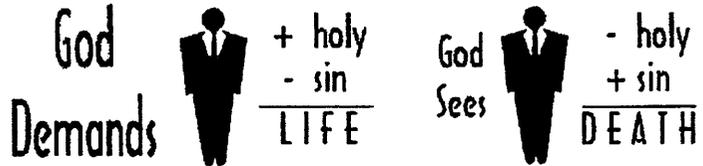


# Tacoma Outreach Menu

category	name	manual page	category	name	manual page	
<b>Bible Class / Witnessing</b>	"Handy" Witnessing	1	<b>Member Retention</b>	Assimilation Checklist	250	
	Always Be Ready to Give an Answer	4		Assimilation Key to Locking the Back Door	251	
	Building Forever Friendships	45		Card for New Member Interest Areas	252	
	Evangelism awareness visits	58		Discovering my Spiritual Gifts	253	
	Friendliness Worksheet	59		Liturgy for Reception of New Members	263	
	Friends Who Need Jesus	60		Opportunities for Service	265	
	Friendship Witnessing	62		Pilgrim Crusade	268	
	God Calls and Equips Us to Witness	78		Regaining the Straying	270	
	Handling Objections	83		Sponsor Program	272	
	Let Your Light Shine	92		Who Really is Incorporated?	275	
	One Verse Method	118		<b>Miscellaneous</b>	Booth at Fair or Mall	278
	Preparing to Witness	119			Evangelism Committee	N/A
	Reaching Out With the Gospel	125			GIG	291
	Roman Way	126			Hospital Outreach	292
	Talk about the Savior	127			Latchkey Program / Tutoring	N/A
	What Non-Christians Think	134			Military Base Newcomers Guide	293
Witness With Loving Words from the Heart	136	Motel Directories	N/A			
<b>Congregational Image</b>	Auto Decals	139	Neighborhood Farming		294	
	Church Brochure	140	Nursing Home Outreach		297	
	Church Sign	144	Preschool Bible Hour		298	
	Logo	146	Prison Ministry	N/A		
	Mission Statement	159	Seniors share Christ	300		
	Outdoor Banners	161	VBS / TVBS	302		
	Polo Shirts	165	Voicemail	303		
	T-Shirts	165	Voicemail "Spirit Lifters"	306		
	<b>Door-to-door</b>	Door Hangers	166	<b>Off-beat</b>	Adopt-a-highway	307
		Neighborhood Survey	167		Balloon Launch	307
<b>Giveaways</b>	Candy Cane Giveaway	174	Birth Announcement Signs	307		
	Coffee Mugs	175	Drill Team Marchers	308		
	Deluxe Key Rings	176	Parade Float	309		
	Economy Key Tags	177	<b>Seasonal - Christmas</b>	Carols with a Twist	323	
	God Cares (children's coloring book)	178		Special Newspaper Ad	325	
	Invisible Sunday School	185	Virtual Bethlehem	326		
	Pens	197	<b>Seasonal - Halloween</b>	All Saints Party	327	
	Wall Calendars	199		Halloween Baggies	327	
	<b>Internet</b>	Audio / Video Sermons	200	Harvest Festival	327	
		Video Worship Services	201	<b>Special Event</b>	ILC Tour Choir	N/A
<b>Mail</b>	Website	202	Topical Seminars		329	
	"Extremity" Letters	205	<b>Special Service</b>	"Each One Reach One" Sunday	N/A	
	Direct Mail Outreach Postcards	206		Baptism Sunday	330	
	Issues Newspaper	211	Family Focus Sunday	341		
	Letter of Invitation	212	<b>Telephone</b>	Call Ten Strangers for Christmas	347	
	Our Jerusalem	214		Telephone Canvass	348	
	Outreach to Community Newcomers	N/A		36-Hour Call	351	
	<b>Media</b>	Outreach to New Parents	215	<b>Welcoming Atmosphere</b>	Checklist for Worship Bulletins	352
		Billboards	217		Excellence in Worship	353
		Bus Placards	N/A		Follow-up Postcards	358
Business Cards		219	Guidelines for Greeters		360	
Flyers		220	Special Parking for Visitors		363	
Minute Meditations		222	Warm & Caring Atmosphere		363	
Newspaper - Feature Story		223	<b>e</b>		What Church Shoppers are Looking For	365
Newspaper ads		224			What Welcomes our Guests	367
Newspaper Press Releases		243				
Newspaper Special Announcements		N/A				
Radio time	N/A					
TV time	N/A					
Welcome Wagon	N/A					
Yard Signs	248					
Yellow Pages Ad	249					

**Evangelism**  
 BPS-COE: CONCRETE AND VISUAL EVANGELISM TOOLS: HANDY WITNESSING

**"HANDY"  
 WITNESSING**



By Paul Steinberg  
 A version of God's Great Exchange by David Valleskey

**Thumb** --Does their spiritual situation rate a thumbs up or a thumbs down?  
 Key Questions: If you died tonight, are you sure that you would be in heaven? Why are you (un)certain --or let me put it this way: If you died tonight and faced God and he asked you, 'Why should I let you into my heaven?' what would you say?

Passage: 1 John 5:13 *These things are written ...so that you may know that you have eternal life.* Illus.: A person writes a letter to let his friend know facts. (e.g. What's the new baby's name, when he is going to visit, etc.) God didn't write the Bible to leave you guessing.

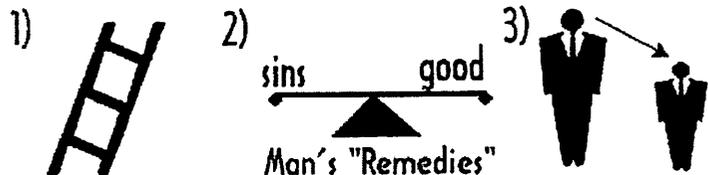
Transition: I am certain of my eternity, may I share with you why I am certain and how you too could be certain of heaven?

**Pointer** --Point out man's sin.  
 God demands: Lev. 19:2 *"Be holy {or perfect} because I the Lord your God am holy {perfect}.* Illus.: A billionaire accepts only a flawless diamond, a perfect car etc. God, who is absolutely perfect accepts nothing less than perfection.

God sees: Romans 3:23 *"All have sinned and fall short of the glory of God."* Illus.: Long jump across Grand Canyon -no one, even if he were an Olympic athlete could succeed at the jump -in the end the result would be the same for all, death. We all are short of perfection and deserve the same fate, eternal death. Or you want to go to a movie but don't have enough money. It doesn't matter if you are 5 cents short or \$10 you won't get in. if we are even just one sin short of perfection we don't deserve to get into heaven.

Result: Romans 6:23 *"The wages of sin is death."* Illus.: A person gets a check for a 40-hour week because he deserved it. By committing one sin we earn a paycheck of eternal death

**Middle Finger** (The strongest finger) --  
 Man thinks he is strong enough to make it by himself  
 1) "I'll try harder"  
 ladder --No one can make it all the way to the top which is perfection.



2) "I can balance my sins with being good" --One flaw ruins a diamond no matter how good the rest is.

3) "But look how much better I am than..." --God will judge you alone and compare you to his own perfection

Passage: James 2:10 *"Whoever keeps the whole law, and yet stumbles at just one point, is guilty of breaking all of it."* Illus.: There is no such thing as kind of pregnant, or kind of alive, or kind of perfect. If you aren't absolutely perfect, you are imperfect and deserve God's judgment.

**Ring Finger** (finger for wedding ring, symbol of love) -- God's remedy is his love.



Passage: John 3:16

*"For God so loved the world that he gave his one and only son, that whoever believes in him should not perish, but have eternal life."* Illus.: Love motivates parent of dying child to do anything to save him, even give up his own life trying. God has such love for the whole world which includes you.

Passage: John 8:46 *Jesus said, "Can any of you prove me guilty of sin?" and no one could.* Illus.: If an investigation was made of anyone they could be proven guilty of sin. Jesus was the exception. Recount Jesus' suffering and death. Illus.: Like innocent man sent to gas chamber, Jesus innocently was killed for us.

Passage: Isaiah 53:6 *"The Lord laid on him the iniquity {sin} of us all."* Illus.: A superhero picked you up and carried you over the Grand Canyon. Or someone paid your admission to the movie you couldn't afford. Jesus Christ has done for you what you couldn't -be perfect. Jesus has paid with his blood the price you couldn't to get you into heaven.

**Pinky** --("I" in sign language) What Jesus did becomes theirs through faith created and sustained by God's working in his Word.



Passage: Romans 6:23 *"The wages of sin is death, But the gift of God is eternal life in Christ Jesus our Lord."* Illus.: A birthday gift is not earned. You do not in anyway earn eternal life; God has done it all.

Passage: Eph. 2:8,9 *"By grace you have been saved, through faith -and this is not from yourselves, it is the gift of God."* Illus.: The Post office has determined that mail will come to people by means of mailboxes etc. God determined that what he did would come to people through faith, simple trust in what God has said and done. Even this faith is a gift (as described above) and nothing we do by our own strength or deserve.

Passage: Romans 10:17 *"Faith comes from hearing the message, and the message is heard through the Word of Christ."* Illus.: Someone can know and trust that they are loved only if they are told about it. We know and trust we are loved by God (faith) only by what he has told us in his Word. A spouse or child needs to be reminded again and again that they

are loved. The more it is heard the more they are certain of it. We need to again and again hear God say "I love you!" through his Word to build up our faith in his love.

**Open Hand:** Inviting them to hear more about God's love.

Ask key questions again and find out if they followed you. Leave them with an outline of the law and gospel. Leave other literature or a Bible with them. Invite them to hear more thoroughly how God loves them in a Bible Information Class. Offer to attend this class with them. If they are not interested in such a commitment offer to personally explain more to them at a specific future time. Pray for them.

**WELS Evangelism**

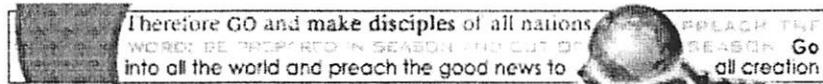
2929 N. Mayfair Rd.

Milwaukee, WI 53222

414-256-3287

[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

[SUBSCRIPTIONS](#)   [DISCUSSIONS](#)   [SITE TOUR](#)   [SITE MAP](#)   [SIGN IN](#)

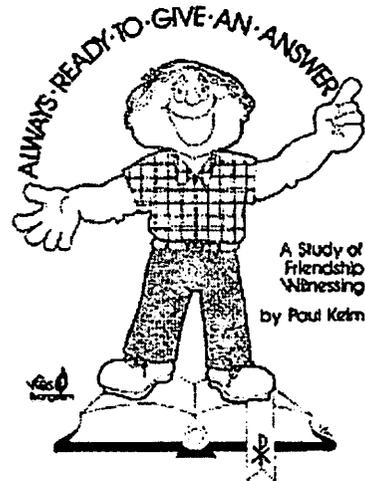


Tell a Friend! From: My e-mail

To: Friend e-mail

© 2006 Wisconsin Evangelical Lutheran Synod. All Rights Reserved   [Contact WELS](#) | [Privacy Policy](#) | [Register](#)

BPS-COE: CONCRETE BIBLICAL EVANGELISM TOOLS: FRIENDSHIP WITNESSING (SAMPLE)



**TO THE PASTOR:**

"Always Ready to Give and Answer" is an attempt to combine biblical and practical insights for every-member "friendship" witness. The format encourages participation. While the pastor's leadership in presenting the course is desirable, lay leaders could serve as discussion facilitators in a strategy of multiple small-group sessions.

This course is provided with permission to photocopy as many copies (and as much of the material) as the congregation can use. As is, the course should take ten weeks to complete. By deleting or ignoring the sections marked with an asterisk, the course may be completed in five one-hour sessions. You may tailor the material to fit a weekend seminar or any other instructional format.

"Always Ready to Give an Answer" is offered to participants in the GETTING EVERYONE INVOLVED workshop, for use with other workshop components. The video "My Heart in My Mouth" visualizes much of what this course contains. "Friendship Sunday," tract manual and "Grow and Go Group" suggestions are companion pieces to consider.

May the Lord's promise encourage your congregation's study and witness, that His name be glorified among those lost without HIM!

The next four parts are available for download in one .pdf document.

**Download the Friendship Witness booklet**  
(46 pages)

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

Tacoma Outreach Menu - Page 4 of 368

BPS-COE: CONGREGATIONAL EVANGELISM TOOLS: FRIENDSHIP  
 WITNESSING AS A WAY OF LIFE

## FRIENDSHIP WITNESSING AS A WAY OF LIFE

It happened three years ago this summer in Los Angeles. A father decided to take his five-year-old daughter to her first major league baseball game. She lived baseball! One thing her father had not told her is that it was glove night. Every youngster attending with an adult would receive a free baseball glove. Dad wanted that to be a surprise. When they entered the park and the young girl was handed the glove, she immediately started crying. Poor old dad was in shock.

"Sweetheart," he said as he cuddled her in his arms, "what's the problem?" "Dad" she said through her tears, "I wanted to come to the game tonight but I didn't want to have to play!" Poor thing! She thought she was headed out onto the field in front of 50,000 people to play baseball!

The truth is most sporting events, especially on the professional level, are for spectators. BUT Christianity isn't a spectator sport! Church isn't just people in pews and pastors in pulpits! God calls us, already at our baptism, to be participants. Membership in the Kingdom of God means a call to service. One call to service we all have in common as Christians is to be Jesus' witnesses (Acts 1:8). One way we can all become involved is through "friendship witnessing." The answer to the question of "why friendship witnessing?" could simply be summed up by saying: "IT'S A WAY OF LIFE FOR THE CHRISTIAN." It is the Spirit-inspired response to the gospel. God's grace in Christ has "called [us] out of darkness into his wonderful light" (1 Peter 2:9). Therefore we will declare his praises to others, "for out of the overflow of the heart the mouth speaks" (Matthew 12:34).

Friendship witnessing, in its most basic form, is nothing more and nothing less than a daily living of our Christian faith in word and deed. It's not just another program. It is a way of life! It is simply being "salt" and "light" in the world. It's being "doers of the Word" in response to God's great gift of love and eternal life through Christ. "Christ's love compels us" (2 Corinthians 5:14) with our lips and with our lives to say to a friend, relative, associate or neighbor, "Come and see! ...*Come and meet Jesus as Savior and Lord!*

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)

[DISCUSSIONS](#)

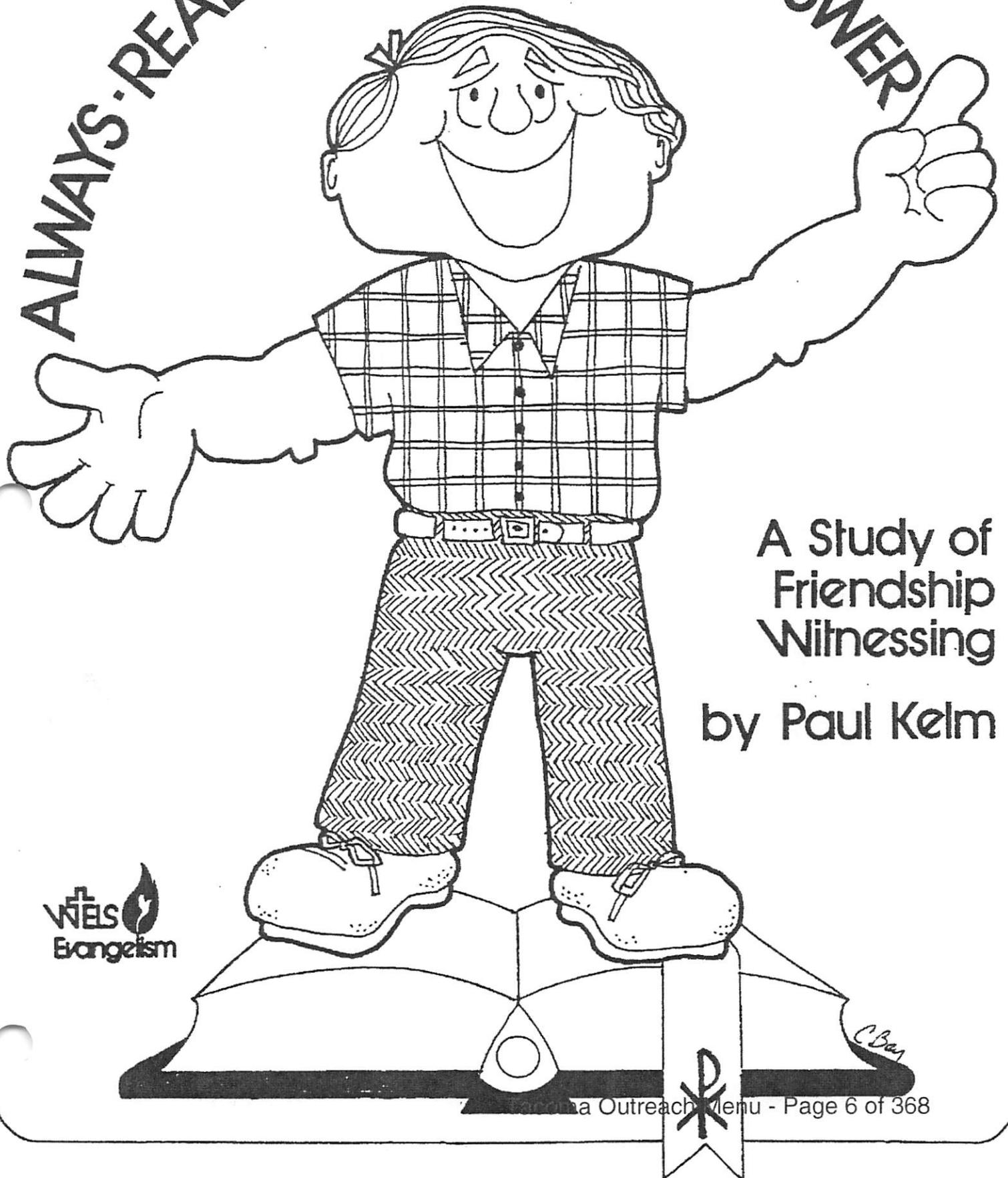
[SITE TOUR](#)

[SITE MAP](#)

[SIGN IN](#)

Tacoma Outreach Menu - Page 5 of 368

ALWAYS-READY-TO-GIVE-AN-ANSWER



A Study of  
Friendship  
Witnessing  
by Paul Kelm

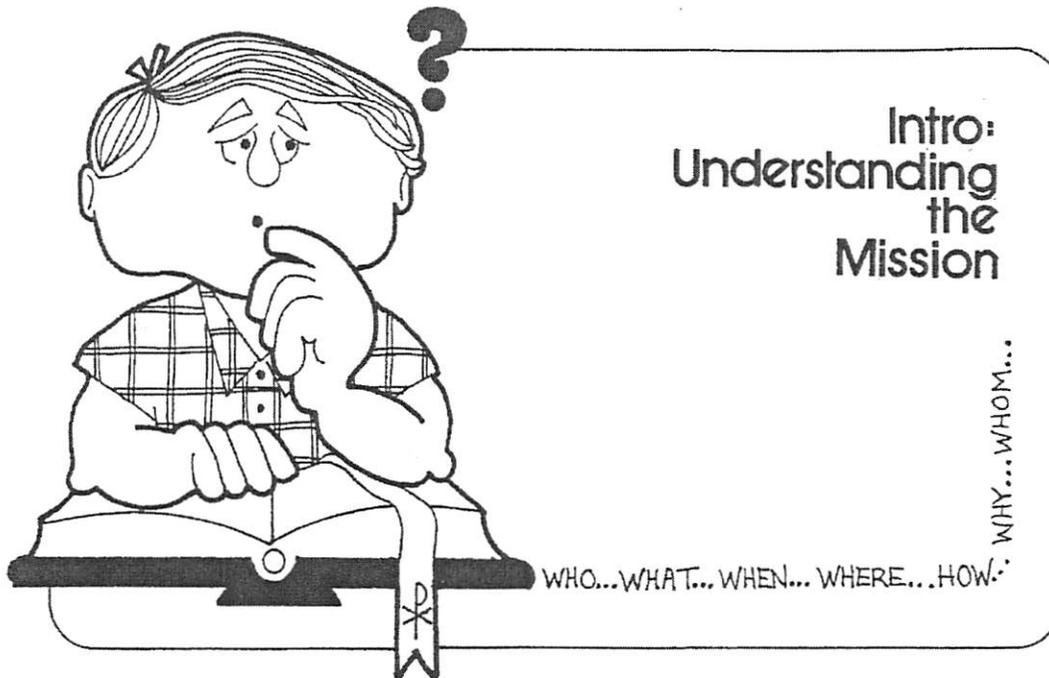
WELS  
Evangelism

**TO THE PASTOR:**

“Always Ready to Give and Answer” is an attempt to combine biblical and practical insights for every-member “friendship” witness. The format encourages participation. While the pastor’s leadership in presenting the course is desirable, lay leaders could serve as discussion facilitators in a strategy of multiple small-group sessions.

This course is provided with permission to photocopy as many copies (and as much of the material) as the congregation can use. As is, the course should take ten weeks to complete. By deleting or ignoring the sections marked with an asterisk, the course may be completed in five one-hour sessions. You may tailor the material to fit a weekend seminar or any other instructional format.

“Always Ready to Give an Answer” is offered to participants in the GETTING EVERYONE INVOLVED workshop, for use with other workshop components. The video “My Heart in My Mouth” visualizes much of what this course contains. “Friendship Sunday,” tract manual and “Grow and Go Group” suggestions are companion pieces to consider. May the Lord’s promise encourage your congregation’s study and witness, that His name be glorified among those lost without HIM!



1) **WHO: Acts 1:8**

- a) Did Jesus include you in this commission? (Obviously the eleven disciples didn't get "to the ends of the earth." See also Matthew 24: 14 and I Peter 2:9) When did you receive the Holy Spirit and His power?
- b) Why didn't the early church need constant reminders to witness, do you suppose?
- c) Comment on the statement: Every Christian IS a witness. The only question is 'what kind.'

2) **WHAT: Acts 4:20**

- a) Witnesses testify to what they know, not what they don't know. How does that address fears? How does that demonstrate rich variety in our witness?

b) "Testimony" suggests a personal note of witness. To what extent is Christian witnessing personal? Objective?

c) What truths are essential to understanding salvation? (cf. Romans 3:21-26)

\* 3) WHEN: II Timothy 4:2 (see verses 1-5)

a) What would an "in season" for witnessing the Word be? (Note further study under III. "Understanding Our Unchurched Acquaintances")

b) How might witnessing differ in an "out of season" circumstance?

c) How does 1 Peter 3: 1 5 answer the question WHEN?

4) WHERE: Acts 8:1 and 4

a) From these verses it is apparent that the first mission "wave" was initiated by lay people. What factors established their contact with new people for witness? (They weren't "called" as missionaries to a field.) What similar factors exist in our lives?

b) The history of Acts suggests infinite variety in the settings for evangelism (prison, marketplace, seashore, courtroom, home, ship, intellectual forum, etc.). What would be the most unusual or unexpected place you could witness today? Is it an advantage when the setting doesn't seem to suggest evangelism?

c) In which of the following settings would you feel most comfortable witnessing?

your home \_\_\_\_\_  
the office \_\_\_\_\_  
cafeteria \_\_\_\_\_  
Hospital \_\_\_\_\_  
a park \_\_\_\_\_  
\_\_\_\_\_ ?

\_\_\_\_\_ restaurant  
\_\_\_\_\_ factory  
\_\_\_\_\_ a friend's home  
\_\_\_\_\_ a bus  
\_\_\_\_\_ a class

5) **HOW: I Peter 3:15**

- a) How do Peter's words "gentleness and respect" answer the "pushy" caricature of witness some people have?
- b) Discuss what contributes to an impression of "talking down to" people, and how we can avoid that.
- c) Read Acts 4:29 and 31. How can "boldness" or "confidence" (conviction) be in complete harmony with "gentleness and respect?"

6) **WHY: II Corinthians 5:14-15**

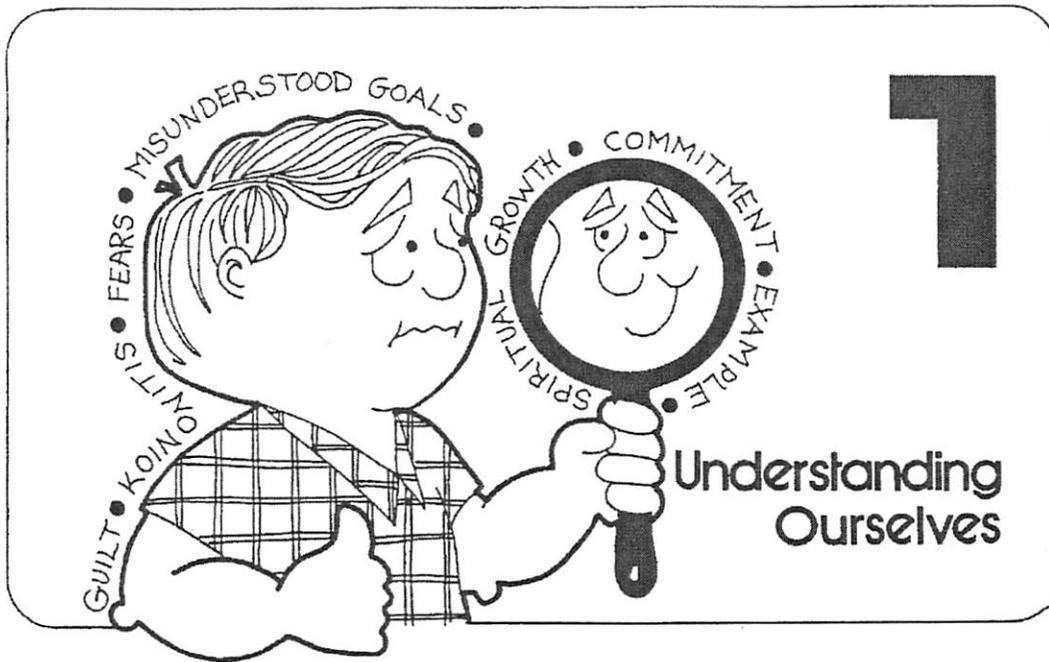
- a) Find three compelling reasons for Christian witness in St. Paul's words.
- b) Discuss why the following are NOT appropriate motivation for Christian witness: guilt, duty, loyalty to church or pastor, building membership in your church.
- c) In what way is Christian witness "natural?" (And don't you agree that it will seem natural to those you hope to reach when witnessing is just "being who we are?")

7) **WHOM: I Corinthians 9:19-22**

- a) John 1:41 To whom does this verse suggest we witness?
- b) Mark 2:15 To whom does this verse suggest we witness?
- c) Luke 8:38-39 To whom do these verses suggest we witness?
- d) Acts 18:2-3 To whom do these verses suggest we witness?

NOTE: While we seek to fulfill the Great Commission to the world, we have both biblical example and contemporary evidence that the Gospel is most easily shared along the relational lines that have been called our F.R.A.N. network (friends, relatives, associates and neighbors).

FINALLY, to better understand your mission, read John 17:24 and describe Jesus' earnest prayer for you. After reading this, the question "Why am I still here?" must work on you. Read Jesus' own answer to the question in John 17:18-21.



People are God’s method of evangelism. There are countless media tools, evangelism materials and witnessing resources available, but the Gospel is communicated best by people -people who embody the message, who establish relationships, who personalize and apply God’s saving love. We need to understand ourselves, what inhibits our witness and what may encourage our witness.

**A) What Inhibits Our Witness**

1. GUILT. Read Psalm 51:7-15

a) Note that the witnessing described in verses 13-15 is predicated on the certainty and joy of forgiveness preceding.

b) To verify that guilt inhibits witnessing ask yourself:

-If “religion” only makes me feel bad about myself, will I feel like sharing it?

-What do I typically do about areas of life where I feel like a failure?

c) Many Christians feel guilty about their failure to witness, about missed opportunities for witness. (A survey of Christians determined that 50% had NEVER shared their faith with anyone.) But that guilt won't motivate them to alter their pattern of silence.

Recall Peter, the greatest failure in witness during the Passion, and yet the example of witness from Pentecost on. Read John 21:15-17 for an answer to that change and apply it to our lives. Note how Psalm 51:11-12 relates the gifts of the Holy Spirit accompanying forgiveness.

d) Describe "Christian Self-Image" as an encouragement to witnessing from Psalm 51. (Recall the events in David's life that give this psalm historical context.)

## 2. "KOINONITIS" Read John 17: 14--15

a) "Koinonitis" is an expression for turning the blessing of "KOINONIA" (Greek for "Christian fellowship") into a closed circle. It happens when we lose sight of our mission IN the world and make our circle of Christian friends the exclusive focus of our interest. We then withhold the "salt and light" (Matthew 5: 13-16) of our Christian presence from our community and may even adopt a "siege mentality" that views unchurched and non-Christian people as "the enemy" (instead of what they really are, victims of the enemy).

b) Someone has coined the expression "redemption and lift" to describe the process whereby people who are converted to Christianity gradually diminish the number of non-Christian friends they have and to whom they witness.

*How many unchurched friends do you have? How many could you have?*

c) Jesus describes Christians as "in, but not of the world." The pressure of society may gradually condition Christians to the point that they are too much OF the world, losing the distinctive "flavor" and "brightness" of their witnessing presence.

Segmenting life into "spiritual" and "secular" compartments compromises our witness.

If you are the only example of Christianity your neighbors or coworkers see, what will they know about Christianity from observing you?

3. MISUNDERSTOOD GOALS Read I Corinthians 12:3

a) What's wrong with the goal of converting your friend to Christianity?

What may be wrong with the goal of getting your friend to join your-church?

What risk is there in the goal of getting your friend to attend "church?" (What happens if he says "No?")

b) A church consultant has said: "The only thing we learn from our mistakes is not to do THAT again." His point was that a lot of Christians quit witnessing and inviting after one unhappy experience, because their goals were misplaced. What makes us "failures" in witnessing? What makes us "successes?" How can we avoid the pressure for "results?"

c) Read I Corinthians 3:6-7. How does St. Paul here balance long-term with short-term witnessing goals, as well as answer the tendency to operate out of self-oriented goals?

d) What legitimate, short-term witnessing goals that don't require a response from an unchurched friend can you suggest?

4. SELF-DIRECTED FEARS

a) Check as many of the statements below which, you feel, make talking about your Christian faith with a non-Christian difficult. Discuss the reasons for such fears before addressing them with the passages and "apologetic" statements which follow.

1.  I'm not sure what to say.
2.  I'm afraid I'll say something wrong.
3.  I feel that this subject is too personal to talk about.
4.  I'm afraid others will think I'm weird.
5.  I'm just not very outgoing. It's hard for me to talk about things like this.
6.  I'm afraid I'd be embarrassed if the person came back with questions I couldn't answer.
7.  I'm not sure it would do any good.
8.  I'm afraid people will discover what I'm really like.

b) Now look at the passages below and see if you can find a fear in the previous list that each answers. There may be more than one answer for some fears and some answers may fit more than one fear. Write the number on the line.

\_\_\_\_\_ "We cannot help speaking about what we have seen and heard" (Acts 4:20).

\_\_\_\_\_ "Blessed are you when people insult you, persecute you and falsely say all kinds of evil against you because of me" (Matthew 5:11).

\_\_\_\_\_ "What I tell you in the dark, speak in the daylight; what is whispered in your ear proclaim from the housetops" (Matthew 10:27).

\_\_\_\_\_ "My Word will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it, (declares the Lord)" (Isaiah 55: 11).

\_\_\_\_\_ "Do not worry about what to say or how to say it. At that time you will be given what to say, for it will not be you speaking, but the Spirit of your Father speaking through you" (Matthew 10:19-20).

\_\_\_\_\_ "I, (Paul) planted the seed, Apollos watered it, but God made it grow" (1 Corinthians 3:6).

\_\_\_\_\_ "It is with your heart that you believe and are justified, and it is with your mouth that you confess and are saved. As the Scripture says, 'Everyone who trusts in the Lord will never be put to shame'" (Romans 10: 10-11).

\_\_\_\_\_ "Who gave man his mouth? ...Is it not I, the Lord? Now go; I will help you speak and will teach you what to say" (Exodus 4:11-12).

\_\_\_\_\_ "Do not say, 'I am only a child.' You must go to everyone I send you to and say whatever I command you. Do not be afraid of them, for I am with you and will rescue you, declares the Lord" (Jeremiah 1:7-8).

\_\_\_\_\_ "After this the Lord appointed 72 others and sent them two by two ahead of Him...Whoever listens to you listens to me; whoever rejects you rejects me... The 72 returned with joy and said, 'Lord, even the demons submit to us in your name'" (Luke 10: 1-17).

c) Relate the following answers to the fears above and then determine whether the fear or the answer is more valid.

1. You know what to say. You are among the best-informed Christians anywhere. You need only ORGANIZE what you know in order to explain the basics of Christianity. As in Sunday School teaching, witnessing implies PREPARING to present truth to a SPECIFIC audience.

2. If people who don't know Jesus as Savior and Lord are damned, how can you say anything wrong that could make their situation worse? Remember, you can always correct what doesn't come out quite right.

3. Anything worth talking about is personal. Talk about what's personal to YOU, not first what may be personal to them. When

someone is risking his (eternal) life, warning isn't too personal. Good news is always worth talking about; and the Gospel isn't just personal. Jesus died for the world.

4. You won't seem weird in witnessing if you don't act "weird." Stay in character. Build your witness over a period of time rather than "unloading" on a friend all at once. When your faith is important to you and life-related (not just philosophical), people will accept your witness as natural.

5. Remember Moses. Get an Aaron. The very fact that you are quiet and retiring gives your witness greater emphasis among those who know you. Even shy people talk about what's important to them.

6. Admit you don't have all the answers. It makes you more credible, easier to relate to for unchurched people who resent "religious know-it-alls." Witnessing is only sharing answers you do know. Use questions you can't answer as opportunities to re-open spiritual discussion at a later time (after you've gotten answers from pastor or Christian resources.)

7. Nobody asks us to play God. We aren't responsible for "results." Heads of State aren't sure nuclear arms control summit meetings will do any good; but they meet because the alternative (nuclear holocaust) is unthinkable. The alternative (everlasting damnation) is one reason to persist in your witness. The persuasive love and power of God in the Gospel is a better reason.

8. Christianity is about forgiveness, not perfection, about strength to cope, not utopian illusions, about hope and joy and love that meet real life situations. Until unchurched people get close enough to see the whole picture, they have trouble relating to your Christianity. "Hypocrite" is an epithet hurled from a distance.

d) Finally, consider the following and apply each to your greatest fear.

1. God's promises and your faith are FOR fears. You'll never realize how true are the promises and how dear is your faith until you put the promises to the test. You can't "play it safe." Love entails risk.

2. People overcome fears when they have a greater fear. The fear that a friend, relative or acquaintance may be lost eternally makes the fear of witnessing secondary.

3. If you don't know someone well enough to feel comfortable sharing your faith with him/her, work at building the relationship so that witnessing will come more naturally.

4. Focus on positive "what ifs," not negative possibilities. The blessings of believing are so great, it's hard to imagine that others would reject them if they really understood Christianity.

## **B). What Encourages Our Witness**

1. SPIRITUAL GROWTH Read Hebrews 5: 12 and Ephesians 1:17-19, 3:16-21.

a) God wants us to become "teachers," not just learners. How is witnessing related to teaching? (Spiritual growth is not merely for its own sake.)

b) The book of Acts emphasizes POWER in the witnessing life of the early Church. How does St. Paul in Ephesians relate POWER to spiritual growth?

c) People who actively witness claim to get more out of Bible study, Bible classes and sermons because it is the distinct purpose in their life to witness to specific acquaintances. Someone called it "listening for two people." What do you think he meant?

d) Every Christian has one or more spiritual gifts. How do the gifts listed in Romans 12:6-8 contribute to our witnessing?

2. COMMITMENT. Read I Peter 3: 15 and John 17: 17 -19.

a) We are not sanctified for our own sakes merely, but "sanctified for mission." What does that mean?

b) When Christ is "Set apart as LORD in our hearts," he sets the agenda for our lives. In what sense may it be said that "witness-less Christianity" is as much a heresy as the denial of any other doctrine of Scripture?

c) Discuss the statement: "Christianity is the only significant cause worth committing one's life to."

d) What is the purpose of your life? What do you have to realize that purpose? Will you practice the plan? (3 P's of Christian witness) Now re-read Matthew 28: 18-20 and define the PURPOSE of Christians and their church.

### 3. EXAMPLE.

The Bible is filled with examples of Christian witness. Contemporary examples are further encouragement to witnessing. In the following Bible stories/verses, pick out the factors in the person who witnesses that were compelling reasons for others to listen to that witness. Then apply those factors to our own witness.

a) Philip in John 1:44-46.

b) The Samaritan woman in John 4:39.

c) Paul and a jailer in Acts 16:25, 30.

### 4. SUPPORT. Read Acts 2:42-47.

a) Which of the following can your church provide to enhance the witness of members:

- a reputation for need-meeting love (John 13:35)
- a solid program of Christian education for all ages.
- exciting worship.
- fellowship/friendship organizations and activities.
- opportunities to get involved in significant ministry to others.
- programs and events that apply Christian truth to personal and family issues.

b) Small-group support has been found especially critical to effective friendship witness. Can you develop groups of 6 to 12 people who will encourage each other in their life of witness, pray for each other and unchurched friends, assist each other personally in witnessing and search Scripture together for spiritual growth and strength?

c) Your church and church body can support your witnessing with such witness tools and discussion starters as:

- bumper strips and yard signs
- Christian jewelry

- Christian literature to distribute, including books, periodicals, tracts and brochures
- self-study Bible materials
- audio/visual witness tools, such as RSVP

d) Specific training in verbalizing your faith to friends is another element in witness support. The next lesson is one way of providing that support.

# 2

## Understanding Our Faith

(and Helping Others  
to Understand)



While Christians do know what they believe, they sometimes have difficulty communicating what they believe to others. There may be several reasons for this, among which are:

- 1) Failure to sort out “milk” from “meat,” basic truths of salvation from “secondary” truths that are based on a clear understanding of sin and grace. We may be witnessing over people’s heads, “majoring in minors” or missing the point of their spiritual need unless we clearly present the basics of a sinner’s relationship with his God through Jesus.
- 2) Failure to organize basic Christian truth in a way that others can easily and logically follow our witness.
- 3) Tendency toward using “theological jargon,” words that communicate rich meaning to Christians but may not communicate clearly to the non-Christian. Never assume too much, even an understanding of the word “sin.” Asking whether what we’re saying makes sense is one way to verify that people understand.
- 4) Tendency toward arguing instead of testifying, becoming defensive rather than positive. You can’t answer with reason an objection based on feelings and experience. People have no reason to accept our church’s position until they’ve accepted Scripture - and that usually occurs after the Scriptures have led them to faith in Jesus. Listening

rather than arguing, then turning the subject to our relationship with God will avoid turning people off before the Gospel can turn them on.

5) Tendency to give up too soon. People may need to hear Christian truth in several different approaches at many different times. Since not everyone has the same understanding or situation, our approach to people may vary even though our Christian message doesn't.

**A. Getting Down to Basics**

1. From Romans 3:21-28, outline the essential truths of salvation:

---

---

---

2. Pick out elements of your outline that are in Peter's evangelism presentation in Acts 3: 12-26. Why might Peter include things in his witness to first-century Jews that a twentieth-century non-Christian might have difficulty understanding?

---

---

---

3. Read Matthew 19:16-26. Why didn't Jesus witness the Gospel to the rich young man? In what circumstances would we faithfully witness only law?

---

---

---

4. Read Acts 16:31. Why didn't Paul begin his witness to the jailer with the law? In what circumstances would we faithfully witness Gospel first?

---

---

---

**B. Introducing the Basics with Life**

1. From Romans 5: 1-11, outline a witness that begins with the everyday advantages of being a Christian and moves to the reason for Christian joy and salvation.

---

---

---

2. From John 4:7-26, note how Jesus introduces law and gospel from a life-tailored perspective. (From Acts 17:22-31, note how Paul introduces Christianity to a group of intellectuals.)

---

---

---

3. While Christians understand that the root issues of life are sin and forgiveness, unchurched people are usually stuck on the CONSEQUENCES of sin (problems) and are looking only for solutions to those problems. In fact, they may even bristle at talk about SIN. When one has no answer or solution for sin (forgiveness), he will quite naturally avoid the subject. It may be easier to witness to such people by beginning where they are and moving to Christian basics, i.e.  
...

#### PROBLEMS > PROBLEM (SIN) > SOLUTION (grace) > SOLUTIONS

\* Note how the following “dialog” format of witness utilizes questions to establish the PROBLEMS > PROBLEM > SOLUTION > SOLUTIONS path of witness.

- a) What do you want out of life?
- b) What do you really want?  
(I hear you saying that...)
- c) How do you feel about what you want?  
(optimistic or pessimistic; unsure, aggressive, guilty, angry, etc.)
- d) What are you doing to get what you want?
- e) What gets in the way of what you want?  
(uncontrollable circumstance; limitations of self; other people; the nature of life—all of which demonstrate what’s wrong” with life and self, as well as the need for a God who is in control)  
Genesis 3:16-19; Romans 8:20-23
- f) What do we deserve in life?  
(There are overblown expectations of life here. Are we willing to accept responsibility and accountability for our lives? Sin has consequences.) Isaiah 59:2 (1-2); Ezekiel 18:4
- g) “Why not want BIG?  
(Eternal life is a better/best want. It is a reality. Why are we afraid to want it? Why are we unsure of getting it?  
John 3: 16; I Timothy 2:4-6
- h) Do you know what God did about all this?  
(First things first. Reconciliation by substitution and satisfaction. Grace-gift.)  
II Corinthians 5:19-21; Ephesians 2:8

- i) Can we be sure?  
(Faith is certainty, a conviction reached when God has convinced us through His Word.)  
Romans 10:17; I John 5:11-13
- j) But what about all those other wants?  
(Sure -all that you need and everything you can handle. God can fill wants, minimize their importance or substitute better wants.)  
Matthew 6:33; Romans 8:32

4. Because unchurched people may initially be more interested in what Christianity can do for their every-day life, problems and needs, Christians should be prepared to share the blessings of Christian faith and life. Every such blessing has its basis in Jesus and what he did to restore us to a right relationship with God.

Describe how Christianity meets the following needs or wants in life, as though you were telling a non-Christian. (Choose two topics for group discussion.

- a) Happy marriage and family life.
- b) Ability to cope with problems
- c) Handling emotions
- d) Ability to understand and like self
- e) Purpose or significance in a world that is bent on self-destruction and produces one frustration after another.
- f) Finding satisfaction in work or career  
(Remember to avoid "jargon" and abstract thought. Be specific!)

### C. Personalizing the Witness

1. "Testimony" may have a negative ring to it if our impression is shaped by the highly subjective and emotional public testimony of dissolute lives turned around by a "decision" for Christ. But personal testimony is a very biblical style of witnessing. In fact, without personal conviction Christianity may sound to others like doctrinaire abstraction or dry dogma. Subjective, personal experience of

Christianity should serve as an introduction to the objective reality of Christian truth, for no one is converted merely by hearing about "our story."

Pick out significant elements in the following examples of personal testimony from Scripture:

- a) Acts 26:1, 9-23
- b) I John 1:1-4 (also II Peter 1:12-21)
- c) Mark 5:18-20 (also 9:24-33)
- d) II Corinthians 12:1-10

2. One very personal approach is called the "Three-story Method" of witnessing: Your Story, My Story, and His Story. We listen to "your story" (the situation, beliefs, questions and problems of the person to whom we're witnessing). We share "our story" (personal testimony). We tell "His story" (the life, death and resurrection of Jesus as our Savior). For a demonstration of this approach, see the video "My Heart in My Mouth."

What does "my story" have to do with "His story?" How may "your story" be important in telling "His Story?" (Common experience in the life of your friend, yourself and your Savior becomes the thread that links these "stories" and leads to the cross.)

3. Personal testimony is, as the expression suggests, personal. Some Christians can, like St. Paul, relate the difference Jesus has made to their life because they were brought to faith as adults. Christians who are blessed in that parents saw to their baptism and Christian education almost from birth will have a different story to tell. Can you find a category (in those that follow) which you can "personalize?"

- a) A time of crisis in your life when the truth, love and power of God pulled you through.
- b) A question, doubt or problem of significance that the Lord answered for you.
- c) Special joys or blessings in your life that are God's gifts accompanying your salvation.

d) A special Christian (parent, friend, pastor, teacher, spouse) whose example, love or direction has had significant impact on your life.

4. While we are not called to witness the church, positive testimony about the blessings of our Christian fellowship may be an effective prelude to our witness of sin and grace. Discuss how you might personalize the following areas of blessing through your church.

- a) Christian education
- b) Worship
- c) Christian friends and fellowship
- d) Service opportunities and projects
- e) Christian counseling

#### D. Witnessing Helps

1. Bible stories and parables are effective witnessing tools because they are concrete, situational examples of Christianity applied to life. In what situations might you use the following as part of your witness to a friend?

- a) King David's sin and forgiveness  
II Samuel 11-12: 14 with Psalm 51.
- b) The Pharisee and the Publican  
Luke 18:9ff.
- c) Joseph and his Brothers  
Genesis 50: 15-21
- d) The Rich Fool  
Luke 12:16-20
- e) The Prodigal Son

Luke 15:17 ff.

2. Personal Bible study and group Bible study provide witness tools. Can you find examples in the following categories?

- a) A specific insight or illustration from your meditation with Scripture or a devotional booklet like Meditations.
- b) A discussion on some issue of personal or societal life in a Bible class.
- c) A particular point or illustration in the Sunday sermon.
- d) An article you read in The Northwestern Lutheran or other Christian literature.

3. Tracts, brochures, photocopies of articles and paperback Scripture portions are witness tools that “tell the story themselves.” They can be personally given with a verbal introduction or mailed with a personal note. What might you say to an unchurched friend to introduce a tract and give the person a reason for reading it?

4. Audio-visual witness tools tell the salvation story for you. Christian films on videotape may be an option. The videotape of Here We Stand is an explanation of Lutheran faith and our church body available from the Synod’s Evangelism office. RSVP is a presentation of sin and grace and the family of God at your church that is customized by your congregation. Slides automatically advanced by the taped message on a rear-screen projection machine {much like a television} provides a ready-made witness. The equipment can be “checked out” from the church for use at home. RSVP is available from the synod’s Evangelism office.

How might you use such tools in away that an unchurched friend would find “natural?”

# 3

## Understanding Unchurched Acquaintances



### A. Their Spiritual Condition

1. Read I Corinthians 2: 11 and .14. What is the innate Spiritual condition of the non-Christian? (cf. also Ephesians 2: 1-3) What implications of that fact are there for: manipulative “decision” approaches to witnessing, intellectual argumentation for Christianity’s case (I Corinthians 2: 1-5), the expectation of “quick and easy” response to our witness?

2. Read Romans 8:5-8. How does this help us understand the life-style and initial response to witness we may discover in non-Christians? Now read II Corinthians 5:14-16a. What should our attitude be toward non-Christians whose life contradicts everything we treasure?

3. Read Mark 12:34. While conversion is an immediate miracle of the Holy Spirit, a variety of providential events and witness may lead up to the Spirit’s work of conversion. What specifically prompted Jesus statement in the verse cited?

While the non-Christian cannot “decide to believe” as an act of his own will, intellect or emotion, can he decide to: attend worship or adult instruction, read Christian literature, listen to a Christian’s witness, etc?

4. Remember that “unchurched” does not absolutely or necessarily mean non-Christian. There may be recently moved Christians who are temporarily “unchurched.” There may be weak Christians who’ve failed to understand or act on the Lord’s will of mutual ministry in the church. There may be “unaffiliated” Christians who are wary of “joining,” turned off by denominationalism or “burned” by experience in a church. In the United States, whether non-Christian or weak Christian, most unchurched people are “somebody’s delinquents.”

*How can we know the spiritual status of unchurched acquaintances?*

## **B. Their Remarkable Diversity**

A lot of recent research on the unchurched has developed sociological understanding that may help Christians avoid stereotypes and caricatures of the unchurched.

1. J. Russell Hale in his book, The Unchurched- Who They Are and Why They Stay Away, suggests at least ten categories of unchurched people. A description of each is provided at the end of this study chapter for those who would like to pursue this fascinating study.

2. From a variety of research organizations (Princeton, Glenmary Gallup) come the following observations. Discuss the implications.

- a) 78% of the unchurched have had religious training of some kind.
- b) 67% of the unchurched claim to pray.
- c) 64% of the unchurched answered affirmatively to the statement, “Jesus was God.”
- d) More than 55% of the unchurched believe in a life after death.
- e) 54% of the unchurched are willing to reconsider affiliating with a church.

## C. Barriers to our Witness to the Unchurched

1. There are barriers in the mind of the unchurched, such as:

a) The “filters” of pre-conceived ideas about God, his will, “salvation,” sin and consequence, etc. These “filters” tend to screen or block our witness so that while we may have clearly stated sin and grace, the unchurched person may not have clearly “heard” sin and grace.

*What does this suggest for our witness life?*

b) Interviews with the unchurched repeatedly settle on the word “irrelevant” as the perception unchurched people have of the Christian Church’s message. Unless unchurched people see Christianity addressing a need or interest in their life, they tend to “tune out.”

*What does this suggest for our witness life?*

c) Whether by experience or second-hand information, many unchurched people have adopted a negative impression of the church. Typically, that negative image includes such adjectives as “cold, uncaring, insensitive, institutional (“all the church wants is money”), dogmatic” and worse.

*What does this suggest for our witness life?*

2. There may also be barriers about “going to church” that keep our invitations from being accepted. Someone has coined the expression “crossing the stained glass threshold” to describe how difficult it is to break the “Unchurched” pattern and come to a service.

How can we alleviate the fear or discomfort that may be caused by the following concerns facing someone who has long been absent from worship?

- a) “I don’t know anyone there!”
- b) “I’m afraid I’ll look out of place.”
- c) “I probably won’t get anything out of it.”
- d) “I don’t need the high-pressure tactics they’ll probably try on me.”
- e) “What if everyone ignores me?”
- f) “I don’t know where to go/park/sit.”
- g) “What do we do with the kids?”

## D. Avenues of Witness to the Unchurched

While no non-Christian can be spiritually more receptive or less receptive to the Gospel, situations and circumstances may make people more receptive or less receptive to the witnessing effort of a Christian or his church. Understanding the factors that may condition an unchurched person's willingness to listen or accept an invitation can make us more responsive to "golden opportunities."

1. Research indicates that there are certain *times* when an unchurched person is more likely to accept an invitation to church. Among these are:

- Christmas
- Easter
- Friendship Sundays"
- weddings
- baptisms
- "special events"

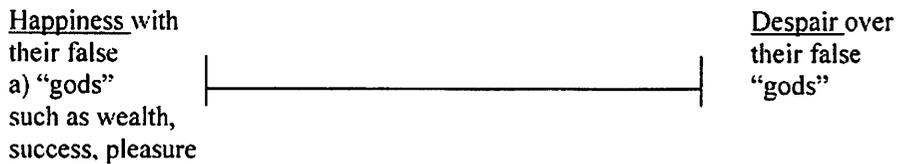
What does *this* suggest in our role as modern-day "Andrews"?  
(John 1:40-42)?

2. Further research suggests that during periods of CRISIS and TRANSITION, a person *is* more likely to reconsider *his* view of *life* and to consider new associations. In other words, the person may be more willing to listen to our witness and accept our invitation. *Why is that*, in your estimation? Can you think of people who may fit one or more of the situations that follow?

- a) recently widowed
- b) recently divorced
- c) recently married
- d) recently retired
- e) lost a job
- f) pregnant or new parent
- g) recently moved
- h) "empty nest"
- i) coping with illness or depression
- j) coping with marital or family problems
- k) dissatisfaction or problems with work
- l) financial difficulties

- m) in-law or other inter-personal problems
- n) significant change in schedule or responsibilities
- o) kids about to start school

3. An evangelist has proposed two scales to analyze people's willingness to listen to a Christian witness. On the far left of the scale, people tend to shut out any Christian witness. To the right of the scale people tend to listen.



Can you peg where on such a scale an unchurched friend may be? How does God's law move people on the scale?



Can you see why people to the right of this scale may be more willing to listen to your witness? How can you use God's law to move people to the right of the scale?

4. A church consultant has devised the "Resistance/Receptivity Axis" to analyze (humanly speaking, of course) which people might be "good prospects." The scale is from 0-15.

- a) Give three points if they have visited your church.
- b) Three more points if they are culturally or socioeconomically like the people at your church.
- c) Give three points if they are new arrivals to the community.
- d) Add three more points *if* they have specific needs your church can meet.
- e) It's worth three points *if* they are friends of "new Christians" who recently joined your church.

While this "axis" is suggested to focus a congregation's evangelism efforts, it may suggest something also for personal witnessing. Do you know anyone who'd score a nine or better on this scale?

