this six-week series (the “Unvarnished Truth”) is outlined on page 9 in this booklet. The series begins on September 4 and concludes on October 9, 2016. Refer to page 9 in this booklet to find other ways to access the Bible Study Content.

Step Six – Implement the 3151 Challenge (2nd Phase)

Sunday, October 2 is Soul Winning Challenge Day. On this day:

- Challenge church members to participate in the 3151 Challenge (explained on page 9 in this booklet). By this date, all small groups will have taught the basics of the Gospel in their group Bible studies.
- Consider preaching Romans 10:14-17 as a companion sermon to the Bible study and challenge group members to put the teaching into action.
- Ask church members to complete the 3151 Challenge card during worship, return it, and then begin the four week challenge of praying for lost friends, learning the Gospel, inviting lost friends to their group, and sharing the Gospel. This day also corresponds to lesson five in the LifeWay “Unvarnished Truth” Bible study series covering Romans 10:1-3, 8-13.
- Record results each week by using the 3151 Group Challenge Snapshot card.

Step Seven – Celebration Sunday

This day is the Sunday for group members to invite friends to their Sunday School or small group. It is also a great opportunity to baptize people who have been reached during the campaign. Announce the overall results of the Connect>1 Evangelism Campaign using the 3151 Challenge and celebrate God’s goodness.

Follow-up

Follow up the Connect>1 Evangelism Campaign by continuing to baptize new believers, and encourage new believers and new guests to join a small group. Begin new groups in order to reach and keep new people.

3151 > A Simple Challenge to Engage Members with a Plan to Share the Gospel

Our groups need a simple plan. The more complicated the plan gets, the more difficult it becomes to implement. The Connect>1 Evangelism Campaign has a simple plan that can be used in any Sunday School or small group. It can be used in any church: metro or rural; mega or small. We call it the 3151 Challenge and it focuses on four simple activities individual members of every small group can do.

- 3 >** Pray for three lost people
- 1 >** Learn one Gospel presentation
- 5 >** Invite five people to your group
- 1 >** Share the Gospel with one lost person

Pray for the lost

In Romans 10:1, Paul shares that he prayed for the lost people of Israel. Our strategy is to lead every group member, from first grade to the senior adult group to pray for at least three lost people every day. We recognize that we are not informing God about lost people of whom He is not already aware. Prayer for lost souls is a way that God brings us to be spiritually aware of the lost people around us. Every great awakening in American history began with personal brokenness and repentance, followed by a burden and prayer for lost souls.

Learn a Gospel Presentation

Surveys conducted by the BGCO in local churches revealed that one-third of the people attending a small group did not know a Gospel presentation. Knowledge and understanding of the Gospel is essential if we are going to engage and lead our group members to become personal evangelists. Groups involved in the Connect>1 Evangelism Campaign will study the basics of the Gospel in their weekly group Bible study if they use LifeWay's "Unvarnished Truth" series (A six week study of the Gospel that is also available in the 2016 fall quarter of Bible Studies for Life curriculum). In addition, the Connect>1 Evangelism Campaign uses a One Verse Evangelism Gospel presentation from Romans 5:8 that includes a simple tract; or you can use your own favorite Gospel presentation.

Invite People to a Group

Invitation appears to be a lost art in our Christian culture. But inviting someone to attend a biblical community is one of the easiest and biblical activities a Christian can do. Matthew the tax collector invited his friends to a party to meet Jesus. Philip invited his skeptical friend Nathanael to meet Jesus by using three simple words, “Come and see.” Inviting people to attend (and join) a small group is actually using a foundational principle of small group growth known as enrollment. Obviously, a group will engage more lost people with the Gospel if they are invited and enrolled in the group.

Share the Gospel

Many of our members know the Gospel but rarely share it with another person. For many, the thought of sharing their faith with another person can be intimidating. But the Bible is clear, “How can they (the lost) believe without hearing? ...For faith comes from what is heard, and what is heard comes through the message about Christ.” (Romans 10:14, 15). In churches everywhere there are members who have family members, friends, neighbors, and work associates who are without Christ. The numbers of lost people with whom church members already have a relationship is staggering. During this campaign, the church will encourage every member to take that initial first step and share the Gospel with at least one lost person.

The four simple actions of the 3151 Challenge are the basis for the Connect>1 Evangelism Campaign. Conducting the 3151 Challenge through the church’s small group organization will involve more people in the process and also provide a layer of accountability, encouragement, and training.

The Law of Large Numbers

The Law of Large Numbers is a numeric rule that simply means that the larger the sample, the more accurate the results. Translated into evangelism the Law of Large Numbers means that the more people who are prayed for; the more people who are invited to a group; and the more people who hear the Gospel; then the greater number of people who will be saved.

In other words, if the Gospel is only shared one time in a one month period then no more than one person can come to Christ. If the Gospel is shared one hundred times in a month, then it is possible that 100 people can come to Christ. The parable of the sower is an example of the Law of Large Numbers. The sower cast a lot of seed, but not all of the seed took root. Still, the more seed the sower casts the more likely it is that some of it will fall on good soil, take root, and produce an abundant crop.

One Great Hope Gospel Presentation Outline

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

There is ONE great Creator God.

“But God...”-

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

God loves His creation, and has proven His love for us.

We have ONE great problem.

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

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

God has provided us with ONE great hope.

“Christ died for us...”

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

We have ONE great decision.

Believe!

