

The Demise of Mainline Evangelism

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 - Invitational evangelism
 - Social justice evangelism


Yesterday's (Modern) Evangelism

- ▶ Propositional/intellectual presentation



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- ▶ Path to faith: Head > Heart > Hands




The Changing Culture

Modernity	Postmodernity
Authority is accepted	Relationships are accepted




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Intellectual belief	Behavioral belief



A Cultural View of Christianity

- ▶ Christianity is an organized religion ... one among many
- ▶ The Bible is a holy book ... one among many
- ▶ Christianity makes ultimate truth claims ... one among many



A Cultural View of the Church

- ▶ The church is the bearer of Christianity
- ▶ The church is filled with hypocrites
- ▶ The church cannot be trusted
- ▶ The church is outdated and irrelevant
- ▶ The church has little to offer
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And your point is ... ?

**Invitational Evangelism
is Losing Ground**

- ▶ Marketing church is for the wealthy
- ▶ Attractional events are losing ground
 - With one notable exception
- ▶ Impersonal invitations are ineffective
- ▶ Personal invitations to church events that are not indigenous are pointless (at best)

- ▶ But even more importantly ...

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Then listen to them tell you about ...

- ▶ Many (probably most) Mainline church members cannot effectively articulate their faith.
 1. They can speak about the church
 2. SOME can speak about propositional truth

Culturally Effective Evangelism

- ▶ Relationships, Relationships, Relationships



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- ▶ 1 Peter 3:15 centered

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to everyone who asks you
to give the reason for the hope that you have.
But do this with gentleness and respect.*



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- ▶ Three Implications

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- ▶ Three Implications
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- ▶ Three Implications
 1. You have hope
 2. You can articulate that hope

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▶ Three Implications

1. You have hope
2. You can articulate that hope
3. Someone is asking about it

The Church's Role in Evangelism Today

1. Evangelism training

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2. Incubator for faith

The Church's Role in Evangelism Today

1. Evangelism training
2. Incubator for faith
3. Safe environment to ask pointed questions, express serious doubt, and experientially experiment with faith

Resources

- ▶ National Evangelistic Association
(NationalEvangelisticAssociation.com)
- ▶ Net Results
(NetResults.org)
- ▶ Hitchhikers' Guide to Evangelism Training
(billtb@ChurchConsultations.com)
(HitchhikersGuideToEvangelism.com)
- ▶ 21st Century Strategies – *Training, Consulting, Coaching*
(ChurchConsultations.com)

- ▶ Contact Bill – billtb@churchconsultations.com