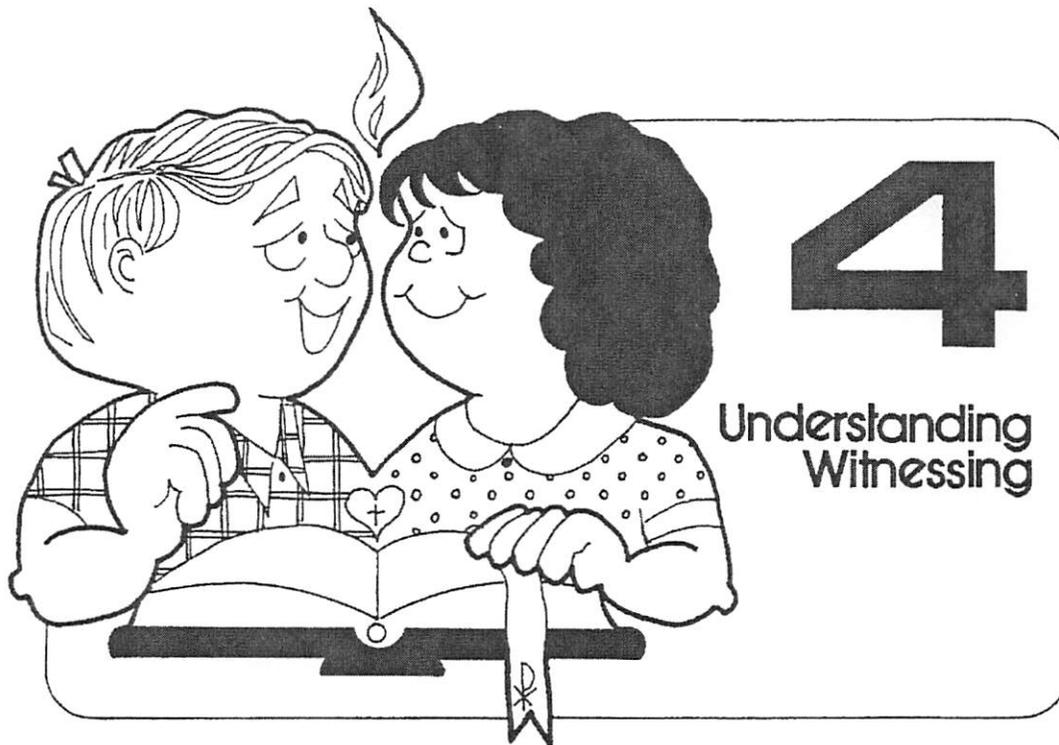
5. The primary attraction of Christian witness is the life of the Christian witness, his or her attitudes and actions and life-style. St. Peter assumed as much when he encouraged us to "always be ready to give an answer to everyone who asks you to give the reason for the hope that you have." Jesus focused this "pre-evangelism" significance in Matthew 5: 16 and John 13:35.

Read Galatians 5:22-23 and rank the top four of the Christian character traits listed, as to their impression on the non-Christian in today's society.

---

---

---



Christian witness may be “spontaneous” or “strategic.” Spontaneous witnessing is predicated on opportunities (presented by people and situations) and Christians who are looking for them (prepared to respond with verbal witness). Spontaneous witness may occur with friends and relatives, but frequently is addressed to new or casual acquaintances. As important as spontaneous witnessing is in God’s plan to touch and convert hearts with the Gospel, it frequently lacks the continuity of nurture with God’s Word that “makes disciples.” Spontaneous witnessing is like “scattering the seed” in Jesus’ parable of the Sower (Matthew 13:3 ff.).

Strategic witnessing may begin with and include spontaneous opportunities to share the Christian faith, but it is predicated on continuity of witness. Because strategic witnessing involves long-term exposure to Christian example and truth, a relationship must exist and develop between the Christian witness and the person he or she hopes to “win” with the Gospel. Therefore strategic witnessing is frequently called “relational” or “friendship” or “life-style” evangelism. As the term suggests, strategic witnessing involves a plan. The “plan” will vary for each person we hope to reach with the Gospel, but the basic elements of a plan can be described. That is the focus of what follows.

Statistics gathered (both within and outside our fellowship) in answer to the question “why do people join the church” rank “through friends and relatives” at the top. In fact, anywhere from 64% to 90% of new members are friends or relatives of existing members. The importance of Christian witness along relational lines seems evident.

## A. Recognizing Relational Opportunities

1. The New Testament uses the word OIKOS (household) in describing the natural extension and expansion of the Christian Church through relational networks. An OIKOS could be several generations and levels of relatives, servants and their families, even close friends and business associates. Because the relationship involved frequent exposure to the Christian's life, attitudes and verbal witness, because the relationship implied a degree of trust and interest, non-Christians came under the continuing influence of Christianity. To describe a contemporary OIKOS some have used the expression "sphere of influence" or FRAN (Friend, Relative, Associate, Neighbor) network.

Note examples of such relational witnessing in the following verses.

- a) Acts 16: 14-15
  
- b) Acts 10:24,44
  
- c) Luke 19:9 (also Mark 5:19)
  
- d) John 1:41,45

2. Studies suggest that the average Christian has at least seven non-Christian or unchurched people in his "sphere of influence." Write the names of people in your sphere of influence who may be unchurched.

---

---

---

3. A phenomenon called "redemption and lift" describes the fact that the longer a person has been a Christian, the fewer unchurched friends he has. We may need to establish relationships with unchurched people. What do the following verses suggest to you?

- a) Luke 14:23
  
- b) John 15:7-16
  
- c) Luke 15:1-7

4. Strategic witnessing necessitates FOCUSING our efforts on one or two people at a time (while still looking for spontaneous witness opportunities any time) and KNOWING the person who is the focus of our witness effort. A strategy begins with a PROFILE.

**PROFILE** the person you want to win. (at home)

PROFILE

Name: \_\_\_\_\_

Relationship: (how, how well, how long do you know the person)

\_\_\_\_\_  
\_\_\_\_\_

Basic Information:

Age \_\_\_\_\_

Spouse: (?) \_\_\_\_\_

Children: (?) \_\_\_\_\_

\_\_\_\_\_

Occupation \_\_\_\_\_

Background: (where born and raised, when moved into community, experiences shared)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Religious Information:

Church background (which, when, where, why discontinued)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Experiences and/or attitudes toward "church" \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Religious perspectives (about God, the Bible, Christianity, after life, moral values, etc.)

\_\_\_\_\_

Other Christians in his/her life who may be "allies"

---

---

---

Avenues for Relating/Witnessing:

Interests, talents, hobbies \_\_\_\_\_

---

---

---

Needs, problems, worries \_\_\_\_\_

---

---

## B. Building Relationships

1. **LOVE.** Jesus emphasized love as the distinguishing mark of HIS disciples. (John 13:35). He gives us His love as the renewable source for our own love (John 15:9-10). Christian love has been called “the bridge to another person across which the Gospel travels,” the “music of the Gospel” (which some people need to “hear” before they’ll listen to the words). Someone once said, “People don’t care how much you know until they know how much you care.” Still another quotation: “Love outlasts unbelief.”

From I Corinthians 13:4-7, list the characteristics of caring, Christian love. Discuss the significance of each to building relationships and exemplifying Christianity.

2. **LISTEN.** Jesus’ invitation to prayer includes the promise that our God will listen to us. “Ambassadors” of the Lord demonstrate their caring concern by the same willingness and availability to LISTEN. There are several elements in this step toward building relationships. Discuss the points that follow and try to find examples or practical suggestions for each.

- a) Listening says we care.
- b) Listening earns the right to witness.
- c) Listening discovers ways to further demonstrate the power and reality of Christian faith and love (by meeting needs our listening discovers).
- d) Listening discovers “doors” for witnessing (the spiritual questions and interests people have, the problems to which law and gospel can be applied).
- e) Listening discovers “barriers” to witnessing that must be removed or avoided (objections, misperceptions, experiences with churches or members and strongly -but wrongly -held convictions that tend to precipitate an argument).

f) Listening helps to tailor verbal witness as we learn the “belief system” (everyone has some set of beliefs or non-beliefs about life’s big questions) our friend has. We will want to build on whatever truth a person already knows (an affirmative, relationship-building approach) rather than jeopardize our witness with arguments.

As you listen, fill in the profile you began. It is the primary working tool for building a strategy, much like the “prospect file” information your church’s evangelism program uses.

3. “LIKE”. Like people form easy relationships. Common “likes” or interests (professional, recreational, familial) form a natural basis for relationships.

a) Read I Corinthians 9: 19-23 and apply Paul’s words to your relationship building for witness (recognizing that your likes and interests may not be the same as those of the person you want to win initially).

b) Read Mark 3:14. What key element do you see in Jesus’ strategy for “making disciples” of the twelve? Why, do you suppose, was this important/is this important? IT TAKES TIME!

c) It may not be easy to “like” some unchurched people we know initially because we normally like people for what they are like. And there are non-Christian character traits that are not likable. Remember, God didn’t “so like the world that He gave His one and only Son.” He Loved Us. Love is based not on what the other person is like, but on what we are like. God has enabled us to love. We need not condone ungodly traits and habits by befriending an unchurched acquaintance, anymore than God condones sin by loving sinners. As we love people, we can learn also to like them genuinely; and the regenerating power of God can change the unlikable aspects of sinful human nature (in others as in us).

d) Make a list of activities to share with a person you hope to reach with the Gospel, activities that will build the relationship and provide opportunities for witness.

4. Further suggestions for building relationships:

a) Be accessible, available especially when the person “needs to talk.”

b) Ask the person’s help in areas of his or her skills. It will avoid making the person feel “obligated” and therefore defensive when you witness.

When you are the obligated person, you can “witness up” not “talk down” to others.

c) Be open and honest. Share feelings. Unchurched people can’t relate to “plastic Christians.” Deeper relationships allow deeper witness opportunities. Unchurched people need to see Christian faith in the tough times, even when it isn’t a “perfect” faith.

d) Try to understand the other person by exploring past experiences, attitudes and situations.

e) Be accepting and affirming as much as possible. Building others up in love is one of the things Christians do best!

f) PRAY, for the person you want to reach and for the Christian love and character you need to be God’s tool of witness.

### C. Building Witness

1. First-Person Witnessing. Unchurched friends and relatives are often sensitive to what they perceive as our “preaching at them.” Christians are sometimes insensitive and inclined to confuse judgmental moralizing for witness. Telling people what they should do (or not do) and believe usually brings a negative reaction. Second -person or “YOU” messages are confrontational until the other person has become interested in what Christianity means to him. Even questions in the second person (e.g. “If you were to die today, do you know for sure that you would have eternal life?”) may be too confrontational at the beginning of our strategy of witness. First-person or “I” messages are a more natural way to begin witnessing to a friend.

People quite naturally talk about the things that are important and interesting to them, the things that are happening in their lives. Such “matter of fact” sharing implies no pressure on the other person to accept or do anything. Christians quite naturally talk about events at home and church, insights gained in their Christian fellowship and growing, spiritual feelings and perspectives. Doing so “in the first person” establishes for an unchurched acquaintance that our Christianity is important to us and we are willing to talk about it. That makes further, more intensive witness “natural” for both parties as our efforts continue and intensify. That also makes it possible for an unchurched friend to come to us with a religious question, a spiritual concern or a personal problem -because we’ve become “that sort of person” to them.

Some examples of such “first-person” witness are:

-“I have to share the illustration our pastor used in his sermon on Sunday. You’ll get a kick out of this...”

-“Boy, was this weekend an answer to prayer. I had so many things piling up outside the house. The Lord sure came through with the right weather...”

-“I’m sorry if I’ve been a bear around here lately. Don’t know why I let things get to me sometimes. But last night I talked it out with some of my friends after Bible class; and they helped me put things into perspective and get my joy back...”

-Our daughter met the nicest guy at a campus ministry retreat this fall. We finally got to meet him yesterday. Jan and I have sure thanked the Lord for how He’s taken care of the kids...”

How many similar first-person witnesses can you think of? Look for ideas in your own situation, your church’s ministry and your reading.

2. Sensitivity to Openings. As we discussed in part III, there are times of crisis, stress and transition in a person’s life when he or she may be more open to our witness. In fact, sometimes an Unchurched friend is giving subtle hints that she’d like to talk, hoping we’ll care enough to “make the first move” and allow her to confide in us.

Witnesses can be sensitive to changes in mood, messages “between the lines” and hints that something may be wrong. We may be able to initiate the witness opportunity with such words as:

-“Something’s bothering you, Jill. I don’t mean to pry, but I want you to know I care. If you’d like to talk about it...”

-“I’ve been praying for you, John. Do you want to help me out and make my prayers more intelligent?”

-“I’m having trouble concentrating. I know there’s something we should be talking about, but I don’t know what. Help me be a friend...”

-“I hear you saying that...Am I missing something or do we need to talk?”

\* REMEMBER that witnessing usually begins with listening. Why?

\* REMEMBER to use problems as doors leading to the PROBLEM-SOLUTION core of Christianity, sin and grace. Give an example.

\* REMEMBER to make Jesus a PERSONAL Savior in your witness. How can you do this and avoid the impression that Christianity is “philosophical” or “institutional?”

\* REMEMBER that you aren’t alone. Jesus promised you the Holy Spirit in your witness (Matthew 10: 19-20; John 14:26, 15:26-27, 16:7-11).

\* REMEMBER that you haven’t “blown” an opportunity if you get tongue-tied. You may be more effective thinking through what you want to say and coming back later with the words: “Do you remember when we were talking about... Well, I’ve been thinking a lot about what you said and there’s something I’d really like to share with you...” Can you think of an opportunity you can “reclaim?”

\* REMEMBER that witnessing is usually best done in a quiet, one-on-one situation when distractions and time-pressures aren’t a problem. Why may it be difficult to witness to a group of people? at work?

3. Involving Christian Friends. There are a variety of good reasons for introducing your unchurched friend or relative to Christian friends from your church. Can you relate from personal experience or observation how the following points are true?

a) Your Christian love, joy, etc. are an effective witness that is multiplied and confirmed by the same Christian spirit in others from your church.

b) Introducing an unchurched acquaintance to other members of your church makes it easier for that person to accept an invitation to your church. They will already “know people there.”

c) Personality and interest differences may be making it difficult for you to get close to the person you want to reach. Introducing that person to a fellow Christian whose situation in life, background, personality or interests are more compatible may create a new relationship that can develop a witness.

d) Sometimes Christians are too close to the person they want to reach (family member, fiancée ). Emotional “interference” keeps distorting or interrupting attempts at witness; and other issues (like “I hope I won’t lose him” or “You are still treating me like a kid”) get in the way. Involving a Christian friend who can witness without all that static may be more effective.

e) Involving other Christians in witness to your unchurched friend will mean that their prayers reinforce yours, their encouragement and suggestions keep you going.

Name some friends at church who can make witnessing a "team effort" with you.

---

---

---

---

---

4. Invitations. Because you want your unchurched friend to come under the long-term influence and nurture of God's Word, you want the person to become involved in your church's ministry. An invitation is more easily accepted when the preceding steps of a witnessing strategy have prepared the way. Still, some people are reluctant to "go to church." What follows may be an easier invitation to offer.

- a) Special worship services, such as Christmas and Easter, are less "threatening." If your children are singing in the service, your friend may have an additional human incentive.
- b) Special events such as a seminar on parenting, a film or a fellowship activity may be less threatening first steps for your unchurched friend.
- c) Programs of your congregation that meet the needs or interests of your unchurched friend and his family can be "side doors" to the church. Vacation Bible School, Sunday School or Lutheran Pioneers may meet needs and interests. A women's Bible study group, singles ministry, parenting support group, recreational outings, etc. are further examples.

What elements of your church's program of ministry may be doors for invitation to your unchurched friend?

---

---

---

---

**D. Nurturing Witness**

1. Explanation. After your unchurched friend has accepted an invitation and attended an event at your church, or after you've developed a first-person witness to your friend, it is perfectly natural to get into an extended explanation of the Christian faith. A sample introduction might be: "Tell me what you thought of... (whatever the person attended) ...I probably should have explained our Christian faith a little better before you attended. Let me try that now..."

There are a variety of options for explanation:

a) An evangelism presentation such as “God’s Great Exchange” which you can learn to offer with the help of the 8-page pamphlet available.

b) A portion of Scripture that you share and explain, such as Romans 3:21-28, Romans 5:1-11, II Corinthians 5:17-21 and others.

c) An audio-visual presentation such as RSVP or Here We Stand.

d) Inviting a trained evangelist or the pastor over at the same time as your unchurched friend, with the clear intention of following up the visit to church with explanation.

e) Published summaries of Christianity that can be given to your friend to read with the request for a discussion of the material after he’s read it.

What helps can your church provide you?

---

---

---

---

---

2. Continuing Care. In addition to ongoing first-person witness, a “tailored” strategy addressed to the particular issues, hurts, questions and concerns you’ve discovered through listening and sharing may include:

a) “Witness by mail” Writing your personal witness to specific concerns with well- thought-out biblical truths can be a non-confrontational, caring way to follow up.

b) Share books, tracts, pamphlets, Scripture portions, photocopied articles, etc.

c) Introduce other members who’ve wrestled with situations, doubts or issues similar to those of your unchurched friend.

d) Continuing, periodic invitations to appropriate spiritual nurturing opportunities at your church.

3. The Adult Bible Information Class. Don’t merely invite your unchurched friend to attend this \_\_\_\_\_’ class, but offer to attend at least the first few lessons with him or her. Ask the pastor and any members of the church who are acquainted with your friend to reinforce the invitation

#### 4. Ongoing Prayer!

##### CONCLUSION:

While witnessing is the personal privilege of every Christian, God has provided the support of the Church for our role in making disciples. Discuss how your church can provide further training in witnessing, resources and materials, events and programs that encourage the invitation of unchurched friends, as well as continuing reminders of the priority witnessing has in our life.

Perhaps the most significant help the church can provide is support groups for active witnesses. Whether this purpose is added to existing groups and organizations or specific "witness support groups" are created, the congregation can best encourage continuing friendship witness through the spiritual growth, prayer and practical suggestions of such support groups.

Pastor James Radloff has developed the following suggestions for what he calls "Grow and Go groups."

# BUILDING FOREVER FRIENDSHIPS

## Lessons On Friendship Evangelism from the Life and Ministry of Jesus

"We loved you so much that we were delighted to share with you not only the gospel of God but our lives as well, because you had become so dear to us." 1 Thessalonians 2:8

Luke 5: 17-32

### "Caring"

#### Getting Into The Subject

Who was your best friend when you were growing up? What made this person your best friend?

What makes a good friend? List several qualities of a good friend.

#### Studying The Word

JESUS HEALS A PARALYTIC - Luke 5: 17-26

What prompted these men to bring their paralytic friend to Jesus? How would you "rate" their caring on a scale of 1-10? Give a reason for your rating. Identify for yourself an unchurched friend or relative. How might this person rate your friendship? What can you do to strengthen this friendship?

What prompted Jesus to first say to the paralytic, "Friend, your sins are forgiven?" What effect do you think that had on the paralytic and his friends? What effect did it have upon the Pharisees and teachers of the law? (v. 21) What effect should it have on your caring and witness to family and friend?

What was the reaction to the healing of the paralytic? (v. 26) What "remarkable" things have you seen and heard? How can you share that with others?

## "Caring" - 2

### THE CALLING OF LEVI - Luke 5:27-32

What does Jesus' calling of Levi show about his attitude toward people? What does Levi's response show about him?

What prompted Levi to invite his friends to a banquet in Jesus' honor? What do you think he hoped to accomplish by this? What's the lesson in this for you?

What was the reason for the complaint of the Pharisees and teachers of the law that Jesus was "eating and drinking with tax collectors and 'sinners'?" In what way is such an attitude still evident among us today? Explain Jesus' answer (v. 31) to their complaint and question? Apply his answer to your friendship witness.

### Reacting To The Word

If you had lived in Galilee, would you have invited a disabled person, a Pharisee and teacher of the law, a Levi (tax collector) to meet Jesus? Explain your answer. Which people today fit these same "categories" of people. Do you know any? How can you show them you care? How can you invite them to meet Jesus?

React to this statement: "People don't care how much you know until they know how much you care."

Look back at your list of qualities of a friend? Discuss ways you might apply them in your caring about an unchurched friend or family member? How might such caring lead to witness and invitation?

### Response To The Word

Find one or two ways to demonstrate your "caring" to an unchurched friend or family member during the coming week. Next week share with other class members what you did. What reaction did you receive from your unchurched friend or family member? How can you use such caring as a "bridge-builder" to assist in your witness to this person?

# BUILDING FOREVER FRIENDSHIPS

## Lessons On Friendship Evangelism from the Life and Ministry of Jesus

"We loved you so much that we were delighted to share with you not only the gospel of God but our lives as well, because you had become so dear to us. " I Thessalonians 2:8

Luke 18:35-19: 10

### "Finding"

#### Getting Into the Subject

Can you recall an experience when you were lost? What were your feelings? What frightened you the most? Why?

Can you recall an experience when you lost another person? What were your feelings? What frightened you the most? Why?

Think about a special friend or relative you want to "find" for Jesus. Focus your thoughts and prayers on this person as you study this lesson.

#### Studying the Word

A BLIND BEGGAR RECEIVES HIS SIGHT - Luke 18:35-43

In what ways may a blind person feel "lost"? (read v. 36, 39) In what ways may unchurched people be "blind" (read John 5:39-41, Ephesians 2: 1) and "lost" (read Psalms 119: 176, Romans 3:23)?

What was the attitude of the crowd toward this blind beggar? (v.39). In what ways might this same attitude be evident today toward those who are spiritually "blind" and "lost"?

What was Jesus' response to this blind beggar? (v. 42) Based on verse 38 define the faith of the blind beggar? Is every unchurched person without faith? Explain. What, then, is your task in leading such an unchurched person to Jesus?

"Finding" - 2

## ZACCHAEUS THE TAX COLLECTOR -Luke 19: 1-10

What was Zacchaeus' status? (v. 2) Is this the kind of person you would typically "find" for Jesus? Explain.

Why do you think Zacchaeus wanted to see Jesus? Apply this to your unchurched friends and relatives.

Why did Jesus want to visit Zacchaeus' house? (v. 10) What was the result? (vs. 8-9)

In verse 10 Jesus defines his life's mission. How might you define your life's mission in a sentence or two?

### **Reaction to the Word**

Read Ezekiel 34: 11 and 16. If the lost and straying are to be found, who is to accomplish this? What are the means? Who are the agents?

Read Jesus' parable of the lost sheep in Luke 15:3 -7? Upon whom does the shepherd focus his attention? Why? What is the lesson in this for you?

At the beginning of this lesson you were asked to identify someone you know to be "lost". How will you focus your attention on this person today? This coming week? The next month? The next year? Do you feel a sense of urgency? Why? How will this sense of urgency reflect itself in your attitude and actions?

### **Response to the Word**

Focus your attention on one unchurched friend or family member this week. Remember this person specifically in your daily prayers. Find at least one opportunity to demonstrate your care. Talk about your experience with other class members next week.

# BUILDING FOREVER FRIENDSHIPS

## Lessons On Friendship Evangelism from the Life and Ministry of Jesus

"We loved you so much that we were delighted to share with you not only the gospel of God but our lives as well, because you had become so dear to us." 1 Thessalonians 2:8

Luke 10:25-37

### "Sharing"

#### Getting Into the Subject

If you were given one million dollars, no strings attached, whom would you tell about it? Why? What would be the first thing you'd buy? Why?

Is every unbelieving person, even the ones you know and love, on the path to eternal damnation? Explain your answer. How does this make you feel? What can (should) you be doing about this?

#### Studying the Word

THE PARABLE OF THE GOOD SAMARITAN - Luke 10:25-37

What was the question asked of Jesus? (v. 25) Note the reason for the question. What is the assumption of this expert in the law? Is the question still being asked today by people you know? In what way?

In his reply Jesus points to the law of God as found in the Old Testament. The expert in the law correctly summarizes God's law (The 10 Commandments -Read Matthew 22: 34-40) in the two statements of v. 27. This truth of God is found in Deuteronomy 6:5 and Leviticus 19: 18. Read Deuteronomy 6:4-9. What are the people to confess about God? To whom are they to teach this commandment of love? How? Read: Leviticus 19: 18. What admonition is stated? What reason is given for loving your neighbor?

Love is a key ingredient in our ability to witness to family and friends. Based on these verses how would you describe such love?

In verse 28 Jesus makes the bold statement, "Do this, and you will live." Explain Jesus' words. Have you, has anyone you know, fully kept these two commandments as stated in verse 27? Explain.

## "Sharing" - 2

Many will react to these two commandments, as did the expert in the law, who interpreted God's commandments in such a way so as to excuse his own failings. Explain the words this expert in the law spoke, as recorded in verse 29. How do people react similarly today?

Had you come upon the "half dead man lying on the road", would you have responded like; the priest? The Levite? The Samaritan? Explain. What do you think prompted the response of the priest and the Levite? What prompted the response of the Samaritan? Is his action a fulfilling of the "Golden Rule" (Luke 6:31) - or beyond (Read Luke 6:27)? Explain.

What was the point of Jesus' parable (v. 37) for the expert in the law? For us today?

## Reacting to the Word

If you came upon a person in need, would you: - ignore the person (pretend you don't notice) - call the police - give the person a token handout - buy the person what is needed - share the gospel with the person - take the person to the pastor who is better able to deal with the problem. Explain your response. Would it make a difference if the person were; a friend? A stranger? Explain.

Many will react to the parable of the Good Samaritan, using the words of the expert in the law, "to justify himself". What do many people think their good deeds will accomplish? How can you use the words of verse 27-28 to teach someone about God's righteous demands and sin? Read Matthew 5:48 and James 2: 10. How do these verses reinforce the message of Luke 10:27-28.

Compare Luke 10:25-28 to Acts 16:30-31. Why is each response appropriate to the situation? Why must an understanding of the message of the law of God precede an understanding of the message of the gospel? How would you explain the gospel to a person who correctly understands the message of the law of God?

## Response To The Word

Consider the spiritual background and understanding of your unchurched friend or family member. Does this person at this time need a greater emphasis of the law or the gospel? Tell the person you have been wondering about his/her relationship with God. Ask the person what he/she wants from God and what God wants for him/her. Try to witness both law and gospel. Share your experience with the class members next week.

## BUILDING FOREVER FRIENDSHIPS

### Lessons on Friendship Evangelism from the Life and Ministry of Jesus

"We loved you so much that we were delighted to share with you not only the gospel of God but our lives as well, because you had become so dear to us." I Thessalonians 2:8

John 1 :40-51

### "Inviting"

#### Getting Into the Subject

What was the "nicest" invitation you've ever received? Describe it.

Which one person from history (other than Jesus) would you like to invite to your home for dinner? Why?

#### Studying The Word

ANDREW INVITES HIS BROTHER, PETER - John 1: 40-42

Who introduced Andrew to Jesus? (verse 35ff) How did Andrew learn more about Jesus ? What did he learn?

When did Andrew invite Peter? (verse 41) What is the significance of the words "the first thing" for you today?

Describe the way Andrew invited Peter? (verses 41-42) Why is it important to "bring someone to Jesus" than to "just invite someone to come"?

PHILIP INVITES NATHANAEL - John 1 :43-51

Describe the way Philip invited Nathanael? How might you similarly "challenge" a person to "come and see"?

What was Nathanael's initial reaction to Philip's invitation? How might you have responded to Nathanael's reaction? Describe some excuses and/or negative responses people might give to an invitation to worship or Bible study? Brainstorm some responses to such excuses and negative responses? (Be careful not to be defensive.)

## "Inviting" - 2

How might you apply the words of Jesus in verse 50-51 in your invitations to others to hear and learn the Word of God?

### Reacting To the Word

Who introduced you to Jesus? When? Why? What was your response?

Which is easier: to invite a person to attend a worship service? A Bible study? A church activity? An evening in your home when you might talk about Christian faith? Why?

How much does the fear of rejection, the declining of your invitation, play into a hesitancy to invite a person to hear and learn God's Word?

Who is the next person you will invite and bring to Jesus? Why? When? How?

### Response to the Word

Invite your unchurched friend or family member to join you in worship. Be prepared to react to any excuse that might be offered. If the person accepts your invitation, decide whether you will pick the person up or meet the person at the church entrance. If the person declines your invitation, be prepared to invite again (and again) another Sunday. Tell the person you are inviting him/her because you care.

# BUILDING FOREVER FRIENDSHIPS

Lessons On Friendship Evangelism from the Life and Ministry of Jesus

## NOTES FOR THE BIBLE CLASS LEADER

### LESSON ONE -Luke 5: 17-32 "Caring"

#### Getting Into the Subject

Introduce the theme verse for this series, I Thessalonians 2:8. Note that friendship witness may be described as a two-fold sharing; "the gospel of God" and "our lives as well."

You may want to draw up a common list of qualities of a good friend on blackboard/whiteboard, overhead, etc.

#### Studying the Word

Jesus' pronouncement of forgiveness to the paralytic emphasizes the greatest need of every person. The paralytic and his friends may have reacted by thinking, "Why is he saying this, we came for healing," or possibly, "If I know I have God's forgiveness, I can even endure a continuation of paralysis." No doubt, Jesus made this pronouncement also for the benefit of the Pharisees and teachers of the law. They were to learn that he who has the power to heal likewise has the authority to forgive, because he is God's son. We have as our chief concern; sharing the good news of God's forgiveness in Christ.

We can also point to remarkable things we have seen and heard; perhaps the "miraculous" healing of a friend or relative; perhaps the coming to faith of a previously "hardened" unchurched friend or relative; and especially we have "heard and seen" Jesus' saving work for us.

Levi is also Matthew, the author of the first gospel. Jesus' calling of him, a tax collector and a "sinner" in the eyes of some people, emphasizes that no one is to be considered excluded from the kingdom of God.

Discuss the Pharisees' and teachers' of the law definition of "sinner". They, of course, would have excluded themselves. Compare this to Jesus' answer in verse 31 and God's definition in Romans 3:23 and James 2: 10. Would everyone in the group consider him or herself to be a sinner? No doubt! But, how readily could each one "draw up a list" of sins committed already this day? Aren't we also tempted at times to "lean toward" the Pharisees' and teachers' of the law definition of sin?

### Reacting To the Word

One emphasis is that our eyes and hearts may be open to reach out to those whom some might consider neglecting or excluding from the congregation.

A second emphasis is to discuss and find ways to apply the qualities of friendship in our relationships with our unchurched friends and relatives as a "prelude" to our verbal witness and friendship. The point is; to win a friend we must be a friend.

### **LESSON TWO - Luke 18:35-19: 10 "Finding"**

#### Getting Into the Subject

Relate the experience of losing someone or being lost to the spiritually lost. If a person's greatest fear, for example when losing a child is that he or she would never see the child again, relate this to losing someone for all eternity.

It is important at the beginning of each of these lessons that the participant focus his or her thoughts on one individual.

#### Studying the Word

A blind person is often unaware of the activities going on around him or her unless or until he or she asks or is told. As a result the person may feel left out or "lost".

It is common for people to ignore a blind person or to "do" for the blind person, as though he or she weren't there or incapable of doing for him or herself. This crowd viewed the blind beggar as "an unimportant intrusion" on Jesus' attention. Similarly we might minimize the "needs" of the spiritual blind and lost.

The blind beggar recognized Jesus as the promised "Son of David", the Messiah in either or both a spiritual and worldly sense. He also understood his power to heal and in humility asked for mercy. He obviously "~ more in Jesus" than the crowd did.

Many, perhaps, most unchurched people have some understanding of Jesus, even trusting in him as their Savior. However, they may not know how to "act on" that faith. Their problems may have more to do with the church and organized religion. What they need is spiritual growth and the fellowship of other Christians, which, of course, can be found in the local congregation.

Zacchaeus was a "chief tax collector". He had a "management position". Perhaps, as such, he was "even more hated" than the "average tax collector".

Zacchaeus' actions may imply not only a curiosity but also an inward longing for peace with God.

Other passages which describe Jesus' mission include; John 3: 14-17, Mark 10:45, Luke 18:31ff, John 12:27.

### Reacting To The Word

The work of conversion, restoration to God, is the work of God himself. He has supplied the means in the Gospel in Word and sacrament. He has "called", invited, us to be his "agents", to witness to his law and gospel, to urge, as Paul says, "Be reconciled to God." II Corinthians 5: 18-21.

Our attention is to be focused on "lost sheep", even one at a time. It is often easier, best, to focus our attention on one "lost sheep" at a time.

## **LESSON THREE -Luke 10:25-37 "Sharing"**

### Getting Into The Subject

If given a million dollars; some would tell any and everybody {they are just so excited over their good fortune) , while others may hesitate to tell anyone fearing the results, i.e., people begging for a handout, a changed attitude toward them, even the fear of robbery. Relate this to the telling of the good news about Jesus. Do we see it as really good news that "just has to be shared" or do we also "fear the reaction"?

Are my unbelieving family members and friends on the path to eternal damnation? This is a really hard question for people to give answer to. My emotional response or prayer might be that, perhaps, they really do believe, but no one knows it. When people fully come to grips with "the lostness of the lost", they will become more intentional in their witness.

### Studying the Word

The question on the part of the expert in the law was an attempt to "justify" his interpretation of how he might gain eternal life. No doubt, he believed that he had "done what was necessary", both in loving God and his neighbor. As noted by his question in verse 29 {and Jesus' answer), he would interpret neighbor different from Jesus. People today still want to "justify" their actions as good enough to merit eternal life. They understand neither sin nor grace.

A biblical description of love is found in such passages as: Romans 5:8, Romans 13:10, I Corinthians 13, I John 3:16-18, I John 4:7-12.

"Do this, and you will live", Jesus says. If a person were born without sin and lived without sin, he would live forever. Only Jesus fits this description. All others (we included) come under the condemnation of Romans 3:23.

The reaction of the priest and Levite may have been prompted by fear, caution, and/or disinterest. People then, as people today, don't "want to get involved". The Good Samaritan's reaction was prompted by human need, not necessarily by faith. Not only Christians respond to the need of others. But when the Christian responds he or she does so because of a "greater motivation", acting in love because of faith.

#### Reacting To the Word

In addressing the law to a person we usually speak about what we do wrong. People will often attempt to "justify their wrongs" as not being as bad as the deeds of others and so not really deserving of eternal damnation. We can also address the law from its demand of absolute perfection. In some situations this may be an "easier way" for people to see their sinfulness.

At first glance a comparison of Luke 10:25-28 and Acts 16:30-31 may seem like a contradiction. There is no contradiction, because Jesus is addressing the law and Paul is addressing the gospel. Each spoke the message needed by the individual to whom they were speaking.

### **LESSON FOUR - John 1: 40-51 "Inviting"**

#### Getting Into the Subject

Ask people to comment on their reactions to invitations they were happy to receive as well as those invitations they wish they hadn't received. This discussion could prompt people to consider "how" and "when" they would invite someone to church, as well as how those people might receive their invitation.

#### Studying the Word

John the Baptist introduced Andrew to Jesus. The fact that Andrew immediately followed Jesus was both God's will as well as John the Baptist's plan. (read John 4:27- 30)

Andrew's excitement about meeting Jesus prompted him to immediately invite and bring his brother, Peter, to Jesus. We should note that Andrew was Peter's younger brother and that it is not necessarily easy to tell and ask an older brother to do something. Yet, Andrew did not hold back. He shared. He invited.

Sometimes, like Philip, we can "challenge" a person to come and see. If a person has questions and doubts, ask the person to bring those questions and doubts. We know the Word of God can provide answers to those questions and doubts. Don't tell the person that. Rather, let the person discover that for him or herself.

Some of the "greater things" we have seen, as described by Jesus in verse 50, are the changes the Word of God has had in our lives and in the lives of people we know. Perhaps, we have even seen a "miracle answer" to someone's prayer.

### Reacting To the Word

Many among us were introduced to Jesus as infants when our parents brought us for Christian baptism and so have known Jesus as our Savior our whole lives. Others may have been introduced to Jesus as a child or an adult by a friend or relative. Perhaps, they can describe what life was like "before Jesus" and what peace and comfort has come to them as a result of being introduced to Jesus.

Close the lesson by getting the participants to focus on one or two people they could invite to worship and/or Bible study. When is the next "invitational event" (that is, the kind of occasion to which it is easier to invite a first time visitor) in your church to which first time visitors may be invited? Plan for it. Encourage people to commit themselves to invite someone.

## EVANGELISM AWARENESS VISITS

Outreach! The very word summarizes our mission as Christians. But if the body of believers in a given congregation is lacking in outreach mentality, then the evangelism team begins to function all by itself and runs the risk of becoming just another committee. While the evangelism team must be concerned with the unchurched in their community, they cannot neglect the vital service they need to render to the established members: raising evangelism awareness.

We have had some success with the practice of making evangelism awareness visits on long-standing members. The format is simple:

1. During the visit, we try to ask two questions.
  - A. "How did you become a member of our church?" or "Who brought you to our church?" This is a good chance to review the role of God's grace in their membership whether they were born into the church or someone brought them.
  - B. "What do you think the chief work of your church is?" Don't be surprised at the different answers you receive. Here we engage in a short Bible study looking at select passages which emphasize Christ's redemptive work and the disciple-making directives Christ gives to the Church.
2. Ask for the names of any prospects they might have in their own family or at work.
3. Explain briefly what your evangelism committee does. Include a description of what happens on a call. Emphasize that the evangelism callers do not exert pressure.
4. Ask if they wish to voice any concerns about the church in general.

The visit can be completed in half an hour but often the members want to visit longer. We began our calls with the members of the church council. The visits can produce positive results. The members get to know each other better. The evangelism team and its work gain a higher profile. With God's Word as a guide, established members can review the mission of the church. Prospects are generated. Members have a chance to speak about concerns they have. Even if they complain, they feel relieved to have spoken with someone from church.

Be a listener.

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287  
[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

## FRIENDLINESS

A friendly church is a church full of friendly people. After all, the church is people. How can we as individual Christians best demonstrate our friendliness?

1. Think friendly. Before coming to church remind yourself to be friendly. Come with the positive expectation that everyone else will be friendly too.
2. Take the initiative in being friendly. Do not wait until someone speaks to you but try to be the first to speak. Do not wait until someone offers you his hand to shake, but offer yours first.
3. Do not rush away after the service. Stay long enough to welcome visitors and do some visiting, especially with those you are not around very much at other times. Don't just visit with those you know well. Visit with those you don't know very well or at all.
4. Learn the names of as many members as you can. Study your church directory. Here is one advantage of a pictorial directory. Remembering names will add anew dimension to your friendliness.
5. Let your friendliness extend beyond the walls of the church building. Give someone a call during the week. Invite someone over for coffee or an evening of fellowship. Take anew member or visitor home for dinner.

*Adapted from Pulpit Helps*

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**evangelism@sab.wels.net**

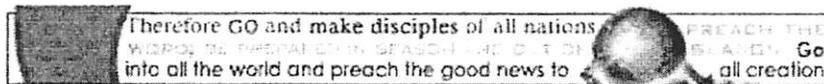
[SUBSCRIPTIONS](#)

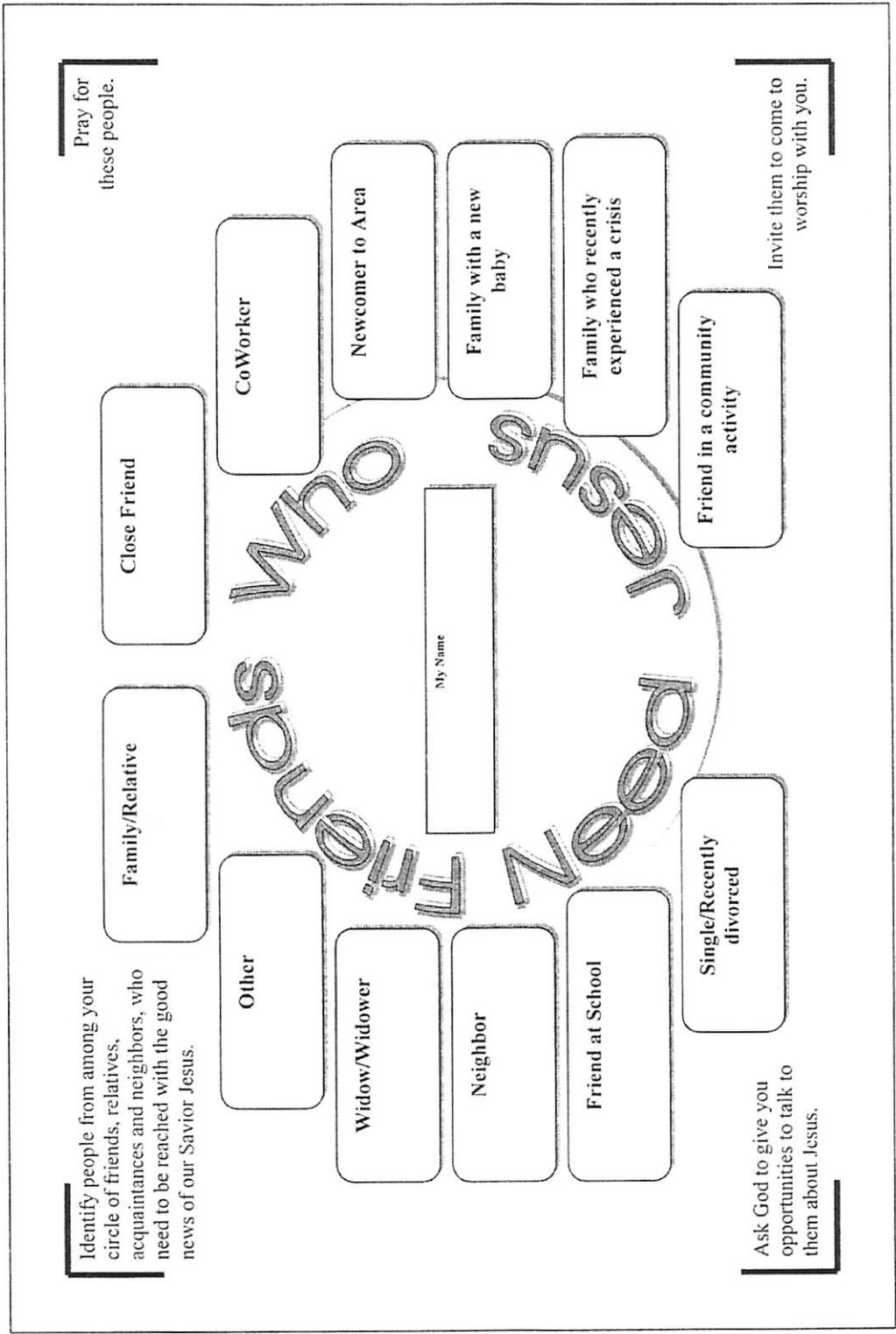
[DISCUSSIONS](#)

[SITE TOUR](#)

[SITE MAP](#)

[SIGN IN](#)



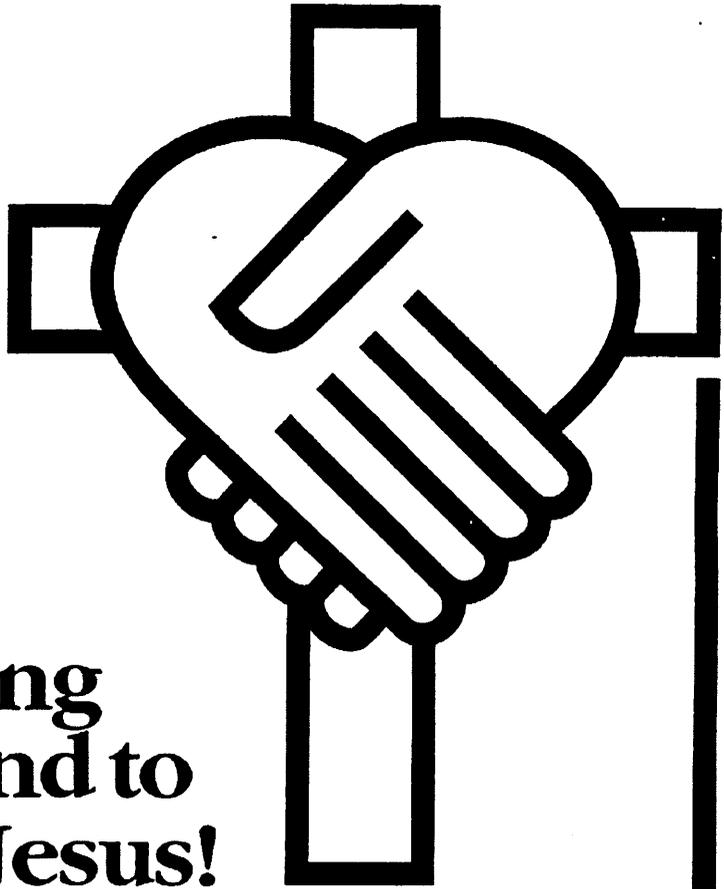


**PERSONAL IDENTIFY-A-FRIEND FORM**

Can you name someone in one or more of these categories who does not attend church?  
Write his or her name in the appropriate box. Post this form in a conspicuous place at home. Reach out to these friends by inviting them to church.

My Name:

- Family With a New Baby:
- Neighbors (Nearby or Distant):
- Hobby or Recreational Friends:
- Newcomer to Area:
- Co-workers:
- Family or Relatives:
- Close Personal Friends
- People Who Have Experienced a Crisis:
- Contacts in Community Organizations and Clubs:
- People Who Serve Me (Doctor, Dentist, etc.):



**Bring  
a friend to  
meet Jesus!**

# **FRIENDSHIP WITNESSING**

*Prepared by James J. Radloff*

## FRIENDSHIP WITNESSING WORKSHOP WORKBOOK

### Our Goals:

1. To study the Scriptures as they apply to the subject of friendship witnessing.
2. To involve over 50% of our people in the process of friendship witnessing through ongoing training.
3. To develop a specific and personalized plan of action for reaching out with Christ to friends, relatives, associates and neighbors (F.R.A.N.s).
4. To continue the process of friendship witnessing in our congregation through GROW AND GO SUPPORT GROUP MEETINGS, or as a part of the agenda of an existing organization (for example: Ladies Aid, Sunday School Teachers, Choir, Small Groups, etc.), or through a method of your choosing.

### THE GOSPEL ACCORDING TO YOU

The Gospels of Matthew, Mark, Luke and John  
Are read by more than a few,  
But the one that is most read and commented on  
Is the gospel according to YOU!

You are writing a gospel, a chapter a day  
By the things that you do and the words that you say,  
Men read what you write, whether faithless or true,  
Say, what is the gospel according to YOU?

Do men read His truth and His love in your life,  
Or has yours been too full of malice and strife?  
Does your life speak of evil, or does it ring true?  
Say, what is the gospel according to YOU?  
(Author Unknown)

***"Love received is love to share!"***

**CHRIST'S MISSION.....OUR MISSION**

1. Christ's mission for mankind:

Luke 19:10 \_\_\_\_\_

John 19:30 (Romans 4:25) \_\_\_\_\_

2. Our mission in Christ:

2 Peter 3:18 \_\_\_\_\_

Acts 1:8 \_\_\_\_\_

3. A summary of Christ's mission and our mission from 2 Corinthians 5:18 & 20:

"All this is from God, who \_\_\_\_\_ to himself \_\_\_\_\_

\_\_\_\_\_ and \_\_\_\_\_ the \_\_\_\_\_ of \_\_\_\_\_.

We are therefore \_\_\_\_\_, as though God were making his \_\_\_\_\_ through \_\_\_\_\_."

4. Our calling in Christ is to \_\_\_\_\_ and \_\_\_\_\_ and then to \_\_\_\_\_ and \_\_\_\_\_.

(go) (come) (buy) (tell) (sell) (see)

5. Why do many Christians NOT tell others about Jesus? (Make a list)

6. What are the blessings (benefits) of being a Christian? (Make a list)

## **WHY FRIENDSHIP WITNESSING?**

1. **Friendship witnessing is simply living your faith in Jesus through word and deed in the world.**
  
2. **Friendship witnessing is like building bridges (relationships) to people in order to share Christ with them.**
  
3. **How do people meet Jesus and/or enter into the life of a church?**
  - 1)
  - 2)
  - 3)
  - 4)
  - 5)
  - 6)
  - 7)
  
4. **Biblical examples of friendship witnessing:**
  - Acts 16:13-15 (Lydia) "she and the members of her household were baptized"**
  - Acts 16:29-34 (Jailer of Philippi) "'he and all his family were baptized"**
  - Acts 10:24-44 (Cornelius) "he called together his relatives and close friends"**
  - Mark 5:19 (Gadarean demoniac) "Go home to your family and tell them...."**
  - John 4:39-42 (Samaritan) "Many believed in him because of the woman's testimony"**
  - Mark 2:13-17 (Levi) "many tax collectors and 'sinners' were eating with him"**
  - John 1:40-51 (Andrew brought Peter; Philip invited Nathanael) "Come and see"**

**"We have been won by Christ to bring someone to Christ!"**

**BRING A FRIEND TO MEET JESUS**

**STEP ONE:** \_\_\_\_\_

A. What is my "mission family?" (definition)

Any person I know (F\_\_\_\_\_, R\_\_\_\_\_, A\_\_\_\_\_, N\_\_\_\_\_)

who: 1)  
and/or  
2)

B. Who are they? (write down their names)

- |    |     |
|----|-----|
| 1. | 6.  |
| 2. | 7.  |
| 3. | 8.  |
| 4. | 9.  |
| 5. | 10. |

C. What will I want to do if I can't identify a "mission family?"

See: Luke 15:1-10

Luke 14:23

Matthew 5:13-16

John 17:13-18

D. Continue to add names to your "mission family" list by looking and listening.

Friends

Relatives

Associates

Neighbors

**STEP TWO:** \_\_\_\_\_

What do I know about my "mission family" member(s)?

**1. Basic information:**

- Name -
- Age -
- Birthday -
- Marital status -
- Occupation -
- Other special dates -
- Children -

**2. Religious information:**

- Church background -
- Religious perspective/attitudes -
- Bible knowledge -
- Bible interests -
- Experiences and/or attitudes toward "church" -
- Other Christian contacts -

Additional thoughts:

**3. Avenues for relating/witnessing**

Special interests:

- Talents/skills -
- Hobbies -
- Likes/dislikes -

Special needs:

- Specific need(s) -
- Problems -
- Worries/concerns -

Special opportunities:

**4. Other pertinent information:**

**STEP THREE:** \_\_\_\_\_

- A.
- B.
- C.

James 5:16b "The prayer of a righteous man is powerful and effective."

**STEP FOUR:** \_\_\_\_\_

**SUGGESTIONS FOR FOCUSING YOUR EFFORTS:**

- A.
- B.
- C.
- D.
- E.

The person(s) in my "mission family" on whom I will be focusing are:

---

---

---

**STEP FIVE:** \_\_\_\_\_

**A. THROUGH CARING AND LOVING (agape) ACTIONS**

**CARING:** "Allowing God's love to flow through you to other people"

**LOVING (Agape):** "Intentionally and unconditionally doing things caring and helpful toward others in Jesus' Name, that is, out of love for Christ and for what He has done for you"

- See John 15:1-17

Romans 13:8-10

John 13:34-35

- Read I Corinthians 13

Note especially verses 4 - 7:

"Love is patient"

"Love is kind"

"Love does not envy"

"Love does not boast"

"Love is not proud"

"Love is not rude"

"Love is not self-seeking"

"Love is not easily angered"

"Love keeps no record of wrongs"

"Love does not delight in evil"

"Love rejoices with the truth"

"Love always protects"

"Love always trusts"

"Love always hopes"

"Love always perseveres"

"Love never fails"

- Do the exercises on page 8 (A STUDY ON CHRISTIAN LOVE)

- Brainstorm some examples of "love in action":

**A STUDY ON CHRISTIAN LOVE: I Corinthians 13:4-7** (Rate yourself on a scale of 1 to 10)

1. Love's goal: "Love is patient".....Most of the time, I am....  
Impatient 1-----5-----10 Patient
2. Love's goal: "Love is kind".....Most of the time, I am....  
Unkind 1-----5-----10 Kind
3. Love's goal: "Love does not envy".....Most of the time, I am....  
Envious 1-----5-----10 Content
4. Love's goal: "Love does not boast".....Most of the time, I am....  
Arrogant 1-----5-----10 Humble
5. Love's goal: "Love is not self-seeking".....Most of the time, I am....  
Selfish 1-----5-----10 Generous
6. Love's goal: "Love is not easily angered".....Most of the time, I am....  
Irritable 1-----5-----10 Easy going
7. Love's goal: "Love keeps no record of wrong".....Most of the time, I am....  
Revengeful 1-----5-----10 Forgiving
8. Love's goal: "Love hates evil..delights in truth"...Most of the time, I am....  
Lying 1-----5-----10 Truthful
9. Love's goal: "Love is always....." .....Most of the time, I am....  
Inconsistent 1-----5-----10 Consistent
10. **WHERE ARE THE WEAKNESSES IN MY EXERCISE OF CHRIST-LIKE (agape) LOVE?**

**NOTE:** An effective strategy of learning to love has three parts:

- 1) Repent of past failures to love others as Jesus has taught us.
- 2) Continue to grow spiritually through the Word. Be empowered by the Word!
- 3) Identify specific obstacles to love in your life and begin to overcome them with the Spirit's help through the Word. Take positive steps daily to initiate acts of love.