The Bible teaches in Romans 10:13 that everyone who calls upon the name of the Lord will be saved. How is this done? “If you confess with your mouth, ‘Jesus is Lord,’ and believe in your heart that God raised Him from the dead, you will be saved” (Romans 10:9). John 3:16 says, “For God loved the world in this way: He gave His One and Only Son, so that everyone who believes in Him will not perish but have eternal life.”

LifeWay's *Bible Studies for Life*

The Unvarnished Truth

To help group members have a deeper understanding of the Gospel, LifeWay Christian Resources is partnering with the BGC0 through the Connect>1 Evangelism Campaign to provide Bible studies that will guide individuals into a deeper understanding of the Gospel. This series is called “Unvarnished Truth.” This six-week Bible study unit will be featured in the 2016 fall quarter of Bible Studies for Life, an open group Bible study curriculum for small groups. This curriculum will also be available as a stand-alone study available at LifeWay Christian Bookstores.

The topics, emphases, and Bible passages taught in the six sessions of “Unvarnished Truth”:

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

Encourage your Sunday Schools and small groups to use this curriculum to help provide a broader biblical understanding of the Gospel and support the Connect>1 Evangelism Campaign.

Campaign Overview and Important Dates

January	<p>Order a Connect>1 Evangelism Campaign resource packet from the BGC0 or your state convention office. Preview the packet. Attend the State Evangelism Conference. Connect>1 seminars will be offered at the SEC.</p>
Spring 2016	Attend a Connect>1 Orientation Rally in your association.
April	Place Bible Studies for Life curriculum order with LifeWay. Order enough Personal Study Guides for each group member to have a copy.
Summer 2016	<p>Plan preaching schedule for the evangelism campaign. Plan leadership training for the evangelism campaign. Order Connect>1 resources.</p>
August	<p>Explain the Connect>1 strategy to Sunday School and small group leaders. Equip all group leaders and Bible study teachers with Connect>1 resources. Provide doctrine support for the campaign Bible study.</p>
September	<p>Equipping Phase: Introduction and Education Launch Connect>1 Evangelism Campaign in small groups on September 4. Begin explaining 3151 personal evangelism challenge in worship. Consider preaching the 4 points of the 3151 personal evangelism challenge during each of the 4 Sundays in September. Conduct Sunday School leadership meetings to prepare for the October stretch. Consider offering a weekly outreach burst in September and October to contact, visit, and provide opportunities for church members to share the Gospel and be involved in outreach.</p>
October 2	<p>Engagement Phase: Implementation Soul Winning Challenge Day (October 2)</p> <ul style="list-style-type: none"> • Preach sermon on soul winning (included in Pastor's CD). • Distribute 3151 Challenge Cards in worship. • During the invitation, explain the 3151 personal evangelism challenge. • Ask church members to complete the 3151 Challenge cards and return them during the invitation. • Make the "Let's Connect" invitation cards available to church members (encourage them to take 5 cards each). <p>Small groups</p> <ul style="list-style-type: none"> • Display the 3151 Connection poster. • Ask group members to share their commitment to participate by praying for 3 lost friends, learn a Gospel presentation, invite 5 friends to the group, and share the Gospel one time. • Write the group's commitments on the 3151 Connection poster.

<p>October</p> <p>9</p> <p>16</p> <p>23</p> <p>30</p>	<p>Pastor – share a report each week with the church:</p> <ul style="list-style-type: none"> • How many lost people the church is praying for. • How many members committed to learn a Gospel presentation. • How many people church members are inviting to their group. • How many Gospel presentations members committed to share. <p>Pastor – begin emphasizing Celebration Sunday on November 6 as the opportunity to invite friends to attend their group and worship service. Groups – encourage group members to share their experiences every week during the month of October. Pastor – share testimonies and stories from people who are sharing their faith, inviting friends, and praying for the lost. Continue to remind people about Celebration Sunday, November 6. Schedule people for baptism on November 6 as church members lead them to Christ.</p>
<p>November 6</p>	<p>Celebration Sunday</p> <ul style="list-style-type: none"> • Baptize!! • Collect the snapshot reports from all groups and celebrate the total number of people prayed for, Gospel presentations learned, people invited, and the number of times church members shared the Gospel.
<p>November-December</p>	<p>Follow UP!</p> <p>Follow up on all people who visited the church during the Connect>1 Evangelism Campaign. Start new groups to help involve new people in ongoing small group Bible study. Continue to reach out to individuals who accepted Christ and need to be baptized. Educate and encourage groups and leaders to continue to be personal evangelists.</p>

Can you imagine every church member engaged in personal evangelism?

Resources

One Great Hope Gospel Tract (adults and students)

Recommend at least 1 per attendee

One Great Decision Gospel Tract (children)

Recommend at least 1 per attendee

“Let’s Connect” Invitation Cards

Recommend 5 per attendee

3151 Connection Poster

One per group

Pastor Sermon CD

One Great Hope Post-it Notes

One Great Hope Coasters (set of 4)

Celebration Day Poster

Connect>1 Group Leader’s Guide

One for every adult and student Sunday School/small group leader

Connect>1 Pastor’s Guide

One book for pastor, minister of education, Sunday School director

Connect>1 DVD

Contents:

- Sample sermon outlines
- Campaign graphics
- Promo videos for worship
- Posters
- Training videos

Imagine the Gospel Impact the Local Church Could Have

Through Its Sunday School or Small Groups

Imagine for a moment the impact group members in your church could have if mobilized to share the Gospel with lost friends, neighbors, and co-workers. The chart on the following page will help illustrate the incredible impact of focusing the church’s small groups on evangelism for just a short period of time by using the 3151 Challenge.

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

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

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