**STEP FIVE: (continued) BUILD STRONGER BRIDGES TO YOUR MISSION FAMILY**

- B. Strengthen your relationship by doing things together**
  - See suggestions on page 10 and add to the list
  
- C. Involve other members of your church**
  - Common interests
  - Hobbies
  - Needs
  - Support Groups
  
- D. Provide a variety of exposures to Christ and your church**
  - 1. Tracts - selected for specific purposes
  - 2. "Festival of Friendship" Sunday (Worship Service and fellowship)
  - 3. Church activities planned for "potential congregation" (on-site & off-site)
  - 4. Group Bible Study
  - 5. VCR series on family life or marriage enrichment, etc.
  - 6. Farming of community with variety of tracts and invitations
  - 7. Monthly Nurture Newsletter
  - 8. Books to loan
  - 9. The Promise video
  - 10. Soul Search video
  - 11.
  - 12.
  - 13.
  - 14.
  - 15.
  
- E. Plan ministry with your "potential congregation" in mind**

**IDEAS FOR STRENGTHENING RELATIONSHIPS**  
**WITH MISSION FAMILY MEMBERS**

1. A commitment of time is necessary. Give it the priority it deserves.
2. Work harder at being open, honest and "transparent" with him/her.
3. Go shopping together.
4. Play golf, go fishing, bowling, etc.
5. Go to mutually enjoyable events and activities together.
6. Take time to be a better listener. Listening is simply earning the right to be heard.
7. Plan an outing where your mission family member will have opportunity to meet other Christians from your church.
8. Invite the person (family) to a backyard barbecue, coffee, etc.
9. Give the person a gift.
10. Talk freely about your faith and its meaning for your day to day life.
11. Create an atmosphere that invites questions.
12. Share some past experiences and life situations.
13. Be sensitive to times of need, crisis, stress, etc. and be available.
14. Be complimentary as you are able and as situations warrant.
15. Allow him/her to do kind things for you.
16. Remember a special day/date with a card and brief hand written note.
17. Imagine yourself in their shoes and life situation to better understand how they feel, act and think.
18. Love them unconditionally in Christ and seek to serve them.
19. Pray regularly for them.
- 20.
- 21.

**STEP SIX:**

---

- A. The FIVE B's to remember in preparing to witness:
1. BE...
  2. BE...
  3. BE...
  4. BE...
  5. BE...
- B. What to say to my friend(s) about Jesus? (See I Peter 3:15)
1. Simply tell others in your own words what Jesus has done for you and means to you.
  2. What Christ has done for us....the ABC's of our Christian faith:
    - a)
    - b)
    - c)
  3. How being a Christian has made a difference in my life:
    - a) when I hurt...
    - b) when I need help...
    - c) when I am happy...
  4. Different ways to share the Gospel:
    - a) Soul Search
    - b) Your Story, My Story, His Story
    - c) Are You Getting The Most Out Of Life
    - d) God's Great Exchange
    - e) The Simple Truth
    - f) Bad News/Good News
    - g) The Roman Way (Marked Scriptures)
    - h) The One Verse Method
    - i) The Three R's (Ruined, Restored, Renewed)
- C. How people are brought to a saving faith in Jesus:
- 1) Ephesians 2:1 \_\_\_\_\_
  - 2) Ephesians 2:8-9 \_\_\_\_\_
  - 3) I Corinthians 12:3 \_\_\_\_\_
  - 4) Romans 10:17 \_\_\_\_\_
  - 5) Romans 1:16 \_\_\_\_\_

## OPENNESS CHART

NOTE: This does NOT mean that some people are more receptive to the Gospel than others since all people are by nature spiritually dead (See Ephesians 2:1). What it does mean, however, is that there are times in people's lives when they are more ready and willing to be open to you as a person and to hear what you have to say....The more recent the event occurred in their lives, the more open, generally speaking, the person will be to you....The number behind each event mentioned below indicates its relationship to other events that are listed. For example, the death of a spouse rates 100 versus the change in school or residence, which rates a 20. The first event has a far greater impact on a person than does the last....This is not an all inclusive list but is presented to encourage you to be more sensitive to the needs of the people around you and to reach out to them with Christ-like love and compassion. Be available!

- Death of spouse (100)
- Divorce (73)
- Marital separation (65)
- Jail term (63)
- Death of family member (63)
- Personal injury/illness (53)
- Recently married (50)
- Fired from work (47)
- Marital reconciliation (45)
- Retirement (45)
- Change in family health (44)
- Pregnancy (40)
- Addition to family (39)
- Business readjustment (39)
- Change in financial status (39)
- Death of a close friend (39)
- Foreclosure of mortgage (30)
- Change in job (29)
- Son/daughter leaves home (29)
- Outstanding personal achievement (28)
- Spouse starts work (26)
- Start or finish school (26)
- Change in living conditions (25)
- Revision of personal habits (24)
- Change in work hours/conditions (20)
- Change in residence (20)
- Change in schools (20)
- Death of a pet (?)

**STEP SEVEN:** \_\_\_\_\_

A. What is a GROW AND GO SUPPORT GROUP?

- It is a group of people who meet regularly for the purpose of studying God's Word and for the purpose of encouraging and supporting each other in the process of sharing God's love in Christ with their mission families.

B. Why is it important to be a part of a GROW AND GO SUPPORT GROUP?

1. To continue to grow in God's Word (I Peter 2:2-3 & 2 Peter 3:18).
2. To provide encouragement and accountability for planning and on-going involvement in witnessing to your mission family member(s).
3. To pray with and for each other and for the members of your mission families.
4. To get to know each other better and to exercise the basic truths of friendship witnessing with each other and in the congregation.
5. To receive and offer suggestions and ideas for building relationships and for reaching out with Christ to others. (No gossip!)
6. To encourage all of the members of our church in friendship witnessing.

\*\*\*\*\*

MY RESPONSE TO CHRIST'S LOVE AND CALLING

Mindful of all that Jesus has done for me and in response to his calling of me to be his witness in the world, I....

1) plan with God's promise of blessing to practice the Scriptural principles of relational outreach, and

2) make a commitment to participate in a GROW AND GO SUPPORT GROUP for the next six months.

Signed: \_\_\_\_\_

## AN ADDENDUM ON THE INCORPORATION OF NEW MEMBERS INTO THE CHURCH

### A. SOME BASIC FACTS ABOUT THE ASSIMILATION OF NEW MEMBERS:

- It doesn't happen automatically
- The entire church is responsible
- The primary responsibility rests with the "spiritual parent"
- Assimilation MUST be a high priority for the church

### B. A PLAN FOR ASSIMILATION OF NEW MEMBERS:

(NOTE: The following are quoted from **ASSIMILATING NEW MEMBERS** by Professor David Valleskey available from the WELS Evangelism Office at a cost of \$ 3.50)

1. Offer discipleship training before membership that emphasizes the Lord's expectations of those who unite with a Christian congregation.
2. Provide a meaningful entrance into the congregation for new members.
3. Make available sufficient opportunities for spiritual growth after a person becomes a member.
4. Provide a sufficient number of roles and tasks through which the new member can become involved in and identify with the life and work of the congregation.
5. Provide sufficient opportunities for developing close fellowship ties with others in the congregation through involvement in the congregation's group life.
6. Provide an ongoing flow of information about the congregation's life and work.
7. Provide opportunity for all for input into the congregation's program.
8. Accommodate the church's programs to the people rather than the other way around.
9. Establish a "member care" structure for quick follow-up on even the beginning stages of inactivity.
10. Develop a training program for all members to help them to understand and to respond to the needs of new members.

### C. SOME OF THE CHARACTERISTICS OF THE ASSIMILATED MEMBER:

- Identifies with the goals of the church... "our church" vs. "their church"
- Regular worship attendance
- Regular reception of Lord's Supper
- Regular study of the Word (personal and corporate)
- Has a task and/or role to fill
- Involved in fellowship groups (planning and participation)
- Regular, first-fruit, proportionate support of Kingdom work
- Participating in Gospel outreach

## THE BASIC ELEMENTS OF A FRIENDSHIP WITNESSING STRATEGY

### Introduction:

- Our calling in Christ: To GROW in the Word and to GO with the Word
- Friendship witnessing is simply living your faith in word and deed in the world
- Friendship witnessing is building bridges to people in order to share Christ
- The majority of Christians have met Jesus as the result of an invitation from a friend

1. **IDENTIFY** your "mission family"
  - Those who do not know and confess Jesus as Savior and Lord, and/or
  - Those who are not presently active in the worship life of a Christian church
  - What to do if you cannot identify an "mission family" (See Lk 15:1-10; Lk 14:23)
2. **PROFILE** of your "mission family" members
  - What do I know about my mission family? (Basic & religious information; interests & needs)
  - Why?
  - How?
3. **PRAY** for your "mission family" (James 5:16b)
  - Regularly
  - Specifically
  - Dangerously
4. **FOCUS** your efforts
  - Why?
  - How?
  - Check your priorities
5. **DEVELOP** a "plan of action" to enhance your witness opportunity
  - Caring and loving actions and words (agape)
  - Doing things together
  - Involving other Christians
  - Provide a variety of exposures to Christ and to your church
  - Plan with your "potential congregation" in mind
6. **VERBALIZE** your faith
  - The 5 B's
  - Simply tell what Jesus means to you
  - What Jesus has done for you, the A, B, C's of our faith
  - God's Great Exchange (2 Corinthians 21)
  - Soul Search
7. **PARTICIPATE** in a GROW AND GO SUPPORT GROUP
  - To grow in the Word
  - Accountability
  - Prayer
  - Encouragement for friendship witness

## GOD CALLS AND EQUIPS US TO WITNESS

*\* The Biblical Principles of Witnessing the Gospel \**

### I. GOD COMMISSIONS US TO WITNESS THE GOSPEL.

#### A. Who has the call to share the Gospel?

1 Pet. 2:9 *But you are a chosen generation, a royal priesthood, a holy nation, His own special people, that you may proclaim the praises of Him who called you out of darkness into His marvelous light.*

#### \* What is a witness?

Acts 4:20 "For we cannot but speak the things which we have seen and heard."

#### \* Do pastors make the best witnesses? Lay members make the best witnesses.

#### \* What is the most effective role of the pastor? The role of the pastor as "witness" trainer

Eph. 4:11-12 *He Himself gave some to be apostles, some prophets, some evangelists, and some pastors and teachers, for the equipping of the saints for the work of ministry, for the edifying of the body of Christ.*

#### B. He motivates us to witness.

#### \* How does our neighbor's condition motivate us? The desperate spiritual need of our neighbor

Acts 4:12 "Nor is there salvation in any other, for there is no other name under heaven given among men by which we must be saved."

#### \* How does our own condition motivate us? The grateful knowledge of what Christ has done for us

Luke 8:39 "Return to your own house, and tell what great things God has done for you." And he went his way and proclaimed throughout the whole city what great things Jesus had done for him.

Ps. 51:12-13 *Restore to me the joy of Your salvation, and uphold me with Your free Spirit. Then I will teach transgressors Your ways, and sinners shall be converted to You.*

#### C. He defines our work as Christian witnesses.

#### \* What's the main work of a Christian witness? Making Jesus known to other people

Mark 16:15-16 "Go into all the world and preach the gospel to every creature. He who believes and is baptized will be saved; but he who does not believe will be condemned."

Matt. 28:19-20 "Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you."

\* Is one 'dose' of witnessing enough? Bringing them under the constant influence of the Gospel

Rom. 10:17 So then faith comes by hearing, and hearing by the word of God.

\* Which parts of God's Word are important for witnessing? Confessing the entire truth of God's Word

*to here*

## II. GOD GIVES US THE "TOOLS" OF CHRISTIAN WITNESSING.

### A. The "tool" of our Christian conduct

\* What speaks MUCH louder than words? The example we set before our neighbor

Matt. 5:16 "Let your light so shine before men, that they may see your good works and glorify your Father in heaven."

2 Cor. 3:2 You are our epistle written in our hearts, known and read by all men.

\* For whose benefit does God give us our gifts and abilities? The personal help we give him - using our gifts and abilities for the benefit of our neighbor

\* Before you say a word, what best prepares the way for effective witness? Our Christian conduct prepares the way for witnessing.

### B. The "tool" of the Word

\* What is it that compels us to witness? We communicate what we already know.

Acts 4:20 "For we cannot but speak the things which we have seen and heard."

\* What should be the content of our witness? What's the central message? We communicate what the Bible says:

man's sin / the consequences of sin / man's Savior /

eternal life won by Jesus / invitation to believe

1 Cor. 2:2 *I determined not to know anything among you except Jesus Christ and Him crucified.*

\* Where does the power in effective witnessing lie? The Word has power to convince and convert.

Rom. 1:16 *I am not ashamed of the gospel of Christ, for it is the power of God to salvation for everyone who believes.*

Isaiah 55:11 *So shall My word be that goes forth from My mouth; it shall not return to Me void, but it shall accomplish what I please, and it shall prosper in the thing for which I sent it.*

- God converts; we witness!

#### C. The "tool" of the Holy Spirit

\* Through what does the Holy Spirit always work? The Spirit works in the Word.

James 1:18 *Of His own will He brought us forth by the word of truth, that we might be a kind of firstfruits of His creatures.*

Eph. 6:17 *And take the helmet of salvation, and the sword of the Spirit, which is the word of God.*

\* Who does the Holy Spirit always inspire first? He works in the heart of the witness.

Acts 1:8 *"But you shall receive power when the Holy Spirit has come upon you; and you shall be witnesses to Me in Jerusalem, and in all Judea and Samaria, and to the end of the earth."*

Matt. 10:20 *"For it is not you who speak, but the Spirit of your Father who speaks in you."*

Luke 12:12 *"The Holy Spirit will teach you in that very hour what you ought to say."*

\* Who comes next? He works in the heart of the person to whom we witness.

1 Cor. 12:3 *No one can say that Jesus is Lord except by the Holy Spirit.*

#### D. The "tool" of prayer

\* Obviously, we pray for whom? Praying for the person to whom we witness

\* But who else do we need to pray for? Praying for God's help in our witnessing

John 14:13-14 *"And whatever you ask in My name, that I will do, that the Father may be glorified in the Son. If you ask anything in My name, I will do it."*

\* What about the Christian witness of *other* people? Praying for the Christian witness of other believers

### III. GOD WORKS THE RESULTS OF OUR WITNESS.

#### A. Results for the person to whom we witness

\* What purpose is served when someone *rejects* our witness? In the case of unbelief - God exposes their rejection of Jesus.

*Heb. 4:12 The word of God is living and powerful, and sharper than any two-edged sword, piercing even to the division of soul and spirit, and of joints and marrow, and is a discerner of the thoughts and intents of the heart.*

\* And when someone receives our witness and believes? In the case of conversion - God creates another Christian.

*Acts 2:47 The Lord added to the church daily those who were being saved.*

#### B. Results for the Christian congregation

\* What happens to our congregation? Another member of our spiritual family

\* What happens to the support of the Gospel? Another Christian to help support the work of the Gospel

\* What happens to the sphere of Christian witnesses? Another Christian witness, geometric increase

*Acts 16:11-15 (Lydia becomes a witness to her family)*

#### C. Results for the witness himself

\* How does a witness feel? Joy that God's kingdom has grown

\* What do you imagine might be some beneficial side-effects of witnessing? Personal growth in our knowledge of the Word

*1 Pet. 3:15 Sanctify the Lord God in your hearts, and always be ready to give a defense to everyone who asks you a reason for the hope that is in you.*

\* Personal growth in our relationship with God

*Eph. 4:14-15 That we .... speaking the truth in love, may grow up in all things into Him who is the head - Christ.*

*Phil 4:13 I can do all things through Christ who strengthens me.*

\*\*\*\*\*

PASSAGES WE CAN USE IN OUR WITNESS OF THE GOSPEL

Matthew 5:48 "Therefore you shall be perfect, just as your Father in heaven is perfect.

Romans 3:23 All have sinned and fall short of the glory of God.

Romans 6:23 For the wages of sin is death.

John 3:16 "God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life."

John 3:36 "He who believes in the Son has everlasting life."

Ephesians 2:8-9 By grace you have been saved through faith, and that not of yourselves; it is the gift of God, not of works, lest anyone should boast.

## HANDLING OBJECTIONS

### Avoiding arguments when sharing your faith

#### Five Principles for Handling Objections

##### (1) LISTEN

- What's the stated objection or problem?
- What may be the real issue lying behind it?
- What is the mood: angry? defiant? hurt? confused? frustrated? sincere?

##### (2) ACCEPT

- Acknowledge the objection as a genuine concern.
- Try to understand.
- Grant him/her the right to his opinion.
- This does not mean that you agree, only that you wish to keep communication open.  
Some response-introducers:

- a. "I'm sure a lot of people feel that way..."
- b. "I can understand how you came to think that..."
- c. "I can see that this really bothers you..."
- d. "That's an interesting observation..."
- e. "I'm glad to hear you say that ..."
- f. "I'm sorry to hear you say that ..."
- g. "I used to think, too, that ..."

##### (3) SEEK THE KEY

- Catch the KEY word or phrase in the objection, and use that word to turn the subject back to sin and grace, whether by:
  - a. Limited agreement which leads to a different conclusion as you work back to the point of your visit.
  - b. Looking at the key word or phrase from a different, perhaps totally opposite, perspective because of what the truth in Jesus does to a viewpoint
  - c. Using a key word or phrase of your own that focuses the issue differently and allows you to bring the discussion around to more important things.

(4) GET BACK

- Always GET BACK to biblical ground.
- A discussion that sets only your opinion against someone else's is a stalemate. Arguing is always losing.
- "Majoring in minors" (spending too much time on secondary or insignificant issues) is not witnessing.
- "Thus saith the Lord" is not arguable;
- Sin and grace are the religious issues with which the non-Christian needs to spend time.
- Without faith in Jesus, the rest of the issues in religious thought can't be understood properly.

(5) SET THE ISSUE ASIDE

- If you can, lay it to rest by:
  - a. Answering it in a simple way.
  - b. Promising to return with a better biblical answer.
  - c. Encouraging attendance at your church's Bible Information Class.
  - d. Arranging a visit with the pastor.

Remember

- Our objective is to expose a person to as much of God's Word over as much time as possible.
- Inability to answer an objection is, therefore, to your advantage. If the person refuses to continue the discussion later, he is indicating he isn't serious about his question or that he'd rather remain a spiritual bigot than hear a biblical answer.
- You don't have to answer every question or objection in order for the Holy Spirit, by the Gospel, to bring people to faith.
- You don't always have to handle a question or objection on the spot. Use your resources: Bible, pastor, other Christians, and Bible helps. When you have an answer you can get back to your friend.
- Objections or "tough questions" are often a ploy by which a person is trying to avoid the big question: How do I stand with God? Love for another person requires that we respectfully hear him out, respond only as we are able, but keep returning to the main issue --sin and grace.

A Simple Approach: "FEEL...FELT...FOUND" To any objection the evangelist replies:

- "I can see how you might feel that way...
- "Others have felt the same way, I know...(or "I once felt that way myself.")
- "But what I've found is ..."

Here the evangelist takes the conversation back to sin and grace by the most natural means possible.

### **Difficult Objections**

For difficult objections (I don't believe in a God...the Bible...Heaven or Hell!), it may be best to simply say: That's interesting. Most people believe in a God (respect the Bible, believe in a hereafter). You must have thought about this quite a bit to arrive at a conviction that is a minority viewpoint. Would you mind telling me how you arrived at that opinion?

After politely listening you will have earned the right to respond. "I guess I can see how you might conclude what you have about ...I've considered the same evidence (issues, questions), but I've come to a different conclusion. Let me tell you what I believe about..." Only the Gospel works faith, so we only seek an opportunity to share that Gospel.

### **A Direct Re-direct**

Another option is to respond to an objection with: "Since that's the case (you feel that way), how has this effected your view of spiritual issues? For example, do you feel certain that if you died today, you'd have eternal life with God?"

### **Handling Specific Objections**

#### **A. WHEN PEOPLE SAY...**

"I don't need the church."

"I'm not a sinner."

"I follow the Golden Rule."

"I'm good enough. In fact, I'm a lot better than many church members."

**THE LORD SAYS...**

1. Matthew 5:48 -"Be perfect, therefore, as your heavenly Father is perfect."
2. 1 John 1:8- "If we claim to be without sin, we deceive ourselves and the truth is not in us."
3. James 2:10- "Whoever keeps the whole law and yet stumbles at just one point is guilty of breaking all of it."

#### **THE WITNESS MAY SAY...**

"I'm sure that you do try to lead a good life, but do you realize that if a person wants to be good enough for God, he must be as good as God? He must be perfect. Since none of us can say that he's perfect, we need the Savior whose Gospel is preached in the Church. Why not come with me and hear the good news of that Savior who was perfect for you and offers you His perfection as a free gift?"

#### **B. WHEN PEOPLE SAY...**

"I'm too busy. I just don't have time for church."

**THE LORD SAYS...**

- a. Matthew 6:33 -"Seek first his kingdom and his righteousness, and all these things will be given to you as well."
- b. Mark 8:36 -"What good is it for a man to gain the whole world, yet forfeit his soul?"
- c. Acts 2:42 -"They devoted themselves to the apostles' teaching and to the fellowship, to the breaking of bread and to prayer."
- d. Psalm 122: 1 -"I rejoiced with those who said to me, "Let us go to the house of the Lord."

**THE WITNESS MAY SAY...**

"There are times when we all feel too busy to go to church. Jesus also recognized this when He told a story about people invited to a banquet, who made all kinds of excuses why they couldn't come.

Actually, going to church is like being invited to a special party. It's a privilege to be invited, and it's a joy to attend.

People are always busy. I'm busy and you're busy. As with everything else, it's not a question of having the time but taking the time. Worshipping God is my top priority on Sunday morning because I want to praise my Savior for what He did for me.

"Besides, God says that He will bless us when we keep Him first in our lives. He warns us against thinking only of this life by asking us to consider what good it will do us to become fabulously rich only to end up in hell. Think about what Jesus did for you. I don't have to go to church; I want to!"

**C. WHEN PEOPLE SAY...**

"What will we do with our children when we go to church?"

**THE LORD SAYS...**

- a. Mark 10:16-"[Jesus] took the children in his arms, put his hands on them and blessed them."
- b. Ephesians 6:4 -"Fathers, do not exasperate your children; instead, bring them up in the training and instruction of the Lord."
- c. Deuteronomy 6:6,7 -"These commandments that I give you today are to be upon your hearts. Impress them on your children. Talk about them when you sit at home and when you walk along the road, when you lie down and when you get up."

**THE WITNESS MAY SAY...**

"Bring them along! We welcome children as well as their parents in our church services. There are many people who feel that small children should not be brought to church, that they get nothing out of the service and that they only disturb, but Jesus is not of this opinion. He loves little children, and wants us to bring them to Him. I think that you will also find that bringing your children to church will be a great benefit to you as a parent. You know that when God gives us children He also gives us new obligations and responsibilities. We are responsible for their physical and spiritual welfare. Why not bring your children with you to the house of God where you will learn how to teach them about the Lord? If, on occasion, you do feel that your children are becoming a bit unruly in church, you are always free to take them out for awhile. Then please bring them back in. Soon they will understand about the hour of worship." ("We have a nursery for children under age 3.")

**D. WHEN PEOPLE SAY...**

"It's more convenient to listen to church services broadcast over the radio."

**THE LORD SAYS...**

- a. Hebrews 10:25 -"Let US not give up meeting together, as some are in the habit of doing, but let us encourage one another--and all the more as you see the Day approaching."
- b. Colossians 3: 16 -"Let the word of Christ dwell in you richly as you teach and admonish one another with all wisdom, and as you sing psalms, hymns and spiritual songs with gratitude in your hearts to God."

- c. Matthew 10:32 -"Whoever acknowledges me before men, I will also acknowledge him before my Father in heaven."

THE WITNESS MAY SAY...

"Just listening to religious programming on the radio will deprive you of many blessings and opportunities. Radio broadcasts cannot give you the personal encouragement of singing together, praying together, and joining together with other Christians in confession of faith. God recognizes that in a world filled with evils and troubles, we need each other. Won't you join us in church next Sunday where we encourage one another in the faith? Every child of God will publicly identify himself with God's people."

E. WHEN PEOPLE SAY...

"The church is only interested in money."

THE LORD SAYS...

- a. Mark 16: 15 -"He said to them, 'Go into all the world and preach the good news to all creation.'"
- b. 1 Corinthians 16:2 -"On the first day of every week, each one of you should set aside a sum of money in keeping with his income, saving it up, so that when I come no collections will have to be made."
- c. 2 Corinthians 9:7- "Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver."

THE WITNESS MAY SAY...

"The church is interested in you, not in your money. The church's foremost concern and obligation is bringing the Gospel of Christ Jesus to needy sinners. The mechanics of this work, of course, do cost money. The members of a Christian congregation, who themselves have experienced the free blessings of the Gospel, cheerfully contribute to meet these bills and financial obligations. In our church no one tells them how much to contribute. Their love for the Savior and the financial prosperity which God has given them determine the figure. The Gospel is yours without cost. Come to church and let God help you decide whether you should give."

F. WHEN PEOPLE SAY...

"Not right now, later, perhaps tomorrow. I'll go to church when I'm older."

THE LORD SAYS...

- a. Hebrews 4:7- "Therefore God again set a certain day, calling it Today, when a long time later he spoke through David, as was said before: 'Today, if you hear his voice, do not harden your hearts.'"
- b. Luke 12:20 -"But God said to him, 'You fool! This very night your life will be demanded from you. Then who will get what you have prepared for yourself?'"
- c. Isaiah 55:6 -"Seek the LORD while he may be found; call on him while he is near."
- d. 1 Thessalonians 5:2- "For you know very well that the day of the Lord will come like a thief in the night. "
- e. Revelation 3:20 -"Here I am! I stand at the door and knock. If anyone hears my voice and opens the door, I will come in and eat with him, and he with me."

THE WITNESS MAY SAY...

"Are you sure that there will be a tomorrow for you? God tells us we should not count on it."

Did you read the paper last night where... (Story of sudden death to young person – automobile accident, fire, etc.)? God constantly encourages us to come to Him now, today. Many people think they will put God off until they are on their deathbed. Do you know that the Bible records hundreds of deaths but only one last minute conversion--the dying thief! Why would you want to wait to experience the blessings of Christ? Won't you come with me to our next service?"

G. WHEN PEOPLE SAY ... "I've always found churches so cold. I get the impression that no one cares whether I'm there or not. "

THE LORD SAYS...

- a. 2 Peter 3:9 -"The Lord...is patient with you, not wanting anyone to perish, but everyone to come to repentance."
- b. Luke 15: 10 -"There is rejoicing in the presence of the angels of God over one sinner who repents."

THE WITNESS MAY SAY...

"God has a personal interest in your soul. The angels of heaven rejoice when you trust Christ as your Savior. Our congregation is also vitally interested in your spiritual welfare, but unfortunately, at times we don't express this love and concern as perfectly as we should. We ask you to overlook these human failings and accept the fact that we are here inviting you as proof that this congregation is interested in you. We are certain that if you will accept our invitation and learn of God's pure and holy love for you, the imperfect love which church members at times display will no longer be an obstacle in the way of God's love for you."

H. WHEN PEOPLE SAY...

"There are too many hypocrites who pretend to be such good church members."

THE LORD SAYS...

- a. Matthew 13:47-49- "Once again, the kingdom of heaven is like a net that was let down into the lake and caught all kinds of fish. When it was full, the fishermen pulled it up on the shore. Then they sat down and collected the good fish in baskets, but threw the bad away. This is how it will be at the end of the age. The angels will come and separate the wicked from the righteous."
- b. Luke 22:48- "Jesus asked him, "Judas, are you betraying the Son of Man with a kiss?"

THE WITNESS MAY SAY...

"You are correct when you say that there may be hypocrites in a Christian congregation, but this fact should not surprise you. Christ even had a hypocrite among His twelve disciples. The Lord tells us that there will be hypocrites as long as the church carries on its work on earth. They are the result of the devil's work and efforts to frustrate the work of God's kingdom on earth. Don't give the devil's forces another victory by allowing these hypocrites to prevent the kingdom of God from coming to you. Come to church with me. Perhaps the Lord even intends to use you as the tool with which He 'll change some of these hypocrites into true believers."

I. WHEN PEOPLE SAY...

"I'm not sending my children to Sunday School. They can make up their minds about religion when they are old enough to choose for themselves."

THE LORD SAYS...

2/10/06

- a. Ephesians 6:4 -"Fathers, do not exasperate your children; instead, bring them up in the training and instruction of the Lord."
- b. Proverbs 22:6 -"Train a child in the way he should go, and when he is old he will not turn from it."
- c. Deuteronomy 6:6,7 -"These commandments that I give you today are to be upon your hearts. Impress them on your children."

**THE WITNESS MAY SAY...**

"Many people baby and pamper their children too much. I agree with your principle that children should be taught to think and judge for themselves so that they will be ready to face life like men and women. But we certainly must agree with the fact that children need a definite measure of guidance. We don't merely tell a child "You're five years old now. You can go to school if you wish." We think for him and send him. When they are sick, we don't send them to the medicine chest and tell them, 'Choose for yourself.' We guide our children and want them to have and enjoy those things that will bless them. We must also guide our children in matters of religion. If we don't, the devil will be only too happy to guide them for us."

**J. WHEN PEOPLE SAY...**

"I had too much religion when I was young. I'm sour on religion."

**THE LORD SAYS...**

- a. James 1:21 -"Get rid of all moral filth and the evil that is so prevalent and humbly accept the word planted in you, which can save you."
- b. Revelation 3:20 -"Here I am! I stand at the door and knock."
- c. Psalm 119:103- "How sweet are your words to my taste, sweeter than honey to my mouth!"

**THE WITNESS MAY SAY...**

"Weren't there other things which you didn't care for when you were a child, but which you learned to understand and enjoy when you grew up: certain foods, a particular type of music, reading materials, etc.? Your other tastes have changed through the years. Why not give it a try again? I think you'll find that God's great mercy is very sweet."

**K. WHEN PEOPLE SAY...**

"If there is a God in heaven, why does He allow men to suffer and have so many troubles and problems?"

**THE LORD SAYS...**

- a. Genesis 1:31 -"God saw all that he had made, and it was very good."
- b. James 4:1 -"What causes fights and quarrels among you? Don't they come from your desires that battle within you?"
- c. Psalm 50: 15 -"Call upon me in the day of trouble; I will deliver you, and you will honor me."

**THE WITNESS MAY SAY...**

"We cannot blame God for a situation created by man's sin. Troubles and problems are caused by sinful men, not by God. We all may feel that God should step in and do

something about it. Our holy God cannot close His eyes to man's sin. But the Bible reminds us of God's grace and mercy in Jesus. He gives us our lives as a time of grace to find our Savior and repent of sin. For this reason the wicked man is permitted to live on. God does, however, stand ready to help. Why not come to church with me next Sunday and you will learn more about the God who is concerned and ready to help us in any trouble?

L. WHEN PEOPLE SAY...  
"The Church is too strict."

THE BIBLE SAYS...

- Matthew 28:20- "Teaching them to obey everything I have commanded you."

THE WITNESS MAY SAY...

"The observation which you have made of churches is certainly not without grounds. There are many churches which are too strict. They forbid many things that God Himself does not forbid. You will find, however, that our church does not ask you to give up anything of which God approves. If, of course, there is something which stands between you and your God, it should be given up whether you decide to join our church or not."

M. WHEN PEOPLE SAY...

- "I'm not sure there is a life after death."
- "I don't believe in hell."
- "I don't think a loving God would send anyone to hell for a few mistakes."
- "Everyone will end up in heaven one way or another."

THE BIBLE SAYS...

- a. Matthew 10:28 -"Do not be afraid of those who kill the body but cannot kill the soul. Rather be afraid of the One who can destroy both soul and body in hell."
- b. Luke 16:19-31 -[The rich man and Lazarus]
- c. Luke 23:43 -"I tell you the truth, today you will be with me in paradise."
- d. Matthew 13:40-43- "As the weeds are pulled up and burned in the fire, so it will be at the end of the age. The Son of Man will send out his angels, and they will weed out of his kingdom everything that causes sin and all who do evil. They will throw them into the fiery furnace, where there will be weeping and gnashing of teeth. Then the righteous will shine like the sun in the kingdom of their Father. He who has ears, let him hear."
- e. Mark 16:16- "Whoever believes and is baptized will be saved, but whoever does not believe will be condemned."
- f. Matthew 5:29,30 -"If your right eye causes you to sin, gouge it out and throw it away. It is better for you to lose one part of your body than for your whole body to be thrown into hell. And if your right hand causes you to sin, cut it off and throw it away. It is better for you to lose one part of your body than for your whole body to go into hell."

THE WITNESS MAY SAY...

"The reality of heaven and hell is taught throughout the Bible from Genesis to Revelation. Jesus Christ clearly taught the existence of both. HE believed in both heaven and hell, and

taught His followers to believe in them, too --'I tell you the truth,' He said. He proved His trustworthiness by His resurrection from death on Easter. And while no one likes the thought of hell, its existence is undeniable. Jesus taught that anything is better than going to hell. This terrible place should be avoided at all costs (Mt. 5:29-30).

It is true that our loving God does not want anyone to go to hell. That's why He sent and sacrificed His own Son, Jesus Christ --to rescue us from the doom of our sins. Hell is such a terrible reality that God's own Son gave up His life to prevent us going there. Let's remember that God has done all this to save us from hell. But if we refuse to trust in Him, we are rejecting God's love and inviting His punishment. He is still willing to punish in hell anyone that refuses to trust in Jesus Christ."

N. WHEN PEOPLE SAY...

"I don't think God can forgive me for what I've done."

THE BIBLE SAYS...

- a. 1 John 3:19-20- "This then is how we know that we belong to the truth, and how we set our hearts at rest in his presence whenever our hearts condemn us. For God is greater than our hearts."
- b. 1 Timothy 1: 15-16 -"Here is a trustworthy saying that deserves full acceptance: Christ Jesus came into the world to save sinners --of whom I am the worst. But for that very reason I was shown mercy so that in me, the worst of sinners, Christ Jesus might display his unlimited patience as an example for those who would believe on him and receive eternal life."
- c. Isaiah 1:18-"Come now, let us reason together," says the LORD. "Though your sins are like scarlet, they shall be as white as snow; though they are red as crimson, they shall be like wool."

THE WITNESS MAY SAY...

"No matter what our conscience may say (or what Satan may say), God says that no sin is too great or too repeated or too vile to be forgiven. The payment that Jesus paid for sin was so perfect and so complete that it has saved even the worst of sinners. St. Paul, who described himself as the "worst of sinners", was forgiven. The Bible gives many other examples of sinners who were forgiven terrible sins (like King David, Peter, and the adulterous woman). Our Savior's love and mercy is greater than any sin. Our pastor's Bible information Class will help you better understand how much God loves sinners as bad as you and me. Will you come with me?"

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)

[DISCUSSIONS](#)

[SITE TOUR](#)

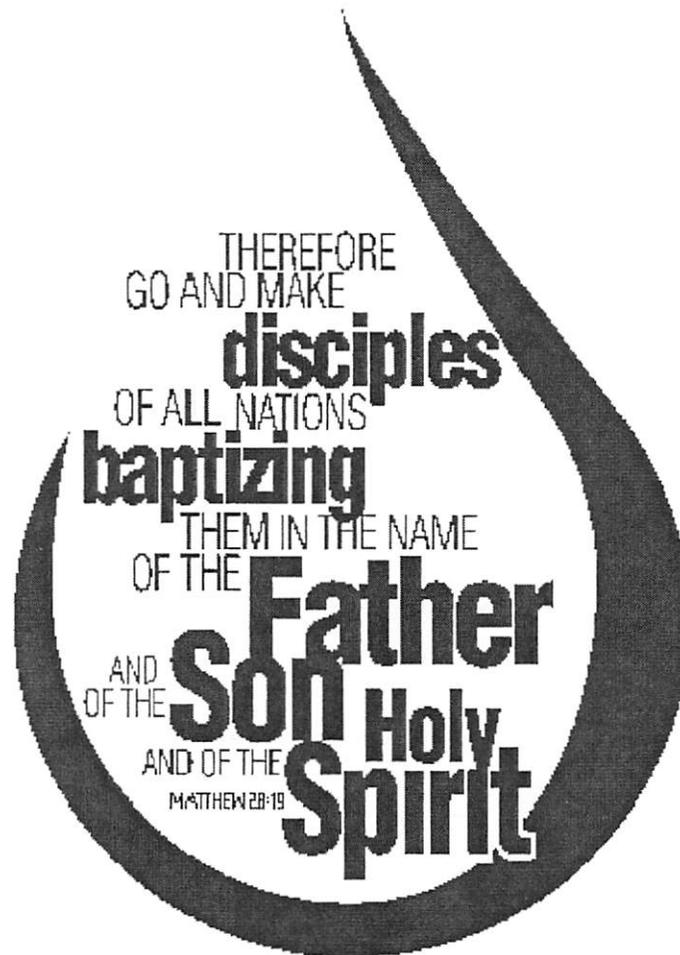
[SITE MAP](#)

[SIGN IN](#)

# LET YOUR LIGHT SHINE!

An Evangelism Training Program for Those who  
Want to Share the Savior with Others

By Rev. Stephen C. F. Kurtzahn



"Philip found Nathanael and told him, 'We have found the one Moses wrote about in the Law, and about whom the prophets also wrote-Jesus of Nazareth, the son of Joseph.' 'Nazareth! Can anything good come from there?' Nathanael asked. 'Come and see,' said Philip." John 1:45,46

## INTRODUCTION

A young girl woke up in a cold, clammy sweat in the middle of the night. She had suffered a terrible nightmare. What did she dream that made her so afraid? All the people of the world were running wildly headlong down a wide road like a herd of stampeding cattle. The road stopped, much to her horror, at the edge of a steep cliff. She was the only one who could stop the multitude from plunging downward to certain death. What was she to do? The little girl didn't know, and when she thought of all the people who didn't know Jesus, chills went up and down her spine.

A middle-aged business executive came to his pastor's office one day. The minister could sense that something was wrong. The man in the gray, pinstriped suit had been very successful in his work. He also had an excellent home life with his wife and children. So, what was wrong that he so desperately needed to see the pastor? In his dealings with business associates, he discovered many who had no religious beliefs, and who lived life without direction, hope or meaning. How greatly his heart yearned to share the message of the Savior, who forgives sin and imparts eternal life! However, every time he opened his mouth to say something about Jesus, he suddenly found himself tongue-tied.

The church council of a Christian congregation in a middle-class community came to the stark realization that every church in town had grown-but theirs! It would have been very easy to be complacent about the whole thing, but these God-fearing individuals were concerned-concerned because they knew they had the Gospel of Christ! They had in their possession that wonderful Word which brought peace to the soul. However, they just didn't know how to get that message out into their community.

If you are concerned that people you know will not be in heaven when they die.... If you realize your own weaknesses and failings when it comes to sharing the Gospel with others.... If you want people to come to your church because of its message and not its social programs.... then this study course hopes to aid you in your endeavors. It does not even begin to pretend to be the last word in evangelism. It does hope to offer the reader the scriptural basis for witnessing and some tools to use in order to carry out that witness in our normal, everyday lives.

May the Lord Jesus, the Chief Shepherd of the Church, richly bless your study and your efforts!

Pastor Stephen C.F. Kurtzahn  
Cross of Christ Evangelical Lutheran Church  
Wisconsin Evangelical Lutheran Synod (WELS)  
Coon Rapids, Minnesota

1982. Revised 1985, 1993, 1998, 2003.



## CHAPTER ONE: A DEFINITION

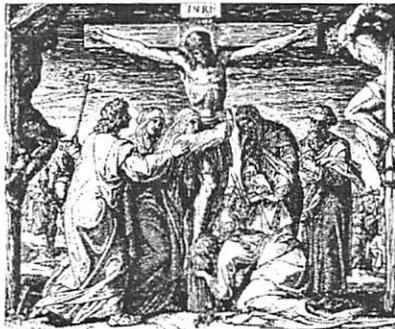
If you would ask ten people who consider themselves "Christian" to give their own definition of the word "evangelism," you would probably receive ten different answers. When one hears the word "evangelism," Billy Sunday of the 1920's might come to mind, or Billy Graham and his huge evangelistic crusades.

Some believe that "evangelism" is done best when you stand out on a street corner and hand out religious tracts. In some parts of the United States, self-made preachers evangelize in parking lots with very loud Public-Address systems. Still others feel that to be an "evangelist" you must approach every person you meet with the question, "Are you saved?"

On the other side of the coin, we have a large number of people who think "evangelism" is best accomplished through social activism. How often haven't we heard it said, "You must fill a person's stomach before he will want to feed on the Bread of Life." Because of this kind of philosophy, many denominations spend their mission money mostly on the relief of world hunger, injustice and poverty. Yes, the Lord wants us to love our neighbor, but is that what is properly called "evangelism?"

What is "evangelism?" To answer this question simply and plainly we must go back to the original language in which our New Testament was written. Our English word "evangelize" comes from the Greek word "EUAGGELIZOO." This Greek word means literally, "TO PROCLAIM GOOD NEWS." Cf. Luke 9:6; 1 Corinthians 1:17; Acts 8:25; Luke 7:22; Acts 14:7.

We see then that to "evangelize" means simply to proclaim Good News—the Good News that the Savior has come who has removed the curse of sin and has clothed us in robes of righteousness. This Good News brings light, joy and peace to guilt-ridden hearts, for they have come to trust the Lamb of God, Jesus Christ, John 1:29.



Before we go on to study the Biblical reasons why we should "evangelize," we must realize three things—

- 1) The Bible does not tell us that we must use a certain method to bring the Good News to others. At Jacob's Well the Master casually brought in the fact that He is the Water of Life, in a normal, everyday conversation, John 4:1-26. When He gave His magnificent

Sermon on the Mount, Jesus sat on a hill so all could hear, even though He was addressing His disciples, Matthew 5:1-2. He taught in homes and along the seashore. If Jesus would have come to save humanity in our day, He very likely would have used radio, television, vcr's, dvd's, the Internet, instant messaging, and many other technological advances, Mark 4:1.

2) We must always remember that "evangelism" consists ONLY of proclaiming the Good News of the Redeemer. Feeding the poor, caring for the needy, bringing people into the church by means of its social and recreational programs, is not "evangelism" in the Scriptural sense of the word. What this world needs most of all, especially now in our day and age, is a knowledge of our Savior's love, a love so great that it cost Him His life. If the church is concerned only with taking care of people's physical needs, who is left to give them the life-giving Word? Cf. Matthew 28:19-20.

3) We do not evangelize in order to build up the visible church on earth with a great number of people. We do not preach the Gospel to increase our membership lists. We share the Good News of divine love so that those around us may know the only true God, and Jesus Christ, whom He has sent, John 17:3. Our primary purpose for doing mission work, whether at home in the United States or abroad in a foreign country, is to bring the Savior's forgiveness to those sitting in darkness, Mark 16:15. Involvement in a church, among a group of believers, follows in order that these new Christians may continue growing in the Word of God, John 8:31-32.

#### THINGS TO DO BEFORE THE NEXT LESSON

- Pray for your pastor, your congregation, your church body and your own evangelism efforts. Ask the heavenly Father to bless us as we endeavor to reach out to others with the Gospel.
- Keep your eyes open during the coming week, and try to count how many times God opens up opportunities for you to share the Gospel.
- Make a list of people who, as far as you know, are not regular attendees of a Christian church. Consider this your personal Responsibility List. Add to it each week. Pray for these people by name.

#### DISCUSSION QUESTIONS

- 1) What is the basic meaning of the word "evangelism?"
- 2) What is the main purpose behind our evangelism efforts?
- 3) What message, and what message only, is to be proclaimed to those outside of the Church?
- 4) How have many churches failed in their evangelism efforts?
- 5) Why should people be invited to church and encouraged to become members?
- 6) Give some examples of how we can use modern technology in our mission work.
- 7) How should we look on those people who do not yet know in faith the forgiveness of Jesus?

## CHAPTER TWO: THE BIBLICAL BASIS

Why should we spend our time in prayer for our unchurched friends and relatives? What is so important about living the God-pleasing life so those around us will take notice? Why does Jesus want us to tell others of His love and forgiveness? Why must we always keep our eyes open for opportunities to witness?

Let's imagine for a moment that you live in a large metropolitan area, such as Los Angeles, Chicago or New York. You discover that a terrorist organization was going to poison the water supply of your city. You are the only person who knows about it. Wouldn't you inform the proper authorities, so that the lives of millions of people could be saved?

### GOD'S ANGER OVER SIN

Our work of evangelism, or "preaching the Good News," is just as important as the example given above. In fact, it is MORE important than anything else in this whole world. If people don't have the chance to hear what Jesus did for them, if they don't have the opportunity for the Spirit to work faith in Jesus in their hearts, they will suffer in the eternal torments of hell. There is nothing in hell but weeping and gnashing of teeth, Matthew 25:30; Romans 10:13-17.

People don't like to talk about hell anymore. In fact, many pastors don't mention it in their sermons and many churches today fail to write about it in their magazines and devotional booklets. So how can we dare paint such a gloomy picture for unconverted humanity? The Bible itself speaks of such eternal anguish.

When the almighty Creator placed Adam and Eve in the Garden of Eden, He gave them specific orders not to eat of the tree of knowledge of good and evil. But being prodded by the devil in the form of a snake, the man and woman both ate of the tree, Genesis 3:1-7. From that moment on human beings had lost God's image. People became spiritually dead, were doomed to die physically, and, unless redeemed by the blood of Jesus Christ, would suffer in hell forever both in body and soul, Genesis 2:17; Genesis 5:3.

Many, many years later, after the Garden of Eden incident, the Lord Jehovah gave to His people Israel the Torah, or Law, on Mount Sinai. These are instructions for proper living which the Creator gave to men so we would realize how utterly condemnable we are in His sight. In fact, God demands that we be holy, Leviticus 11:44,45, but that is totally impossible for us.

The disobedience to God's will as it is revealed in the Law is what we commonly call "sin." In the Scriptures, the word "sin" has several different connotations. It may refer to the sinner's "act of rebellion"--just as a child may detest the commands of it parents, so people deliberately do the opposite of what God wants. At other times, sin is pictured as a "debt," or a "load of guilt" which must be repaid or removed if the sinner is ever to live in the Lord's presence. At other times, sin is illustrated as a "missing of the mark."

What are the results of sin? To put it simply: DEATH. In our natural state of iniquity, we are as walking corpses before God, Ephesians 2:1. As murderers are subject to

life in prison or even to the death penalty, even so has the divine Judge demanded payment and retribution for breaking His laws, Galatians 3:10.

### GOD'S LOVE FOR THE SINNER

Why God planned our salvation, we'll never be able to figure out with our human minds. Why He gave us a way of escape from His eternal wrath is simply too wonderful--too overwhelming--for us to comprehend. But out of a love that knows no limits, the Lord saved us unworthy sinners from eternal punishment. He supplies us with His salvation through His Son. The message of how Jesus saved lost humanity is called the Gospel. This is the Good News that must be preached throughout the far reaches of the globe, Mark 16:15.

On Mount Sinai God not only threatened punishment for disobedience but He also demanded obedience. Jesus took care of both things for us. As our Representative represents us, the voters of his district, in Congress, so Jesus represents the whole human race before His heavenly Father. By His perfect life, His holiness, His sinlessness, His purity, Jesus covered over all our disobedience. Remember--Christ is our Substitute and Representative. So, when God looks upon us, He sees Christ. When He sees us, He sees His beloved Son, in whom He is well pleased. Cf. Romans 5:19.

But God is just. Payment had to be made for our sins. As Judge, He simply could not overlook our iniquity, any more than an earthly judge can release a convicted murderer because he promises to be good. But again, Jesus Christ steps into the picture. As our Substitute, Christ endured the divine punishment in our place upon the cross. While He hung there on Calvary, Jesus suffered the very pains of hell that we deserved to suffer in all eternity. Cf. Romans 3:25; 2 Corinthians 5:21; 1 John 2:2.

It is exactly this message of the Savior that men, women and children need to hear today. There is only one way to heaven, and that is through Jesus Christ our Lord. And there is only one way that faith in the Redeemer can be created in the human heart--through the Means of Grace, the Gospel in Word and Sacraments. Men and women cannot "decide" on their own to believe, for they are dead in their trespasses and sins. The faith that we have in our hearts is the gift of the Holy Spirit, and this Spirit works only through the Means of Grace. Cf. Ephesians 2:8,9; Romans 10:17.

So, you can see then why "evangelism" is so important. It offers life and salvation to people lost in darkness and death. Just sit back and think about it for a moment--**SALVATION!** Not only through Christ's life, suffering, death and resurrection are people put in a right relationship with their Maker, but they have life--eternal life. We are not just speaking here of the immortality of the soul--even pagans believe that. But what we are talking about is a resurrected life, when our bodies will be raised from their graves and we will walk, talk and live with Jesus forever. This is the fruit of Christ's redemptive work. This is the result of our Savior's resurrection on Easter. "Because I live, so shall you also live!" If only all people would hear and believe the Good News!

## THINGS TO DO BEFORE THE NEXT LESSON

- Continue to pray for your pastor, your congregation, your church body and your own evangelism efforts.
- Continue updating your personal Responsibility List. Pray for these unchurched people regularly.
- In your conversations with others this week, try to keep your ears open for a cry for help. Despair, a fear of death, a confused outlook on life, and uncertainty about the future are all signs of anguish under a heavy load of guilt.
- On a sheet of paper, write out for yourself a Law and Gospel presentation. Write out what you yourself would say to a person who did not know Christ by faith. Use your own words, but make sure you show WHY we deserve God's wrath, and HOW Jesus delivered and saved us from that wrath.



## CHAPTER THREE: OUR AREA OF RESPONSIBILITY

Anyone who is familiar with the New Testament book of Acts knows that it records for us the spread of the Gospel throughout the world. It tells how thousands were converted to Christianity on the Day of Pentecost, Acts 2:41. We read how evangelists, such as Philip, proclaimed the Good News in Samaria and to an Ethiopian Eunuch, Acts 8. We are overwhelmed by the account of Saul's conversion, who was changed by Christ from a persecutor of the church into the great apostle to the Gentiles, henceforth known as Paul, Acts 9.

At the end of Matthew's Gospel, Jesus commanded His disciples to "go" and "make disciples of all nations," Matthew 28:19. Luke, the Spirit-inspired author of Acts, fills us in on some of the other conversations between Christ and His followers before His ascension. We read in Acts 1:8 that our glorious and resurrected Lord told His disciples, "...You will be My witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." The remainder of the Book tells how the ascended Lord accomplished this through His disciples.

### CHRISTIANS WITH A GLOBAL OUTLOOK

Our Lord's command to "make disciples of all nations" still stands. We, the Christians who have just entered the 21st Century, are to reach out to all people with the love of the Savior: those who are near and those who are far. In order to aid us in understanding our role as evangelists, we need to realize that we are Christians with a "global outlook." Just as the first believers witnessed in Jerusalem and Judea, so we can share Jesus with those in our community and state. As they went into Samaria with the Gospel, so can we in neighboring states and countries. And as the Word of the Lord grew into the uttermost parts of the Roman Empire, so we can reach the heathen through a workable mission program.

### HOW WE IMPLEMENT OUR GLOBAL OUTLOOK AND CONCERN

We have endeavored in various ways to share the Great Message of Scripture with those in our communities. New missions are sprouting up all the time here in the United States. We are also reaching out into the world through our foreign mission program.

Notice one thing, however. All the work we have mentioned is done through the ORGANIZATION. Some have been known to say that organizations are a "necessary" evil. Why are they necessary? Local churches must be incorporated to conduct business. We need a church council to oversee the affairs of the congregation. We gather together with like-minded believers into synods, so our youth can be educated, so we can have a constant supply of pastors and teachers, and so funds can be gathered for mission endeavors.

However, as we said before, organizations are a necessary "evil." Let's explain. Many individual Christians feel that their responsibility for mission work ceases when they place

their "mission" offering in the collection plate. "Why should I go out and speak to others about my religion when I can conveniently put a check in the plate and have others do the work for me?" "Why should I take the time to tell my neighbor about divine forgiveness when the pastor is getting paid to do it?"

If we want to carry out the Great Commission that the Savior has given to us, we must realize the responsibility our Lord has placed upon us as individuals. When Christ says "Go," He's not just speaking to synods and church bodies, but to individual people. When He commands us to "make disciples of all nations," He has in mind that aunt or uncle or cousin; that brother or sister or father or mother; your neighbor or boss or the person who works next to you. With whomever we come into contact, Jesus wants us to share His divine peace and hope.

### AN ENCOURAGEMENT

In order to make ourselves realize how important evangelism really is, let's get into the habit of viewing people as Jesus does: they are the ones for whom He died and shed His blood. If we don't tell them the Good News, who will? And if not now, when?

Such thoughts might scare us, and the responsibility towards those we know might be too great to humanly handle. But remember this story of a man who was once a missionary to India. Whenever he thought of the millions of people in that country still blinded by paganism, he would throw up his hands in near despair. He would pray, "I can't do it all, Lord!" But then he came to a marvelous realization—it wasn't all up to him. He just had to share the Means of Grace, the Gospel in Word and Sacrament, and the Holy Spirit would do the rest. What a comforting thought for us to remember, as each of us personally works with our fellow human beings with the Word!

### THINGS TO DO BEFORE THE NEXT LESSON

- Continue to pray for your pastor, your church body, your congregation and your own evangelism efforts.
- Continue to update your Personal Responsibility List.
- Continue to review and practice your Law and Gospel presentation.

## CHAPTER FOUR: MISCONCEPTIONS, OBSTACLES AND EXCUSES

In the past three lessons we have seen what the word "evangelism" means from a Scriptural viewpoint. We examined how evangelism fits into the total framework of the church. The Message we are to proclaim was considered. In addition, we spoke how we should share that Word with people we are in contact with every day.

What we have covered so far could be called our "Biblical foundation." We have seen for ourselves what God, in His Word, has to say about the "who, what, why, when and where" of evangelism. All we have left to consider is the "how." Holy Scripture has a great deal to say about this, too. How do we witness? What tools can be used? What advice can be offered?

Before we dig into the answers to such questions, we should look at several things that might hinder us in our work as evangelists. After we realize what kind of misconceptions, obstacles and excuses might cross our way, it is very possible that we can avoid them.

### MISCONCEPTIONS

"THE PASTOR IS TO DO ALL THE MISSION WORK." You would not believe how many people actually think this. If you yourself have thought this way, you couldn't be more mistaken! It is true, a pastor is to be about doing mission work, but his first concern is in serving the congregation to which he has been called by God. In large churches, there are meetings several nights a week. And whether it is a large church or a small one, the pastor has sermons to prepare, Bible classes to get ready, sick calls to make, counseling sessions to arrange, visits to members and shut-ins, mailings to prepare, instruction classes to conduct; and if there is no secretary, bulletins and mailings to produce. In addition, he needs to spend time with his family. And then he alone is expected to go out and do all the mission work?

"THE UNCHURCHED CAN COME HERE." Lazy pastors put it this way: "If people want to see me, or come to church, they know where the door is!" The only way we can respond to such an attitude is to ask, "Who's going to come and see the pastor? Who's going to step through the doors of the church?" Unbelievers are "dead in their transgressions and sins," Ephesians 2:1. They do not realize their lost condition until their consciences are prodded by the Law, and they don't know their Savior from sin until they taste the sweetness of the Gospel. Why would a person, who does not recognize such things, want to spend an hour or two on Sunday morning in church when there are so many other things to do?

"WE EVANGELIZE IN ORDER TO INCREASE OUR MEMBERSHIP." You could put this statement another way: "We evangelize to increase our Sunday school enrollment." Or, "We evangelize to boost our offerings." Such an opinion is selfish as well as dangerous. It is selfish, because then we would be looking for people to serve the congregation, instead of the congregation looking for people it can serve. It is also dangerous in two very important respects: 1) It makes us think that membership in the visible church is more important than membership in the Holy Christian Church. We

tend to feel that having our names recorded on a church membership roster is better than having them written in heaven in the Book of Life. 2) Such a thought is also dangerous because it can so easily lead to gimmickry. Our overriding concern then becomes more members—and we end up catering to all sorts of social needs just to fill the pews of the church. There is nothing wrong with having fellowship activities among believers, but if we use such things to gain more members rather than the sharing of Law and Gospel, we must ask ourselves if we have lost the Word and are trying to offer cheap substitutes.

## OBSTACLES

What are some of the barricades that prevent us from doing mission work as the Lord wants us to? The first obstacle may be negligence in our personal prayer life. A great deal can be accomplished through prayer, and how might things go better for us all if we would take our concerns to Jesus first, rather than saving prayer as a last resort?

When it comes to prayer, let's recall our Savior's words, "I will do whatever you ask in My name," John 14:13. Let's also remember Dr. Martin Luther. When asked how he could accomplish so much teaching, writing and studying each day, he responded by saying that he spent several hours every morning in prayer. Several hours! How long do we spend?

Another obstacle that prevents us from doing mission-work as we should is this opinion: "We don't expect or plan to grow." Tied in with this thought is pessimism. We may not feel good about ourselves. We may not honestly believe that our church and church body will grow. We become pessimistic when we remember the controversies and religious battles of the past. The pessimistic person looks only for more unhappy things to come, and has no vision or plan for the future. In truth, the pessimistic person shows a weakness of faith in our Lord who says in His Word, "With God all things are possible," Matthew 19:26.

## EXCUSES

The Christian who is full of misconceptions about evangelism and who runs into obstacles in his mission work will usually excuse himself from speaking to anyone about the Savior and His forgiveness. Let's see what some of the more common excuses are—

"IT JUST ISN'T DONE IN OUR CHURCH." The person who says this quite possibly was turned off by the outreach efforts of the sects or religious fanatics. However, such an attitude makes us then ask, "What is church for?" Is it a local club, whose membership is limited to only a certain select few? Or is it a social group, to which people come to be entertained? Or is church an opportunity where even the worse sinners can come and hear God's Word and find rest for their burdened soul? The way we look at OUR church will influence greatly our opinions about evangelism and how we assimilate new members (more on this in the final chapter).

"WE DON'T SPEAK TO OTHERS ABOUT RELIGION." Some put it this way, "When I talk to people, there are two subjects I avoid—politics and religion!" We must in all seriousness ask such a person how much the Savior means to him. If we have no hesitation

to speak to our neighbor about where to get the best buys on lettuce or motor oil, why can't we tell them about the greatest bargain of them all--free salvation in Jesus Christ?

"I DON'T HAVE THE GIFT." This is the real "cop-out." Has this individual really tried? We don't discover God-given talents in our children until they have been in school for several years. Are we going to give up after witnessing only once or twice?

#### THINGS TO DO BEFORE THE NEXT LESSON

- Continue to pray for your pastor, your congregation, your church body and your own evangelism efforts.
- Continue to pray for those unchurched people on your personal responsibility list.
- Analyze your own inhibitions and hang-ups when it comes to evangelism. Do they fall into any of the categories listed above?
- Speak to someone you know about the Savior. Try at least once every week for the next month. See if you can begin to feel more comfortable with witnessing.



## CHAPTER FIVE: PASSIVE EVANGELISM

During the past few weeks as we have been digesting the material in this evangelism training program, I'm sure you have asked yourself, "When will we start with the practical aspects of mission work?" Now that we have covered the materials that deal with the Biblical basis for witnessing, we can begin our study of "how" to do mission work. We divide this into two sections—"passive" evangelism and "active" evangelism. "Passive" evangelism consists in what the congregation can do to make itself more visible in the community. "Active" evangelism consists of what individuals can do personally to share their faith in Christ with others on a one-to-one basis.

### LET PEOPLE KNOW WHERE YOU ARE!

The first thing a church must do is to let people know it exists, and where it is located. In small towns this is not difficult, unless the church is on a small side street that does not have much traffic. In a large city, this task can prove to be much more difficult, no matter where the location of the building might be.

How does a congregation remedy such a situation? The first place to start is with the placement of signs—one large attractive sign in front of the church, and several directional signs on adjacent main streets.

When new businesses start up in a community, and they want to be known and recognized, they advertise—not only on billboards, but also on radio, television, in the yellow pages and in newspapers. For many of us, the costs of TV are prohibitive, but radio can be used effectively if it is used properly. Sometimes radio stations offer free public service announcements for churches and other non-profit organizations. Some congregations have made good use of paid radio time by broadcasting 30-second devotions each morning.

By far, the newspaper is the one media source used most by churches. Each week special stories may be published on what the churches in the community are doing. On any Friday or Saturday, you can find a listing of churches in a special church directory section in most of our newspapers. But advertising in a newspaper can very often lose its effectiveness. An ad can get lost in a clutter of other ads.

Another method churches have used effectively is the sending out of a church information pamphlet to new residents in a community. Monthly listings of new residents can be purchased from a variety of sources. With this little attractive piece of paper, a church hopes to show people where it is located; but most important, it wants to get its message across. In producing a church information pamphlet, several things must be remembered—1) The wording must be brief and concise. People will not seriously look at something in their door or mailbox that cannot be glanced at and read in a few seconds. 2) The pamphlet must be illustrated. Religious pictures also communicate a message, plus they attract attention. 3) The pamphlet must be produced in a professional manner. Sloppy typing, typographical errors, etc., do not speak well of a group of believers entrusted with the Means of Grace. Besides, we don't want people turned off by such things before they even come and visit our services!

## WHAT WE HAVE TO OFFER

People need to know what message a church has to proclaim, just as much as they need to know where it is located. This need can also be filled with the church information pamphlet. It can contain a simple Law and Gospel message, which relates the love of the Savior to fallen sinners who might otherwise never hear of Christ's forgiveness.

## FOLLOW UP

With the sending out of such materials, there hopefully will be many names coming into the church office. But just one contact with such people is not enough. Follow up must be made and pursued. In order to do this, all names of new residents should be kept on file and up to date. After the first pamphlet is sent out, newsletters should be distributed on a regular basis. We hope such an effort will keep reminding people who we are, what we teach and where we are located.

## OUR GOAL

What do we hope to accomplish with all this work? When people, especially new residents, think of a Lutheran church, we want them to think of ours. When a problem or difficulty arises in their lives, we want them to know they can find comfort and guidance from God's Word here. If people desire a thoroughly Christian and Bible-centered education for their children, we want them to think of our Sunday school or our Lutheran elementary school. If someone is looking for our church on Sunday morning, we want them to know exactly where we are located.

## MUCH MORE WORK TO DO

Through many different polls, surveys and questionnaires, it has been determined that only about ten to fifteen percent of all new members first visit a church because of such efforts that we have mentioned above. This is a small figure indeed, but it is a start. And once Christians get serious about the organized evangelism efforts of their own congregation, they will be more encouraged to witness on their own.

## THINGS TO DO BEFORE THE NEXT LESSON

- Continue to pray for your pastor, your congregation, your church body and your own evangelism efforts.
- At least once each week, beginning this week, give someone you know a copy of your church's information pamphlet. After the person has received it, pray that God the Holy Spirit will work in his heart by means of the Word of God that it contains.
- If you speak to someone about your church, be sure to emphasize that it proclaims the Savior's love and forgiveness. Also, be sure they know where your church is located, so they don't confuse your church with another.

➤ Volunteers could--

- a. Find out which radio and television stations in the area have free public service announcements for churches, and which stations have the lowest advertising rates.
- b. Place posters in various locations for the church in your community.
- c. Organize a day when many of your members will be able to go out and place pamphlets in various neighborhoods.

## CHAPTER SIX: ACTIVE EVANGELISM

In the last chapter, we centered our attention on “passive” evangelism—what the congregation can do as a whole in order to make itself visible within the community. We discussed several things, such as advertising and public awareness. Today, we want to consider the other side of the witnessing coin: “active” evangelism. What can we actively do as individuals to share our faith with others?

### HOW DO WE START?

Our Lord Jesus knew people inside and out. He knew exactly what to say to someone, and how and when to say it. He knew if someone needed to hear about God's wrath over sin, or God's love for the sinner. John 2:24,25 says that Jesus “knew all men. He did not need man's testimony about man, for He knew what was in a man.”

With us, however, things are different. We are not omniscient like our Redeemer. We need to learn to understand people and be able to recognize their wants, needs and desires if we are to share the Gospel in a relevant way.

So how should we view others? First, people need to be loved, recognized and accepted. It's a medical fact that if newborn babies are not touched, held and loved, they will soon die. It is no different with adults and growing children. Even those rugged individuals who give the appearance that they want to be left alone need other people. God, in His divine wisdom, recognized this during Creation Week when He formed Eve, the first woman, Genesis 2:18.

Secondly, people have spiritual, as well as physical needs. Whether they recognize it or not, people have a spiritual side to their nature. This truth is evident among the heathen, who search for God in their idol worship. The triune God has given evidence of Himself in nature, and to man an inner desire to search after Him. But we don't know who He is or how He has saved us, except in the Bible. Cf. Acts 17:16-34; Romans 1:18-20; Romans 2:14,15.

Thirdly, people are sinful. Above all, they are in need of the Savior's forgiveness. Visit any mental health clinic or hospital, and you will soon discover that a great deal of mental illness is brought about by feelings of severe guilt. By nature people are not in a right relationship with their heavenly Father. They fall far short of God's demands as revealed in the Ten Commandments. They are under the wrath of almighty God, and, unless they have Christ's forgiveness through faith, are headed to an eternity of misery in hell.

In a world of uncertainty, violence, immorality and death, people need to know above all else that JESUS LOVES THEM! He takes us as we are, no matter how cold, bad or wicked we may be. The Son of God shed His blood to forgive us and make us His own. What we want to do is simply share this Good News with those who so desperately need it!

## PRELIMINARIES IN THE WITNESSING PROCESS

There was a time when many Christians thought witnessing consisted of approaching a person on the street and asking him if he was saved. If the answer was "no," the evangelist would back the person into a corner and preach a mighty sermon.

But more and more people are beginning to realize that witnessing is best accomplished in an atmosphere of trust and confidence. What better way is there than to share your faith over a cup of coffee or a coke, or lunch, with friends who have come to know you and trust you? Several things are necessary to build such relationships.

1. **TAKE AN INTEREST IN PEOPLE.** When our Lord lived among us here on earth, going about His work of saving lost mankind, He took a very deep and personal interest in people—the newly married couple who ran out of wine at their wedding, the woman at the well who was rejected by the "respectable" citizens of her community, the tax collector who was hated by his countrymen, the weeping widow of Nain, the beggar, the leper, the man on the cross next to Him. Jesus was well aware of their feelings and needs, and He was always ready to help them.

If we want to follow our Master's example as we carry out our Gospel witness, we will take a sincere interest in the boys and girls playing ball, the sales lady at the grocery store, the mailman, the barber, the hairdresser, the family next door, the person next to you at work.

2. **LEARN TO KNOW THEM.** If you want to help a person in his relationship with the Savior, you will want to get to know him. You should get past the barriers that he has erected and the mask he has put on. You will want to learn things about him—his work, his family life, his standards, goals and ideals, as well as his problems and needs. The more you learn about a person, the better prepared you will be to relate the Good News of Jesus to his own personal life.

3. **ACCEPT THEM.** Always be ready to accept a person, even when his ideas, goals and outlooks are different from your own. We must realize that people have a right to their own opinions, even when they are different from our own. To accept a person does not mean that you agree with him.

4. **BE READY TO HELP.** When people come to the realization that you care about them and accept them, they will often open up to you and tell you of the things that are troubling them. They may tell you about a son or daughter who is having a problem at school or with some friends. A family member may be sick. Someone is out of work. Another is having emotional difficulties. Feelings of loneliness, despair or anguish frequently arise.

When people do open up to us, it is because they trust us and are confident that we might be able to help. What a marvelous open door we then have to say a word about our Savior, with His divine, compassionate and forgiving love!

## EXERCISE

In order to help us understand what the caring, accepting and sympathetic individual is like, we will consider several people—"make believe," of course, and somewhat exaggerated to make a point. Tell if their witnessing efforts are in accord with what we learned today. Give a reason for your answer. Also, tell how their behavior could be improved.

1) Mary is a gossip. She cannot keep a secret. She always betrays the confidence of her friends, and she tells people at work about the shortcomings of her fellow church members. After gossiping with a neighbor one day, Mary invites her to church.

2) Sam is a quiet man, who only speaks to grumble and complain. His language is always salted with profanity, and he loves to make his acquaintances feel bad by always telling them what they do wrong. After listening to a sermon on witnessing during a mission festival, he gets up the courage to tell a co-worker about the Savior.

3) Joe is an average sort of person, but well liked by all who know him. He has his faults, but he readily admits them. He speaks well of everyone he knows, and works hard at his job. Talking to a co-worker at lunch, Joe hears the sad story of a man burdened with guilt because he cheated on his wife and is now suffering through a divorce. Joe proceeds to tell him of how Jesus forgives the worst of sinners.

## CHAPTER SEVEN: FITTING EVANGELISM INTO YOUR EVERYDAY LIFE

### OPEN DOORS

Our lesson from the previous chapter, which dealt with the preliminaries of the witnessing process, could be summarized in three short and simple words—"BE A FRIEND." When an unchurched person, or even one who goes to church regularly, discovers that you accept him, know him and are sincerely interested in him, he will open up to you. In his every-day conversations with you, he will speak out about certain problems and concerns he has. As he learns to trust you, he will sometimes pour out his heart to you because he feels you might have something to offer to help him. Such opportunities are open doors which the Lord Himself opens up for us so we can share the Good News of forgiveness, peace and eternal life in Christ.

### SOME ADVICE

When we tell others about Jesus and His forgiving love, it is very easy to speak of our own experiences and our own ideas. We are all familiar with "testimonials," when people tell us we should believe in Jesus because of certain blessings the Lord has given in their own, personal lives. "Jesus has given me such inner peace." "He has performed mighty miracles of healing in my family." "Christ has changed my life completely and has given me purpose and direction." "You should believe in Him, too, so you can have all these good things!"

There may be times and circumstances where the use of testimonials may be appropriate, but we need to understand that testimonials do not necessarily direct the listener to the Word of God and the objective Gospel. We should also avoid using such phrases as "it seems to me," "I think this," etc. Such language gives the impression that religion is relative, and that what is true for you may not necessarily be true for someone else ("postmodernism").

We have two excellent examples in Holy Scripture of how to avoid such pitfalls. On the Day of Pentecost, when the disciples were given the promised Holy Spirit in special measure and received the gift of being able to speak in foreign languages, the apostle Peter preached a powerful sermon to the many Jews in the city of Jerusalem who were there for the great festival. He did not give a testimonial about how good he felt inside, nor did he speak about the blessings just poured out by the Holy Spirit. Instead, Peter showed from Scripture that Jesus of Nazareth was the promised Messiah, the Christ (Acts 2:1-41).

In 1 Corinthians, the apostle Paul states clearly that the message of Jesus Christ is foolishness to the world. As Christ's ambassador, he did not speak in eloquent words or show off some superior wisdom, but he simply proclaimed the message of "Jesus Christ and Him crucified," 1 Corinthians 1:18-2:5.

So as the Lord opens up doors for us to share His blessed Good News, may we speak with a firm "thus saith the Lord," and not on the flimsy basis of our own opinions and experiences. As we tell others what God so clearly says in His inspired Word, may we

also focus attention on the crucified and risen Jesus, who has earned forgiveness and eternal life for all.

## SPECIFIC OPPORTUNITIES

Every day of our lives doors open up for us to say something about Jesus, and to apply the saving Gospel to the needs of our friends. In the following paragraphs, we have a listing of a few of these opportunities, as well as some advice how to step through that open door.

1. TALKING ABOUT DEATH. Death is on everyone's mind, but it is something few people like to talk about. The subject arises with the terminally ill, the elderly, and those who have experienced the loss of a loved one. Young people feel that death is in the distant future for them, unless, of course, they have had a close call with death.

When others speak about death we can draw their attention quickly by saying, "I never plan to die." They'll respond with a surprised look and a question, and you can answer by saying, "Jesus says that He is the Resurrection and Life. He says that whoever believes in Him shall never die. Yes, my heart will stop and my body will lie cold in the grave, but my soul will be taken to heaven and on the Last Day I will be raised from the dead and live with Jesus forever!"

2. SPEAKING OF THE TERRIBLE STATE THE WORLD IS IN. More so today than ever before, people are in touch with what's going on around them. In many informal conversations, the subjects of crime, natural disasters, wars, etc. arise. Very frequently it is expressed, "What's this world coming to?"

We can respond to such concerns by pointing out that the world has always been violent, and that such terrible things are the result of sin. It is then possible for us to point out how Jesus has washed away our sin in His blood, and that He has give to us a new heaven and a new earth to look forward to in His resurrection. A good way to involve the prospect in the religious portion of such a conversation is to ask a question like, "Even though this world is full of sin, isn't it wonderful the Savior has forgiven us?"

3. SPEAKING OF ANOTHER PERSON AS A CHRISTIAN. Many times when we gather with friends, we speak of mutual acquaintances which are not present at the time. Other people often become a common subject of discussion (but be careful that you don't gossip!), and frequently we hear it said of someone we know, "Oh, he's such a good Christian!"

What an excellent opportunity to speak of what a Christian really is! "Well, I consider myself a Christian, too," we can say. "But I know I'm not good. What I do know from the Bible is that I'm a sinner, but Jesus has forgiven me. Our church is not made up of good people, but sinners who find comfort and peace in the forgiveness of Jesus."

4. SPEAKING OF A SPECIAL PROBLEM OR NEED. If you have been discussing some problem or need that a person might have, many times you can point out from

Scripture the solutions God has given to us. Here the importance of personal Bible study and meditation come into sharp focus.

But if the problem or need is not given a clear solution in the Bible, or if you are unfamiliar with what the Bible says about a certain subject, you can speak about our greatest problem—sin, and our greatest need—forgiveness. Here the Law and Gospel presentation which you should have prepared a few weeks ago would come in very handy.

5. WHEN LIFE SEEMS MEANINGLESS AND BORING. Most people today live in a spiritual vacuum—they don't know who they are, why they are here, or where they are going. When friends inform us of such despair in their own lives, we can respond by agreeing with them: "Yes, life often does appear that way." But don't leave it there. Continue by pointing out how life would really be if it were not for the cross and the empty grave of Christ, with the assurance they give to us of peace with God and eternal life.

### CONCLUDING THE CONVERSATION

After each situation when a door has been opened for you to proclaim the Good News in relation to your friend's specific need, you can begin your Law and Gospel presentation. But also know when to stop. Don't end up boring people by rattling on and on. Don't repeat yourself, either—people hear what you have to say the first time! (Pastors, are you listening to this?) Say what you must, but then leave the rest to God the Holy Spirit to work through His Word. You can close the religious portion of your conversation by inviting the person and his family to church and Sunday school. It is also suggested that you keep some tracts or pamphlets handy in your home, car or purse. Also assure the person that he can always speak to you about such personal, spiritual matters in the strictest confidence, and that he is always welcome to speak to your pastor. When conversations reach such a point, or if the subject matter warrants it, please forward the person's name to the pastor so he can follow up.

### EXERCISE

What would you say to such people in the following situations?

- 1) A friend of yours is going to stop going to his church because no spiritual comfort is offered in that church's ministry to its members.
- 2) Your neighbor's husband has just died, and when you go over to her house to visit, the new widow breaks down in tears and cries, "Why did it have to happen?"
- 3) You visit a friend the hospital, and he has just been told by the doctor that he has contracted a terminal illness. He looks afraid, and expresses a very real fear of death.
- 4) A classmate gets involved with drugs and alcohol to a very deep extent, and he expresses the opinion that no one cares anymore, and that life is not worth living.
- 5) You're having lunch with some friends, and the topic of religion arises. Most express the opinion that Christianity is basically living a good, clean and upright life.

## CHAPTER EIGHT: RESPONDING TO EXCUSES

For centuries, men and women have given all sorts of excuses for not following Christ and His Word. In Luke 10:57-62, we behold the Savior calling men to follow Him. One offers the excuse that he must bury his dead father first. The other says he must go home and say "good-bye" to the folks.

Most excuses that are offered by people for not going to church are used to cover up a general animosity against God and what He has to say in His Word. By nature, human beings hate God. Romans 3:10-18 gives us a true description of our natural state.

It is only a miracle of God's grace that we put our trust in Jesus, and that we are assured that He has delivered us from sin, death and hell. As believing children of the heavenly Father, we want to share the Good News of Christ with others. But so often we run into excuses, hard-hearts, and stubbornness in the people with whom we speak. We wish to analyze today six excuses that are commonly given, and how to react to them.

We should realize that we respond to all excuses from a positive standpoint. People are turned off immediately when they sense they are looked down upon, or silently mocked, or are told what to do. Instead, we should offer the sympathetic ear, show how we have often felt the same way and then reveal the love and forgiveness of Christ in the Gospel.

### SIX COMMON EXCUSES

1. **THE CHURCH IS FULL OF HYPOCRITES.** This is probably the most common excuse that is given for not going to church. Those who say this have probably had a bad experience in the past or in childhood, when they did go to church. They more than likely witnessed fellow members "act holier than thou" on Sunday morning, but then during the week saw them live their lives like the devil himself. Needless to say, such hypocrisy turned them off to organized religion.

How to respond: You might point out how Jesus, too, firmly condemned the hypocrisy of the scribes and the Pharisees, but that He also reached out for weak sinners who recognized their plight. Show how Christ received and accepted the outcasts of society. Reveal what Paul says in Romans 5:8, "While we were still sinners, Christ died for us." You might also say something like, "You can't belong to our church if you aren't a sinner!"

2. **I CAN WORSHIP GOD IN OTHER PLACES BESIDES A CHURCH BUILDING.** Many revise this excuse by saying, "I can worship God better out in the woods, or on the golf course, rather than in a church."

How to respond: It is true, we can worship God wherever we are and in whatever we do. Our worship is not bound to a church building, but is to be reflected in our daily lives. But that's only half the picture--the other half is God coming to us, strengthening our faith and comforting our hearts. God does this through His Word and through the Lord's Supper. All of this is done best in the worship service, for it is a rare time indeed when we actually sit down and meditate over what the Bible says. And if we stay away from God's Word, our faith will eventually die, just as a human body will die if it is not fed.

3. SUNDAY IS THE ONLY DAY I HAVE TO SLEEP IN. Some put it this way: "Sunday is the only chance I have to spend with my family." Such an excuse reveals laziness and mixed-up priorities. When people feel this way they are in direct violation of the First Commandment, "Thou shalt have no other gods." They worship, instead of God, their bed, their family or their recreation.

How to respond: Point out to the person the agitations of the week—the problems of home and work, difficulties with people, feelings of guilt and insufficiency. Show how our souls need rest just like our bodies. It might also do well to quote Jesus' words from Matthew 11:28, "Come unto Me, all ye who labor and are heavy laden, and I will give you rest." What better way is there to spend time with the family than in church?

4. I FELT TOO MUCH LIKE A SINNER WHEN I GO TO CHURCH; AND 5. THE PREACHER MAKES ME FEEL GUILTY. Such an excuse is frequently based on fact. In many fundamentalist churches, especially in the Bible Belt, being a Christian simply means that you don't have evil thoughts, you don't swear, smoke or drink, and you tithe. In many pulpits, all the preacher does is yell out fire and brimstone, telling his people that if they don't straighten up, they are headed straight for hell.

How to respond: We have here an excellent opportunity to share the Savior's love and forgiveness. You can use the Law and Gospel presentation you wrote out a few weeks ago. Point out that true Christianity consists in not what we do for God to earn our salvation, but what God did for us in Christ Jesus for our forgiveness. Show how Jesus takes us as we are—using the Biblical examples of David, Matthew, the prostitute, etc.

6. EVERYONE IGNORES ME. This excuse is often put another way: "No one talks to me when I go to church." People who use such an excuse are often the ones who don't speak to others. You can't have friends without being a friend. Sometimes this excuse is indeed based on fact, but most of the time the person is looking for an excuse not to go to church.

How to respond: Point out to the person that you can't have friends without being a friend, nor can you expect others to talk to you when you don't talk to them. Also, show that church is not a mere social function. It is a time when God speaks to us in His Word and we speak to Him in prayer and praise. And even if people do ignore us, Jesus listens and speaks to all!

## CONCLUSION

There are many reasons for not going to church. There are probably as many reasons as there are unchurched people. We mentioned six of them here today—can you think of any more? How would you respond?

## CHAPTER NINE: ASSIMILATING THE NEW MEMBER

### DEFINITION

Webster's dictionary defines the word "assimilate" this way: "To take something in and make it a part of oneself; absorb." When we speak of assimilating the new church member we are referring to that ongoing process of making the person feel at home in his new church, and making sure he gets the utmost from that church's ministry.

An excellent Bible example of properly assimilating new members is recorded for us in Acts 2:42, "They devoted themselves to the apostles' teaching and to the fellowship, to the breaking of bread and to prayer." The "they" referred to in this verse are the 3,000 who were converted to Christ on the Day of Pentecost.

### HOW DO WE FOLLOW THE EXAMPLE OF THESE EARLIEST CHRISTIANS?

"They devoted themselves to the apostles' teaching..." Note how the inspired Word places training and instruction in the Word of God above all else. The New Testament Books were in the process of being written, and how the new believers must have digested these Sacred Writings as soon as the ink dried on the paper! How attentively they must have listened when given the opportunity to hear an apostle preach!

Even so today, we emphasize to every new member the importance of Christian doctrine—a term we use for the teachings of Holy Scripture. We encourage regular church, Sunday school and Bible class attendance, for a new convert (or an "old" Christian as well) cannot grow in his faith if he is not in touch with the Word (Cf. Romans 10:17).

"...And to the fellowship..." This word "fellowship" does not merely refer to covered-dish suppers and ice-cream socials. It signifies the unity and oneness of fellow believers in the one, true faith. This "fellowship" which we have with like-minded believers is given evidence to in many ways—worshipping together, praying and communing together, confessing faith in the same Scriptural truths, loving one another as brothers and sisters in Christ, etc. We want the new member to realize he belongs—not just to our church, but also to the Holy Christian Church.

"...To the breaking of bread..." Many Biblical commentators refer to the Lord's Supper. Not only did the early believers immerse themselves in the Word and rejoice in their unity, but they also partook frequently of the Sacrament of the Lord's Supper. Every communicant, whether young or old, should make use of this Sacrament, the Means whereby God offers, gives and seals unto us the forgiveness of sins (Cf. 1 Corinthians 11:23-32).



"...And to prayer..." Our Savior comes to us in His love through the Gospel in Word and Sacraments. We come to Him with all of our needs and prayers in prayer. The new convert should be encouraged to use prayer, for in doing so he is exercising his privilege as a priest before God. Remember well the words to the popular hymn (CW, 411):

What a Friend we have in Jesus, All our sins and griefs to bear!

What a privilege to carry Everything to God in prayer!  
Oh, what peace we often forfeit, Oh, what needles pain we bear,  
All because we do not carry Everything to God in prayer!

## THE ONGOING PROCESS

A new convert doesn't find himself devoted to Christian doctrine, the fellowship, frequent participation at the Lord's Supper, and fervent prayer overnight. First, there is the Bible Information Class, where all the basic truths of the Bible are studied and discussed. Sometimes a baptism must be performed. Then there is the formal reception into membership during the Worship Service. All these things will happen if the Lord of the Church blesses our witnessing efforts with VISIBLE fruitfulness. But that is only the beginning! Besides those very important matters which we mentioned above, several other things must be brought to our attention which will help the new person feel right at home in our church.

1. EACH MEMBER MUST PERSONALLY WELCOME THE NEW PERSON. This is especially true in the small congregation. The newcomer must feel that he is a part of the congregation's family. That means getting him involved in church functions and activities. That means treating him as an individual, loving him as a fellow believer, helping him when he needs help, etc.

One of the most effective ways we can "quench the Spirit" and drown the fire in a new member is to make him feel left out. A person can feel left out even if he is involved in activities up to his neck! We can help people avoid feeling this way by talking to them, having fun with them, visiting with them, and helping them. In short, be a friend.

2. BE WILLING TO LISTEN TO AND ACCEPT NEW IDEAS. In many instances, new members want to help in some way in the church. Maybe it's planning for a dinner, or working outside, etc. It is so easy out of politeness to say, "No, that's alright, you don't have to do it." But such a response again kills the fire and enthusiasm in the new member. Another temptation is to correct something a new member has done in the church, or not to listen to his ideas on how something can be done better and more efficiently. How discouraged a person can become when everything he does out of love for his Lord is criticized or corrected because "it was never done that way before!" Let the new person speak up and get involved—isn't that what we should want?

3. BE PATIENT WITH THE NEW MEMBER'S SPIRITUAL UNDERSTANDING. There may be instances when a new member speaks up in a meeting, or in a class, and says something that we know is not quite right scripturally. How easy it is for us to look down on that person, thinking we might have a heretic in our midst! How easy it would then be to accuse the pastor of not doing his job in the Bible Information Class!

We must remember, however, that men who have been in the ministry for years don't "know it all." None of us will "know it all" until we reach heaven. How can we expect

the new convert to know everything perfectly about Christian doctrine? When such an individual is willing to learn and listen, let's be patient, and give God's Word time to penetrate the heart.

## CONCLUSION

In these past few weeks, we have considered the whole what the Bible says about sharing the Gospel of Christ with otl how to do so. Reread this program frequently. Refer to it again part of your everyday life!



**Romans 1:16, 17** I am not ashamed of the gospel, because it is the power of God for the salvation of everyone who believes: first for the Jew, then for the Gentile. For in the gospel a righteousness from God is revealed, a righteousness that is by faith from first to last, just as it is written: "The righteous will live by faith."

## THINGS TO DO

- 1) Read and meditate daily over God's Word, the Bible.
- 2) Pray daily for your pastor, congregation and church body.
- 3) Pray regularly for the unchurched and unbelieving people you know, asking the Savior to instruct their hearts with His Law and the Gospel.
- 4) Keep your cars constantly open for people crying for spiritual help, and always be ready to give them the Word.
- 5) Make regular use of your church's literature, giving it to people you know or with whom you have contact.

**Evangelism**  
**BPS-COE: CONVENTIONAL EVANGELISM TOOLS: THE ONE VERSE METHOD**

**THE ONE VERSE METHOD**

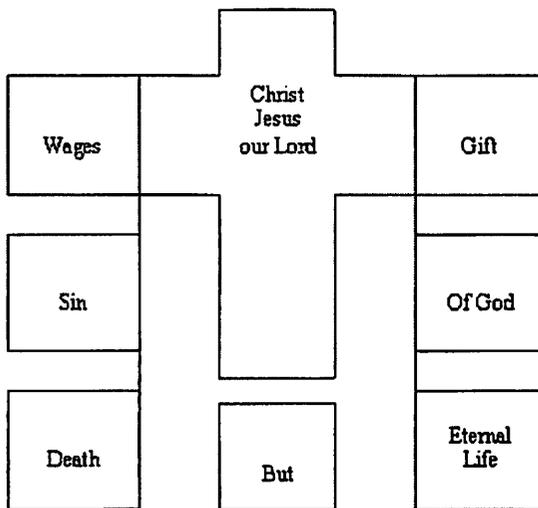
In this approach you would diagram the passage as demonstrated below:

Speaking first of the Law as described in the words; wages, sin, death, and but.

Speaking secondly of the Gospel as described in the words; gift, of God, eternal life, and then.

Announce that all this is ours in Jesus Christ our Lord, who is our Savior; who by his life, death and resurrection paid for our sins and gives us life and salvation.

*ROMANS 6:23 THE WAGES OF SIN IS DEATH  
BUT THE GIFT OF GOD IS ETERNAL LIFE  
IN CHRIST JESUS OUR LORD*



**WELS Evangelism**

**2929 N. Mayfair Rd.**

PREPARING TO WITNESS  
WITNESSING WITH CONFIDENCE  
A Personal Witness Resource Witness Guide

Our Call to Witness

The Great Commission is found in the four Gospels and the book of Acts. There can be no doubt that this assignment, given to us by our Lord and recorded in five places, is an important assignment.

*"Then Jesus came to them and said: "All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you." (Matthew 28:18-19)*

*"Go into all the world and preach the good news to all creation." (Mark 16:16)*

*"Repentance and forgiveness of sins will be preached in his (my) name to all nations, beginning at Jerusalem." (Luke 24:47)*

*"Peace be with you! As the Father has sent me, I am sending you." (John 20:21)*

*"You will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." (Acts 1:8)*

The Great Commission is directed not just to called workers or the church as an institution, but to every Christian, every believer. The Apostle Peter, speaking by the Holy Spirit, made that clear when he wrote, *"But you are a chosen people, a royal priesthood, a holy nation, a people belonging to God, that you may declare the praises of him who called you out of darkness into his wonderful light."* (1 Peter 2:9)

Our savior has called us to be his witnesses. He did not say, "Would you (please... maybe) consider being my witnesses?" Nor did he say, "You must... ought to be... have to be my witnesses." He said, *"You will be my witnesses."*

Every Christian, by virtue of the call to faith, is a witness to the Savior. All Christians are witnesses to what they know and believe about Jesus Christ.

The Content Of Our Witness

We witness to the **person of Jesus**. *"who as to his human nature was a descendant of David, and who through the spirit of holiness was declared with power to be the Son of God by his resurrection from the dead: Jesus Christ our Lord."* (Romans 1:3-4) Jesus Christ is both a true man, but without sin, and true God, the eternal Son of God the Father.

We witness to the **work of Jesus**, who was *"born of a woman, born under law, to redeem those under law, that we might receive the full rights of sons."* (Galatians 4:4-5) Jesus placed himself under God's law, keeping it perfectly for us. As our Savior, Jesus made himself *"to be sin for us"* (2 Corinthians 5:21), suffering the punishment for our sin on the cross. By his resurrection from the dead, Jesus showed that he has conquered sin, death, and Satan – for us. As a result God credits us with what Jesus did and pronounces us forgiven and righteous (declared to be no longer accountable for the sins we have committed.)

We witness to **God's Law**. In his Ten Commandments, God tells us what to do and what not to do. He tells us to have no other gods, not to take his name in vain, to remember the Sabbath Day (a day for worship and rest), to honor our parents, not to kill, commit adultery, steal, give false testimony about our neighbor, or covet anything that belongs to another person. He tells us that he expects us to live a holy and

perfect life. (Leviticus 19:2), Matthew 5:48) In fact, he will be satisfied with nothing less (James 2:10). He also tells us the consequences of our disobedience. *"The wages of sin is death."* (Romans 6:23) This death is not only physical death, but spiritual and eternal death, separation from God forever.

We witness to God's Gospel. *"For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life."* (John 3:16) If we only knew God's law, if we never knew about God's good news (Gospel), about Jesus, we would be miserable and hopeless people. We could only be afraid of God, afraid of his anger and deserving of his punishment.

But, God so loved the world – you, me and all people, that he gave his Son, Jesus, to be our Savior. Because of what Jesus did by his life, death and resurrection, we are forgiven of every sinful thought, every sinful word, every sinful act. We are forgiven for what we have done wrong and for what we fail to do right. Because of what Jesus did we are restored as God's own dear children and heirs of eternal life. Not only can we live with peace, hope and joy in this life, we will also live a perfect life with our Savior in heaven forever. All this is a gift of God's grace, his undeserved love and mercy. *"The gift of God is eternal life in Jesus Christ our Lord."* (Romans 6:23)

This is our Christian faith.

### Our Fears

We are to witness to our Christian faith. We are to witness to what we know and believe.

But we have fears that often keep us from being confident witnesses. We are afraid that others will reject our witness. We are afraid that when we open our mouths to witness the words won't come out or they will come out all wrong. We are afraid of saying the wrong thing. We are afraid of messing up. We are afraid we won't be able to give an answer to people's questions and objections. We have many fears and therefore tend to avoid opportunities to witness.

Satan wants to keep us from witnessing. He will use any and every trick he has to stop us. He doesn't want anyone to hear and believe the good news about Jesus.

When fears arise, we should listen instead to these words of comfort and encouragement from our God and Savior.

*"He who listens to you listens to me; he who rejects you rejects me; but he who rejects me rejects him who sent me."* (Luke 10:16)

*"Do not worry about what to say or how to say it. At that time you will be given what to say, for it will not be you speaking, but the Spirit of your Father speaking through you."* (Matthew 10:19-20)

*"So is my word that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it."* (Isaiah 55: 11)

*"Surely I am with you always, to the very end of the age."* (Matthew 28:20)

Our God never fails. He will take our witness, however simple or inadequate it may seem, and make it serve for good. We can witness. We can talk about Jesus.

## Key Questions

We witness to our Savior by the way we live. Our actions give glory to God (Matthew 5:16) But our actions alone will not tell others what they need to know and believe about Jesus. We also need to be ready to witness with our words.

*"Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have." (1 Peter 3:15)*

One way to be ready to witness is to be prepared to ask a question that will provide an opportunity for personal witness. When asking a question it helps to ask permission to do so, "May I ask you..." or to say, "Would you tell me..." Sometimes it works to place the conversation into a 'third person format', saying "I someone were to ask you..."

Questions that could be asked include: "Have you reached that point in your life that you are certain that you will spend eternity with God in heaven?" "What's holding you back from worshipping God at church?" "You seem to have little (or no) interest in God (Jesus or church), tell me (may I ask) what holds you back?" "What's your understanding about Jesus, who he is and what he did?" "Tell me, do you think God has an interest in you... if so, what do you think it is?" Reflect on this with others or by yourself, and you will discover more leading questions.

A big dilemma for people is; how do I get started? How do I turn a conversation to spiritual matters? The answer Peter gives is, be prepared. Know your leading questions(s), know what you want to say about Jesus, and trust that God will open the door.

However a person answers your leading question, there are two important things to remember. One – Let the person know you understand what is being said ("I understand what you are saying, where you are coming from.") If you don't understand, provide feedback by saying, "I understand, you are saying..." Two – Don't criticize the person at this point for what is said, "You're wrong... If that's what you think, you can be sure that God will..." Don't tell the person what he or she must believe or do, "You have to believe in Jesus or... You should go to church, because..."

Rather, this is the right time for your own personal witness. Say, "May I share with you what I think... what I believe about that... why I go to church, etc." Talk about Jesus, who he is and what he has done. Talk about your faith, your hope in eternal life, and how that comforts and strengthens you day by day. Talk about your reasons for worshipping God, going to church and serving him. Avoid 'you messages'; "This is what YOU must believe... do, etc." Your personal witness is an 'I message'; "This is what I believe... do, etc."

## Two Key Statements

How do we respond to the beliefs, concerns, questions and objections that may be raised in a witnessing situation? Two key statements are helpful.

Often a person's response will reflect beliefs that are contrary to what the Bible teaches or the response will mask the real reason a person is holding back from hearing the Word and worship. A person may say, "I don't go to church because; there are too many hypocrites there... all they do is talk about money... I don't get anything out of it... it's boring." These responses may just be excuses, hiding a deeper reason like a bad experience, fear or anger. However a person responds to your leading question, your best response may be a probing statement such as, "Tell me, what makes you say that." This may lead to a fuller understanding of the person's concerns and objections and pave the way for your personal witness statement. "May I share with you."

Sometimes a person is very adamant in his or her rejection of God and refusal to hear and learn what God teaches in his word. When that occurs, a judgment statement is appropriate. "I am sorry to hear you say

that, I guess you'll just have to give answer to God for that." This is a firm and grim reminder that everyone is answerable to God for sin and persistent rebellion against his Word. This is God's law speaking and may one day prompt the person to repent and ask, "How can I have God's favor and love?" When that happens you will, of course, rejoice and speak of God's Gospel.

### Personal Action Plan – Four Easy Steps

#### STEP ONE

Identify among your family, friends, relatives and neighbors; people who do not confess faith in Jesus Christ, not actively following, not attending church, people who may never have been Christians or who have fallen away from church and the Christian faith. We commonly speak of this as a FRAN network, an acronym for Friends, Relatives, Associates, Neighbors.

When we speak of a person as being unchurched, we typically mean a person who is an unbeliever (not a member of the Holy Christian Church as we confess in the Apostle's Creed) or who is unshepherded (not actively involved in a Christian church and under a pastor's care.)

Make your own personal mission list, a list of people for whom you have spiritual concerns, people you want to witness to and invite to hear and learn God's Word. The list may include a family member or relative, close friend, co-worker, newcomer to the area, neighbor, friend at school, a person recently widowed or divorced, a person who has recently experienced a personal crisis. Use the Friends Who Need Jesus sheet to list the names on your soul responsibility list. Post this sheet on your refrigerator (under one of your many refrigerator magnets) as a daily reminder of the people on your personal mission list. Your list may include one or two names; it may include five or ten names. You may, from time to time, add names to your list. Never remove a name from your list, unless he or she has joined a church and has begun to actively follow the Lord Jesus.

When you contemplate your personal mission list, you may choose to focus your attention on one or two persons because they hold a special concern for you. They may have experienced a personal crisis, or they may be easier for you to communicate with.

It is also important to **build bridges** to the names on your personal mission list; to find activities you can do with these people; perhaps to invite them to your home on occasion, and to introduce them to other Christian friends. The more exposure people get to Christian friends and activities, the easier it is to invite them to learn more about Christian faith and life.

#### STEP TWO

Pray for the people on your personal mission list – specifically, regularly, and dangerously.

Our Savior tells us, "*Ask and it will be given you.*" (Matthew 7:7) "*The prayer of a righteous man is powerful and effective.*" (James 5:16), and "*You do not have because you do not ask God.*" (James 4:2)

Pray **specifically** for the individual names on your personal mission list. Don't just pray for all the unchurched in general, but pray for people by name, asking for the blessing and working of the Holy Spirit in their hearts and lives.

Pray **regularly**, not just now and then or when you happen to think of it. Pray for these people over and over again. Be insistent and persistent with your prayers. God will hear and he will answer. Recall Abraham's persistence in praying for the people of Sodom (Genesis 18:16ff) and Jesus' lesson about boldness in praying (Luke 11:5ff.)

Pray **dangerously!** This means you ask God to provide a situation in which you have no choice but to witness to the person for whom you are praying. Perhaps, the person will ask you something about your

faith and church. Perhaps, the person will initiate a spiritual conversation about some aspect of Christian faith and life. When you pray dangerously, you can expect God to open doors for your Christian witness. "Everyone who asks receives." (Luke 11:10)

### STEP THREE

Talk about Jesus!

Sometimes people say that this is the hard part. They're not sure what to say or if they can say anything. We can talk about Jesus because he has promised he is with us always and will enable us to speak. We can talk about Jesus as readily as we can talk about the weather, about our health, about sports, about our children and grandchildren, about our job and home.

We can talk about Jesus because we know who he is and what he has done for us. We can say, "I am a Christian and, although I have repeatedly disobeyed God in what I say and do, Jesus has paid for my sins by his death on the cross. I know I am forgiven. I know I will live with God forever in heaven, and I know God helps me everyday to live more like my Savior wants me to live." We can say, "I go to church and worship God because I need to be reassured again and again of the forgiveness of my sins. In hearing God's Word I am given renewed strength and courage to live each day to please and serve him."

When talking about Jesus, it is helpful to learn and use a witness outline. The Apostle's Creed, which we confess on a weekly basis, can serve as an outline of our Christian faith. We can explain to a friend the meaning of each article and phrase of this confession of faith. For example, "I believe and worship God, who has revealed himself as the almighty Creator of everything, I believe in Jesus who is God's eternal Son and came to this earth to be everyone's Savior. I believe in the Holy Spirit who has made me God's child by faith in Jesus, who uses God's Word to keep me close to him and who helps me in the daily struggles of life." We may also use one Bible Verse as a witness outline, such as Romans's 6:23, "*The wages of sin is death, but the gift of God is eternal life in Jesus Christ our Lord.*" God's law is taught in the first half of the verse and God's gospel is the second half. By explaining the key words; sin – wages – death and gift of God – eternal life – Jesus Christ our Lord, you will be telling a person the basics of Christian faith.

The use of tracts is beneficial to your witness. Keep a supply on hand. They can be used to provide encouragement, comfort, and to elaborate on a specific point of Christian faith and life. Know what each tract says so you can use it appropriately.

### STEP FOUR

Invite people to attend a church service, a Bible class or a church activity where they can become acquainted with your church and other Christian friends. All of these are opportunities for people to hear and learn more about the meaning of Christian faith and life.

When a person accepts your invitation, remember that unlike you, he or she may do so for unspiritual or personal reasons, perhaps out of curiosity, perhaps just because you invited the them. When you invite a person, especially for the first time, they may not understand the reason or value of every church service (why it might apply to them). They won't understand what the 16<sup>th</sup> Sunday in Pentecost, the 2<sup>nd</sup> Sunday in Advent, or the 4<sup>th</sup> Sunday of Epiphany are all about. They won't understand that a Christmas Eve, an Easter or a Friendship Sunday service is 'for them.' Certain other Sunday themes may also be appealing to unchurched people, like a Sunday that emphasizes prayer. You can say to a person, "Next Sunday is going to be an 'All About Prayer Sunday.' The service will answer such questions as: What is prayer? How can I be sure God listens to my prayers? Can I change God's mind if he seems to be saying no to me?" The person may say, "That's something I want to know more about. I'll come with you." Find out the emphases for specific Sundays and learn to use them as first time invitational opportunities.

When unchurched people were asked the reason they have not been attending a church, the most common answer given was, "No one asked me." When they were asked what they would say if they were invited,

one out of four indicated that they would react positively. But, this doesn't mean they will always follow through when they accept an invitation to attend. They may just say this to put you off.

What do we do if people decline an invitation or don't follow through on an invitation. Invite again – and again – and again. Don't assume that 'no' always means 'no.' There are many stories of people finally following through and attending even after months and years of saying 'no.' Be persistent in your inviting. Why? Because you have concern for their spiritual welfare. Because God is listening to your persistent praying.

*"Therefore, my dear brothers, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain." (1 Corinthians 15:58)*

#### Prayers For The Witness

Dear Lord, you know how weak and fearful I can be. Forgive me when I show a lack of concern for the spiritual well-being of my friends and relatives. Forgive me for the times when I didn't witness to you. Give me boldness and courage. Give me a rich measure of your Holy Spirit. Teach me to trust you more fully. Help me to witness to my savior. I ask this in Jesus' name. Amen.

Dear Lord, I come to you in behalf of \_\_\_\_\_. He (she) does not profess to be your child and is unwilling to hear and learn your Word and worship you. Give me opportunities to witness to \_\_\_\_\_. Give me the right words to say. Give me boldness to talk about you. Lead me to a right time to invite \_\_\_\_\_ to come with me to hear and learn your Word. I ask this for Jesus' sake. Amen.

Dear Lord, I praise you for your grace and mercy in my life. You have forgiven my sins and led me to faith in your dear Son, my Savior Jesus. Lord, there are people all around them who don't follow and worship you. Help me to identify the, to pray for the, to talk about Jesus with the, and to invite them to come and learn the good news about Jesus. I ask this in his name. Amen.

#### How To Use This Personal Witness Guide

1. Review this guide occasionally to refresh yourself in the basics of personal witness.
2. Underline or highlight key phrases.
3. Prepare a list of unchurched families and friends.
4. Decide on and memorize one or more leading questions.
5. Write out a personal witness statement of what you know and believe about Jesus, what he has done for you and why you regularly hear his Word. Practice your personal witness statement.
6. Pray. Pray. Pray

## Reaching Out with the Gospel

An Outline of Bible Class Discussions April & May 1985

- April 7, Easter - We Are All Witnesses!

- WALTER  
SCHALLER

It all started with Jesus' resurrection.  
The priesthood of all believers in Christ!  
Examples of reaching out: Christ, Paul, early  
Christians

- April 14 - What do we say?

Describe your faith in 30 seconds.  
How do we tell others who we are and what we stand for?  
What do we offer that is unique to us?  
What labels should we use to describe ourselves?  
Christ-centered rather than church-centered!

April 21 - Limitations on Witnessing

The difference between ministry & the public ministr.  
Ministering to Christians & non-Christians!  
The difference between churched and unchurched!  
Being a busybody in other men's matters!

April 28, Mission Festival - Improving Our Attitude

What are our priorities and goals as Christians?  
What is our feeling toward newcomers and outsiders?  
Our church services, Bible translations, warmth!  
Orthodoxy is not enough! Cf. letter to Ephesus (Rev

May 5 - Recognizing and Seizing Opportunities as a Congreg.

Why are we not better known?  
Possibilities: Center of Care, public access channel  
radio, television, newspaper, Vacation B. School  
preaching station.

May 12 - Recognizing and Seizing Opportunities as Individu

Where have our new members come from?  
What should I say to an unchurched person?  
To a person trapped in a false-teaching church?  
Sharing our experiences!

May 19, CLC 25th Ann. Sunday - Our Lives as Letters

The importance of Christian living, family life, etc

May 26 - How to Handle Success and Failure

What about results? What is successful witnessing?

## THE ROMAN WAY

If you wish to style your own Law and Gospel presentation, here are several verses from Romans that could prove very helpful.

**Romans 3:23** "There is no difference, for all have sinned and fall short of the glory of God."

**Romans 3:10** "There is no one righteous, not even one."

**Romans 6:23a** "For the wages of sin is death..."

**Romans 6:23b** "But the gift of God is eternal life in Christ Jesus our Lord."

**Romans 5:8** "But God demonstrates his own love for us in this: while we were still sinners, Christ died for us."

**Romans 5:11** "...we also rejoice in God through our Lord Jesus Christ, through whom we have now received reconciliation."

**Romans 10:13** "Everyone who calls on the name of the Lord will be saved."

**Romans 10:9** "...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 10:17** "Consequently, faith comes from hearing the message, and the message is heard through the word of Christ."

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)

[DISCUSSIONS](#)

[SITE TOUR](#)

[SITE MAP](#)

[SIGN IN](#)

# **Talk about the Savior**

Produced by the Commission on Evangelism of the  
Wisconsin Evangelical Lutheran Synod.

Printed 1979

## **Table Of Contents**

<b>Preface</b>	<b>2</b>
<b>Introduction</b>	<b>3</b>
<b>The Outline</b>	<b>6</b>
<b>Introduce Yourself</b>	<b>7</b>
<b>Get Acquainted</b>	<b>8</b>
<b>Presentation of Sin and Grace</b>	<b>13</b>
<b>Present Sin and Grace</b>	<b>15</b>
<b>The Response</b>	<b>20</b>
<b>Seek Responses</b>	<b>24</b>
<b>Close the Visit</b>	<b>28</b>
<b>The Prose Presentation</b>	<b>29</b>
<b>How to recruit your Trainees</b>	<b>37</b>
<b>Trainer's Schedule for Training Witnesses</b>	<b>39</b>
<b>Trainee's Lessons</b>	<b>41</b>

## Preface

It is quite noteworthy that whenever the Lord in His Scriptures speaks of evangelizing He uses a verb. This fact should be of considerable significance to us. By using verbs, it seems, the Lord impresses upon His disciples of all ages the urgency of action: "Go!" "Tell!" "Witness!"

Perhaps in no time in history, except in the days of the early Christian church, has the need for action in evangelizing been felt as in our time. It is true, the Christian church has lost ground in the world. It has not kept pace with the population growth. However, in the sixties and seventies some Christians took a new and closer look at the purpose of the Christian life. As a result they became aware of the urgency to evangelize. By studying the Scriptures anew they found that their Lord wants them not only to have the saving faith, but also to *share* it.

This evangelism consciousness of the past decades resulted in quite a few publications that set forth various practical methods of presenting the Gospel. Others, no doubt, will follow. *Talk about the Savior* is a publication produced initially by and for use in Hope Lutheran Church of Detroit, a member of the Wisconsin Evangelical Lutheran Synod.

In *Talk about the Savior* we strongly urge that clergy and laity follow the idea of an on-the-job training program, an idea that has been tried and tested sufficiently to deserve wholehearted acceptance. *Talk about the Savior* is a detailed, scriptural method of presenting sin and grace. It too has been "field tested" and found to "work." We do not, of course, say that success depends on a method. Conversion of a sinner is effected alone by the Holy Ghost through the Gospel. The method simply helps the Christian to present the Gospel.

May pastors and laity use *Talk about the Savior* to the glory of God and the eternal salvation of lost souls!

## Introduction

- I. Motivation for witnessing must come from the Word of God
  - A. Evangelism sermons will motivate people to serve as witnesses for Christ
  - B. "Study to Be Witnesses unto Me,"\* a thirty-one page booklet that presents the theology of witnessing provides scriptural motivation
    - 1. It answers questions such as:
      - a. Who is a witness?
      - b. What are we to witness?
      - c. Why are we to witness?
      - d. Where are we to witness?
      - e. How are we to witness?
      - f. What will be the results when we witness?
    - 2. This booklet should be studied in every organization in the congregation
- II. Principles for witnessing are set forth in "Train to Be Witnesses unto Me."\*
  - A. Four basic points are followed, consciously or unconsciously, when Christians witness--these are explained in the booklet
    - 1. Ask Questions
    - 2. Talk about the Savior
    - 3. Try to Remove Obstacles
    - 4. Seek a Definite Response
  - B. The booklet also contains a section that lists the most common "excuses" encountered by witnesses and explains how these may be met
  - C. This booklet should be studied by witnesses

III. "Talk about the Savior" is a sequel and supplement to the two above-mentioned publications

\*Available from the Commission on Evangelism.

- A. A new and detailed procedure of visitation is recommended
  - 1. Visitations are made by three lay witnesses, instead of one or two
  - 2. One lay witness is a trainer, the other two are trainees
  - 3. Definite, not general guidelines are set forth for the witness to follow when he talks about the Savior
  - 4. This new procedure provides for a continuous perpetuation of the Christian witness
- B. "Talk about the Savior" suggests a specific way of presenting the Law and the Gospel
  - 1. It utilizes the four basic points of "Train to Be Witnesses unto Me."
  - 2. It recognizes the scriptural doctrine that through the gospel the Holy Ghost, without men's cooperation;
    - a. Creates and sustains faith
    - b. Creates even the willingness in sinful hearts to listen to the gospel and later on to attend the pastor's Bible information class

#### IV. General Principles

- A. Bear in mind you are calling on people for a reason
  - 1. You have the command to witness for Christ
  - 2. For this reason you will WITNESS at every legitimate opportunity
  - 3. You are not visiting to get new members for your church--you have no such command from Christ
  - 4. You may not proselytize
  - 5. In planning Evangelism visits, you are witnessing only to those who have indicated that they have no spiritual shepherd
- B. Be good listeners
  - 1. Ask questions so that you may share your host's concerns, identify and establish rapport with him
  - 2. Do not rush into the first key question (explained later) without giving your host ample opportunity to talk
  - 3. Your host will usually speak freely with you, often about personal matters
  - 4. Depending on the person and situation, your host may talk for over one-half hour before you ask the first key question
- C. The witnessing program begins with the pastor
  - 1. He will seek and participate in on-the-job training, such as is provided at evangelism clinics
  - 2. He will, then, choose one or two dedicated Christians and give them on-the-job training
    - a. Training sessions should be conducted on a set day, at a given time, once each week for about sixteen weeks
    - b. Trainees should not be two men because three men may face difficulty in gaining admission into some homes (e.g., a woman who is home alone)
- D. Training sessions may be conducted at different times of the day
  - 1. In the morning
    - a. 10:00 A.M. -10:30 A.M.--Study and prayer
    - b. 10:30 A.M. -12:00--Visitation
    - c. Return to church to discuss the visit
  - 2. In the afternoon
    - a. 1:00 P.M. -1:30 P.M.--Study and prayer
    - b. 1:30 P.M. -3:00 P.M.--Visitation
  - 3. In the evening
    - a. 7:00 P.M. -7:30 P.M.--Study and prayer
    - b. 7:30 P.M. -9:00 P.M.--Visitation
    - c. Return to church to discuss the visit
- E. Inside the home, *control* the visit
  - 1. Upon entering the trainer will look over the room to find a chair where all, including trainees, may look at him while he conducts the visit and the trainer may say: "May I sit here?"

2. You may ask to meet around the kitchen table
    - a. Children then can listen to the TV
    - b. Your visit can be made with fewer interruptions
  3. The trainees should not make the host uncomfortable by sitting so that all are staring at him during the visit
  4. The trainees, being interested in learning, will emphasize the importance of what is said by listening attentively
  5. The trainees may participate in the preliminary amenities but will become silent when the trainer speaks, especially when he witnesses
- F. The trainees become trainers\* after their training
1. Each will choose two trainees (teenagers may be included)
  2. Every training session should be conducted with time devoted to study and on-the-job training
 

\*The word "trainer" is consistently used as synonymous with "the witness" or "the leader" because he will be the chief speaker in the home. Trainees are the two who accompany the trainer to observe his witness.
  3. A procedure for recruiting trainees is provided under the caption "How to Recruit Your Trainees" Page # 37
  4. A procedure and schedule for training the trainees is provided under the caption "Trainer's Schedule for Training Witnesses" Page # 39

V. The purpose of "Talk About the Savior"

- A. It is not intended to be a detailed presentation of every doctrine of Scripture
- B. It aims, briefly and simply, to present sin and grace in such a manner as to give people the assurance of everlasting life

## **The Outline**

### **Introduce Yourself**

- I. TRAINER'S GREETING
- II. QUESTION OF INTRUSION

### **Get Acquainted**

- I. SHOW INTEREST IN THE HOST
- II. LEAD TO KEY QUESTIONS

### **Present Sin And Grace**

- I. NO EVERLASTING LIFE BY WORKS
  - A. God demands perfection
  - B. All are sinners
  - C. All deserve punishment
- II. GOD PROVIDED EVERLASTING LIFE
  - A. God's justice in Christ
  - B. God's love in Christ
  - C. God's gift in Christ
- III. BY FAITH EVERLASTING LIFE IS OURS
  - A. The call to faith
  - B. The meaning of faith

### **Seek Responses**

- I. ENCOURAGE THE PROSPECT TO EXPRESS THE FAITH GOD WORKS
- II. ENCOURAGE THE PROSPECT TO PROMISE SPECIFIC ACTION

### **Close The Visit**

- I. POSSIBLE CLOSING PRAYER
- II. EXPRESSION OF THANKS, GIFT, AND PARTING GREETING

-REST OF  
58-PG PAMPHLET  
IS IN EVANGELISM  
FOLDER

# What Non-Christians Believe and Think

## Getting inside other people's heads

How do non-Christians think? If it is some years since you became a Christian, maybe you have forgotten? Or if you made a commitment very early in life, maybe you never really knew. And if your only friends are believers, how can you ever find out? What are their felt needs and worries? We cannot reach those we do not understand.

Let's look inside Jay's head ...

- I really don't understand this religious stuff.
- I did try and read bits of the Bible when I was at school, but found it hard to understand. I never went to church or Sunday School or anything.
- It really bugs me to see Christians claiming that they know it all.
- I doubt they have much fun anyway, because they are living by a load of rules.
- Well, some do. Mandy in the Accounts Department goes to church, but she can't keep her hands off men. Ever.
- Of course, I do try to live by my own rules too. Well, most of the time. I still feel bad about what happened with Sam though.
- There is one church in town that give out leaflets in the street. They are so badly produced though – just lots of text and Bible verses. I never read them properly. There's an invitation to their church services at the end – but I would never dare to go to a church by myself, even if I wanted to. I'd feel like a fish out of water.
- Church services sometimes come on the TV too. I always switch channels, they seem so old-fashioned and preachy. One time though, I came across a Christian program that was looking at the Christian messages hidden in recent Hollywood film releases. Now, that WAS interesting, and it made sense to me. (I try to get to the movies every two or three weeks.) Another time, there was a story about Christians starting an AIDS hospice in our country. Those people really impressed me.
- Not that I actually know any Christians at all. Otherwise I could perhaps find out more, and ask some real questions. If they'd try and give straight answers, and not just preach at me.
- Well, if their beliefs work for them, that's great. Of course, I do read my horoscope when I remember to. I always try to avoid things that it warns against. And Charlie gave me some healing crystals – I keep them by my bed, and they really seem to make me feel calmer sometimes. Buddhism sounds fun, actually. There are evening classes at the local college. Carlos and Miriam have been going. They say it is really good – there is no pressure to join anything, the classes are friendly and interactive, and already they feel that their lives are changing for the better.
- Not that I need God, or religion or stuff. Though it would be nice to know where I am going. To feel more grounded. Have a purpose. And I wish I could cope with stress better than I do. Or even find someone I could talk to about the things that

worry me. My job is not safe any more. I can't face all that job-loss stuff again – it's happened twice before. Specially with my loans to repay. And I'm just hoping that dad's medical tests won't show anything bad. Specially now he has left mum and is living alone.

- And even deal with that thing which happened when I was a child – what that man did to me in the toilets. I never told anyone, not even my mother. It still makes me feel guilty. I manage to blank it out most of the time. I'm sure it contributed to my last relationship breakup. Life is a bit lonely just now.
- Of course, I always try to escape from the week's stress on Friday night. Me and a few mates. It seems to help, somehow. But there's always Monday again."

[If this page raises personal issues for you, visit [Power to Change](#).]

### **Jay is the majority**

Our imaginary friend Jay is typical of many people in the West and beyond. Even in the US context with an unusually high level of church-going, he or she still represents half the population – someone who is 'unchurched'. In Canada, Europe, Australia/NZ and the rest of the English-speaking world, where church-going is often 5% or less, 'Jays' represent the overwhelming majority of the population.

Some writers place a photo of a real or imaginary 'target reader' on their desks, so that they do not lose focus in their communication. We suggest that unless your target reader's profile is specifically different, Jay represents the 'everyperson' you should be aiming to communicate with.

Attempts to reach Jay, using assumptions, language or methods which might work for someone with a church background, are likely to fail.

## WITNESS WITH LOVING WORDS FROM THE HEART

God lovingly gave his dearest Treasure so that you could have everlasting life. Many Christians literally have poured out their lives so that this message could come to you. Now you have the Savior and you know people in your extended family of friends, relatives, associates and neighbors who face eternal agony without Christ. As a conscientious Christian sooner or later you come to grips with this great debt. With Paul you realize you have an obligation "both to Greeks and non-Greeks, both to the wise and the foolish" (Rom. 1:14).

That is where many Christians become frustrated or defeated, it seems. Yet I am convinced that many of you genuinely want to see friends come to Christ. You are not content to sit idly by and let the jaws of hell claim those you love. Possibly one concern which holds you back is knowing what to say. There are a number of helps, such as *Talk About the Savior*, to assist you in this regard. A second major concern is how to say what you want to say. "How to say it" so that it will be considered, so that your friend will still be your friend, so that there won't be a big argument.

Some very important guidelines to help you witness with loving words from the heart are given by the Apostle Paul in II Timothy 2:24-26. As you build your relationship with unbelieving friends, and seek to respond to their needs, one of the first principles to apply is:

**"The Lord's servant must not quarrel!"** (24a) Much that goes on in the name of witnessing is nothing more than a fight. Your sinful nature is always ready for a fight. Your parochial training has equipped you to think defensively. Sometimes you harbor some insecurities. In any event you find yourself quick to quarrel about the reliability of the Bible and other key questions. You can avoid arguments by affirming the truth and expressing sorrow or disappointment that the unbeliever is deprived of the blessing which the truth can give. Most of all you avoid quarreling by responding quietly out of love. If you genuinely love the person, you will not be quarrelsome. You will be concerned for his well-being. When you approach people with love you are under control. While you cannot control the reaction of the other person, your control will assure that there will be no argument. It is true that it takes two to fight. Your refusal to fight will insure continued friendship and an open door in the future.

**"Instead he must be kind to everyone"** (24b) The old law of sowing and reaping has no more profound application than in the area of human relationships. Kindness produces a crop of its own. When you are kind and understanding to people, they are willing to listen to you. If, on the other hand, you are judgmental, rejecting them, they will be inclined to respond accordingly. One thing that destroys gentleness is the imaginary wars that people wage in their minds. We muse over tense situations with neighbors, friends, mates, and pledge, "I'm really going to tell them." By giving in to this temptation our imaginary war suddenly becomes very real. We lose all hope for kindness and we "do unto others before they have a chance to do unto us." Remember God's grace. That restores a kind and gentle spirit.

**"Able to teach"** (24c) You should be able to teach. There is no spiritual premium or ignorance. Paul listed knowledge as one of his major weapons in the spiritual warfare (II Cor. 6:6,7). Bible study is essential. A review of Christian doctrine through enrolling in the

Bible Information Class (20 week adult course to prepare non-Lutherans for confirmation) will give you a wealth of Bible knowledge that you can share. Remember that being a witness for Jesus Christ is no small privilege and preparing to be a good witness is no small priority. It deserves good commitment of your time.

**"Not resentful"** (24d) Count on being wronged at times in your witnessing. A natural reaction is to withdraw, but forewarned should mean forearmed. Expect to be wronged and, in the love of Christ, be prepared to patiently endure. This is one of the hardest things to do. Remember that your witness involves much more than words. Your actions and attitudes are just as important. Remember that you are not the one who has been rejected or contradicted. Refuse to take it personally. Continue to display a loving attitude. Such patient endurance is a fruit of the Spirit, and he will enable us to do it (Gal. 5:22-23). This kind of interpersonal relationship will make its own impact for Christ.

**"Those who oppose him he must gently instruct"** (25a) Gentle instruction is one of the most vital and difficult things to do. How can you gently instruct those who are in opposition? So much human emotion is involved that the task seems almost impossible. However, it can be done. Avoid the me-versus-you confrontation. It is not you against the unbeliever. When it comes to Christian faith, it is the unbeliever-versus-Christ.

The New Testament consistently gives witness to Christ's resurrection. That is the one outstanding fact that forces people to give consideration to what Christ says. It is helpful to remember, however, that the non-Christian has never squarely faced that issue.

Either Christ rose from the dead or he did not. If he did, and the evidence is overwhelming that he did, then you have a Savior who conquered death. Therefore, one of the first things that you can do in gently instructing the unbeliever is to keep lovingly reminding him of the real issue: Did Christ rise from the grave or not? If he did, then it is not an issue of me-versus-you, but of you-versus-Christ.

By directing the attention to Christ's resurrection, you create the opportunity for a meaningful dialogue. As a witness of Jesus Christ all you are gently asking is that your friend consider the claims of Jesus Christ. At the same time, do not be afraid to humbly suggest that you might be wrong. You know that you are right, but insisting that you are right will likely only convince your friend that you just can't reason with those Christians. From his point of view you might be wrong! My point is that your friend should consider Jesus Christ. If Christ is right, then your friend is wrong and should change.

I have used this approach with people countless numbers of times. It works. Through this approach many are encouraged to enroll in Bible study class and by the work of the Holy Spirit they become Christians. It will work for you too!

**"In the hope that God will grant them repentance leading them to a knowledge of the truth, and that they will come to their senses and escape from the trap of the devil who has taken them captive to do his will"** (25b-26) Notice the Scriptural pattern. The unbeliever is not argued into the kingdom of heaven. He is not coerced into repentance. He comes to his own senses. This is the happy result of loving, gentle instruction.

Notice also how Scripture points out that one without Christ is a victim of the enemy, not the enemy. It is so easy for you to misdirect your anger and to refuse entrance of an unbeliever into your life. You need to get beyond yourself and to see the real issue. You need to let Christ teach you how to love. You are his gift to those who are without him. If you go to them controlled by Christ's love, prepared to fight the real enemy, they will sense your genuine concern for their well-being.

The following suggestions may help you to keep the right attitude toward a friend to whom you are called to witness.

1. Make a list of the person's strong points (at least three) and thank God for these

things.

2. Make every effort to express to this person your appreciation for his or her strengths.
3. Having done this, add to the list only one trait, habit or belief that you feel is the crucial problem. Be specific and avoid speculation on motives.
4. Thank God for this situation. Ask God to show you how he wants you to grow from this situation and be conformed to Christ's image. Your goal is to bring yourself to the point of learning and growing, rather than reacting. Often when I come to this point I go jogging. This helps me to wrestle with my stubborn flesh and with the real enemy, for my friend is not the enemy.

Our non-Christian friends, relatives, associates and neighbors face common frustrations, joys, disappointments and problems. By listening from a caring heart, we quickly find out what is happening in their lives. It is important that we demonstrate genuine concern, hear them out and respond to their words lovingly. It is then that we witness with loving words from the heart.

**WELS Evangelism**

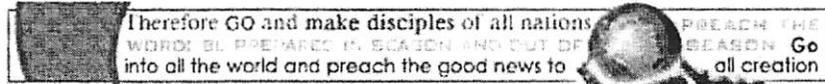
**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)  
 [DISCUSSIONS](#)  
 [SITE TOUR](#)  
 [SITE MAP](#)  
 [SIGN IN](#)



Tell a Friend! From: My e-mail

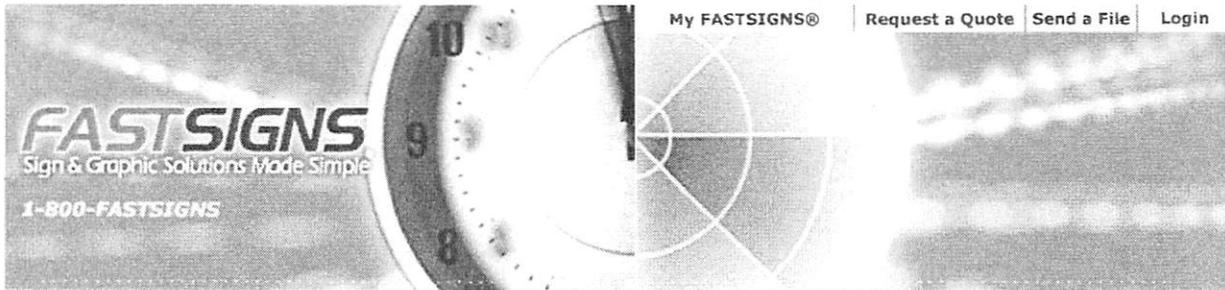
To: Friend e-mail

© 2006 Wisconsin Evangelical Lutheran Synod. All Rights Reserved  
 [Contact WELS](#) | [Privacy Policy](#) | [Register](#)

FASTSIGNS® Worldwide

Full Color Search

Find It



Home Products & Services About FASTSIGNS® Locations News Need Help?

Sign Types

- ADA Compliant
- Architectural Signs
- Full Color Banners
- Car Graphics & Decals
- Dimensional Letters
- Exhibits & Displays
- Lettering & Graphics
- Illuminated Signs
- Point-of-Purchase Signs
- Vinyl Lettering
- Labels & Decals
- Site Signs
- Vehicle / Fleet
- Full Color Graphics
- Outdoor Banners
- Safety & ID Signs
- Yard Signs
- Vinyl Banners

- Sign Ideas
- Learning Center

Products & Services Sign Types Car Graphics & Decals

### Car Graphics & Decals

Turn your car, truck, van or your entire fleet into an advertising machine with custom graphics from FASTSIGNS®. Your vehicles can be advertising and showing off for you at all hours of the day and night. Car graphics and car decals are a smart advertising investment, with delivery vehicles making 16 million visual impressions in a single year according to the American Trucking Association.



**Truck and Van Graphics** Custom graphics from FASTSIGNS® make efficient use of all of your vehicles's surfaces. Let FASTSIGNS® use full color digital graphics to turn your auto into a rolling billboard, building awareness for your company with every trip.



**Magnetics** Choose magnetics when you're looking for temporary car graphic applications. "Auto mags" can match your vehicle's color, so people won't even know they're temporary. Don't want to advertise your business after hours when you're driving around on your own time? Magnetic signs are the way to go.



**Vehicle Lettering** Don't just drive it, jazz it up and make it your own with bright, colorful custom graphics and car decals. With today's technology, a car graphic solution can cover most of your windows if you desire, and the driver can still see out.

Home Franchise Opportunities Careers National Accounts Feedback Privacy Terms Copyright Notice Sitemap

Website Design and Search Engine Optimization by Zurich Communications, Inc

*Welcome!*

*Holy Cross Ep. Lutheran Church*



**Welcome!**

We've been waiting for you! It's true, because we believe that every person who comes into the circle of this special fellowship was sent by God Himself. It's not by accident that we have the joy of meeting you. So, above all else we want to express Christ's love to you

PLEASE CHECK ALL APPLICABLE:

First-time visitor

Returning visitor

New resident

Would like a visit

Would like to know more about this church

Would like to know more about being a Christian

Invited by:

56-65  65+

AGE \_\_\_\_\_

AGE \_\_\_\_\_

**HOLY CROSS EVANGELICAL LUTHERAN CHURCH**

God showed His own love for us by sending Christ to die for us while we were still sinners.

Romans 5:8

*Who are we?*

We are a community of people who believe in Jesus Christ as our one, true Savior. We believe that He is the Christ, the Son of God. "In this way we know love, because He laid down His life for us." (1 John 3:16) By this same love we are preserved and guided every day.

The Bible is precious to us because in it God reveals His love and all that His love does for us. Since the Holy Spirit gives life through these Scriptures, that means His Word does more than merely talk about saving us. It actually is the

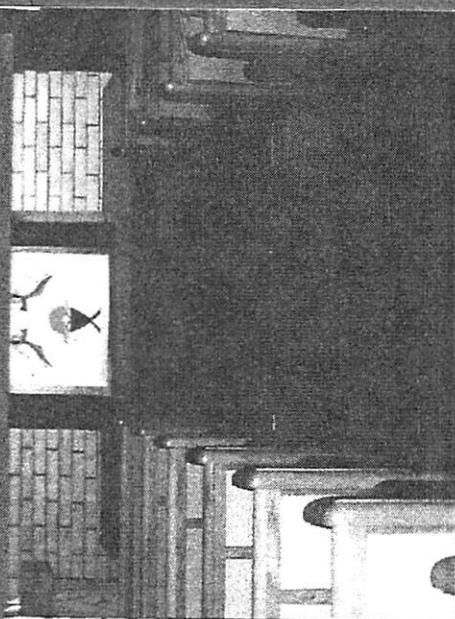
It is the power that can

and worship. Our time of

and forgiveness.

are us, and

ent and support, because  
 within the setting of the  
 he only antidote to things  
 for allow it to be diluted  
 Adherent. Love can be

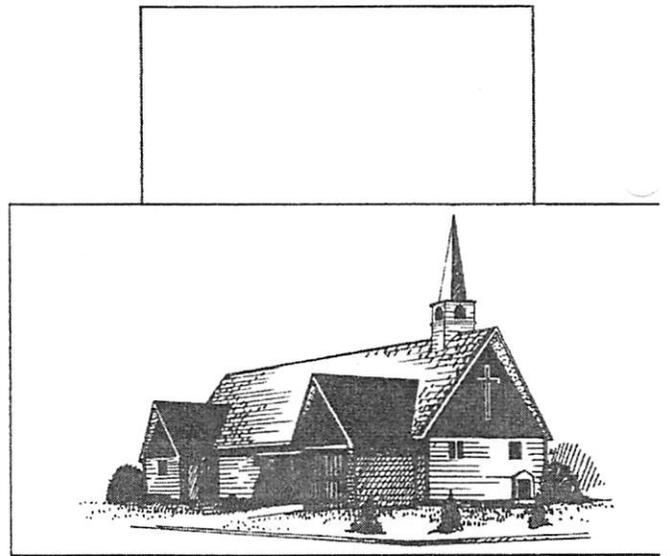


**Holy Cross Evangelical Lutheran Church and School**

*Church of the Lutheran Confession*

1430 W. Humboldt Road  
 Tacoma, AZ 98421  
 Phone: (360) 933-0019  
 Sunday Worship Service





**TRINITY  
EVANGELICAL  
LUTHERAN  
CHURCH AND SCHOOL**

*welcomes you*

— —

**How Are We Different?**

**How To Contact Us**

**Our Service Schedule**

**Our Education Program**

**We're Concerned About You**

**Our Purpose**

"I declare to you the Gospel . . . Christ died for our sins according to the Scriptures" (1 Corinthians 15:1-4).

The chief aim of Trinity Evangelical Lutheran Church is to teach the Gospel, the Good News that Jesus Christ, God's Son, is the only Savior. We cannot save ourselves by anything we do or say. As the Bible says, Jesus saved us sinners by His life, His death and His resurrection. God brings people to faith in Jesus Christ through the preaching of the gospel and the use of Baptism and strengthens them through the Lord's Supper.

Therefore as a Christian congregation we must be faithful in our teaching and preaching and the use of the two sacraments. God's Word abides forever, His Gospel remains the same, and therefore all teachings presented in the church should remain the same from one generation to another.

May the Lord keep us faithful in teaching His Word!

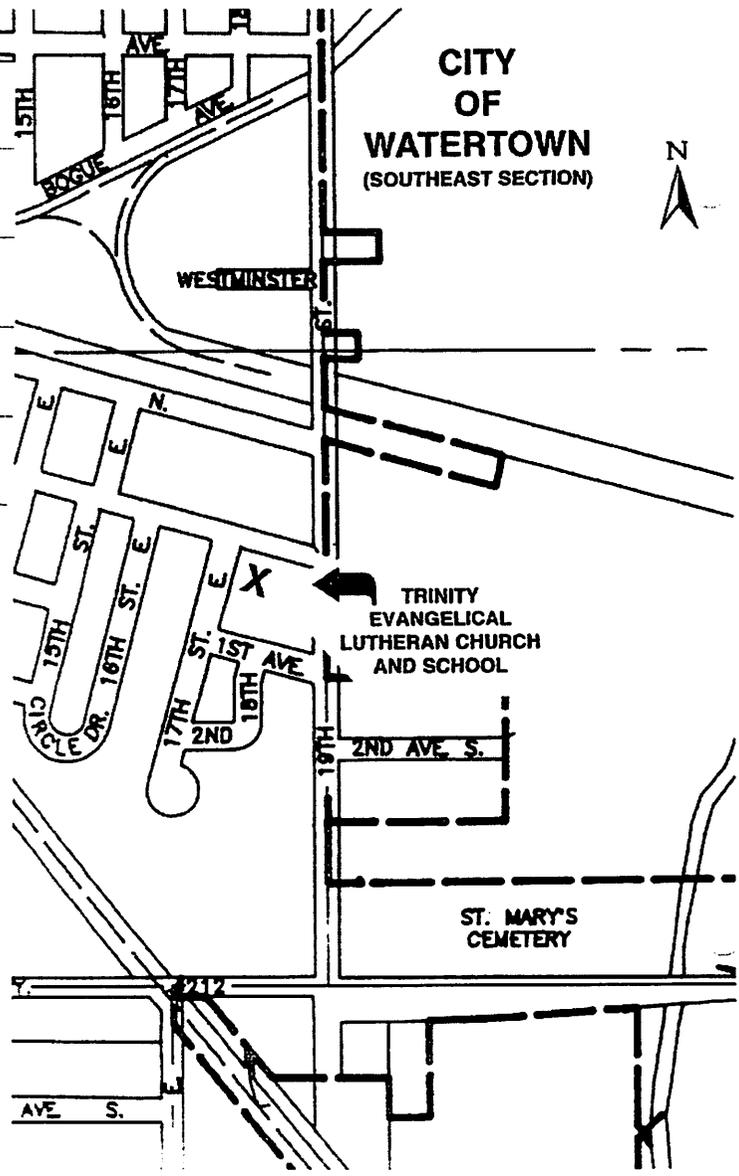
**Trinity Evangelical Lutheran Church**

1800 East Kemp, Watertown, SD 57201

*We Preach Christ Crucified.*

Pastor Andrew Schaller email: [aschall@dailypost.com](mailto:aschall@dailypost.com)

For information, please call (605) 886-2976



**Trinity Evangelical Lutheran Church and School**

1800 East Kemp, Watertown, SD 57201  
Church — 886-2976 School — 882-3224

"Then the word of the LORD came by Haggai the prophet, saying, 'Is it time for you yourselves to dwell in your paneled houses, and this temple to lie in ruins?' - Haggai 1:4 (NKJV)

**What are some of the ways that we make ourselves visible in the community?  
Location/Visibility/Reputation**

It seems that to the CGM, location, visibility, and reputation are the most important things. They almost assert that location and visibility = success. But at the same time, common sense tells us that location and visibility may result in a contact or two. Once more, we won't elevate location or visibility over the Gospel Message. We know that location ≠ success because the Gospel is success. After all, who would have thought that the city of Corinth would have been a good place for a Christian Congregation? Location isn't everything.

**The Church Sign**

'A business with no sign is a sign of no business' was the jingle of a sign vendor in Corpus Christi. There is a certain amount of truth in that statement. While visibility in the community isn't the most important thing - I think we'd all agree that people should know who we are, where we are and what we are about. They can gain some or all of this information from a church sign. I believe that most of our churches have a sign. The church sign serves to say, 'Hey, here we are - Trinity Lutheran Church.' When combined with other outreach efforts it can lead to recognition: 'Hey, this is the church I've heard about on the radio and read about in the paper.' In many cases the church sign simply tells the passerby who we are and when we worship. At the very least this type of sign associates the name with the building, 'a name with a face.' In Corpus Christi our neighbors didn't even know our building was a church (even with a large cross on the front of the building!) until we put a sign on the property.

In some cases the church sign gives us the opportunity to say something, to leave a spiritual message. Usually the message boards are small, but be assured that passersby do read them. In South Texas there were quite a number of church signs with message boards that caught my eye. Most often the messages left something to be desired: "In eternity where will you be sitting, smoking or non?" (Church of Christ) The point is that a person shouldn't underestimate the opportunity to leave people with a message from the Living Word of God. One never knows when the Holy Spirit will use a simple passage to lead some soul at a difficult position in life to search the scriptures and find comfort in the truth.

**Banners**

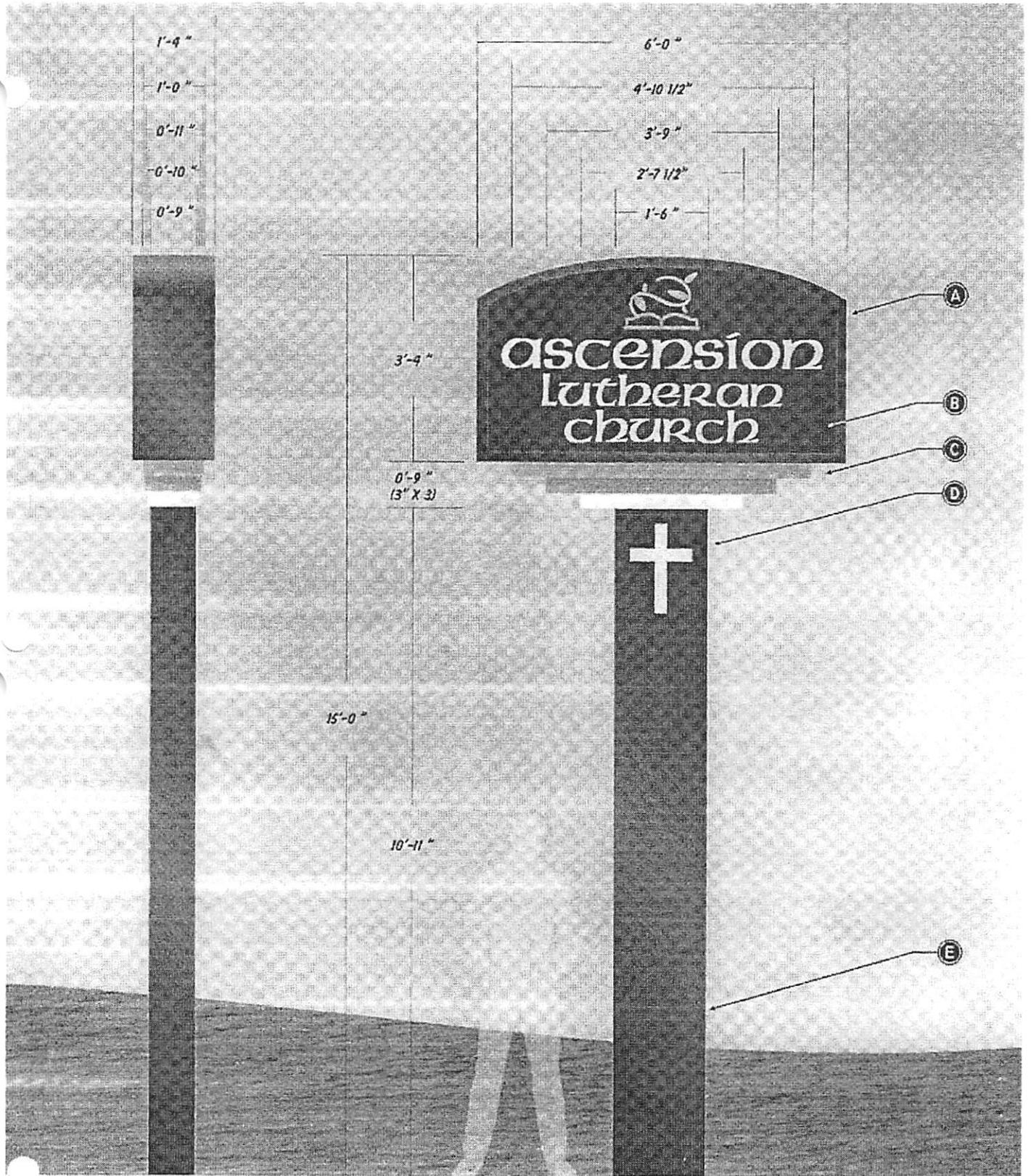
While most of our congregations have church signs, some have also prepared large banners to hang on their churches located on busy thoroughfares. Recently one of our congregations had 3'x 4' banners made for different seasons of the church year as follows:

- Christmas: "A SAVIOR IS BORN FOR YOU. HE IS CHRIST THE LORD" with large manger symbol on one side of the banner.
- Lent: "HE DIED FOR YOU...COME HEAR THE GOOD NEWS...WED. 7:30 PM"
- Easter: "JESUS YOUR REDEEMER LIVES...WORSHIP HIM...SUNDAY 10 AM."
- Reformation: "BIBLE-BASED LUTHERANISM TAUGHT HERE: GRACE ALONE, FAITH ALONE, SCRIPTURE ALONE," with a full color picture of Luther's Seal.
- General: "WE STILL BELIEVE THE BIBLE IS GOD'S TRUTH," with the Scripture passage "SANCTIFY THEM BY YOUR TRUTH. JOHN 17:17" and a three color-picture of the Holy Bible.

**The Church's Reputation affects the Lord's Reputation**

It can happen, fair or unfair, that our churches develop negative reputations before they ever advertise. Sometimes it can't be helped. Still, it is frustrating to hear people say, 'Oh, that church. We've heard about you - you are the church against singing at weddings and the scouts.' (Groan) It's a challenge to explain succinctly that we don't think it's wrong to teach kids to be good citizens. We don't think it's wrong to teach kids how to kindle a campfire and put it out. But we also don't believe that the Boy Scouts of America should be defining God or teaching that heaven is gained by good conduct.

Do we need a public relations department? No. But our reputation may be improved if people in the community get to know us and can compare what people say about us to what they see and hear. This is especially true in the small



END VIEW

SIGN ELEVATION  
FACE OPTION -A-

## Church Logo Development

"I just don't see why we need to spend money on getting people to know where our church is. We've been on the same spot for 60 years. If someone wants to come, they know where we're at." That was "George's" comment on the list of expenditures under evangelism in the church's budget. In times past it may have been unnecessary for a church to develop an identity in its area. It happened quite naturally because then the church was pretty much the focus of the community. That's not always the case today. Now a church's identity in a community cannot be taken for granted. These days it is something that we need to work at.

Making your church known to the people in your area is just one component of a congregational outreach program, but yet it is important. You make it easy for people to know who you are and where you are. There are various ways of accomplishing that kind of identity, such as an eye-catching church sign, attractive mailings, an appealing web site, and others.

One thing that churches are discovering is that a logo can help with community identity. A member of a WELS congregation that recently developed its own logo tells this story.

At the Memorial Day Parade on Monday we had a float. I personally wasn't that thrilled with it, I think we did much better last year and last Christmas, but I got one encouraging reaction. The float had our logo at a fairly visible point that you could see from a bit of a distance as it was approaching. Any way, one of our members said that when his seven year old daughter saw the logo she instantly recognized it and said excitedly, "here comes our church!" I think that our image campaign is starting to work. Our logo is getting to be recognizable.

A church logo is not going to bring somebody to faith and save them from eternal death. But it can help with a congregation's outreach effort to attract people and gain the opportunity to tell them the gospel. A graphic artist who is a faithful WELS member describes a church logo by saying, "It is a single image that speaks volumes. Who you are and what you're all about, all summed up in one graphic element. Sign your name with a picture, an original look, exclusive to your church and what it represents."

The office of the Commission on Evangelism can assist congregations with the development of a logo and identity materials. Several professional graphic artists, all WELS members, have agreed to reduce their design rate significantly for WELS churches. Give us a call. We'll gather some information about your church that will help the artist conceptualize your ministry and design a unique logo for you. We can also help with design for your letterhead, envelopes, calling cards, and other identity material, using your new logo. Take it a step further. We will assist you with the development of an attractive church brochure which is important material to have for your outreach program.

More information and samples are available from the Evangelism office. Call (414) 256-3287 or email: [mikeh@sab.wels.net](mailto:mikeh@sab.wels.net).

*Pastor Michael Hintz*



## Create an Identity

Effective outreach begins by knowing your church and your community. Creating a well-defined mission statement and vision, as well as a church logo and image pieces, will help unite your congregation around your mission.

### CustomLogos™

A CustomLogo provides a unique visual representation of your church's mission. It's ideal for church plants or relaunches. CustomLogos are available in 4 to 6 weeks from receipt of deposit and approved materials (shipping additional).

#### Features:

- Expert personal assistance
- Three to six custom designs will be developed for your selection
- Final logo sent on CD for printer in black & white as well as four-color

CustomLogo (only)

**\$1,000**



*"This was our first logo design. When we revealed it on a large screen to our church family, everyone applauded. This identity has focused our image and witness to the community. The design captures our unique Philly skyline and emphasizes our heart for the people of our city. It conveys a strong statement about our resolve to be there for hurting people. We use our new logo on everything we can."*

—Pastor Steve, Greater Church of Philadelphia

**OUTREACH**

## Is Your Church Ready for a New Logo?



### When you purchase a CustomLogo from Outreach

You will work one-on-one with our graphic artists to create the look you wish to represent your church.

Your church name and logo should communicate what makes your church unique—the music, the teaching style, the look, the feel, the message.

A well-designed logo gives your church an identity that people can quickly recognize, enabling stronger outreach and increased advertising effectiveness.

- Exclusive Design
- Your Choice of Colors
- Professional Look

The following are samples of our custom work ...



## Church Logo Design Before ... and After!



1-800-991-6914 | www.Outreach.com

**Create an Identity**

**SemiCustom Logos™**

When budget requirements keep you from having a custom design, SemiCustom Logos are a great alternative. Choose from one of 20 designs shown here or visit our Web site for dozens more. Decide on one of three color selections. We then insert your church name and finish by shipping your logo in both four-color and black & white on disk or CD (TIFF, EPS, JPG and GIF formats). Available in just five business days (from receipt of payment and approved materials).

**Features:**

- High-quality logo at a fraction of the cost of custom
- Professional and elegant designs
- Three distinctive color options
- Select from over 50 designs
- Ships in only five business days

**SemiCustom Logo (only)** **\$395**

Add a **Stationery Package** **\$450**  
Additional cost, see page 15

**Custom Colors** **\$55**

Note: SemiCustom Logo price includes color selection shown only. Any further changes or edits may result in additional design fees.



*"People in our community responded very positively to your refreshingly 'uncommon' products."*  
Colossal Heights Baptist Church



16

**Creating a Professio**



Heart LO 11354



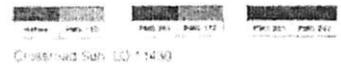
Fortify Tab



Stream LO 11413



Cross Corn



Crossroad Sign LO 11490



Bible LO 1



Honors LO 11434



Group Pic

Logos 400-400-11 | [www.Outreach.com](http://www.Outreach.com)

## **PLANNING FOR A LOGO/BRAND FOR YOUR CHURCH**

*This document is intended for churches that are pursuing or are actively after a new logo. Items discussed include design, printing and using identities and materials.*

### **WHAT IS INVOLVED?**

**Creative** – the process of designing the logo/artwork/materials

**Printing**– producing the logo and/or related materials

**Applying**– putting the logo and/or artwork on materials

**Things To Consider**– how to make the project easier

### **CREATIVE**

#### **Design (Logos, Artwork & Materials)**

The design process starts off by returning the completed questionnaire to the Evangelism office. Design packages have been setup to help the churches in the best possible manner. The cost of the design for the logo/materials will be determined from the package selected (please see the document “Church ID Packages.doc” for more information) prior to the start of the design process. Once a design package is chosen and the questionnaire has been completed and given to the designer assigned to the project, the designer will work with the church to determine how much time it will take or when the project needs to be completed, and will let the church know when they can expect to see some progress.

The 1<sup>st</sup> phase of a project for the designer consists of creating concepts for the church to review. For a logo project the designer will present three concepts for the church to choose one concept to move forward with. If the project is not for a logo, the designer will usually present one concept and present it to the church for their opinions. Any creative work shown at the concept level (logos, artwork, materials) that is not chosen by the church, remains the creative property of the designer and may be offered to other churches.

The 2<sup>nd</sup> phase includes tweaking the logo or artwork to suit the church’s requests and concerns. After the satisfactory completion of the logo, artwork, and/or materials and if the church has elected, the designer will move into any additional materials such as letterhead, business cards, envelopes, brochures, and/or bulletins.

The 3<sup>rd</sup> phase consists of sending the church “proofs” of how the logo/materials will appear either by the means of a digital file for on screen review or a printed sample. At this time the church will review, proof read any materials, and either approve or reject the final logo, artwork, and/or materials.

The 4<sup>th</sup> phase for the designer comprises of preparing all the artwork for any production and sending the various files needed to the appropriate parties. At the conclusion of the creative services project a CD-ROM is created with the logo in various digital art files and color formats and delivered to the church for their usage on their various materials.

### **Copyright**

Upon completion and full payment, the designer will assign full copyright to the church of the logo and/or artwork materials. Full copyright allows the church to use their logo on any material or medium, as they see fit. The designer reserves the right to use the logo, artwork, and materials they created for self-promotional usage and also has the right to place a design credit on any materials when desired, except for on logos.

### **Payment**

The church shall pay for all services as arranged and agreed upon at the beginning of the project. Designers will do their best to ensure the church receives a superior and workable product.

### **Creative Satisfaction**

If a church feels the project is not satisfactory, the designer will attempt to remedy the creative direction with no more than 2 additional attempts. At that time if the church has not been satisfied with the creative direction, the project can be either restarted or terminated. If the project is terminated, the designer is still compensated for the time spent on the project. In the case of the project restarting, the designer is compensated for any additional time on an hourly rate basis when the project starts over.

## **PRINTING**

### **Production**

Once a church has a logo, it then needs to be applied across all of the church's various materials such as letterhead, business cards, envelopes, signage, bulletins, and anything the church has its name on.

There are several ways any church can produce their logo on various material. With the advent of affordable and high quality color ink jet printers nearly any church regardless of budget can apply their logo to a variety of materials. A church may also elect to have all or a portion of the materials produced by a commercial print shop or copy shop. A commercial print shop (aka, Printer) uses high speed printing presses that vary in size to produce projects. There are also copy shops that use high speed copy machines and sometimes small printing presses to produce work. For example, Kinkos. Each facility has advantages and disadvantages, depending on the project. The chart below lists methods and some of the larger plus's and minus's for the project.

<b>Producing a Logo and/or Materials</b>			
<b>Method</b>	<b>Items</b>	<b>Plus</b>	<b>Minus</b>
Internal Production (office inkjet and/or laser printers by using templates)	Letterhead, business cards, envelopes, post cards, bulletins, brochures	Often inexpensive, small quantities, little investment in office equipment, changeable content	Long-term expensive, can be time consuming, no large quantities, not as professional
External Production (commercial print shop or copy shop)	Letterhead, business cards, envelopes, post cards, bulletins, brochures, etc	Professional looking, large quantities, saves time	Can be expensive up front, content not as changeable

C:\berts pictures\idstuff4\MSOFFICE\WINWORD\OUTREACH\WELS Evangelism Toolbox\A-25 IMAGE - Logo\_Planning[2].doc

### **Colors: Full color (CMYK), Spot Color (Pantone/PMS), & Black and White**

Color in logos and artwork work a variety of ways. This brief but important synopsis will help you understand and make important budget decisions regarding your project.

A full color photograph, like photos found in the magazines *Time* or *Newsweek*, are produced by using four separate color inks of cyan, yellow, magenta, and black or what is called in the printing industry: CMYK. Most brochures and catalogs are printed using the CMYK process, which allows the viewer to see the photographs in true color. CMYK's limitations are higher costs and the colors are not always exact from job to job. If a church asks to have a colorful logo, CMYK will be used to produce the logo which will add to the cost of producing the logo on the various materials. *See the back sample page.*

Often business cards and letterhead are printed using just a few colors, such as a blue and gold. This process is called Spot Color Printing and uses a system called the Pantone Matching System (PMS for short) and is similar to paint store swatches. PMS has thousands of color assigned numbers that any commercial print shop can understand and reproduce the exact shade of color. Advantages to PMS are economical savings and the ability to recreate exact color from print shop to print shop. *See the back sample page.*

All churches have needs for putting their logo into their bulletins, on fax forms, or a simple brochure that is printed in just black from a photocopy machine or laser printer. Artwork for this application is referred to as Black and White. A Black and White logo is often used on t-shirts, hats, small newspaper ads, and more. Some logos are designed in the Grey Scale format. When the logo contains fine details like a sunset or a shadow that do not show up as well in the Black and White format. A Grey Scale logo can be easily produced on a black and white laser printer and can be used in newsletters and bulletins. *See the back sample page.*

### **Budgeting**

If you elect to use a commercial printer your church council should budget funds for this phase of the project. Keep in mind that printing costs can be spread out in the budget over a number of years until new materials are needed. The chart below is designed to assist in budgeting for production of materials.

<b>Commercial Printing Cost Sampler</b>			
Material	Pieces (Minimum)	2 Colors: (\$ Range)	4 Colors: (\$ Range)
Letterhead	500 sheets	\$200-400	\$400-800
#10 envelope	500 pieces	\$200-350	\$400-800
Business card	500 pieces	\$100-200	\$100-500
Post card 4"x6"	500 pieces	\$200-500	\$200-1000
Tri-Fold brochure	1000 pieces	\$500-1000	\$500-1500
Custom bulletin	1000 pieces	\$500-1000	\$600-1500
Newsletter	1000 pieces	\$800-1200	\$1000-2000

*The cost per piece can be reduce significantly when the quantity totals between 1000-5000. These figures can vary from region to region and are not guaranteed and are an approximation from a selection of print shops across the country from 2002-2004.*

If the church budget allows, all of the materials can be printed by a commercial print shop. If, however, this would be too costly for some WELS churches, a mix-and-match approach of printing some items commercially and some on the church's equipment can be done. Here are some possible ideas:

#### Scenario 1

Commercially print the business cards, envelopes, and post cards, and print the letterhead "on-demand" (or whenever a letter is needed) with the office ink-jet printer on the computer via a Microsoft Word template. This works well if you do not write many official letters.

#### Scenario 2

Commercially print the business cards and post cards, and print the letterhead and envelopes "on-demand" (or whenever a letter is needed) with the office ink-jet printer on the computer via Microsoft Word templates.

#### Scenario 3

Commercially print the business cards and print the letterhead, envelopes, and post cards "on-demand" (or whenever a letter is needed) with the office ink-jet printer on the computer via Microsoft Word templates.

#### **Shells**

Often times it is beneficial to create a design for materials like business cards, bulletins, brochures and newsletters that has all the artwork and the logo placed, but does not have any of the information on the material. When shells are opted for, usually extra shells are printed and stored for future use as it is better to print as many as possible at one time to lower the cost of printing.

The shells are left blank and allow for customization. Doing this for business cards is often best when there are several staff members and particularly if one person uses more cards than another. The printer can easily imprint the business card needed when the particular staff member runs low. Shells are also great for producing newsletters and bulletins. The shell can easily be fed into a laser printer and imprinted with all of the content, much like ordering bulletins for Northwestern Publishing House, but with the benefit of having your logo, colors, and customized information printed.

#### **Finding a print shop in your area**

Materials can be sent to a local printer in your area or designers can work with their regular printers. If a local printer is desired, there are some requirements of the printer's capabilities that need to be asked of the printer, to make the designer's job easier:

- Ability & experience with digital computer art files
- Mac preferred (as most designers are on the Macintosh computer platform)
- Supported file formats need to include at least the following: QuarkXPress (.qxd), Adobe Illustrator (.eps) , and/or Adobe Acrobat (.pdf), Additional support of file formats for: Adobe InDesign (.id), Adobe PageMaker (.pm6), and Microsoft Publisher (.pub) are also helpful
- Able to work with at least two Pantone (PMS) colors at a time on press

C:\berts pictures\idstuff4\MSOFFICE\WINWORD\OUTREACH\WELS Evangelism Toolbox\A-25 IMAGE - Logo\_Planning[2].doc

- Produce high quality artwork from their press at a line screen of 150 or higher
- Able to do “bleeds” of artwork for letterhead
- Have access to a variety of paper products
- Should be able to do four color (CMYK) printing as well, but might not be needed

#### **A note about the colors seen from the designer**

During the design process a variety of colors will be used to represent the logo/artwork colors. PMS color samples can be included if the designer feels the color they are presenting is not close enough to it’s intended target, so that the color is seen as it will exactly appear from a commercial print shop. Consumer level printers and monitors print and display color differently from machine to machine because they often lack or do not support the sophisticated color calibration software.

#### **Questions about your material needs**

*What quantities of materials (letterhead, business cards, envelopes) will you need?*

Generally most commercial printers print 500, 750, 1000 or more sheets of letterhead, business cards, and envelopes, with 500 being a minimum. Typically churches of 400 or more members will use enough letterhead/envelopes per year for official announcements, membership transfers, and conducting general church business to justify the costs of commercially printing letterhead and envelopes. Smaller churches may be better off producing letterhead and envelopes with their own equipment and later on considering a commercial printer if their needs change.

*How many business card(s) will you need?*

Most churches ask for 1 business card for their pastor. However, larger churches/schools will get business cards for all full-time staff members – which can be very beneficial for school teachers when doing home visits and for the parents of students to have convenient contact information.

### **APPLYING THE LOGO (BUILDING A BRAND)**

Once a church has a logo, the next challenge is applying the logo. Most churches place their logo on letterhead and business cards. However, the logo needs to be placed on everything the church issues or uses to conduct business. By placing the logo on everything, the church builds a consistency and people begin to understand and relate to the church. Over time the church begins to build a powerful brand with their logo that communicates to people who and what the church is.

Technical and budget considerations are the challenges of placing the logo on all the various materials of the church. Both of these can be addressed through proper planning. Determine what materials are most needed and make a numbered list of items to pursue and a rough schedule of when to pursue them. Some lists may take a few years, but every year a church should add additional materials with the new logo or artwork. For example, one year launch a new logo with letterhead, envelopes, and business cards. The next year add a brochure, and the following year introduce a newsletter and bulletin all in the same format. Also consider the target audience and research the best methods to touch them. In some cases a bilingual brochure may be best or building a float for a local parade or mailing a post card to a selected zip code.

C:\berts pictures\lidstuff4\MSOFFICE\WINWORD\OUTREACH\WELS Evangelism Toolbox\A-25 IMAGE - Logo\_Planning[2].doc

Every church is different and has its very own unique combination of time, talent and treasures. With that in mind, many churches often customize the path they take in the type and production of their materials. Below is a chart that outlines a number of materials some churches have used in their program.

<b>Applying the Logo</b>			
Letterhead	Newsletter	Website	T-Shirt (screenprint)
Envelope	Advertising	Guest Book	Shirt (embroidered)
Business Card(s)	Brochures (ideas...)	Membership	Hat
Post Card	-Church Overview	Directory	Magnet
Greeting Card	-Event Specific	Fact/History Sheet	Gift Bags
Bulletins	(Easter, VBS, etc)	Door Hangers	Balloons
Mailing Label	-Communion	Welcome Kit	Flashlight
Stickers (w logo)	Procedures	Signage (outdoors)	Pens

### **THINGS TO CONSIDER**

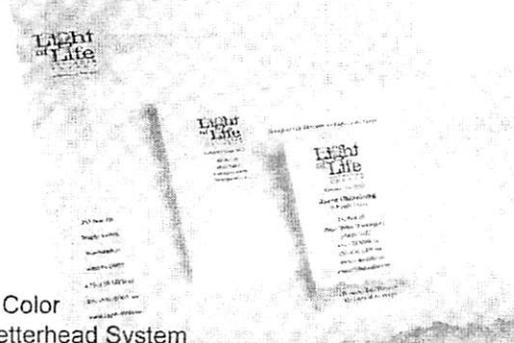
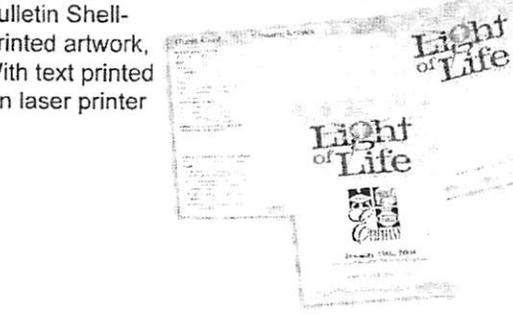
A logo should communicate the organization it represents in 5 seconds or less, as the average viewer will only give 5 seconds or less to determine the meaning of the logo and organization. If the logo does not communicate it's meaning in the 5 second window, the user will often skip or forget about the logo and the organization behind the logo.

Logos that communicate the best for a church are often simpler and are more of the essence of the church. Such a logo often is comprised of a cross, dove, Jesus, or church steeple/drawing. Often these visuals are more immediate and understandable by the unchurched.

Some churches ask for an illustration of their namesake, for example, a St Peter's Church may want a logo concept with the face of St Peter. This can become very challenging to the designer, to keep the illustration simple enough to communicate St Peter and not confuse St Peter with say, Jesus or another disciple. Church members easily recognize St Peter often because they are familiar with the church and easily attach the illustration. Unchurched people may not know St Peter. So for them the logo does not do the best job of communicating the identity of the church.

Size and scale can be an issue with logos. Colorful and detailed logos are more difficult to convert into just black and white. When this occurs, the logos are tweaked for each format and sometimes a small scale logo is made for the occasion when the logo is needed for placement in a small space, such as on a pen or a notepad.

**SAMPLE PAGE**

<p>Full Color Photo CMYK</p> 	<p>One Color Photo Greyscale</p> 	<p>One Color Photo Green</p> 		
<p>Full Color Logo CMYK</p> 	<p>2 Color Logo Purple &amp; Orange</p> 	<p>1 Color Logo Blue</p> 	<p>1 Color Logo Black &amp; White</p> 	<p>1 Color Logo Greyscale</p> 
<p>2 Color Letterhead System</p> 		<p>1 Color Letterhead System</p> 		
<p>Full Color Brochure- CMYK</p> 	<p>2 Color Brochure-</p> 	<p>1 Color Brochures- On Colored Papers</p> 		
<p>Welcome Kit- Bag, balloon, Magnet, brochure, Welcome letter, Newsletter, &amp; bulletin</p> 	<p>Bulletin Shell- Printed artwork, With text printed On laser printer</p> 			

## **Media/Communication: God's Gifts To Help Spread The Good News**

Imagine life without communication. Just think about it for a few minutes. No speaking. No writing. No expressions. No gestures. Life would be difficult, and for many it would cease to exist. But thanks to God, we have the gifts to communicate with others so we can produce meaningful lives.

Now think for a minute if your church was unable to communicate. People in your community wouldn't know the name, location, programs and worship times of your church. Worst of all, they may never hear the good news of our Lord and Savior Jesus Christ. It's possible your church might cease to exist. But, again, thanks to God, your church has gifts to communicate with people in your community.

Of course, nothing is more effective than personal witness when it comes to outreach. Inviting your friends, family members, co-workers and other acquaintances to church should be first and foremost. Fortunately, other media/communication tools are also available to enhance the outreach effort. Included among them are advertising, public relations, direct mail, publications, brochures, electronic communications and special events.

Before implementing widespread community outreach efforts, it's important for your church to establish a basic identity. This can be accomplished by developing the following materials.

- 1) Design an appealing name/logo for your church. Once you've created this look, stick with it so people can easily identify your church. In other words, don't change the font and graphic. Next generate letterhead, envelopes and business cards incorporating the name/logo. Also make sure to use it on bulletins, post cards, exterior signage, ads, websites, etc.
- 2) Create a comprehensive, aesthetically-pleasing brochure that highlights your church. Include brief information on history, pastor(s), beliefs, worship, adult education, youth education and other opportunities. Use one copy font and one headline font, and include pastor, member and building photographs as graphic elements. Above all, don't forget to add your logo, address, phone numbers, and worship times. The brochure is in effect your church resume', so quality, content and presentation are necessary to draw people's interest.
- 3) Develop an easy-to-read church newsletter that's informative, crisp and clear. Use the same or similar fonts from your brochure and insert graphics where appropriate. Similarly, design a prospect newsletter that shares a common look and feel.
- 4) Design a *Yellow Pages* ad that carries the theme of your brochure and newsletters.

It's important to create a "family look" for all of these items. In short, they should look like they belong together. Developing this foundation of materials is essential to building church identity. To keep it intact, maintain a few font and logo guidelines for people to follow.

Understanding your community is a key component to effective communications. Conducting a community profile will help you uncover potential opportunities and target audiences. In most cases, much of this research is available from government agencies. Detailed information can be obtained through local surveys and focus groups.

After determining your target audience and outreach programs, it's time to write a media/communications plan. Usually, a six-month plan is most effective. It should outline objectives, audiences, communication

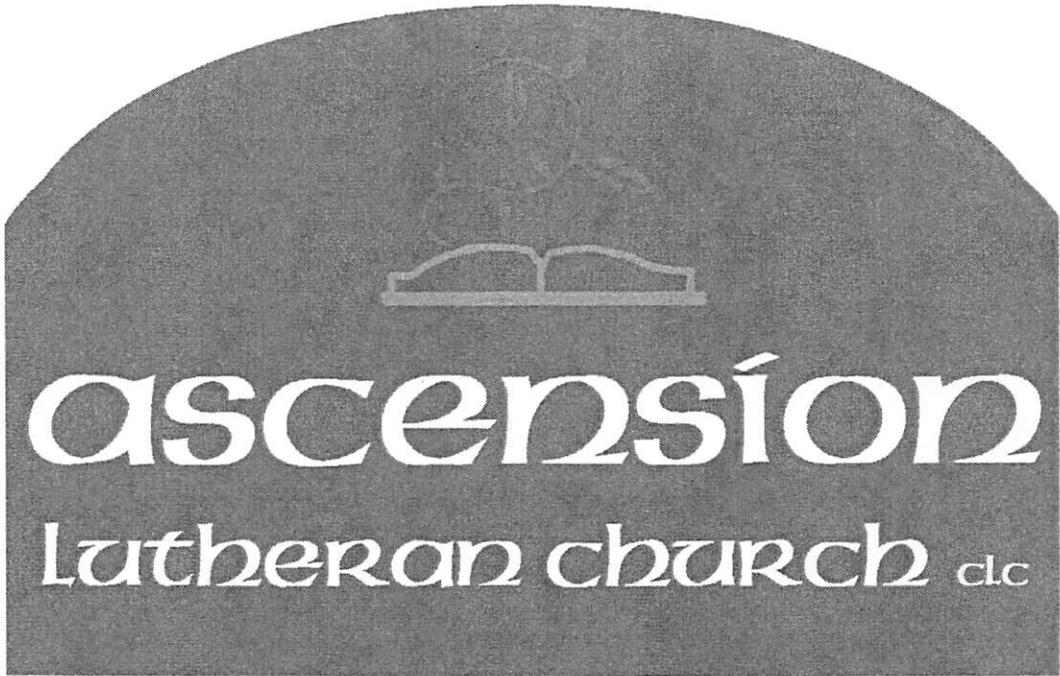
tools, deadlines, costs and responsibilities. A variety of the following communication tools can be used to effectively reach your target audience.

- 1) *Advertising* is available in various forms including print, radio and television. Which media you select will depend on your budget. If enough dollars exist, it's beneficial to use multiple forms of advertising. If not, it's best to choose one medium and use it effectively. In most cases, print, radio and cable television are usually the most cost-efficient methods of advertising. Producing quality, professional ads is extremely important. An ad poorly done will have a negative effect on your target audience. Other forms of advertising include newspaper inserts, billboards and banners.
- 2) *Public Relations* is a method of communication often overlooked by churches. News releases and letters-to-the-editor can be submitted (at no cost) to local newspapers for publication. Topics might include a Bible class announcement, special worship opportunities, school registration, Vacation Bible School, building construction/renovation, new pastor/teacher or special event. Additionally, many local newspapers offer pastors a free opportunity to write columns for the weekly religion page. No-cost radio airtime can be sought by submitting 30- or 60-second public service announcements (PSAs) to area radio stations. Cable-access television stations can be used to broadcast worship services and to include events on the community calendar at no charge.
- 3) *Direct Mail* enables churches to deliver messages to the doorstep of area residents. Letters, post cards, newsletters, flyers and CD-ROMs are just a few items that can be mailed to the homes of people in your community. As non-profit organizations, churches qualify for reduced postage rates for direct mailings.
- 4) *Electronic Communications* have become an important part of outreach efforts among churches today. The Internet has created opportunities to communicate with people at their desk through websites and e-mail. Additionally, videos and CD-ROMs can be produced to bring life to the story of your church.
- 5) *Special Events* are a great way to get people to visit your facilities. Whether it's Friendship Sunday, VBS or some other occasion, special events offer people an opportunity to check out your church beyond the traditional worship service.

When implementing multiple media/communications tools, it's important that a consistent message and look be presented. The last thing you want to do is confuse your target audience. And remember it will take more than one ad or one postcard to get your audience to react. So plan on presenting the message again and again.

God has blessed us with many ways for us to communicate with our community. A carefully planned and ongoing media/communications program can help us gain an audience for sharing the good news of Jesus Christ.

*Mr. Bruce Tieves*



## DEVELOPING A MISSION STATEMENT

The MISSION STATEMENT of a church seeks to answer on the basis of God's Word: "What does our Lord want us to be doing until he returns again in glory?" It simply declares its reason for existence and becomes an instrument to evaluate every plan it proposes and every activity or organization it fosters. It has been said the process (of *developing* a Mission Statement) is as important as the product (the *written* Mission Statement). The key is the involvement and input of as many people as possible in the study of God's Word. The refining of the statement may be done by a few after receiving the input of many.

Once written, the Mission Statement should be in regular evidence (examples: in the bulletin, newsletter, on the agendas on congregational and committee meetings, etc.). It should be reviewed regularly: a) to reaffirm that it does clearly express God's Will for his church on earth; b) to evaluate all of our actions, activities and organizations; and c) to guide all goal setting and planning for the future.

To develop a MISSION STATEMENT we will want to examine:

- A. The purpose of Christ's mission/ministry.
- B. The assignment Christ gives to his church upon completion of his mission.
- C. The carrying out of Christ's mission by the early Christian church.

### A. THE PURPOSE OF CHRIST'S MISSION/MINISTRY

- 1. Luke 19:10
- 2. Mark 10:45
- 3. Explain the meaning of Jesus' words in John 19:30 in light of the truth declared in Romans 4:25.

### B. THE ASSIGNMENT CHRIST GIVES TO HIS CHURCH ON EARTH

- 1. Read Matthew 28:18-20.
  - What is the main verb in verse 19?
  - What are the support verbs that indicate how this is to be done?
  - By whose authority are we to do this?
  - What promise do we have in doing this?
- 2. Read John 20:19-23.
  - Who sent Jesus?
  - Who is sending us?
  - For what purpose?
- 3. Read Acts 1:8.
  - What are we called to be in the world?
  - Where?
  - What is our "Jerusalem?" ...our "Judea?" ...our "Samaria?"

**C. CHRIST'S MISSION CARRIED OUT IN THE EARLY CHRISTIAN CHURCH**

1. Acts 2:42 pictures for us “the gathered church.” For what purpose did they gather?
2. Acts 8:1 and 4 pictures for us “the scattered church.: What did they do as they were scattered?
3. Read 2 Corinthians 5:14-21 as a summary of Christ’s mission (completed) and of our mission (continuing). What are its main thoughts?
4. Matthew 28:6-10 What “mini” mission statement do we find spoken by the angel in verses 6 and 7?

On the basis of this study, write a **MISSION STATEMENT** for your church (as briefly and concisely as possible). Try to state it with a memorable summary theme. Write out two to four objectives which flow out of that statement and which sum up the mission of your church.

"Then the word of the LORD came by Haggai the prophet, saying, 'Is it time for you yourselves to dwell in your paneled houses, and this temple to lie in ruins?'" - Haggai 1:4 (NKJV)

### What are some of the ways that we make ourselves visible in the community? Location/Visibility/Reputation

It seems that to the CGM, location, visibility, and reputation are the most important things. They almost assert that location and visibility = success. But at the same time, common sense tells us that location and visibility may result in a contact or two. Once more, we won't elevate location or visibility over the Gospel Message. We know that location ≠ success because the Gospel is success. After all, who would have thought that the city of Corinth would have been a good place for a Christian Congregation? Location isn't everything.

### The Church Sign

'A business with no sign is a sign of no business' was the jingle of a sign vendor in Corpus Christi. There is a certain amount of truth in that statement. While visibility in the community isn't the most important thing - I think we'd all agree that people should know who we are, where we are and what we are about. They can gain some or all of this information from a church sign. I believe that most of our churches have a sign. The church sign serves to say, 'Hey, here we are - Trinity Lutheran Church.' When combined with other outreach efforts it can lead to recognition: 'Hey, this is the church I've heard about on the radio and read about in the paper.' In many cases the church sign simply tells the passerby who we are and when we worship. At the very least this type of sign associates the name with the building, 'a name with a face.' In Corpus Christi our neighbors didn't even know our building was a church (even with a large cross on the front of the building!) until we put a sign on the property.

In some cases the church sign gives us the opportunity to say something, to leave a spiritual message. Usually the message boards are small, but be assured that passersby do read them. In South Texas there were quite a number of church signs with message boards that caught my eye. Most often the messages left something to be desired: "In eternity where will you be sitting, smoking or non?" (Church of Christ) The point is that a person shouldn't underestimate the opportunity to leave people with a message from the Living Word of God. One never knows when the Holy Spirit will use a simple passage to lead some soul at a difficult position in life to search the scriptures and find comfort in the truth.

### Banners

While most of our congregations have church signs, some have also prepared large banners to hang on their churches located on busy thoroughfares. Recently one of our congregations had 3'x 4' banners made for different seasons of the church year as follows:

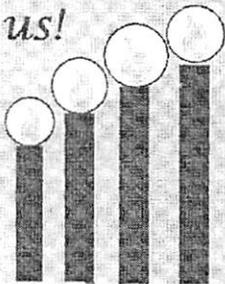
- Christmas: "A SAVIOR IS BORN FOR YOU. HE IS CHRIST THE LORD" with large manger symbol on one side of the banner.
- Lent: "HE DIED FOR YOU...COME HEAR THE GOOD NEWS...WED. 7:30 PM"
- Easter: "JESUS YOUR REDEEMER LIVES...WORSHIP HIM...SUNDAY 10 AM."
- Reformation: "BIBLE-BASED LUTHERANISM TAUGHT HERE: GRACE ALONE, FAITH ALONE, SCRIPTURE ALONE," with a full color picture of Luther's Seal.
- General: "WE STILL BELIEVE THE BIBLE IS GOD'S TRUTH," with the Scripture passage "SANCTIFY THEM BY YOUR TRUTH. JOHN 17:17" and a three color-picture of the Holy Bible.

### The Church's Reputation affects the Lord's Reputation

It can happen, fair or unfair, that our churches develop negative reputations before they ever advertise. Sometimes it can't be helped. Still, it is frustrating to hear people say, 'Oh, that church. We've heard about you - you are the church against singing at weddings and the scouts.' (Groan) It's a challenge to explain succinctly that we don't think it's wrong to teach kids to be good citizens. We don't think it's wrong to teach kids how to kindle a campfire and put it out. But we also don't believe that the Boy Scouts of America should be defining God or teaching that heaven is gained by good conduct.

Do we need a public relations department? No. But our reputation may be improved if people in the community get to know us and can compare what people say about us to what they see and hear. This is especially true in the small

Join  
us!



# *Midweek Advent Services*

Wednesdays, 7:00 pm

*Sunday Morning Services - 10:00 a.m. [www.LutheranTacoma.com](http://www.LutheranTacoma.com)*

**Worship - 10:00 a.m.**

*YOU are welcome!*

**LutheranTacoma.com**

FASTSIGNS® Worldwide

Full Color

Search

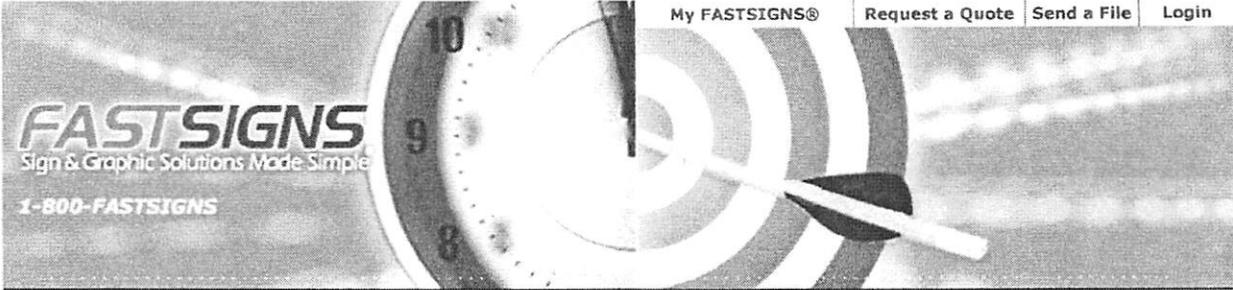
Find It

My FASTSIGNS®

Request a Quote

Send a File

Login



Home

Products & Services

About FASTSIGNS®

Locations

News

Need Help?

Sign Types

- ADA Compliant
- Architectural Signs
- Full Color Banners
- Car Graphics & Decals
- Dimensional Letters
- Exhibits & Displays
- Lettering & Graphics
- Illuminated Signs
- Point-of-Purchase Signs
- Vinyl Lettering
- Labels & Decals
- Site Signs
- Vehicle / Fleet
- Full Color Graphics
- Outdoor Banners
- Safety & ID Signs
- Yard Signs
- Vinyl Banners

Sign Ideas

Learning Center

Products & Services Sign Types Vinyl Banners

### Vinyl Banners

A vinyl banner provides a flexible, portable and affordable way to put your message in many places. The versatility of vinyl banners, whether displayed horizontally or vertically, indoors or out, make them the ideal choice for just about any message you wish to convey.



Oversized vinyl banners make a big impression and let customers know you mean business.



Eye catching designs and custom graphics on vinyl banners create indoor and outdoor impact.



Bold vinyl banners draw attention from a distance, promoting new products and special pricing programs. Expert installation ensures your banner receives the proper attention it deserves.

Home Franchise Opportunities Careers National Accounts Feedback Privacy Terms Copyright Notice Sitemap

Website Design and Search Engine Optimization by Zunch Communications, Inc



**FREE SHIPPING**

Spend \$200 Online for Free Ground Shipping\*

- [Home](#)
- [View Cart](#)
- [My Account](#)
- [Contact Us](#)

0 items (subtotal = \$0.00) [view cart](#) | [checkout](#)

Online Store | Rental Programs | Business Solutions | Customer Services |  [Search](#)

[Online Store Home](#) | [New Products](#) | [Specials](#) | [Where's My Order](#) | [Our Guarantee](#) | [Request a Free Catalog](#)

**CATALOG EXPRESS**  
Place a Catalog Order  
Quickly & Easily

**Shop Online**

- › Outerwear Selector™
- › All Outerwear
- › Jackets, Coats & Fleece
- › Knit & Tees Shirts
- › Polo Shirts
- › Woven Shirts
- › Pants & Shorts
- › Sweatshirts & Sweaters
- › Coveralls & Overalls
- › Aprons & Coverups
- › Caps, Hats & Hoods
- › Gloves & Belts
- › Carhartt & Riggs
- › SteelGuard Products
- › Footwear
- › Scrubs Clearance **NEW!**
- › See Them All

**Departments**

- › Uniforms
- › Rugged Workwear
- › Outerwear
- › Safety & Compliance
- › Casual Work Wear
- › 3 Season Outerwear
- › Restaurant
- › Personalized Products
- › Trades & Occupations
- › Women's Work Wear

**Shopping Tools**

- › Your Account
- › Adding Your Logo
- › New Products
- › Web Specials
- › Catalog Request

**Shirts**

# SHIRTS

From work shirts to polos, in men's and women's you just can't beat our variety and selection of made-for-work shirts.

ARAMARK offers cotton work shirts, polo style work shirts, t-shirts, custom work shirts - tops in comfort and variety.

Choose from : [Heavy-Duty Work Shirts](#) | [Sweatshirts](#) | [Knits](#) | [Woven Shirts](#)  
[Sweaters](#) | [Turtlenecks](#) | [T-Shirts](#) | [Polo Shirts](#) | [Performance Shirts](#)

**Heavy-Duty Work Shirts**  
[see them all](#)



**Item WEB-1138**  
Men's WearTuff™ SS Polo  
No Pocket  
from \$18.99



**Item WEB-1120**  
Men's WearTuff™ SS Polo  
With Pocket  
from \$19.99



**Item WEB-102**  
Heavy-Duty SS Work Shirt  
from \$17.99



**Item WEB-101**  
Heavy-Duty LS Work Shirt  
from \$17.99

**Polo Shirts**  
[see them all](#)



**Item WEB-1252**  
WearTuff™ Short Sleeve  
Interlock Knit Shirt  
from \$24.99



**Item WEB-1126**  
Deluxe Cotton Mesh Polo  
with Pocket  
from \$20.99



**Item WEB-2238**  
Women's WearTuff™ SS  
Polo  
from \$18.99



**Item WEB-1297**  
Men's Herringbone Polo  
Shirt  
from \$29.99

**T-Shirts**  
[see them all](#)

# Economical and Effective Outreach

Standard Doorhanger 3.625" x 8.5"

Doorhanger Flyer 3.625" x 8.5"

Perfect for announcements

Ample room for event information and church directions

LOOKING FOR SOMETHING MORE?

Experience Christmas at New Hope Church!

Christmas Eve Services!  
Wednesday, December 24  
5:00pm and 7:00pm  
"The Gift"  
Special Christmas Dinner

714-627-1111 • www.newhopechurch.org

**150**  
Doorhangers  
for only  
**\$25.99**

**New!** **New!**

Doorhanger - Celebrate Christmas with the Lord

Doorhanger - How long till Xmas?

Doorhanger - Invitations to Church

Doorhanger - Christmas Eve Service

Doorhanger - You're Invited

Doorhanger - Christmas Eve Services

**OUTREACH**

## **Neighborhood Interviews**

*Please complete the following sentences to the best of your ability. Your confidentiality is assured, and we thank you very much for your participation in aiding us to serve you and your community!*

1. **I have lived in this neighborhood since...**
  
2. **Before I moved here, I lived in...**
  
3. **The main reason I decided to settle in this community is...**
  
4. **The thing I like most about this community is...**
  
5. **The thing I like the least about this community is...**
  
6. **Since I moved here, the biggest changes in my life have been...**
  
7. **What I really miss since we moved here is...**
  
8. **The church or religious organization that seems to be most popular with my family and/or friends is...**  
  
**- This is so because...**

9. **The church I used to (or still do) belong to was/is...**
  
10. **The thing I liked the most about my previous church (if any) was...**
  
11. **The thing I liked the least about my previous church (if any) was...**
  
12. **My interest level in checking out a new church in the area would be...**  
Lowest – 1 – 2 – 3 – 4 – 5 – Highest
  
13. **The thing I look for most in a church is...**
  
14. **I think the program our community needs the most is...**
  
15. **If your church really wants to serve the people in this community, you will have to...**

If there is anything we can do to serve you or someone you know, please don't hesitate to call us at \_\_\_\_\_.

Thanks and blessings!

**SURVEY / CANVAS FORM**

\_\_\_\_\_ Lutheran Church

Date of Canvas \_\_\_\_\_

Canvassers \_\_\_\_\_

Address \_\_\_\_\_

Person spoken to: \_\_\_ M (male) \_\_\_ F (female) \_\_\_ C (child) age: \_\_\_\_\_

Name (if given) \_\_\_\_\_

1. I've lived in this community for:

\_\_\_ Less than one year \_\_\_ Two to three years \_\_\_ More than 3 years

2. I belong to a local church.

\_\_\_ Yes \_\_\_ No If yes, which church \_\_\_\_\_

3. My church attendance the last 6 months might be described as:

\_\_\_ Not at all \_\_\_ Once in a while  
\_\_\_ About half the time \_\_\_ Nearly every week

4. I expect to go to heaven when I die:

\_\_\_ Yes \_\_\_ No \_\_\_ Unsure

5. If I had the chance, I would like to learn more from the Bible about

\_\_\_\_\_

6. The number of people living in this household is: \_\_\_\_\_

Children's ages and names (if offered)

\_\_\_\_\_  
\_\_\_\_\_

Prospect rating \_\_\_\_\_

Additional notes

\_\_\_\_\_  
\_\_\_\_\_

## INFORMATION FOR CONDUCTING THE CANVAS

- A. Keep the survey brief. Six questions is about the limit. You may choose to use one or more of the substitute questions depending on your objective and personal preferences.

### Substitute Questions

2. My religious preference is (example, Catholic, Lutheran, etc.)
4. I believe in life after death.

I believe in heaven and hell.

In my opinion God is (check as many as apply)

An impersonal force       An angry judge  
 A loving father       An interested observer

I believe that God is

Interested in my future       Uninterested in my future  
 Upset with me

5. I would say that my relationship with God is

Stronger than it's ever been       Weaker than it use to be  
 About the same as always

If I could change the church I would

---

---

- B. Introduce yourself and your church, asking the person to participate in your religious survey. Show them a copy of the survey (one without the lines for name and address) and tell them it will only take a minute of their time.
- C. Questions 1,2,3 and 6 tell you whether or not this house may be a prospect and give you basic information about this household for making a follow up visit.
- D. Question 4 can lead to witness. However the person answers, you may respond, "Tell me what makes you say that?" Your witness response may be, "May I share with you how I would answer that question", and briefly describe the saving work of Jesus.
- E. Question number 5 can lead to invitation. However the person answers, you may describe how the Bible Information Class and the worship services responds to such concerns and issues.
- F. If the person is a possible prospect ask for his/her name so that the church might mail further information about it's programs and services.

## THE OPENING

“Hello, I’m \_\_\_\_\_ from \_\_\_\_\_ Lutheran church located at \_\_\_\_\_.

We’re out in the neighborhood today to better understand the community we serve and to introduce our church to our neighbors. Would you please help us by giving your thoughts to a few brief questions?”

To the reply, “I’m busy,” respond: “I can appreciate that. All we’d like to know is whether you have a church you attend regularly.” (You won’t be able to complete a canvass/witness; but you may be able to determine whether this is an unchurched prospect with whom another visit – a “qualifying visit” – may find the person more responsive. And you should be able to leave a tract.)

## THE TRANSITION AND WITNESS

- A. For people whose answers indicate faith in Jesus for their salvation: “I’m so glad to hear that you know Jesus as your Savior. We’re finding that most people don’t. We’d like to share the good news with them. If you know someone looking for a Lutheran church, please pass this (hand the person a brochure/tract) along. God give you a good day!”  
(NOTE) If people are Christians but not church members, explore further their religious background and what they may be looking for in a church. They may be new to the community... they ARE prospects.
- B. For people whose answers indicate they are unsure of salvation and/or trusting in themselves and their good life: “Thank you for sharing your thoughts. I was especially interested in your last answer. A lot of people seem to feel that getting to heaven depends on the kind of person they are or the kind of life they lead. I guess that’s why so many people are unsure about getting to heaven. We’d never know if we were good enough or had done enough. May I share with you real quickly how Christianity offers an answer that IS sure, because it doesn’t depend on us?”

## SPECIFIC CANVASS-WITNESS SUGGESTIONS

1. Be positive, cheerful, at ease, neighborly, and animated (body language, inflection, facial expression). Step back from the door when someone arrives at the door from the inside.
2. Record the address before knocking. Record M (male) F (female) C (child) as person reaches the door.
3. Record approximate age, name, children's ages (names if offered). This data is only required for prospects: people who are not church members or are members of a Christian Church but attend infrequently.

4. Rate the prospect:

1 = excellent prospect, call back within 10 days

2 = friendly, but will take some cultivation. Attempt a call back to determine how best to proceed

3 = difficult ... put on a periodic mailing list

X = NO PROSPECT (churched)

Add notes on the form to record information and impressions that may be helpful in follow-up.

5. When asking the survey questions, LOOK AT the person when asking the questions and LOOK DOWN at the form after each question to avoid confrontational impressions and to encourage response.

## 5 QUESTION SURVEY

(Door to Door)

1. What do you think is the greatest need in this area?
2. Do you have a church home that you regularly attend?  
(If yes, the interview may end)
3. Why do you think many people don't attend church?
4. If you were looking for a church, what sort of things would you be looking for in a church?
5. What advice would you give to the pastor of this church?  
(Or ask, "If he really wants to fulfill the needs in this community he would...")

(adapted from "The Purpose - Driven church" by Rick Warren)



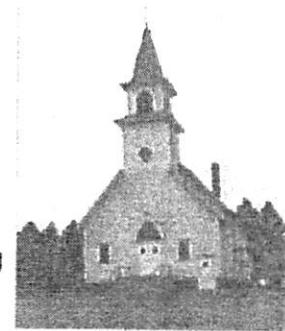
6404 S Calhoun St • Fort Wayne, IN 46807  
 Phone: 1-800-774-3360 • Fax: 1-419-872-6103  
 E-mail: NLMServiceCenter@aol.com

<input type="checkbox"/>				
<input type="checkbox"/>				

# Ten Outreach Ideas for Smaller Churches

Ronald W. Waters

Smaller churches sometimes have difficulty reaching out to others and experiencing growth. There may be a variety of reasons for that. Among them might be that many outreach ideas are geared to larger congregations and are out of the reach of smaller congregations.



Here are ten ideas that even the smallest congregations might consider implementing to good advantage. Don't try to do everything—just try to do one or two or three things very well!

1. **Our Jerusalem** – Conduct a six-eight week mailing campaign to friend, relatives, associates, and neighbors of people from your church. In each mailing, include a cover letter written by someone from your church along with a colorful brochure dealing with life issues. Follow up with a phone call and an introduction visit.
2. **Community Block Party/Christmas Festival** – Hold an event open to the community. Offer games and activities for all ages, but especially for children. Especially be sure to offer food! Offer door prizes as a means for encouraging attendees to share their names and addresses. And don't charge for anything—make this your gift to the community.
3. **Parents' Night Out** – Set aside a certain Friday of each month to offer low-cost babysitting at the church from 7:00 until 10:00 p.m. This is an outreach to single parents or couples new to the community. Congregational visitor and member parents also appreciate it. Offer special fun and learning activities for the children.
4. **Latchkey Program/After-School Tutoring** – Adopt a local school. Offer to assist with tutoring. Or offer after-school childcare for children in the community. Or offer a Pioneer Club/AWANA program one day a week.
5. **Backyard Bible School** – Take Bible school to the kids. Offer a Bible school type program at the homes of persons in your congregation. It could be daily for a week or one day a week for four-five weeks.
6. **Candy Cane Giveaway** – Find a public place to give away small candy canes at Christmas time. Attach a card with the story of the candy cane on one side and information about your Christmas services on the other side.

Welcome to Discountmugs.com! Coffee mugs, coffee cups, glasswares, travel mugs, water bottles, commemorative plates and tiles for promotional gift giveaway.

**DISCOUNTMUGS.COM**  
**Wholesale Sales**  
**(800) 539-1930**  
**Customer Service**  
**305-300-7808**

**DISCOUNTMUGS.COM**  
 We ship to United States, Canada, and UK.  
**YOUR NUMBER ONE DISCOUNT SOURCE AND THE COMPANY YOU CAN COUNT ON.**

- ✓ OPEN 24/7
- ✓ LOW PRICE GUARANTEE
- ✓ FAST TURNAROUND TIME
- ✓ WE MATCH PRICES

Enter Email Address

- Home
- FAQs
- Testimonials
- About Us
- Customer Center
- Imprint Color Chart
- Clip Art Gallery
- Font Selection
- Terms & Condition
- Art Upload
- Contact Us

Search Product:

Receive Great E-DEALS  
Coupons and Discounts

Thinking About Your Next Big Promotional Idea?

Save .65c

Enter Email Address to receive weekly specials

Occasion Favors:

- All Favors
- Wedding Favors
- Party Favors
- Bridal Shower Favors
- Libbey Glass
- Gift Favors
- Online Specials

Shop By:

- Ceramic
- Glassware
- Stainless Steel
- Plastic Bottles
- Porcelain Plates
- Ceramic Tiles

Pens

- Promotional Pens
- Economy Pens
- Stylish Pens
- Executive Pens
- Bic Pens

Ceramic Mugs

- 11oz Basic Coffee mugs
- 11oz Marble Coffee Mug
- 11oz Halo Coffee Mug
- 11oz Two-Tone Mugs
- 11oz Exotic Coffee Mug
- 15oz El Grande Mugs
- 15oz Two Tone Mugs
- 15oz Halo Coffee Mug
- 16oz Bistro Coffee Mugs

Product Information    Product Reviews    Ordering

★ BEST PRICE & SELLER ★



Our coffee mugs can be personalized for gifts, personal parties, business & other promotional use. All our Coffee Mugs are imported & imprinted in USA. This is our basic 11oz Coffee Mug and is our most popular promotional item. These standard ceramic mugs come in many different colors. 99% of our U.S. population have seen a promotional coffee mugs and we are happy to be one of the major mug printing company to bring promotional mugs to the states. This 11 oz. coffee mug is available in a variety of colors and is ready to be personalized to meet the needs of your business or event. Use complementary or contrasting colors to print your personalized message. This is one of the most useful and cost-effective mugs we offer.

- Custom printed coffee mugs make your advertising idea perfect.
- 100% Low price guaranteed
- You can also purchase them blank
- American printed ceramic coffee mugs

GET A QUOTE

ORDER NOW

**Lowest** \$\$\$ **PRICE**  
GUARANTEE

Click here to view

PRICING: You can order any quantity over 12. Example you can order 21 if you want.

Quantity	12-35	36-71	72-143	144-287	288-575	576-1007	1008-2015
White Mug	\$3.79	\$1.89	\$0.98	\$0.79	\$0.74	\$0.72	\$0.68

Item #7102 Mug Colors



Don't forget to purchase our great gift boxes for a complete gift favor they will never forget

Gift Boxes for \$0.19 each.

Stock Slogans: See Chart  
 Programming Fee: \$19.95  
 Custom Logo: \$35

100	.....	<del>\$1.69</del>
250	.....	<del>\$1.69</del>
500	.....	<del>\$1.69</del>
1,000	.....	<del>\$1.69</del>

250	.....	<del>\$1.69</del>
500	.....	<del>\$1.69</del>
1,000	.....	<del>\$1.69</del>

**FREE STOCK LOGO!**  
 OPTIONAL  
 (for all products on page 19)

**FAITH** FC  WITH OUR BLESSINGS WOB

**THANK YOU** THOU  With Our Thanks WOTH

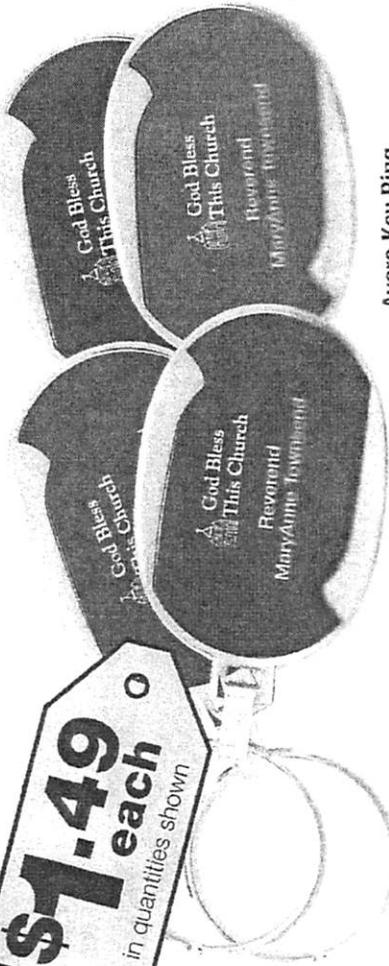
**Peace** PEACE  God Bless This Church GBTC

**PRAYER** PRAYER  Our Prayers are With You OPWY

**Shalom** SHS 

**AVERO KEY RING**

**\$1.49 each**  
 in quantities shown



**Colors:** Blue, Burgundy, Forest Green, Teal or Assorted  
**Imprint Color:** Laser-engraved in Gold  
**Imprint Area:** Up to 4 lines (28 characters per line), or a slogan and 4 lines  
**Type Styles:**  
 Times Roman • Modern • Doupl  
 Modern will be used if font is not specified  
**Programming Fee:** \$19.95  
**Custom Logo:** \$35

Avero Key Ring #35442

Quantity	Regular Price
50	\$2.29 ea.
100	<del>\$1.69</del> ea.
250	<del>\$1.69</del> ea.
500	<del>\$1.69</del> ea.
1,000	<del>\$1.69</del> ea.
2,500	<del>\$1.69</del> ea.

**99¢**

**BEACON AND COMPASS KEY RINGS**

**LE • SALE • SA**

**Type Styles:**

Times Roman • Modern • Script

Modern will be used if font is not specified

**Programming Fee:** \$19.95

**Custom Logo:** \$35

100	\$1.89 ea.	200	63¢ ea.
150	\$1.79 ea.	300	60¢ ea.
250	\$1.69 ea.	500	56¢ ea.
500	\$1.59 ea.	1,000	53¢ ea.
1,000	\$1.49 ea.	2,000	50¢ ea.

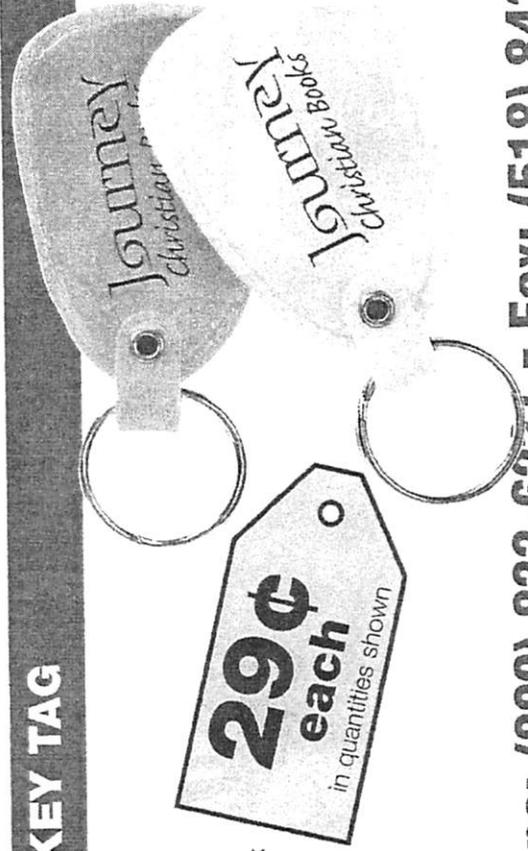


**SADDLE KEY TAG**

**Colors:** Black, Forest Green, White, Red, Green, Blue, Yellow, Orange, Neon Lemon, Neon Orange, Neon Pink, Neon Lime or Glow-In-The-Dark  
**Imprint Colors:** Black, Blue, Red, Burgundy, Gold, Green or Silver  
**Imprint Area:** 1-3/8"W x 1/4"H up to 5 lines  
**Screen Charge:** \$40  
**Custom Logo:** \$35

Saddle Key Tag #16380

Quantity	Regular Price
350	64¢ ea.
500	<b>ON SALE</b>
1,000	54¢ ea.
2,500	48¢ ea.
5,000	45¢ ea.



**Phone: (800) 833-6231 • Fax: (518) 843-5204**

# God Cares



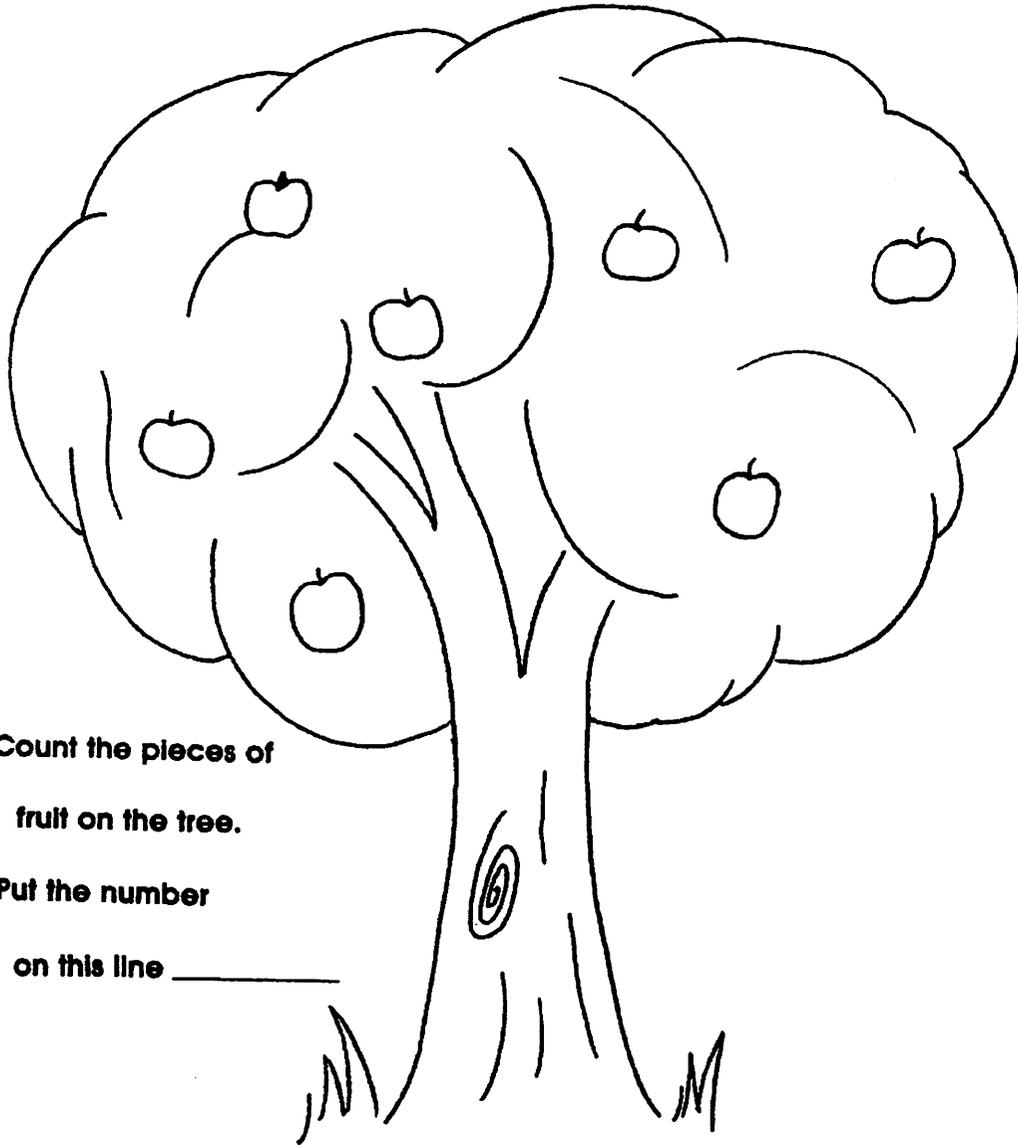
**An activity book for ages 4 – 8**

**God created Adam and Eve perfect.  
God created a perfect world for them.**



**Put an X on Adam and Eve. Draw a line \_\_\_\_\_ under  
the elephant. Draw a circle O around the baby deer.**

**God told Adam and Eve not to eat the fruit of a special tree. As long as they didn't eat the fruit, they would show that they obeyed God.**

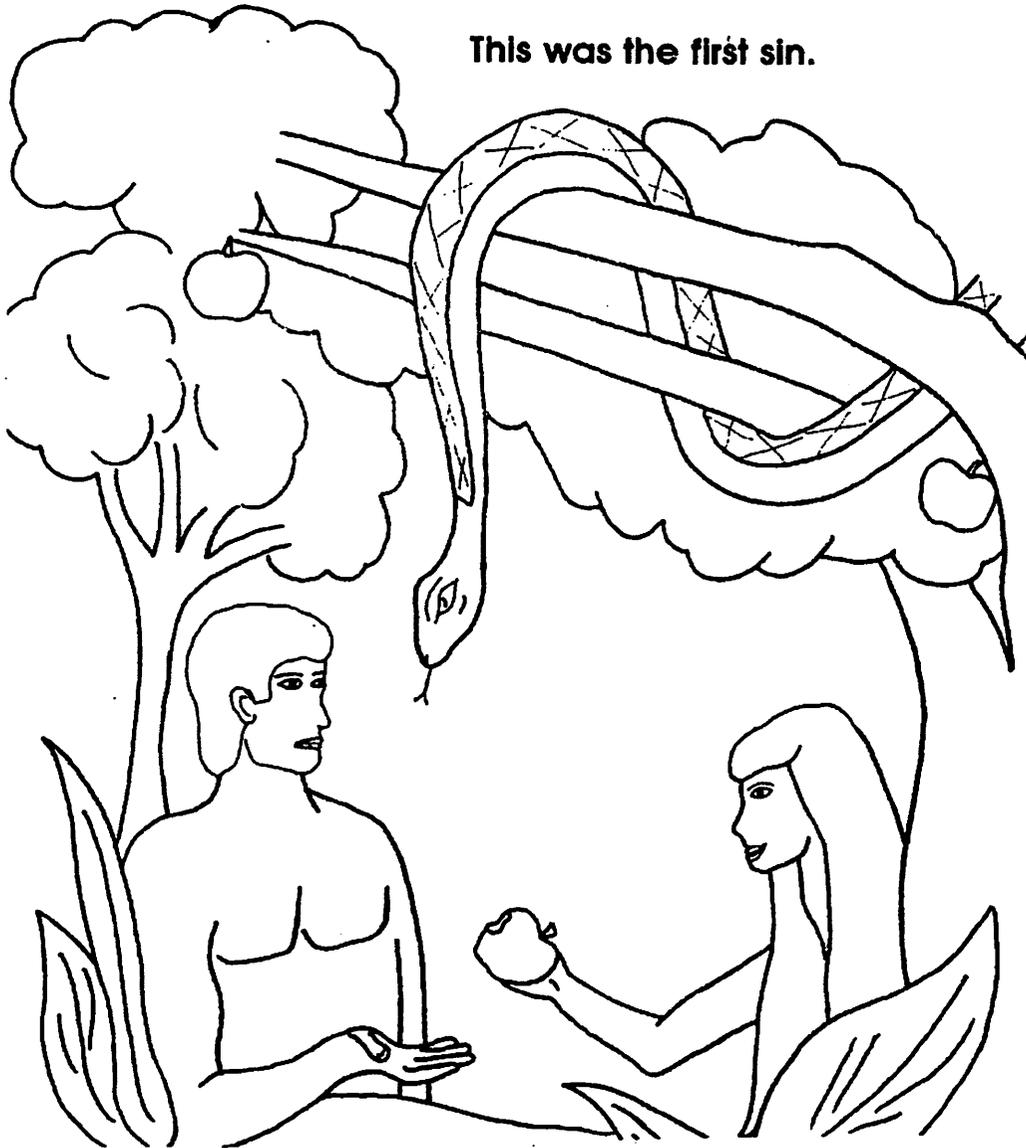


**Count the pieces of  
fruit on the tree.**

**Put the number  
on this line \_\_\_\_\_**

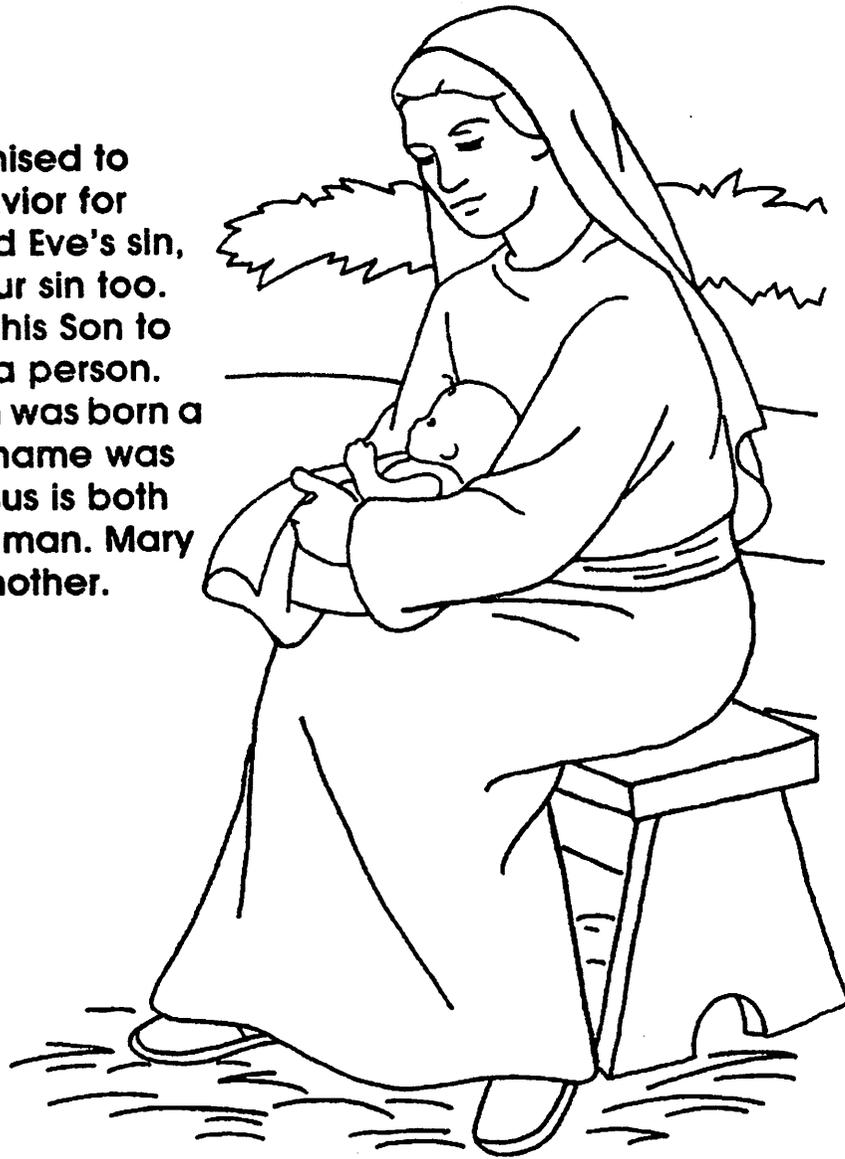
**Adam and Eve ate the fruit and did not obey God.**

**This was the first sin.**

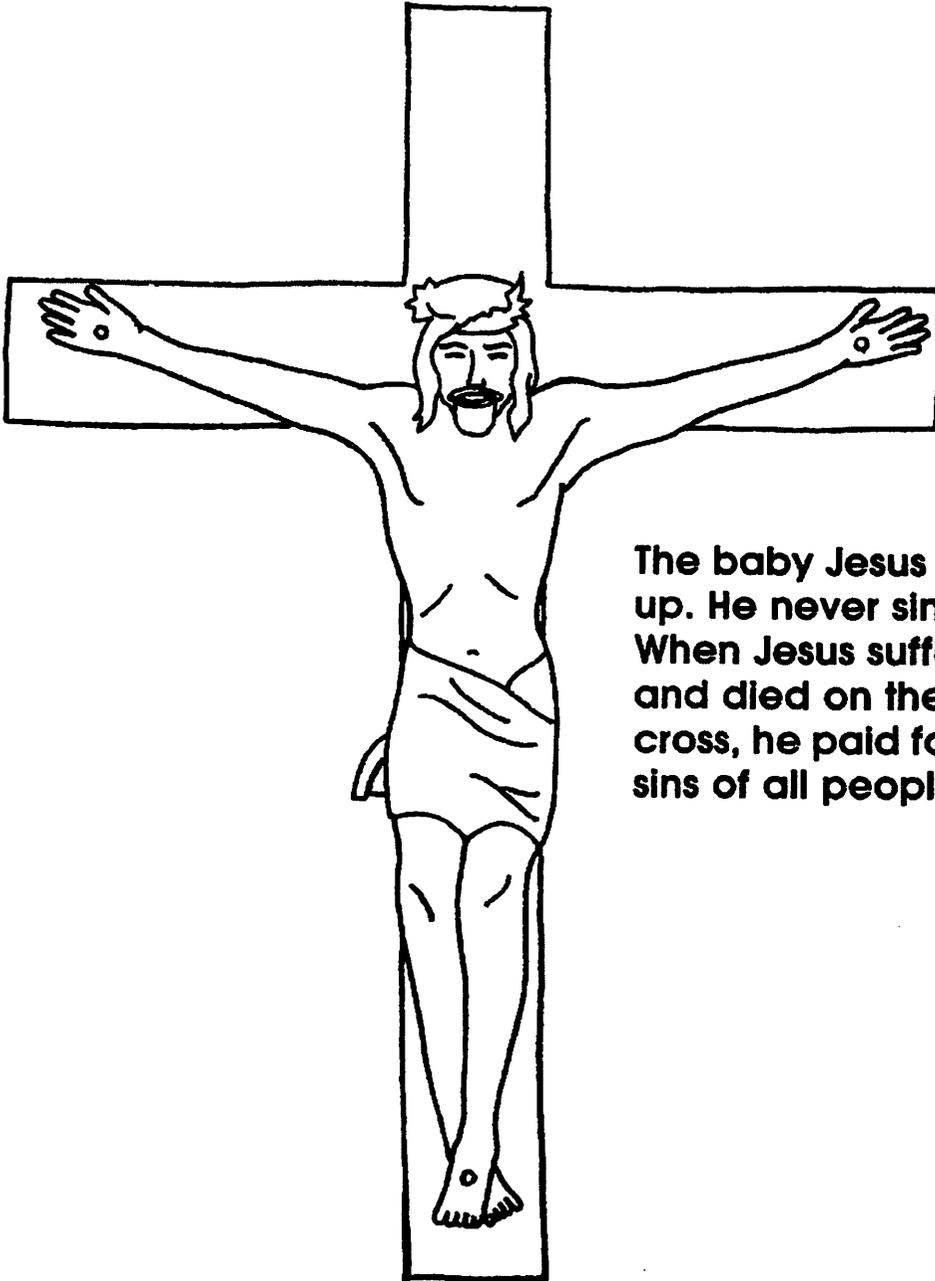


**Color the serpent red. Color Adam and Eve's hair black. Color the fruit blue.**

**God promised to send a Savior for Adam and Eve's sin, and for our sin too. God sent his Son to become a person. God's Son was born a man. His name was Jesus. Jesus is both God and man. Mary was his mother.**

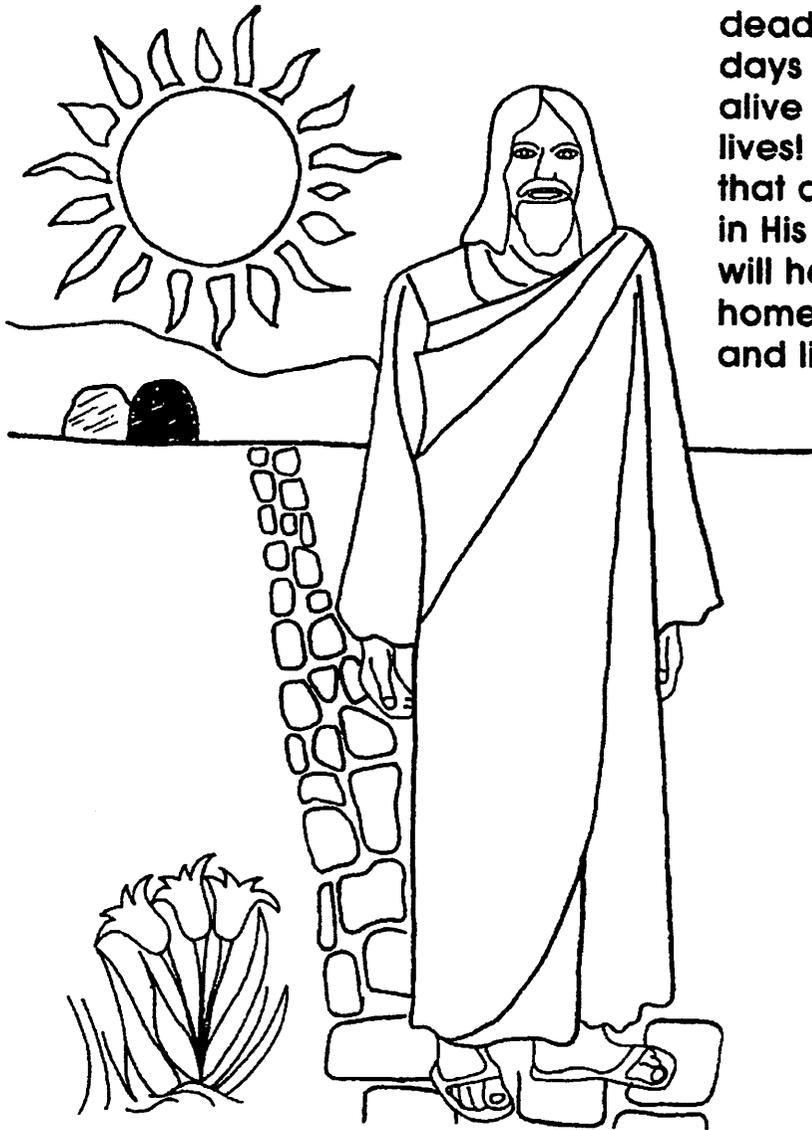


**Color the picture of Mary and baby Jesus.**



**The baby Jesus grew up. He never sinned. When Jesus suffered and died on the cross, he paid for the sins of all people.**

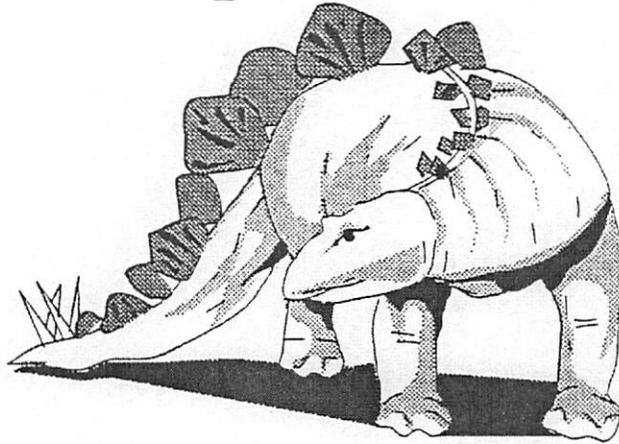
**Color the nail marks red.**



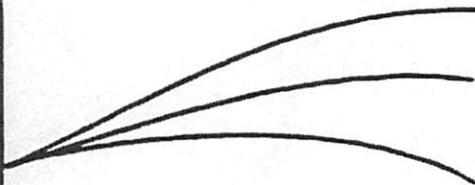
**Jesus did not stay dead. After three days he became alive again. Jesus lives! This means that all who trust in His forgiveness will have a happy home in heaven and live forever.**

**Put a black X on the tomb where Jesus was buried.  
Color the sun yellow.**

God does indeed keep all of His  
promises.



**Come to the CLC  
coloring book**



All new CLC coloring book.  
2000 Edition  
Made especially for little folks.



*Church of the Lutheran Confession*

# THE BIRTH OF JESUS

**LUKE 2:1-4**

The first people to hear the good news of Jesus' birth were the shepherds who were taking care of the sheep. While they were out in the field, they saw a bright light in the sky and there was an angel. They were scared, but the angel told them not to be afraid. The angel had good news for them. The news was not only for them, but for all people - that means all of us, small children also.

The angel told them that a baby was born in Bethlehem and that this baby was something special - He was the Savior, Christ the Lord. This was the one who would come to take away their sins. The sign was that they would find Him wrapped in baby clothes and lying in a manger (a manger is a box made of wood for hay that the animals ate.)

Then the sky was full of angels singing praises to God in heaven. The shepherds went and found Mary and Joseph and the baby Jesus. They worshipped the baby Jesus and then they went and told others what they had seen and heard.

## **PRAYER**

*Thank you God, for making us happy by the birth of your Son, Jesus. We love Him as our Savior and want to tell others about Him. Amen*

## **Bible passage for older children to memorize:**

**LUKE 2:10 -11**

"I bring you good tidings of great joy which will be to all people. For there is born to you this day in the city of David a Savior, who is Christ the Lord."



37

# **JESUS STILLS THE STORM**

**MATTHEW 8:23-27**

The disciples of Jesus knew how to handle a boat because most of them had been fishermen. But one time a storm came upon them that they could not handle. Jesus was very tired so He had gone to the back of the boat and was fast asleep. The boat was covered with the waves. The disciples thought the boat would sink. They went to Jesus and said: "Lord save us! We are going to drown!" Jesus said: "Why are you afraid? I am with you in the boat; why don't you believe that I will take care of you?" Then He told the wind and the sea to be quiet and at once it was quiet. There were no more waves. The disciples in the boat knew now that with Jesus in the boat there was no need to be afraid.

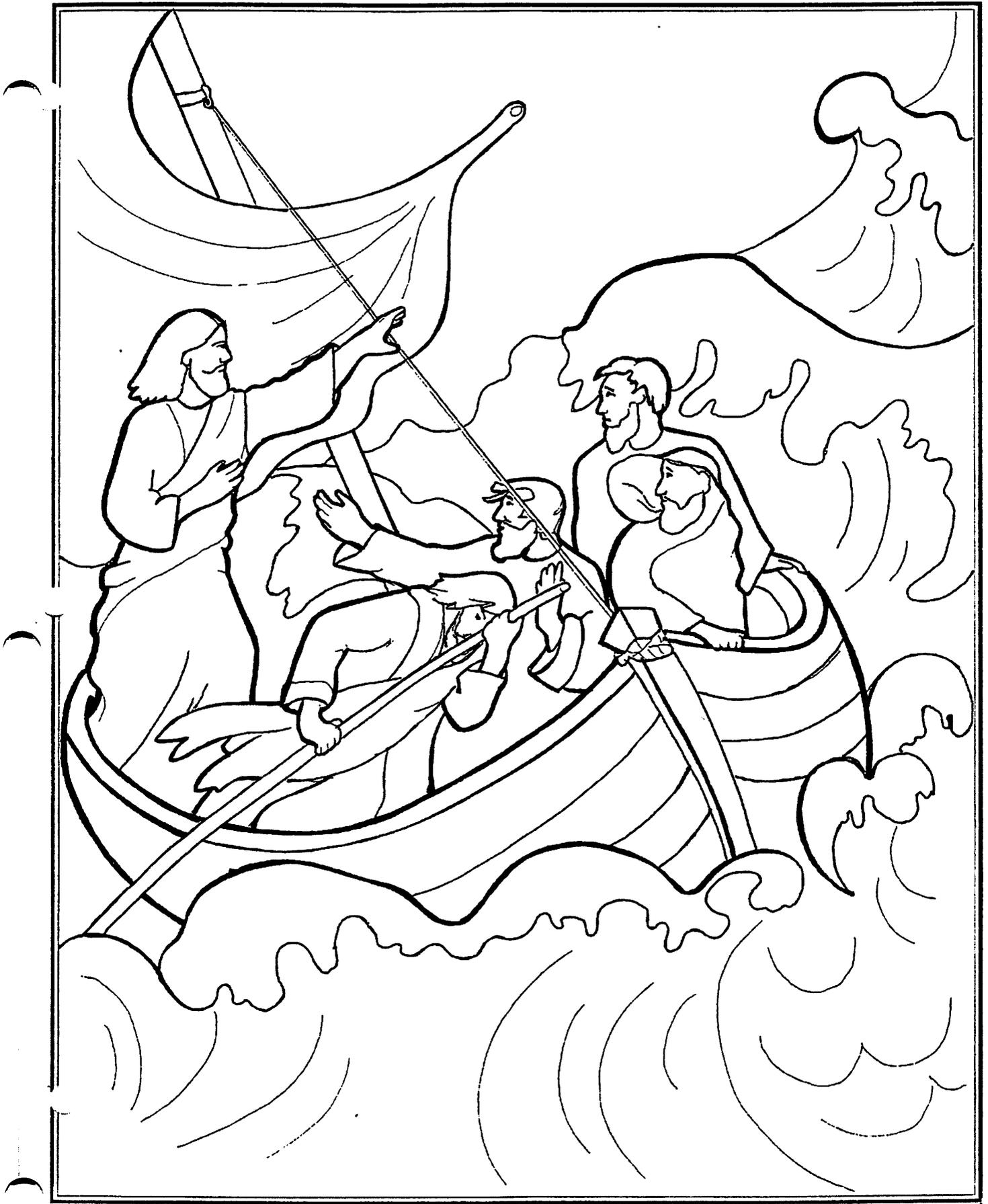
## **PRAYER**

*Jesus, I know you will take care of us. Let your holy angel be with us and protect us in every danger. In Jesus Name, Amen.*

## **Bible passage for older children to memorize:**

**LUKE 8:25**

"He commands even the winds and the water, and they obey Him."



# **Jesus On The Cross**

**JOHN 19:17-37**

**We have all seen crosses. They are seen on the altars inside of churches and on top of churches on the outside. Some wear crosses on chains around their necks. What does this mean? It helps us to think of Jesus and His cross. Why was Jesus put on a cross? Was He a robber or a murderer? No! Jesus did not sin! They used to crucify robbers in those times. It was a terrible thing and a very painful death. Jesus let Himself be nailed to the cross because He loved us. You and I have done bad things and God should punish us. But God doesn't want to do that because He loves us. Jesus was punished for your sins by dying on the cross. That is how much Jesus loves you. He died for you.**

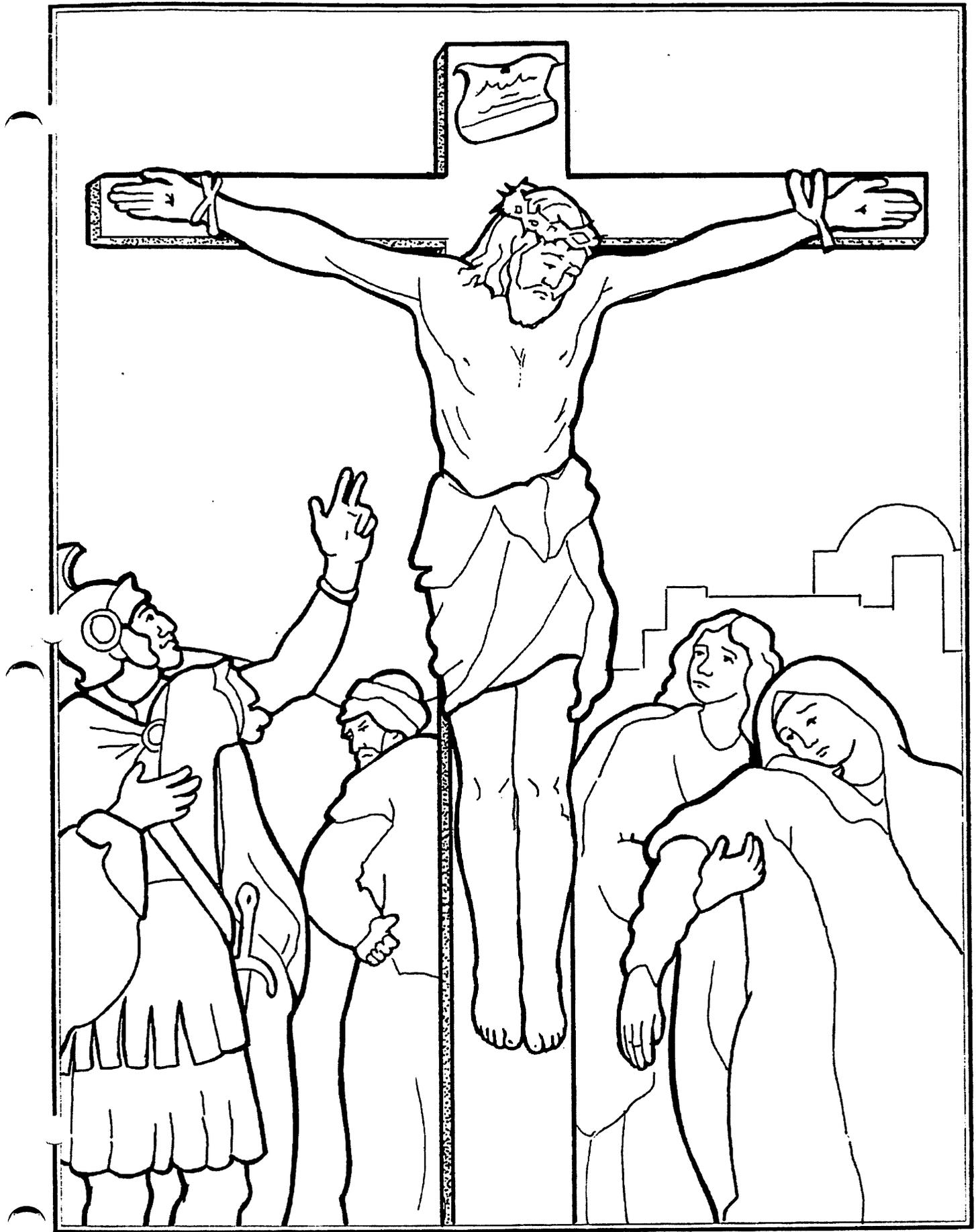
## **PRAYER**

*Let me learn of Jesus, He is kind to me;  
Once He died to save me, nailed upon the tree. Amen.*

***Bible passage for older children to memorize:***

***1 JOHN 1:7***

***"... the blood of Jesus Christ His Son purifies us (sets us free) from every sin."***



# Jesus is Alive

**JOHN 20:11-18**

Mary stood outside the tomb crying because she thought that Jesus was dead. As she wept, she bent over to look into the tomb and saw two angels in white, seated where Jesus' body had been. The angels asked her, "Woman, why are you crying?"

"They have taken my Lord away," she said, "and I don't know where they have put Him." Mary then turned around and saw Jesus standing there, but she did not realize that it was Jesus.

"Woman," Jesus said, "why are you crying? Who is it you are looking for?"

Thinking He was the gardener, Mary said, "Sir, if you have carried Him away, tell me where you have put Him, and I will get Him."

Jesus said to her, "Mary."

She turned toward Him and cried out "Teacher!" Now She knew that she had been talking to Jesus himself.

Jesus' rising from the dead tells us that He is God, that our sins are forgiven, that He will raise up our bodies on the last day. This is what Easter is all about.

## **PRAYER**

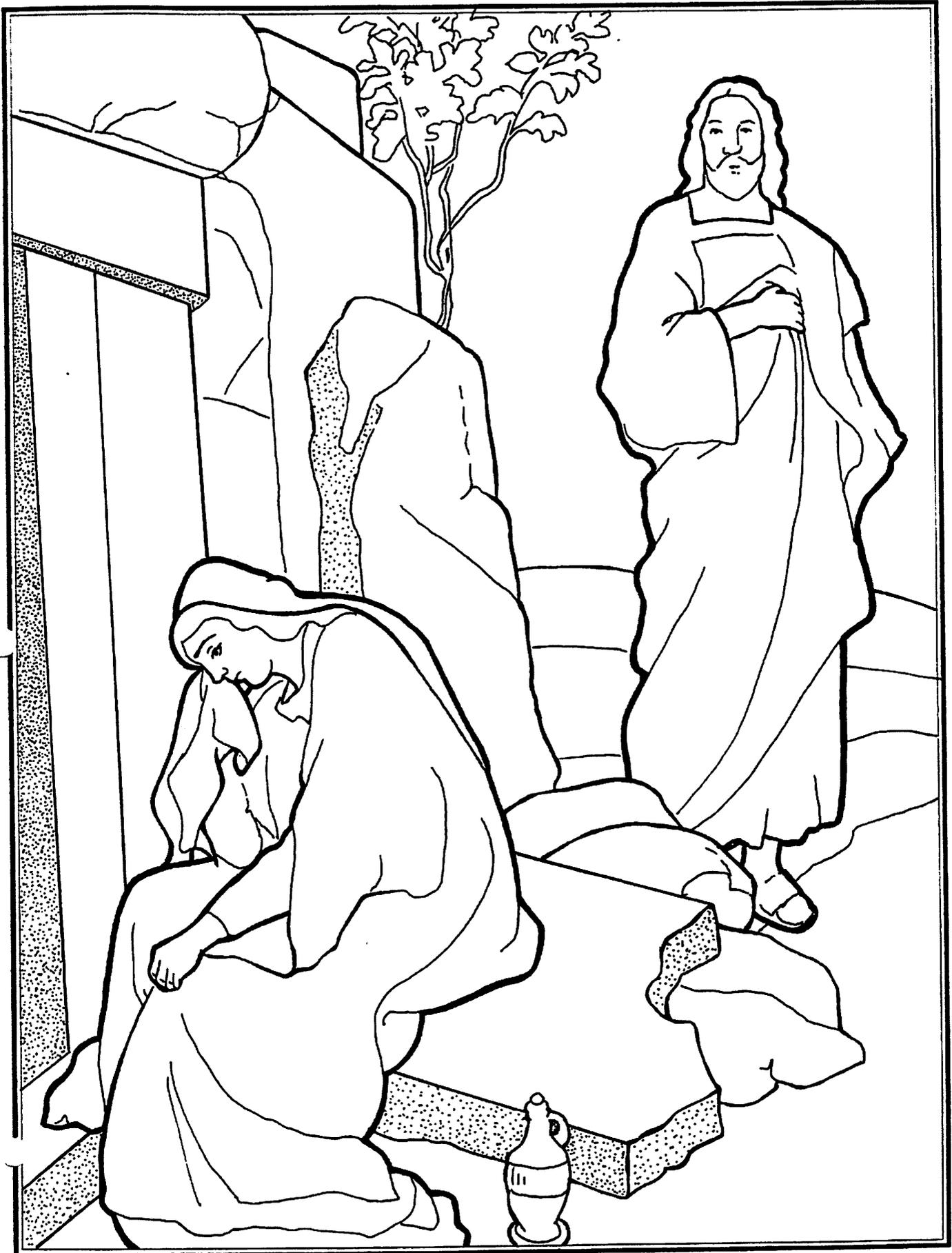
*Dear Jesus, We thank and praise You for all that Easter now means to us - because You live, all who believe in you will live forever also. Amen.*

## **Bible passage for older children to memorize:**

**JOHN 11:25,26**

"Jesus said to her, I am the resurrection and the life. He who believes in Me will live, even though He dies; and whoever lives and believes in Me will never die."

47-3



# THE GOOD SHEPHERD

JOHN 10:11

Shepherds take care of sheep. The baby sheep are called lambs. When the Shepherd leads the sheep to another pasture he carries the lambs. The shepherd loves all the sheep and has a special love for the lambs. Because sheep cannot take care of themselves, the shepherd stays with them. Sometimes wild animals try to hurt the sheep but the shepherd protects them and is willing to die for his sheep.

Jesus is our Good Shepherd, He loves us all. He showed how much He loves us by dying on the cross for our sins. He saved us so that we now can go to heaven.

This is the time of year that we celebrate the birthday of "The Good Shepherd". We all can be glad that the baby Jesus was born to be our "Good Shepherd".

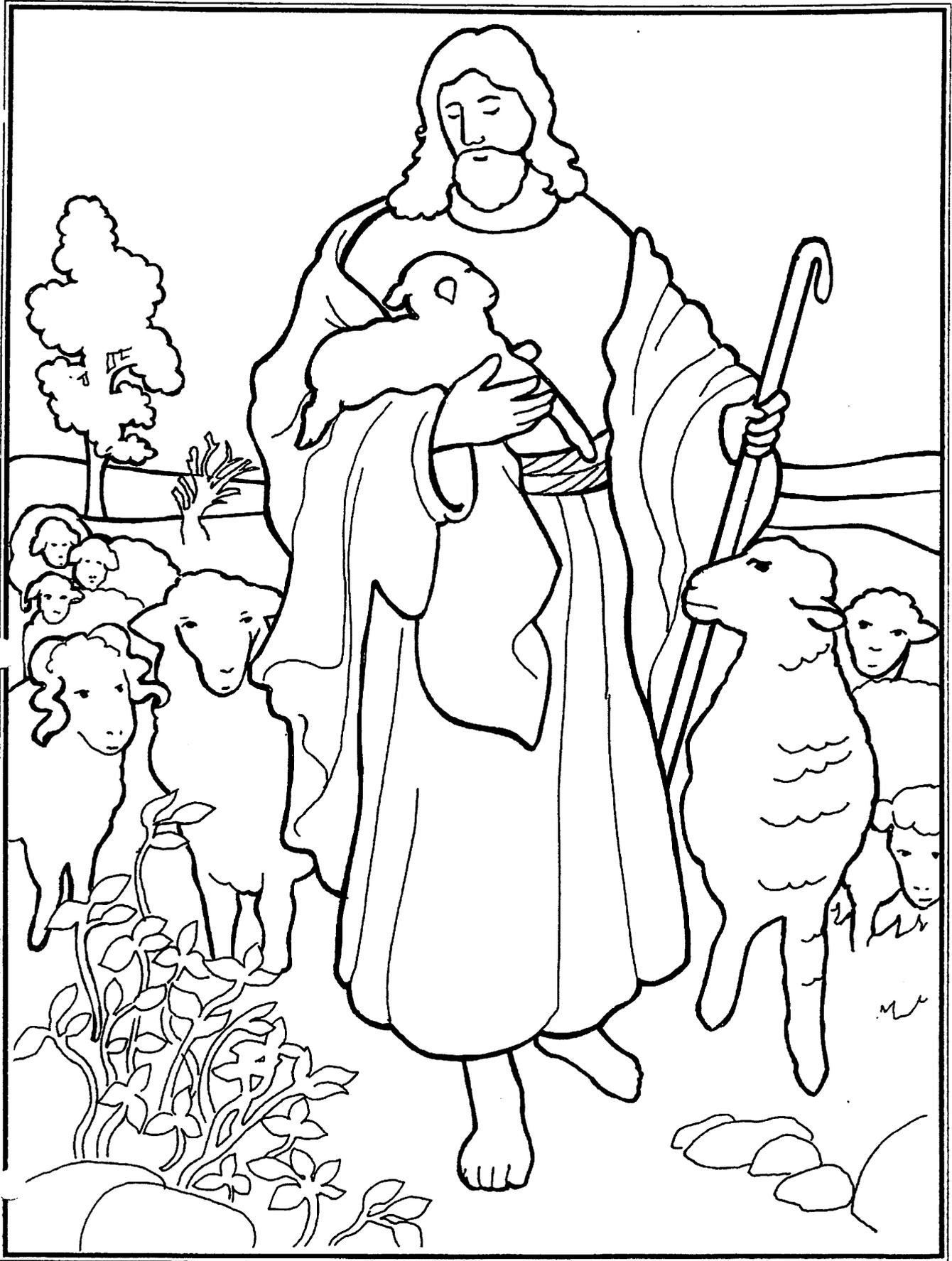
## PRAYER

*Dear Jesus, we know that you love us. Please keep us and protect us from all that would hurt us. Forgive us when we do wrong and take us to heaven with you. Amen*

**Bible passage for older children to memorize:**

JOHN 10:11

"I am the Good Shepherd. The Good Shepherd gives His life for the sheep."



**This is a gift from  
Pacific Northwest**



*Church of the Lutheran  
Confession Synod*  
**Churches.**

**Come and meet  
the  
only Savior this  
world  
will ever have.**

**This is an  
invitation to  
come and see  
for yourself.**

**Jesus is your  
friend.**

**Lynnwood, WA (Seattle)**  
Redemption Lutheran Church & School  
20120 24th Avenue W.  
Lynnwood, WA 98036  
Worship Service: 11 a.m. (10 a.m. summer)  
Sunday School & Bible Class: 9:30 a.m.  
(425) 775-2145

**DuPont, WA (Tacoma)**  
Ascension Lutheran Church  
DuPont Community Center  
304 Barksdale Ave.  
DuPont, WA 98327  
Worship Service: 10:30 a.m.  
Sunday School & Bible Class: 9:30 a.m.  
(253) 922-8736

**Clarkston, WA**  
St. John's Lutheran Church  
1107 14th St.  
Clarkston, WA 99403  
Worship Service: 10:30 a.m.  
Sunday School & Bible Class: 9:00 a.m.  
(509) 758-8261

**Opportunity, WA (Spokane Valley)**  
Gethsemane Lutheran Church & School  
11315 E. Broadway Ave.  
Spokane, WA 99206  
Sunday Worship: 9 a.m.  
Sunday School & Bible Class: 10:15 a.m.  
(509) 926-3317

**Spokane, WA**  
Trinity Lutheran Church  
N. 4704 Wall St.  
Spokane, WA 99205  
Worship Service: 10 a.m.  
Sunday School & Bible Class: 8:45 a.m.  
(509) 327-4203

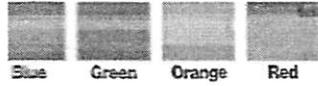
**Ketchikan, AK**  
Holy Truth Lutheran Church  
426 Buren Road  
Ketchikan, AK 99901  
Worship Service: 11 a.m. (9 a.m. Summer)  
Sunday School & Bible Class: 9:30 a.m. (10:30 a.m. Summer)  
(907) 225-2842

**Orofino, ID**  
Peace Lutheran Church  
13946 1st Ave.  
Orofino, ID  
Sunday Worship: 8 a.m. (Winter bad weather: 2 p.m.)  
(509) 758-8261

Ink Color: Black  
 Imprint Colors: Black, silver or White  
 Imprint Area: 1-3/4"W x 7/8"H, up to 4 lines  
 Screen Charge: \$14.95  
 Custom Logo: \$29.95

Elation Pen  
 #35412

Quantity	Regular Price
150	\$1.09 ea.
300	ON SALE 94¢ ea.
500	ON SALE 89¢ ea.
1,000	ON SALE 83¢ ea.
2,500	ON SALE 79¢ ea.
5,000	ON SALE 79¢ ea.



**59¢**  
 each  
 in quantities shown



**Presidential Pen**

Colors: Black, Blue, Burgundy, Forest Green or Assorted  
 Ink Color: Black  
 Imprint Color: Gold  
 Imprint Area: 1-3/8"W x 7/8"H, up to 5 lines  
 Screen Charge: \$14.95  
 Custom Logo: \$29.95

Presidential Pen  
 #36200

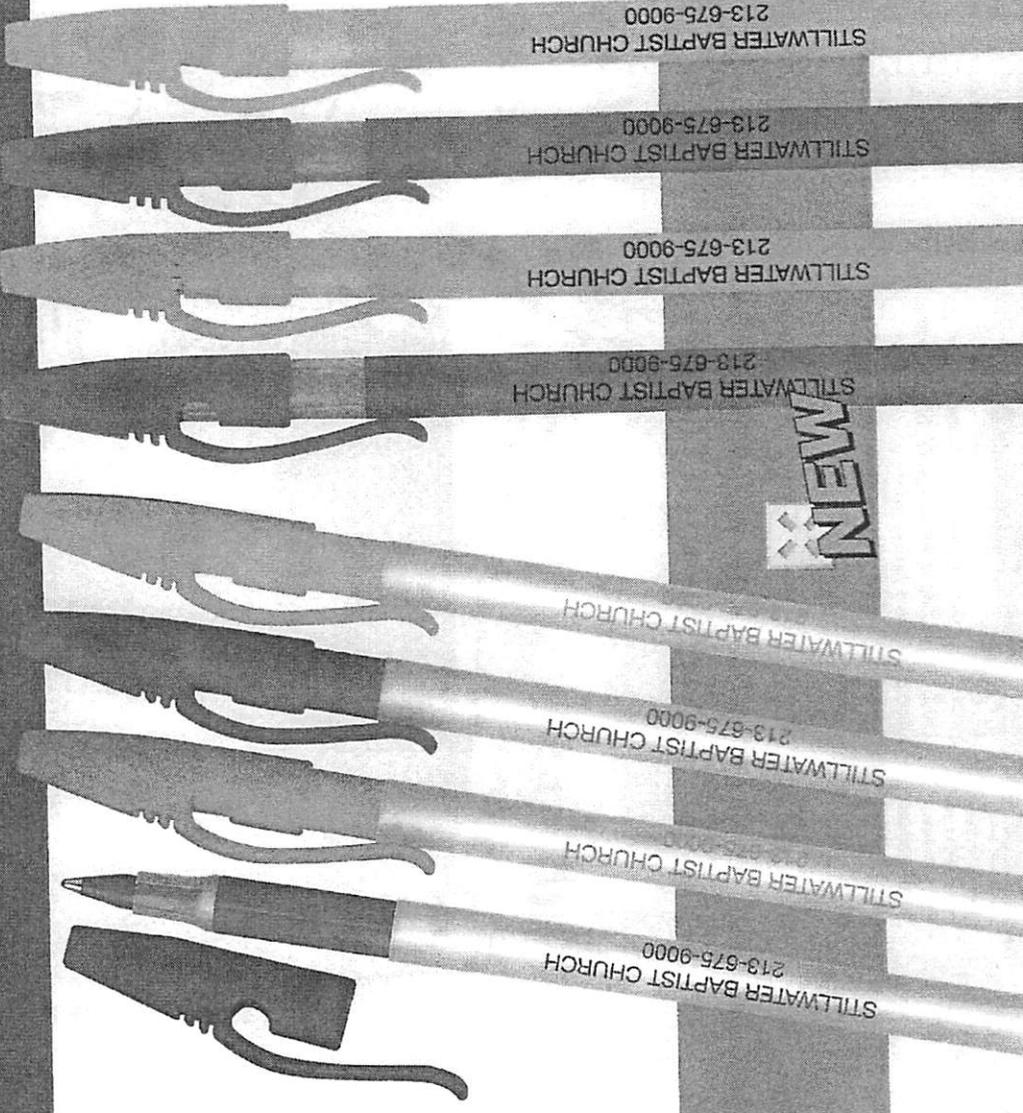
Quantity	Regular Price
100	\$1.59 ea.
150	ON SALE 1.49 ea.
250	ON SALE 1.49 ea.
500	ON SALE 1.34 ea.
1,000	ON SALE 1.29 ea.
2,500	ON SALE 1.34 ea.

[damprinting.com](http://damprinting.com)

**SALE • SALE • SALE • SALE • SALE**

**3**

# BUY 1 Get 1 FREE! COOL FROST PENS



**Colors:** #36418 - Frosted Blue, Green, Orange, Red or Assorted  
 #36419 - Frosted White with Blue, Green, Orange, Red or Assorted  
**Ink Color:** Black  
**Imprint Colors:** #36418 - Black or White  
 #36419 - Burgundy, Blue, Green, Orange or Red  
**Imprint Area:** 1-3/4"W x 1/2"H, up to 5 lines  
**Screen Charge:** \$14.95  
**Custom Logo:** \$29.95

Quantity	Regular Price	FREE Pens	Final Price
150	79¢ ea.	150	39¢ ea.
300	68¢ ea.	300	34¢ ea.
500	62¢ ea.	500	31¢ ea.
1,000	58¢ ea.	1,000	29¢ ea.
2,500	54¢ ea.	2,500	27¢ ea.
5,000	48¢ ea.	5,000	24¢ ea.
10,000	38¢ ea.	10,000	19¢ ea.

*As Low As*  
**19¢ each**  
 in quantities shown

#36418 - Frosted White Stick Pen with Color Cap and Trim

#36419 - Frosted Solid Color Stick Pen

**99¢ each**

# Wall Calendars

A different high-quality glossy photo is featured each month along with an imprint area where you can proudly display your name. Choose from stapled or spiral bound.

**Imprint Color:** Black  
**Imprint Area:** 9-3/4" W x 1-1/2" H  
**Plate Charge:** \$10  
**Custom Logo:** \$29.95

Wall Calendars  
 Stapled      Spiral

Quantity	Stapled	Spiral
50	\$2.49 ea.	\$3.59 ea.
100	ON SALE \$2.29 ea.	ON SALE \$3.39 ea.
250	ON SALE \$1.99 ea.	ON SALE \$3.19 ea.
500	\$1.79 ea.	\$2.99 ea.
1,000	\$1.59 ea.	\$2.79 ea.
2,500	\$1.39 ea.	\$2.59 ea.

*Hot Low Hot*

**\$1.59 each**

In quantities shown



May 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	
	6	7	8	9	10	11
	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



March 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
	4	5	6	7	8	9
	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Online: [www.amsterdamprioting.com](http://www.amsterdamprioting.com)

SALE • SALE

# Ascension Lutheran Church CLC

4501 Waller Road, Tacoma  
Worship 10:00 a.m  
Phone (253) 922-8736

- Home
- directions
- our history
- what we stand for
- Q & A: salvation
- our pastor
- news & pictures
- the CLC
- sermon page
- contact us

## Sermons

Date	Text	Theme
		<i>(Guest Speaker, Vicar Scott Schiermeister)</i>
Trinity 13.....9/10/06	John 15:1-8.....	Abiding in Christ is the Key... <a href="#">watch/ read / listen</a>
		<i>(Guest Speaker, Rev. Del Maas)</i>
Trinity 12.....9/3/06	John 8:31-36.....	The Truth will Make You Free.. <a href="#">watch/ read / listen</a>
		<i>(Guest Speaker, Vicar Scott Schiermeister)</i>
Trinity 11.....8/27/06	James 1:16-2....	Choose Your Source of Truth... <a href="#">watch/ read / listen</a>
		<i>(Guest Speaker, Vicar Scott Schiermeister)</i>
Trinity 10.....8/20/06	Mt 23:24-39.....	Christ Call Us,as Jerusalem.... <a href="#">watch/ read / listen</a>
		<i>(Guest Speaker, Vicar Scott Schiermeister)</i>
Trinity 09.....8/13/06	Exo 20:18ff.....	How Close is God? ..... <a href="#">watch/ read / listen</a>
Trinity 08.....8/6/06	Mat 21:12-17...	God's House is Very Special... <a href="#">watch/ read / listen</a>
Trinity 07.....7/30/06	Jer 23:21-28....	God's Word or Dreams?..... <a href="#">watch/ read / listen</a>
Trinity 06.....7/23/06	Rom 8:18-23....	Hope for the Suffering..... <a href="#">read / listen</a>
Trinity 05.....7/16/06	Jn 21:15-19.....	Lifting Power of Jesus' Love... <a href="#">watch/ read / listen</a>
Trinity 04.....7/9/06	Col 2:9-15.....	Bare-Bones Salvation?..... <a href="#">watch/ read / listen</a>
		<i>(Guest Speaker, Rev. Paul Krause)</i>
Trinity 03.....7/2/06	Luke 17:1-4....	Watch Closely..... <a href="#">watch/ read / listen</a>
Trinity 02.....6/25/06	Eph 5:15-16....	Make the Most of Opportunity.. <a href="#">watch/ read / listen</a>
Funeral.....6/18/06	Gal 6:14.....	He Had a Wonderful Savior... <a href="#">watch/ read / listen</a>
Trinity Sunday.....6/11/06	Psalm 14:1.....	Atheism is for Fools..... <a href="#">watch/ read / listen</a>
Pentecost.....6/4/06	Acts 2:20ff.....	Holy Spirit Makes Believers... <a href="#">watch/ read / listen</a>
Exaudi.....5/28/06	Eph 1:15-23....	Ascension Faith..... <a href="#">watch/ read / listen</a>
Rogate.....5/21/06	I Jn 3:19-24....	Christian Confidence..... <a href="#">watch/ read / listen</a>
Cantate.....5/14/06	Acts 9:1-6.....	Pharisee or Christian?..... <a href="#">watch/ read / listen</a>
Jubilate.....5/7/06	Is. 40:26-31....	Look Up to the Stars..... <a href="#">watch/ read / listen</a>
Misericordias.....4/30/06	I Pet 2:21-25....	Following the Good Shepherd.. <a href="#">watch/ read / listen</a>
Quasimodogeniti...4/23/06	Gen 32:22-31...	Wrestling With God..... <a href="#">watch/ read / listen</a>
Easter Sunday.....4/16/06	I Cor 15:54-58..	Thrilling Victory of Easter..... <a href="#">watch/ read / listen</a>
Good Friday.....4/14/06	Luke 23:47.....	"This Was a Righteous Man".... <a href="#">watch/ read / listen</a>
Sunday Lent VI.....4/9/06	John 3:25-30....	Incredible Shrinking Christian.. <a href="#">watch/ read / listen</a>
Midweek Lent VI...4/6/06	Luk 23:39-43...	"Lord, Remember Me"..... <a href="#">watch/ read / listen</a>
		<i>(Guest Speaker, Rev. Caleb Schaller)</i>
Sunday Lent V.....4/2/06	Num 21:4-9.....	That's Typical..... <a href="#">read / listen</a>
Midweek Lent V....3/30/06	Mt.27:22-25....	"His Blood Be On Us"..... <a href="#">watch/ read / listen</a>
Sunday Lent IV....3/26/06	Mt 27:15-22....	What Shall I Do With Jesus?..... <a href="#">read / listen</a>
Midweek Lent IV...3/23/06	Jn 18:28-38....	"What Is Truth?"..... <a href="#">read / listen</a>
		<i>(Guest Speaker, Rev. Caleb Schaller)</i>
Sunday Lent III...3/19/06	Gal.4:21-5:1....	You're An Isaac, Not An Ishmael..... <a href="#">read / listen</a>
Midweek Lent III...3/9/06	Mt. 26:69-75....	"I Know Not the Man"..... <a href="#">read / listen</a>
Sunday Lent II....3/12/06	Heb. 4:15-16....	Christ EMBOLDENS Us..... <a href="#">read / listen</a>
Midweek Lent II...3/9/06	Mt. 26:57-68....	"He is Guilty of Death"..... <a href="#">read / listen</a>
		<i>(Guest Speaker, Rev. Caleb Schaller)</i>
Sunday Lent I .....3/5/06	Rom 3:27-31....	Faith Stands Alone..... <a href="#">read / listen</a>
Midweek Lent I ...3/2/06	Mt. 26:20-25....	"Master, Is It I?"..... <a href="#">read / listen</a>
Mission Fest.....2/26/06	John 4.....	Christ is the Living Water..... <a href="#">listen</a>
		<i>(Guest Speaker, Rev. David Povolny)</i>
Sexagesima.....2/19/06	Luke 8:4-8.....	Same Seed, Different Crops..... <a href="#">read / listen</a>
Septuagesima.....2/12/06	I Cor 9:24-27....	Run For Your Life..... <a href="#">read / listen</a>
Transfigurat .....2/5/06	Ex 3:1-6.....	Portrait of Christ in Flames..... <a href="#">read / listen</a>
4th Epiphany.....1/29/06	Lk 19:1-10.....	Short in More Ways than One..... <a href="#">read / listen</a>
3rd Epiphany .....1/22/06	Isa 49:8-10.....	Jesus is Everything We Need..... <a href="#">read / listen</a>
2nd Epiphany.....1/15/06	Mt. 4:18-23....	Jesus Calls You to Go Fishing..... <a href="#">read / listen</a>



## *Weekly Worship on the Web*

Our weekly worship service video is available in three formats, to fit your internet connection speed. DSL or cable users should click on "Video - High Resolution." If you are using a dial-up modem, try "Video - Low Resolution" first. If you experience stops and starts, you can hear the sermon only using "Audio Only - for Slow Dialup."

[Audio Only - for Slow Dialup](#)

[Video - Low Resolution](#)

[Video - High Resolution](#)

# SO YOU WANT A CHURCH WEBSITE?

*It is as easy as "Get ready! Get set! Go!"*

So you want to put your church in the fast lane of the information superhighway? Before you shift into high gear, make sure that you "Get ready!" and "Get set!" before you "Go!"

## GET READY— *Planning and Brain-storming*

Cars start on a drawing board. Create your vehicle on the drawing board with a team of engineers. Don't leave it up to one person. Begin with a good blueprint.

Here's how to develop the blueprint:

**Identify your audience.** Are you trying to connect to the members of your congregation? Do you want to catch the attention of the community or nurture relationships with your church's prospects? Your audience will drive your design and content. Research those who might use your site. If you don't want an Edsel – don't ignore this vital step.

**Determine your vision and set your goals.** What is the purpose for creating this website? Are you trying to use it for outreach or to inform your members? Write down your goals and keep streamlining your design. Bounce ideas off others. Dream a little and then set a budget.

**Brainstorm about your content, look and functionality.** What do you think your audience is looking for? Do people want sermons, calendars, newsletters, highlights or something else? Don't forget about contact information and directions to your church. What else will people want? Take a survey. Ask those who might use the site.

**Sketch out your pages.** What are your main pages? Make a flow chart of each page. Diagram the flow of information and function. Keep navigation, terminology and links consistent throughout.

**Decide who will do what.** Recruit others' help. Enlist a photographer/scanner and reporters for church, school and group functions. This shouldn't be another job for the pastor. Does someone have technical skills? Can you hire a web developer? Remember that a website has three main components: content, design and programming. Know what you can do and know when to ask for help.

## GET SET — *Designing and Developing Content*

Now that you have a blueprint of what you actually want and need, go to the assembly line. To avoid a recall, remember these steps:

**Test It.** Test your site and its navigation on other browsers. What looks great on your computer might not work on an older browser. Ask several different types of people (young, old, computer-savy and beginners) to review it.

**Smaller is better.** Keep your graphics crisp and fast loading. You may have a wonderful photo but who will wait a minute for it to download. Use software to reduce the images into manageable portions.

**Watch your content.** Figure out what is useful to your audience and don't post everything. Use concise and tight writing. Edit. Cut and post only the best. Create a backlog of items that are not dated which you'll use later.

**Beware of your Internet provider.** Will your host demand that you display their advertisements? Will there be links to sites with adult material, online chats, gambling, dating services, which might offend others? Does your host provide all the tools you need? Are you getting what you pay for?

## **GO — *Implementing, Evaluating and Revising the Site***

Now you're ready to shift into high gear. Launch your site and enjoy the ride. But don't forget what my mechanic tells me – "Change your oil every 3,000 miles or 3 months!" To keep your website revving, plan on checking the tires, changing the oil and getting a tune-up now and then.

Once you've rolled your website out of the showroom and onto the information highway, plan a pattern of regular maintenance:

**Decide who will maintain the site.** Know who your mechanic is. The person who built it might not be the one who keeps it current. Pick someone who will keep the site revving.

**Set standards early.** Decide on file name conventions, formats, image size and proportions. How big will your site be? How will you archive? Publish policies on personal information and copyright details.

**Show it off.** Who drives a new car home and doesn't let the neighbors to see it? Promote your site. People won't visit it unless you promote it. Print it on your business cards, bulletins, newsletters, and your church sign. Report your URL to WELS for inclusion in the online directory ([unitmaint@sab.wels.net](mailto:unitmaint@sab.wels.net)). Talk it up and hand them the keys!

**Check your roadmap regularly.** Too often you find a Christmas week schedule still posted in July. Set a regular schedule to review your site. Dump what is out-dated. Add what is current. Update your graphics. Keep it changing.

**Evaluate your performance.** Before a mechanic starts a tune-up, he evaluates how your engine is currently running. Evaluate how your site is performing. Ask people. Do research. Feedback is good. Listen up...especially for slow download times and new ideas.

**Plan for the next model.** No one drives the same car forever. At some point you'll want a different model. Start planning now for the next revision.

Now it's time to shift into high gear! Have fun. Remember you don't have to go fast to get where you want to go. You just need to "get ready," "get set," and "go."

*Pastor Kenneth Fisher*



# Welcome to Ascension Lutheran Church CLC

4501 Waller Road E  
Tacoma,  
Washington



Worship - 10:00 a.m.  
Bible Class and Sunday  
School - 11:15 a.m.

*The grass withers,  
The flower fades,  
But the Word of our God stands  
forever.  
Isaiah 40:8*

Tired of constant changes? Looking for an anchor in a world of shifting values? Come to Ascension Lutheran Church and hear about something that never changes: *God's*

*grace and pardon toward sinners in His Son*

*Jesus Christ.*

Ascension is a new church between Tacoma and Puyallup, on Waller Road. We're a small church with friendly people who have learned to trust the Bible as the inerrant Word of a gracious and merciful God. Join us, and hear what God's unchanging Word has to say to you!

*Click to see a video greeting from our pastor*

*Conservative. Traditional. Orthodox.*

00001791

Resource Collection: † **BPS-COE: MAN'S EXTREMITIES--GOD'S OPPORTUNITIES**

## **MAN'S EXTREMITIES - GOD'S OPPORTUNITIES**

Before moving to Austin Texas in 1976 to begin a new congregation our family lived in Litchfield Minnesota, where I served as pastor of St. Paul Lutheran Church. Not only was it an older congregation, celebrating its 100th anniversary in the spring of 1989, but there were many elderly people and it was not unusual to have ten or more funerals a year.

During my second year of service at St. Paul's began to notice that quite often a week or two after a funeral, if there were survivors in the immediate family, the Jehovah's Witnesses were calling on them. What we finally determined was that they were simply watching the obituary column of the local newspaper and calling on the survivors as potential prospects. They realized that the death of a loved one can be a very traumatic experience and a time when a person is vulnerable, or at least open to help from the outside. They were using the obituary column as an outreach tool! We loathe their practice because of their soul-damning doctrine. BUT this true-to-life example does make a point that I would like to share with you, namely, that man's extremities are often God's opportunities, and ours, to reach out to people with Christ's love, first perhaps with actions, and then also with words.

Some of the extremities (or changes) that can take place in a person's life are; death of a spouse, divorce, jail term, person injury or illness, loss of a job, retirement, a new birth, a new job, foreclosure of a mortgage, a son or daughter leaving home or getting married, change in residence, change in school, etc. You can add to the list.

When these changes are occurring, a person is more open to outside influences for a time. This obviously DOES NOT mean that at times some people are more receptive to the Gospel than at other times since God's Word clearly tells us that all men are by nature spiritually dead (Ephesians 2:1). But what it does mean is that there are times in people's lives when they are more ready and willing to be open to you as a person and to hear what you have to say. And what a time to communicate in word and deed: "Jesus loves you! Jesus forgives you! Jesus can help you! Jesus has lived and died and risen again for you!"

And so, as Christians, we all should be people watchers in the best sense of the word, looking for those extremities of man, whether they be good or bad, as opportunities given us by God to reach out and touch people's lives with Jesus.

Indeed, man's extremities are God's opportunities...and ours!

Pastor James Radloff

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287  
[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

## Outreach Postcards

***Make your outreach budget stretch:*** full color, oversized postcards for 5 cents apiece. These cards are so cost effective because of the group volume we're achieving with our WELS churches.

***The Cards:*** These cards are 8.5 inches by 5.5 inches, full color on the front and blank on the back. Cost is 5 cents per postcard.

***Ordering:*** Here's the procedure. Place your order online. Minimum order is 1000 cards of any kind; order in increments of 500.

***Shipping:*** The cards will be shipped to you by the delivery date. They come as 4-up printer sheets (11x17). This is the most cost-effective format for you to have them printed.

***Finishing:*** Go to a local commercial printer (not an office supply store) and have them print the back and cut them for you.

***Payment:*** After your cards are delivered, you will be invoiced by the printing company, Sunset Printing. Pay them directly.

Cancellations accepted before order deadline, but not after. No returns.

click on [www.georgiafaith.com](http://www.georgiafaith.com) for a look at a sample



mailnw@FPSservices.com

# WORK ORDER

2710 253 565-2866  
 2810 69th Ave W Tacoma WA 98466-5298 (206) 565-2866  
 1 800 244-0805 in Western Washington (206) 565-2851 FAX (206) 565-9465 Modem

PO# \_\_\_\_\_

Invoice# \_\_\_\_\_

CUSTOMER Ascension Lutheran

DUE OUT: \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/ST/ZIP \_\_\_\_\_

DATE IN: \_\_\_\_\_

CONTACT NAME Pastor Naumann

PHONE 922-8736

WHAT SERVICE OR PRODUCT DO WE PROVIDE?

*for*

oversized card 5 1/2 x 8 1/2

STEPS (IN ORDER) TO COMPLETE THIS JOB:	Job type or Machine	Qty	Done date by who?	Accounting Use
<u>CIS list &amp; label</u>	<u>50.00/M</u>	<u>4.832</u>	<u>241.60</u>	
<u>3rd class presort</u>	<u>4.50/M</u>	<u>4.832</u>	<u>21.74</u>	
<u>labeling ltr size</u>	<u>18.80/M</u>	<u>4.832</u>	<u>90.84</u>	
<u>tray tag &amp; spooling</u>	<u>5.00/M</u>	<u>4.832</u>	<u>24.16</u>	
	<u>78.30/M</u>		<u>378.34</u>	
		<u>tax</u>	<u>33.29</u>	
<u>postage - non profit .069ea</u>			<u>412.63</u>	
<u>presort std .126ea</u>				



Quickprint  
 P.O. Box 44457  
 11319 Pacific Avenue  
 Tacoma, WA 98444-5527  
 Phone: 253 531-3105  
 Fax: 253 531-3199  
 www.Quick-Print.net

# Invoice

No. **12024**

1194

Date 5/19/04

ASCENSION LUTHERAN CHURCH  
 4501 WALLER RD. E.  
 TACOMA WA 98443

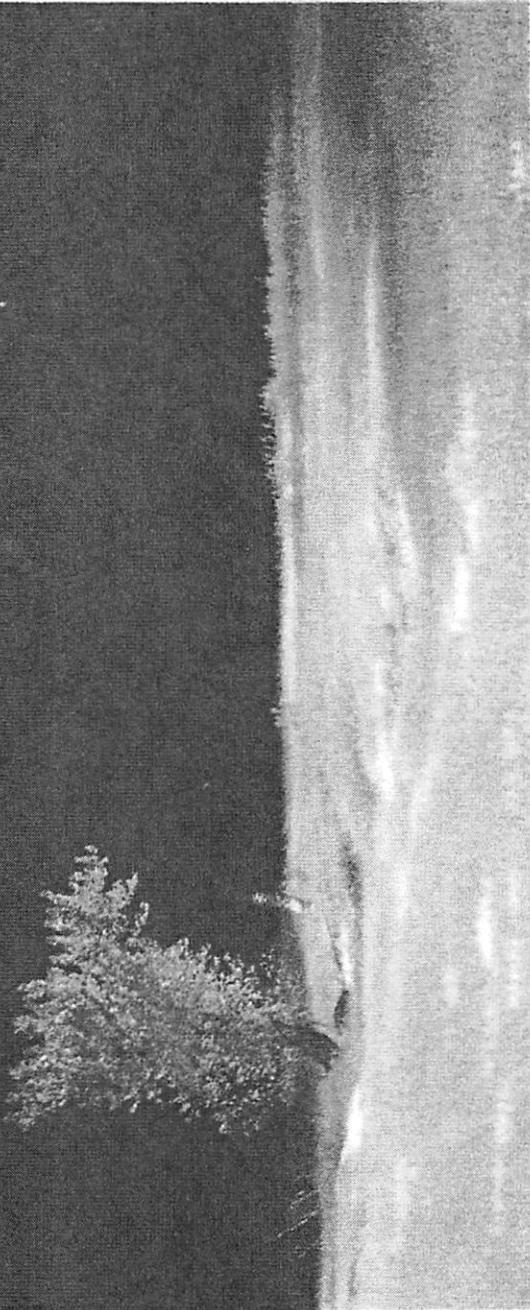
Customer P.O. No.

PAUL  
 Phone: 253 922 8736

6,000	POSTCARDS, 5 x 8 WHITE 10# .SETTER CAST COATED 1, printed 4 up 4 colors front in PROCESS INK ink 2 colors back in PROCESS INK ink	661.39	
	Stripping	28.00	
	4 Standard Color Ink Charge	60.00	
	Typeset (Time)	30.00	
	4 Normal cut	30.00	
	4 11" film output 2400 dpi	72.00	
3,000	POSTCARDS, 5 x 8 WHITE 10# .SETTER CAST COATED 1, printed 4 up 4 colors front in PROCESS INK ink 2 colors back in BLACK AND BLUE ink	490.05	
	Stripping	28.00	
	4 Normal cut	18.00	
	4 11" film output 2400 dpi	72.00	
<p><i>PUBLISHER</i></p> <p><i>NEW PRICE FOR ALL THE SAME CARD</i></p> <p><i>#1025<sup>ea</sup> for 9000 cards    <u>PRINTING</u></i>  <i># 750                    <i>at</i> \$83/k                    <u>MAILING</u></i>  <i>\$ 621                    @ .069 each non-prof.                    <u>POSTAGE</u></i></p> <p><u>2396.00</u></p>			
Sales Rep: Jeanie Taken by: Jeanie Account Type: COD Please pay from this invoice.  Thank you!		Ship Via: Wanted: Mon 5/24 POSTCARDS	SUBTOTAL 1,489.44 Sales Tax 131.07 TOTAL 1,620.51 DEPOSITS 0.00 AMOUNT DUE 1,620.51

*He who has My word, let him speak My word faithfully.  
What is the chaff to the wheat?" says the LORD*

*Jeremiah 23:28*



# Join us at Ascension Lutheran Church!

## Bible -based. Christ-centered.

US POSTAGE  
**PAID**  
Tacoma WA  
Permit No. 356

*Church of the Lutheran Confession*

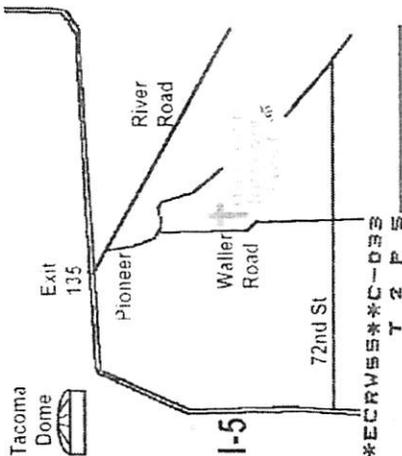
Looking for a place where the Word of God is still taught in its truth and purity, nothing added to it and nothing taken away? Come and hear the life-giving message of a Savior from sin at **Ascension Lutheran Church**. We're a small church with friendly people - people who have learned from experience that they can rely on the Bible to provide the perfect answer to each of life's questions. Won't you join us?



**Worship Services**  
**10:00 a.m.**

Free Bible information classes  
meeting weekly - call for info.

Paul Naumann, Pastor  
922-8736 LutheranTacoma.com



\*\*\*\*\*E C R V S S \*\* C - 0 3 3  
4 1 4 5  
RESIDENT  
3315 46TH ST E  
TACOMA WA 98443-1442  
T 2 P S



**4501 Waller Road E**  
**Tacoma WA 98443**



**Community Prayer Walks**

Organize a series of prayer walks on every street in your community. Encourage the participants to see these events as being times of both spiritual warfare and vision building.

**Community Social Event**

Reach out to your neighborhood by sponsoring an outside social event for the whole community. Invite folks from around your church building to be a part of this "get acquainted" event centered around food, fun and entertainment.

**Community Visitations**

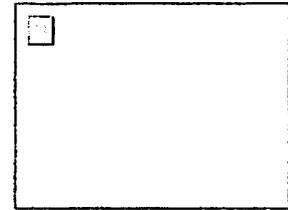
Invite members of the congregation to participate in making door-to-door visitations of a designated area of your community.

**Community Web Portal**

Many communities (especially small towns and rural areas) do not have a web portal—a place where anyone can log on to find what businesses and social services are available or what is happening in the community. So consider putting up a page as a church or in cooperation with your community association of churches. In addition to featuring businesses and local news, the page should also include links to churches and to other sites where web surfers may find a relationship with Jesus and/or help in growing in their faith.

**Direct-Mail Newspaper to Your Community**

Reach out to your community (ministry area) through direct mail using the Together newspaper or similar product. This 8-page information piece includes general human interest articles from a Christian perspective, along with space for your congregation's own personal message (dates and time of services, special ministries etc.) It is also a great way to build name recognition and a positive image in your community.

**Drop-in Center for Unchurched Youth**

Develop a youth center where unchurched youth from your community can hang out and be involved in constructive activities that will create new horizons for them physically, academically, socially, and spiritually.

**Evangelistic Bible Study**

Develop one or more Bible studies in homes of your congregation that are specifically designed to be an outreach to non-Christians and unchurched persons.

**Friday Night at the Movies**

Sponsor a movie night for community children. Show Walt Disney films, provide simple refreshments (at a "simple" price) and radiate a mood of excitement and hospitality. Encourage church families and kids to attend as well. *Note:* Be sure you procure a video license prior to showing videos.

**Hospitality Evangelism**

Plan a special weekend night a week or two before Easter when you invite neighbors and friends into your home to view the "Jesus" video, called "the most biblically accurate film ever made on the life of Christ."

## IDEAS FOR OUTREACH

Here are some ideas various congregations have tried in order to reach more people with the gospel of Jesus Christ. I offer these with the understanding that a congregation will only try an idea that is appropriate to its setting. Some ideas, for example, may work in the city or suburbs but not in the country, while others may work in the country but not in the city.

Congregations should also realize that trying a specific idea does not guarantee any measure of "success." Sometimes an idea fails because people don't do sufficient planning or don't have the people to carry out the project. Sometimes a project fails because the timing is wrong. Still we recognize that God, in his own way and at his own time, blesses all that we do in his name, because our overriding intent is to give glory to his name.

For this reason we can also say that we never "fail" in our service to the Savior. When one pastor was asked about a number of outreach ideas his congregation tried he commented:

"Ultimately, none of these items is the secret to evangelism success. Each is merely a method aimed at initiating contact with others. The real work of evangelism is personal - people telling people about the Savior. Evangelism in its truest sense happens when believers communicate what they believe to their friends and to the unchurched. Promotions or programs never can take the place of personal proclamations of the gospel." In this light we offer a smorgasbord of outreach ideas.

**Spirit Lifters** is a telephone call-in line made available through a local phone directory's advertising/information section. Callers choose between two recorded messages. Each one contains a Bible portion or thought-provoking devotion. Business cards, door-to-door flyers, and classified advertisements are used to promote the phone service.

**Story Hour** for Children is a variation of a service offered by most public libraries. In this case the story hour is held at the church or a church member's home. The storyteller is a member of the congregation, perhaps a Sunday school teacher, and the story to be read is a Bible story. A simple craft (like a coloring project) and refreshments can be added to the activity.

**Kid's Day Out** is a variation on the Christmas for Kids program. On selected Saturday mornings children from the community are invited to a morning program - including a Bible story, a video, crafts, refreshments, and singing - while the parents can devote the morning to a special project around the house, or whatever, without concern for watching the children.

**Parent's Night Out** is an evening version of Kid's Day Out. In this case the church offers childcare at the church on a Friday or Saturday evening so the parents can go out for dinner and a movie. Teens and grandparents, among others, can make excellent "sitters" for the evening. A modest charge can defray the cost of a rented video and refreshments. Reservations are required and a time schedule (7:00 to 11:00 P.M., for example) is strictly adhered to.

**Care Corps** is a group of compassionate helpers who serve people in need. They provide food, transportation, help around the house, childcare, or whatever for people in time of special need. Caregivers are trained not only in the skills of helping, but also in the skills of listening and gospel sharing.

**A Letter of Invitation** is sent by the pastor to people on a mailing list which members compiled of

their unchurched friends, relatives, neighbors, and people with whom they work or go to school. The letter, personally signed by the pastor, is sent before specific events like Christmas and Easter. The individually addressed letter can be done on a home computer with mail merge capabilities or prepared by a local printing company. Members are asked to follow up the letter with a personal invitation.

**Hospital "Fishing Expeditions"** is ministry to hospital patients who have no church home. Permission is obtained from the local hospital to visit those patients who have either listed themselves as having no church preference or as Lutheran, but having no congregation. Elders (a husband and wife team is especially good) can be trained to supplement the visits of the pastor. Home follow-up can lead to further opportunities for witness and contact with other family members. The "Kristal Bell Method" is a new and unique handbell playing system ideally suited for children between the ages of four and ten. Not only does this provide another opportunity for children to serve but family and friends will tend to visit when the children are playing.

What ideas for outreach have you tried? Share your outreach ideas with the evangelism/mass media office or your district evangelism coordinator so that others may hear about them our goal is to reach more people so that we may tell them all about Jesus Christ.

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287  
[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)



6404 S Calhoun St • Fort Wayne, IN 46807  
 Phone: 1-800-774-3360 • Fax: 1-419-872-6103  
 E-mail: NLMServiceCenter@aol.com

<input type="checkbox"/>				
<input type="checkbox"/>				

## Ten Outreach Ideas for Smaller Churches

Ronald W. Waters

Smaller churches sometimes have difficulty reaching out to others and experiencing growth. There may be a variety of reasons for that. Among them might be that many outreach ideas are geared to larger congregations and are out of the reach of smaller congregations.



Here are ten ideas that even the smallest congregations might consider implementing to good advantage. Don't try to do everything—just try to do one or two or three things very well!

1. **Our Jerusalem** – Conduct a six-eight week mailing campaign to friends, relatives, associates, and neighbors of people from your church. In each mailing, include a cover letter written by someone from your church along with a colorful brochure dealing with life issues. Follow up with a phone call and an introduction visit.
2. **Community Block Party/Christmas Festival** – Hold an event open to the community. Offer games and activities for all ages, but especially for children. Especially be sure to offer food! Offer door prizes as a means for encouraging attendees to share their names and addresses. And don't charge for anything—make this your gift to the community.
3. **Parents' Night Out** – Set aside a certain Friday of each month to offer low-cost babysitting at the church from 7:00 until 10:00 p.m. This is an outreach to single parents or couples new to the community. Congregational visitor and member parents also appreciate it. Offer special fun and learning activities for the children.
4. **Latchkey Program/After-School Tutoring** – Adopt a local school. Offer to assist with tutoring. Or offer after-school childcare for children in the community. Or offer a Pioneer Club/AWANA program one day a week.
5. **Backyard Bible School** – Take Bible school to the kids. Offer a Bible school type program at the homes of persons in your congregation. It could be daily for a week or one day a week for four-five weeks.
6. **Candy Cane Giveaway** – Find a public place to give away small candy canes at Christmas time. Attach a card with the story of the candy cane on one side and information about your Christmas services on the other side.

## SOFT-SELL EVANGELISM

There are a lot of churches that have no formal evangelism committee. They have no members trained in a formal evangelism program like "God's Great Exchange." There are no members who make calls on prospects. The pastor would like to make more visits but finds his schedule filled by meetings, classes and other obligations. I know, because I pastor one of these churches. Hopefully, that will change in the near future. One might suspect that ours is just another church barely holding its own, with a small list of prospects and a "holding action" approach to ministry.

I'm overjoyed to say that the very opposite is true. In the last two years our prospect list has grown to almost 200 names, our church attendance has gone from an average of 133 to 215, and 17% of our membership joined in the past 15 months. This is in Kenosha, a city that has made national news because of the closing of the city's major employer. How has that affected us financially? At this time, not at all. We raised our budget about 10% and we're considerably ahead of that. The reason for all this good news is hardly the genius of the pastor. It is the power of the Holy Spirit working through the lives of our members. We have developed a caring attitude, and it shows. Every church has opportunities. There are many programs that may or may not work in yours. Let me tell you about one that has been tremendously effective for us.

It's very simple. The Board for Evangelism has developed a nice little card that churches can send out to people who have had a child. Here in Kenosha the daily paper prints all names and addresses of new parents. We simply send a card to each new father and mother, offering our services. If people are interested, they can mail back a response card asking me to contact them. We've put our church address and postage on the back. What does this do? First of all, it reaches out to people when there is a change in their lives, a time when they may be more open to our ministry. Change factors include illness, a death in the family, marriage, divorce, separation, a new job, moving or a new child. We want people to know that we're interested in them.

Secondly, it makes people aware of our ministry. Nobody will go to a church they haven't heard of. People pass by churches every day on their way to and from work. Do they just stop in? Not unless there's a reason. Ninety percent of people who come to a new church do so because they've been invited. Well, we've invited them. They know who we are. They know where we are. They know we're interested in people.

Thirdly, it gives our own people an opportunity to feel that they are a vital part of the church and its vision. You may not have anyone formally trained in techniques of evangelism, but you have people who can hand write these cards and send them out. Some may be willing to follow up by phone. When they see some results, you'd better believe they can't wait to get to the next batch of names. Fourthly, it gives you a place to start. Many churches don't know where to start. Remember that something is better than nothing. To start a program like this all you need are the newspapers and one or two members of your congregation with nice handwriting.

What are the results? Of course, every church and community are different. We've run "New Parent" outreach for just over two months. We have had five baptisms, six people in Adult Information Class, one wedding, one new member who came for a baptism, willing workers and a special joy and excitement that can only be found when people see the Holy

Spirit working every week through the Word and Sacraments. Just buy a stack of cards from the Northwestern Publishing House and a roll of stamps. It does add up, but then so do the 12 new souls that we've touched for the Kingdom.

Gregory D. Gibbons

**WELS Evangelism**

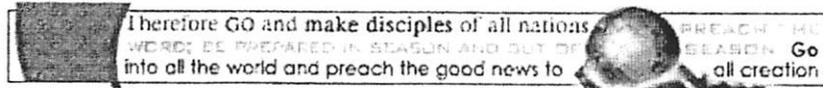
**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)   [DISCUSSIONS](#)   [SITE TOUR](#)   [SITE MAP](#)   [SIGN IN](#)



Tell a Friend! From: My e-mail

To: Friend e-mail

© 2006 Wisconsin Evangelical Lutheran Synod. All Rights Reserved   [Contact WELS](#) | [Privacy Policy](#) | [Register](#)

*Where the focus is on God.  
Not you.  
For a change.*

4501 Waller Road E  
Worship 10:00 a.m.  
[www.LutheranTacoma.com](http://www.LutheranTacoma.com)



PROPOSED  
BILLBOARD



No clowns.  
No puppets.  
No lattes.

*"Christ alone, and Him crucified."*

PROPOSED  
BILLBOARD

*Great results begin with Avery!* Worldwide Contacts

[Home](#) | [Site Map](#) | [Products](#) | [Ideas](#) | [Software/Templates](#) | [Avery Print](#)

**Office Products**

Improved Quick Search

All Topics

Search Tips  
Companywide Search

**Points of Interest:**

**Sign Kits**

Quick Peel Label Peeler

Photo ID System

*Great Results*

Business Resource Center

Home Corner

Product Catalog > Cards > Business Cards > Ink Jet > Micro-Perforated

[Receive Tips & Offers](#) [View Cart](#)

Products | *Catalog*



**Micro-Perforated Business Cards**

- Use your printer to create professional looking business cards.
- Ideal for everyday use and making title or address changes, cards for new employees, or customized messages.
- Ultra-fine perforations allow you to separate cards easily and cleanly.
- High quality, heavyweight matte coated cardstock provides vivid colors and sharp text.
- It is easy to Just Click & Create your cards with Avery Templates in over 100 popular software programs.

Product #	Product Name	Price							
Color	Print to Edge	Coating	Cards Edge	Design	Cards / Sheet	Sheets / Pkg	Total Cards	Dimensions	Add to Cart
8373	<b>Ink Jet Print-to-the-Edge Business Cards</b>	\$22.65							
White	Yes	Glossy	Perforated	n/a	8	25	160	2" x 3-1/2"	<a href="#">BUY</a>
27871	<b>Ink Jet Business Cards</b>	\$9.62							
White	No	Uncoated	Perforated	n/a	10	20	200	2" x 3-1/2"	<a href="#">BUY</a>
8376	<b>Ink Jet Business Cards</b>	\$14.46							
Ivory	No	Matte	Perforated	n/a	10	25	250	2" x 3-1/2"	<a href="#">BUY</a>
8377	<b>Ink Jet Business Cards</b>	\$14.46							
Gray	No	Matte	Perforated	n/a	10	25	250	2" x 3-1/2"	<a href="#">BUY</a>

**Find Another Product:**

- Binders & Accessories
- Binding Supplies
- Cards
- Dividers
- Glue Sticks
- Highlighters
- Labels
- Markers
- Media Labels
- Name Badges
- Pens & Pencils
- Photo ID
- Portable Reference
- Printable Crafts
- Report Covers & Folders
- Sheet Protectors
- Signs
- Software
- Stamp Pads
- Tabbing Products
- Tags
- Transparencies

**Search Catalog**

Find

Enter the Product Number or Description

Product Categories



HOME | PRODUCTS | IDEAS | SOFTWARE | PRINT | CONTACT US | ORDER FAQ'S | SHOPPING CART  
 SEARCH | SITE MAP | ABOUT US | HELP | INVESTOR RELATIONS | AVERYDENNISON.COM  
 © 1996-2006 Avery Dennison Corporation. All Rights Reserved. Legal & Privacy Notices.

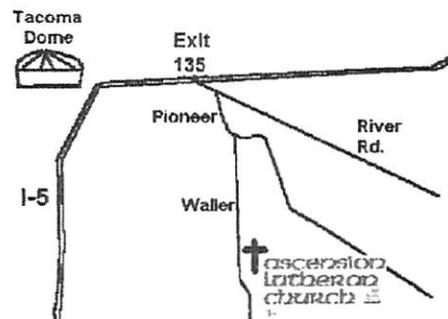
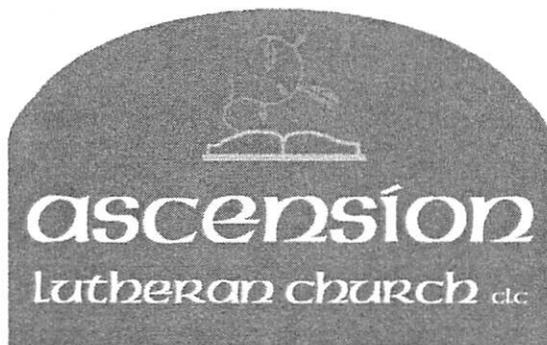
You are invited to join us for

# Advent Worship

## Ascension Lutheran Church

**Date:** Every Wednesday Evening  
December 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>  
**Time:** 7:30 p.m.  
**Where:** 4501 Waller Road E  
Tacoma

*Zechariah 9:9 "Behold, thy King cometh unto thee; He is just and having salvation."*



Sunday Worship at 10 (253) 922-8736

[LutheranTacoma.com](http://LutheranTacoma.com)

# You are Welcome at Grace Lutheran Church

710 4TH AVE SW · SLEEPY EYE, MN 56085

Just south of the Public School  
(507) 794-7793



Find out more about Grace on the Internet!  
<http://CLCLutheran.org/sleepyeye>

## WHAT IS A "LUTHERAN?"

- There are so many churches in our day; sorting them all out can be quite confusing! In fact, there are different kinds of "Lutherans," and the term means different things to different people.
- What "Lutheran" originally meant -- and what it still means here at Grace -- can be summed up with three basic ideas about how we gain eternal life:
  - ▶ **Grace alone** -- Heaven's doors are open to us, not because of what we do for God, but because of what He has done for us through Jesus.
  - ▶ **Faith alone** -- Being a Christian does not consist of following man-made rules, nor is it merely "head-knowledge" about God. It means having a heart which rests on Christ, who is the only way of salvation.
  - ▶ **Scripture alone** -- The only reliable way to find out what God says is through the Bible - not by human ideas, not by human traditions, and not by an imaginary "inner light."
- By joining together to help others with daily needs and troubles, we can show the love of Christ by what we do. *"Therefore, as we have opportunity, let us do good to all, especially to those who are of the household of faith"* (Galatians 6:10).
- By supporting Christian education, we can help pass on the precious heritage of God's Word to coming generations.

## AT GRACE YOU WILL FIND...



- People who share their faith in Jesus as their personal Savior.
- Preaching and teaching from God's Word alone, without mixing in social, political, or religious opinions.
- Spiritual growth. We offer regular worship services, Sunday School for all ages, Bible studies, fellowship groups, and Biblically-based personal counseling.
- A commitment to Christian education. Grace offers a well-grounded Bible education for all ages. K through 8 Sunday school, as well as Wednesday after-school classes and our high school youth group, help prepare our young people for this life and the life to come.
- A genuine desire to seek people in order to serve them with God's Word, so that they might live by FAITH in Jesus Christ.

## HOW CAN A CHURCH FAMILY HELP ME LEAD A FULL CHRISTIAN LIFE?

- By personal growth in God's Word, we become more secure in the knowledge of God's love in Christ. This makes us better equipped to deal with life's disappointments, meet its challenges, and appreciate its joys! *"I can do all things through Christ who strengthens me"* (Phil. 4:13).
- By helping to bring God's Word to others, we can better serve the Lord who redeemed us. Jesus said: *"Go into all the world and preach the good news to all creation"* (Mark 16:15).

## Please join us Each Sunday:

Worship service ..... 8:00 am  
Sunday School & Bible Class .... 9:00 am

**GO!**

Let's not forget to GO!

Its important brothers, that we help our congregations and individual members to remember that our mission is reaching the world (world=unchurched); to witness to all - not just to disgruntled Lutherans. Let's not be intimidated by the task, but instead look to the Lord for strength. Let's remember what it says in Concerning Church Fellowship:

"He who gave victory to Gideon with but 300 men, and He who evangelized the world through a far smaller number, does not need large organizations to accomplish his purpose."<sup>9</sup>

**Active Personal Mission Work requires Prayer for Boldness and the Holy Spirit**

I must admit that I am not a very good missionary. I tend to be shy and quiet when I am not familiar with someone. I need to pray that the Lord would increase my faith and make me more bold and zealous to actively go into the world with His Gospel. We need to pray for ourselves and for our people. So also did the Apostles:

"So when they heard that, they raised their voice to God with one accord and said, 'Lord, You are God, who made heaven and earth and the sea, and all that is in them, who by the mouth of Your Servant David have said: 'Why did the nations rage, and the people plot vain things? The kings of the earth took their stand, And the rulers were gathered together Against the Lord and against His Christ.' For truly against Your holy Servant Jesus, whom You anointed, both Herod and Pontius Pilate, with the Gentiles and the people of Israel, were gathered together to do whatever Your hand and Your purpose determined before to be done. Now, Lord, look on their threats, and grant Your servants that with all boldness they may speak Your word, by stretching out Your hand to heal, and that signs and wonders may be done through the name of Your holy Servant Jesus. And when they had prayed, the place where they were assembled together was shaken; and they were all filled with the Holy Spirit, and they spoke the word of God with boldness.'" - Acts 4:24-31 (NKJV)

**Nursing Home Services**

I am sure that most of us have shut-ins to visit. In my experience my member's roommates usually also sit in on the devotions. It may also happen that the Lord may present us with an opportunity to conduct regular services in a nursing home. These services are a great opportunity and can be very encouraging. Many residents aren't visited by anyone, be it clergy or family. They may never become members of the CLC, but that's not the point is it? No. I preach the Gospel with joy hoping one day to see them again in heaven. One word of caution though: make sure that the nursing home staff brings only those who want to attend services. As I said earlier, if they come to me willingly, I will give them the truth. But we should be conscious of unwittingly trampling on another man's call.

MINUTE MEDITATIONS

**Radio Ministry**

Another mission opportunity that the Lord has blessed in our midst is the Radio Ministry. Whether it be entire sermons or one-minute meditations, when the Gospel is proclaimed over the airwaves it bears fruits (whether we see it or not). A radio ministry takes both time and money. The benefits of such a tool not only serve the unchurched but also may be of benefit to our people who also listen to the radio.

**Personal Presentation/Friendship Evangelism**

Finally, it seems to be a clear consensus that personal witnessing bears the most fruit. Should we be surprised? When we are content and joyful in Christ it shows. When tragedy befalls friends and acquaintances the Lord may well be giving us opportunity to speak. One never knows when a friendly conversation on the weather may turn to Religion. Let's encourage our people to speak from the heart. They don't need to be seminary trained to witness of the love of Christ. The power of our mission work isn't in finely crafted words but in a simple presentation of Christ crucified. Let's encourage our people to look for opportunities. A few of the brethren make yearly visits to members and at least one asks his members to come up with the name of a single close friend or acquaintance that he might contact as a mission contact. In this way he keeps missions on his mind and on the minds of his people. So, let's also go and preach the gospel to every creature - that is our mission. Let's begin at home and with the Lord's help move outward from our homes and churches in ever widening circles.

IMMANUEL LUTHERAN CHURCH  
 Sacred in

SPIRITUAL SPACES - IMMANUEL

# Secular leads to sa



RUSS CARMACK

try. I was hurried  
 t to be spinning  
 of tradition and  
 if outreach and  
 work, and I met  
 o discuss my  
 g because when  
 ad doing things  
 sanner, people  
 ut (ministers)  
 ark. Zier really  
 k for revenues

to use my gifts  
**Why do you i  
 outreach mini**  
 "I get a hug  
 the Immanuel  
 called me for-  
 understands a  
 a community-  
 ing what God  
 less if it make  
 And that is w  
 el."

BY STEVE MAYNARD  
 The News Tribune

You wouldn't necessarily think of Hollywood movies such as "The Matrix" trilogy, "Contact" and "Pulp Fiction" as ways to reach out to nonchurchgoers.

But since September, Immanuel Lutheran Church in Puyallup has been using this secular medium to do just that. Member Scott Ehrhardt has shown film clips and led discussions every other Saturday night.

At 6:30 tonight in The Storefront youth building by the church, he'll show the film "Luther" and talk about what the church's mission should be. Two weeks later, he'll examine Bible verses about the topic.

Besides its film and theology meetings, Immanuel Lutheran plans to build a place geared to the needs of community members outside the church. Called Third Place, it will be a neutral meeting space to build friendships over coffee or for having a business gathering. The church has pledged of \$400,000 for construction.

**OTHER OFFERINGS**

Besides traditional and contemporary Sunday morning services, Immanuel Lutheran has Bible studies and other meetings on Wednesday nights, groups that meet in members' homes, and men's and women's groups, including one that offers a break for mothers of preschoolers. The church also has youth activities, choir, drama and a cancer support group.

**A BRIEF HISTORY**

Founded by German immigrants, Immanuel is 85 years old. The congregation is part of The Lutheran Church - Missouri Synod. Like other Lutheran denominations, it follows the teachings of Martin Luther that inspired the Protestant Reformation in the 16th century. The Missouri Synod summarizes these as "grace alone, faith alone and Scripture alone."

**MEMBER SPOTLIGHT:  
 SCOTT EHRRHARDT**

**Occupation and church activities:**  
 Civil service worker in charge of profes-



sional development on Fort Lewis. Teaches Sunday school, assists with the worship team and drama, helps lead the outreach ministry called Creed.

Ehrhardt, 35, lives in Tacoma and has attended Immanuel for 18 months.

**Family:** Ehrhardt and his wife, Ann, have a daughter, Makenzie, 8, and a son, Josua, 5.

**How has Immanuel Lutheran shaped your life?**

"Immanuel has been crucial in re-es-

tablishing myself in ministry out and just did not war my wheels for the sake ritual.

"I have a real heart & reformation within the el with the leadership ambitions. It was amazing you talk about change a in a slightly different r usually get scared, b John Biermann and M welcomed that and lo

**RELIGION CALENDAR**

**TODAY**

**WOMEN'S PRAYER AND WORSHIP GATHERING** featuring Diane Reed with Whole Heart Ministries, 9 a.m. - 1 p.m. [www.immanuel-lutheran.org](http://www.immanuel-lutheran.org)

Phone: 253-946-2061, 253-740-0754  
**KABBALAH SCHOLAR DANIEL MATT**

**LENTEN MIDWEEK WORSHIP SERVICE**

"Pondering the Parables," 6 p.m. 1006, followed by service. Mt. View Lutheran Church, 3208 122nd Ave. E., Edgewood, 253-863-5071. [www.mountviewlutheran.org](http://www.mountviewlutheran.org)  
**WORSHIP SERVICE** with the Psalms, starting with "The Bethany Hymn," 7 p.m. First Presbyterian Church, 412 W. Pioneer, Puyallup, 253-668-1205

Lo-Seneca Church, 2553 Tacoma Ave. S., Tacoma, 253-627-5421, [www.lo-seneca.org](http://www.lo-seneca.org)

**THE SACRED MUSIC CHORAL** joined by

First Presbyterian Church, 412 W. Pioneer, Puyallup, 253-668-1205  
 at 7:30 p.m. at Marine View Presbyterian Church, 8649 Eastside Drive N.E., Everett, 425-692-0607



ated  
Bridges + Partials  
ial  
08  
MD

THE PUYALLUP HERALD  
9:30 & 11:00 a.m.  
K & St. Youth Hour 9:30 p.m.

If YOU LIKE DEPOK CHOPRA, WAYNE DYER, DR. PHIL,  
OPHIAH MARIANNE WILLIAMSON AND MARY MORRISSEY  
2908 Meridian E. Edgewood, WA 98371  
Sunday Worship: 10:30 a.m.  
Full Youth Program  
Church of Christ  
Located 1/2 way between Federal Way and Puyallup on  
Highway 161. Phone: 253-465-1000  
www.unitywells.org  
You will love UNITY's positive and life affirming message.  
Non-denominational weddings and memorial services available.

**Move In!**  
Million \$ views  
All utilities  
exterior basic  
cable included  
Studios &  
1 bedroom  
Subsidized apts  
Handicap Accessible  
A 98402  
k.net

Everyone Welcome!  
Worship with us  
Sunday 9:30am  
Sunday School for children 10:45am  
**Faith Lutheran Church**  
WELS  
Join us ...  
Meeting on South  
Hill at Firgrove  
Elementary School  
138th & Meridian  
253.537.2819

**LIVING  
ER'S CARE**  
Adult Day Care Services  
Memory Care  
Respite Care  
Alzheimer's Care  
Therapeutic Occupational  
Activities  
Available with Daily  
Care Needs  
Therapeutic  
Specialty Assisted Living for  
Specialty Care  
Secure Transportation  
No Income Dis. for Eligibility  
DIGNITY  
PRIVACY  
QUALITY CARE

**Calvary Community Church**  
Come as you are. You'll be loved.  
40 DAYS OF PURPOSE AT CALVARY  
What On Earth Am I Here For?  
Join us this weekend and discover God's purpose for your life!  
Seven Celebration Services!  
Children provided at all services (Nursery-6th grade).  
**Summer Campus**  
75176 Garry Street, Summer  
Friday at 7 pm  
Saturday at 5 and 7 pm  
Sunday at 8:30 and 11:30 a.m.  
\*Interpreted for the Deaf  
**Puyallup Campus**  
Cascade Christian High School  
1811 - 24th St. SE, Puyallup  
Sunday at 10:30 a.m.  
253.869.9362 • City: 253.863.0697 • www.cccsummer.org

ONE COLOR  
SAT RELIGION SECTION 8164.64

\$165  
one color  
(per week)  
on Sat.

To Advertise on this featured page Call Linda Dennis (253) 537-6445

# THE NEWS TRIBUNE

June 1, 2006

Happy June!

I wanted to send you a reminder of our church page that runs on Saturday and also our Puyallup Herald church directory that runs every Thursday. I have included the flyers & rates and also some samples of sizes and the total cost for them. This has been a growing success and I know it's a great opportunity for all churches involved to really benefit from these pages. This is also a great way to advertise any up-coming events & fundraisers. The News Tribune reaches over 300,000 readers on Saturday and over 28,000 readers for the Herald. Combined that's over 328,000 readers!

If you have any questions or would like additional information let me know. I look forward to working with you soon.

Sincerely,



**Desiree Brown**  
**Advertising Consultant**  
**The News Tribune, The Herald, The Gateway, and NW Guardian**  
**Office: 253.552.7015**  
**Cell: 253.590.3494**  
**Fax: 253.552.7018**  
**[desiree.brown@thenewstribune.com](mailto:desiree.brown@thenewstribune.com)**

1950 South State Street, Tacoma, Washington 98411-0008 • [www.thenewstribune.com](http://www.thenewstribune.com)



We are living in uncertain times. Our 332,900 readers are looking for answers.

It is time for the faith community to reach out to those hurting souls around them. The News Tribune is offering a weekly church directory with space for promoting your special services and activities. We are also offering niche advertising positions to those businesses who believe in the hope their faith brings them. To the right are the rates for these extraordinary promotional opportunities.

**THE NEWS  
TRIBUNE**

## Reach Out to Our Community with your Uplifting Message!

**Publishes: Every Saturday**  
**Deadline: Tuesday Prior**  
**Format: Broadsheet**  
**Position: Opposite Religion Page**

Includes  
One Color  
51 Blue

One Time Rate.....\$41.16 per column inch  
 13 Time Rate.....\$38.92 per column inch  
 26 Time Rate.....\$34.68 per column inch  
 52 Time Rate.....\$30.43 per column inch

Your Name  
Address  
Phone  
Service Dates  
& Times

(1 Column Inch)

### Three Ways to Reach Your Community

- Directory Listing (1" Minimum)
- Event Display Ads
- Retail Display Advertising

**Don't Delay!...Call Desiree  
at 253.552.7015**

GRPS GE25 RCHUR

084571

**2x2**

NT 1x = \$164.64

PH= \$48

**1x2**

NT 1x= \$82.32

PH= \$24

**2x3**

NT 1x= \$246.96

PH= \$72

**1x3**

NT 1x=\$123.48

PH= \$36

**3x3**

NT 1x= \$370.44

PH= \$108

# Church Directory

## SHARE THE FAITH

*The Herald's Church Directory page provides space for publishing all kinds of church announcements.*

*The page appears in the paper every Thursday. You can reach more than 34,300 households throughout the fastest growing area in Pierce County. The investment rate is only \$12 per column inch.*



**Reach over 34,300 households by advertising in The Herald's Church Directory**

Rate per column inch:

**\$12.00**

**INCLUDES ONE COLOR**

Deadline is the Thursday prior to publication

**The Herald**  
A part of East Pierce County life for 100 years

For more information call Desiree  
253.552.7015

20834806

Point Kathie Todd - Gold Team GRPS PHCH RGWO 42 Purple (Subject to Change for Press)

Community B  
Pastored By Dallas Theobald  
Sunday Worship 8:30  
Sunday School/A  
Wednesday

FREE W...  
now To Stay San...  
with Anne I...  
Sunday, March...  
FAITHFUL SHEPHE...  
Woodhaven Centre 18

Lewis and I...  
School /...  
6901 Burt St.  
"The Pathwa...  
10:00 a.m.  
Val Mur

Love and Grace  
FAMILY CHURCH

2631 South 156th Circle  
(156th & W. Center)  
330-7760  
Dale & Betty Jo Marples Pastors  
Member of RHEMA Ministries

EVANGELICAL ASSEMBLY OF  
8:00 a.m. & 10:30 a.m.  
Morning Worship  
9:30 a.m. Sunday  
10:30 a.m. Children  
6:00 p.m. Evening  
Wednesday Worship  
13445 Creech

PRESBYTERIAN CHURCH  
"Reaching Out to You"  
SUNDAY SCHOOL  
9:00-10:00 AM  
CHILDREN'S  
10:00-11:00 AM  
WEDNESDAY PRAYER  
6:00-7:00 PM  
325-0041

IMMANUEL LUTHERAN CHURCH  
Y.M.C.A. Chapel, 31 E. Ogden  
LaGrange, Ill.  
Pastor David Schellenbeck  
Services at 9:00 A.M. Sunday  
(Church of the Lutheran Confession)  
Phone: 845-6444



TIDINGS  
URCH  
15 a.m. Services  
NEED A  
ST REV...  
or Rick

GRACE LUTHERAN CHURCH  
(Feel Free To Call Collect)  
A Member of the Church of The Lutheran Confession

ST. MARTIN'S  
LENT  
7:00 p.m. Fridays  
Stations of the Cross, Benediction  
of the Blessed Sacrament, Study Hour  
Sundays 5:30 p.m. Evening Prayer  
6:00 p.m. Reflections on our Faith  
Fridays and Saturdays 5:00 p.m.  
Sacramental Confession / Absolution  
Sunday Mass 8:00 and 10:00 A.M.  
(Child Care)  
COME JOIN US FOR A MEANINGFUL LENT  
We are TRADITIONAL ARBO-CATHOLIC EPISCOPAL  
11 S. 240 and J Streets  
Episcopal Synod of America



GRACE LUTHERAN CHURCH  
460 75th Avenue N.E.  
Fridley, Minnesota 55421  
Phone (612) 781-1111

logist Ralph Winter had said that Chris...  
the five people groups the agency has targeted —  
Chinese, Muslims, Hindus, Buddhists and tribal

LUTHERANS CONCERNED  
-About preserving the Bible as the col...  
-About keeping the true reformation heri...  
-About avoiding liberalism and doctrinal i...  
You are cordially invited to:

ATTENTION CONCERNED LUTHERANS  
Are you bothered by the rise of liberal doctrine in some of the Lutheran churches? Are you tired of having to filter out part of what you are being taught? If so, you may be interested to know that we are one of those churches that has not changed. We are a church which still upholds the truths of God's Word, as they were taught by Martin Luther and confirmed in the historic Lutheran Confessions. We invite you to become acquainted with us.  
\* Grace Lutheran Church of Valentine is currently serving a group of people in the Kearney-Grand Island areas. We are interested in serving you.  
\*\*\* Your Inquiry Is Welcome! \*\*\*  
For More Information, Call 402/576-3248  
(Feel Free To Call Collect)

COUNTRYSIDE COMMUNITY CHURCH  
United Church of Christ  
WORSHIP AND SUNDAY SCHOOL  
9:30 & 11:00 a.m.  
Membership Service  
"MASADA" MEANING MEMBERSHIP  
Dr. William P. ...  
PACIFIC  
391-0350

THE USE OF ADVERTISING AND LITERATURE IN OUR MISSION OUTREACH..

WEST CENTRAL CONFERENCE  
CHURCH OF THE LUTHERAN CONFESSIO (CLC)  
AT GRACE EV. LUTHERAN CHURCH  
VALENTINE, NE  
JUNE 2-4, 1992

## The Use of Advertising and Literature

### In Our Mission Outreach

The assigned title of this paper is "The use of advertising and literature in our mission outreach." We have decided to expand slightly on this topic to hopefully give us all a little more knowledge and understanding, and to help us in fulfilling "The Great Commission".

In the last 20 years or so the business world has used a plan which they believe helps reach their goals of obtaining new business, expanding their business, and overall growth in sales and profits. This plan suggests three initial steps.

1. Establish a mission statement or purpose.
2. Set obtainable goals.
3. Prepare a strategic plan to accomplish #1 & #2.

Perhaps with God's help we can use this method to help us as Christian individuals, and as congregations to expand our outreach and spread the saving Gospel of Jesus Christ.

1. **Our Mission-** The mission is simple and clear: "To spread the Gospel" So that we, His followers, would not miss the mandate or mission, Jesus stated and restated it in the first five books of the New Testament.

Matthew 28:18-20 "Then Jesus came and spoke to them saying, "All authority has been given to Me in heaven and on earth. Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and

of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo I am with you always, even to the end of the age." Amen

Mark 16:15 "And He said to them, 'Go into all the world and preach the gospel to every creature.'"

Luke 24:46-47 "Then He said to them, 'Thus it is written, and thus it was necessary for the Christ to suffer and to rise from the dead on the third day, and that repentance and remission of sins should be preached in His name to all nations, beginning at Jerusalem. And you are witnesses of these things.'"

John 20:21 "Then Jesus said to them again, 'Peace to you! As the Father has sent Me, I also send you.'"

Acts 11:19-21 "Now those who were scattered after the persecution that arose over Stephen traveled as far as Phoenicia, Cyprus, and Antioch, preaching the word to no one but the Jews only. But some of them were men from Cyprus and Cyrene, who, when they had come to Antioch, spoke to the Hellenists, preaching the Lord Jesus. And the hand of the Lord was with them, and a great number believed and turned to the Lord."

So we see that our mission is quite evident and very clear; "Go and Tell"

2. Our Goal- The dictionary defines a goal as an aim or objective. In spreading the gospel, and in our outreach efforts, the goal is very simple: Spread and proclaim the saving gospel to all the world, and especially to those whom

we come into personal contact with.

In business there are many goals which we try to reach. In outreach we have but one goal. So, it is simple to describe our goal, but, often times it is hard for many of us to achieve. We look to the Holy Spirit to give us the strength, the will, and the commitment to use every opportunity possible to tell others of their Savior.

3. The Strategic Plan- To help reach our goals and to fulfill our mission we would establish a strategic plan. One of the main parts of our plan would be to list at least a portion of our strengths and weaknesses. [This is a good exercise for any congregation. The congregation would split into small groups of 3 or 4 persons each and try to list all the strengths and weaknesses of the congregation. Then all the groups would get together and expand on them to the whole group. Write a formal list of both strengths and weaknesses and with God's help try to improve on them.]

#### Our Strengths

1. We have the Triune God with us at all times. He knows our needs and will help us in our Outreach efforts.

2. We have our prayers and God's promises.

3. We have available manpower (men, women, and children) who are willing and have the desire to spread His word.

4. We have Pastors and teachers who are willing to teach us and our children to be witnesses.

5. We have the funds available for brochures,

3.

advertising, etc. "ask and it shall be given."

We certainly could add many more strengths which God has given to each of us individuals and as congregations.

#### **Our Weaknesses**

1. We are afraid we won't know what to say, or will say the wrong thing.

2. We are afraid of being turned down or ridiculed.

3. We are not willing to attend classes and Bible classes where we can learn God's word and how to tell others.

4. We are possibly lacking the outward desire.

5. We are not willing to give to the Lord, gifts of money, for this cause.

6. We have excuses such as: no time or too busy.

We could think of many more strategies that would directly suggest methods of outreach or witnessing. You can take them up in your own congregational outreach training.

Quite possibly one of our strategies to reach our goal would be to use advertising. Since the assigned topic is "The use of Advertising and Literature in our Outreach " we will try to concentrate on advertising as a strategy.

When we think of using advertising in outreach the advertising most widely thought of is newspaper advertising. There is also radio, T.V., and direct mailing, which could include newsletters, tracts and personal letters. The newspaper; we are told, is read by 75% of all households. Today two out of three adults will read, or at least scan

the newspaper. Sunday and week-end newspapers are read by about 70% of the adult population that are able to read.

There are two main types of church ads.

1. The regular informational type ad. This ad is usually small in size and runs on a regular basis, usually weekly on Friday or Saturday. Because of it's size it is usually limited to it's copy and graphics. It builds readership through it's repetition. It can be used to invite prospects to a new mission church, or remind them of an established congregation in the community. These ads are limited to name, affiliation, location, times of service, and possibly the Sunday sermon title. If possible it is important to have a picture of the church, or other pertinent and recognizable clip art.

2. A special event ad, which would deal with a special event in your church such as Mission Festival or ILC Tour Choir concert, etc. These ads should, if possible, show a picture of the choir or the speaker, etc. Often times <sup>These</sup> ads will be printed as a public service by the newspaper.

The following pages will show several copies of advertising which have run in newspapers. Some are quite good and some could use improvement.

5.

5

**LENT**

7:00 p.m. Fridays  
 Stations of the Cross, Benediction  
 of the Blessed Sacrament, Study Hour  
 Sundays: 5:30 p.m. Evening Prayer  
 & 8:00 p.m. Reflections on our Faith: "Alive in Jesus"  
 Fridays and Saturdays: 5:00 p.m.  
 Sacramental Confession/Absolution  
 Sunday Mass 8:00 and 10:00 A.M.  
 (Child Care)  
 COME JOIN US FOR A PRAYERFUL AND HOLY LENT  
 We are TRADITIONAL, ANGLICAN-CATHOLIC, EPISCOPAL  
 AT 6, 7th and J Streets 733-2811

**Episcopal Synod of America**

**FAIRPLAIN PRESBYTERIAN CHURCH**  
 "Reaching Out to You"



REGULAR SERVICE  
 WEDNESDAY 10:00 AM  
 SUNDAY 10:00 AM

Rev. Douglas W. Pharis, Pastor  
 925-0041  
 Fax Office 179-734

The above two ads are both quite small but could be effective. Both jump out at you.

**GLAD TIDINGS CHURCH**

9:00 & 10:45 a.m. Services  
**"WE NEED A HOLY GHOST REVIVAL"**  
 Pastor Rick Cole

6:00 p.m. Service  
**"THE SEVEN LAST PLAGUES"**  
 Pastor Rick Cole



75th & Hickory  
 391-6515

♿

Pastor Rick Cole

Don't know about the message, but note the picture of the Pastor? This would draw you to the ad.



**TRINITY EVANGELICAL LUTHERAN CHURCH**  
 9123 George St. at Route 31  
 Berrien Springs, MI

THE LUTHERAN CHURCH MISSOURI SYNOD

**INVITES YOU**

IN CHRISTIAN FELLOWSHIP AND LOVE TO CELEBRATE WITH US FRIENDSHIP SUNDAY. ON NOVEMBER 4, 1990 STARTING AT 9:15 WITH A GETTING TO KNOW YOU BREAKFAST BUFFET. CHURCH SERVICES BEGIN AT 10:30 A.M. "GETTING TO KNOW YOU BETTER AFTER SERVICES."  
**COME & BRING A FRIEND!**

Good Ad, an invitation to a Special Friendship Sunday Notice the invitation "Come and Bring a Friend"

**Trinity Lutheran Church**  
 (Missouri Synod)  
*A growing Church for a growing community*



**"GROWING IN OUR COMMITMENT"**

Worship 8 AM & 10:30 AM • Sunday School & Bible Classes 9:15 AM

Rev. Paul A. Koehnke, Administrative Pastor  
 Rev. Robert C. Weikart, Assistant Pastor

Court & Market Streets, St. Joseph, Michigan

This ad has a lot of white space which is considered good. Also the picture of the church would attract to the ad.

# FOR LUTHERANS CONCERNED ABOUT:



CHURCH  
of the  
LUTHERAN  
CONFESSION

- ★ ATTACKS ON THE RELIABILITY AND INERRANCY OF HOLY SCRIPTURE
- ★ REJECTION OF GOD'S SIX DAY CREATION FOR EVOLUTION
- ★ ADMISSION OF WOMAN SUFFRAGE INTO THE CHURCH CONTRARY TO THE BIBLE
- ★ SUBSTITUTION OF SOCIAL ACTION FOR THE CHURCH'S ONE TASK: PREACHING THE GOSPEL OF CHRIST

We are interested in beginning a church in this area. For further information and a free "STATEMENT OF FAITH AND PURPOSE" contact

Rev. David Schierenbeck, 1 May Street, Addison, Ill., 60101, Phone 543-5434

## IMMANUEL LUTHERAN CHURCH

Sunday Services at 9:00 A.M. — In the YMCA Chapel, 31 E. Ogden, La Grange

THESE ADS ARE ALL  
QUITE GOOD. DIFFER-  
ENT SIZE ADS ALL  
SEEKING DISTURBED  
LUTHERANS FROM OUR  
FORMER FELLOWSHIPS.  
MOST OF THESE ADS  
HAVE SHOWN SOME  
SUCCESS AT REACHING  
THESE PEOPLE.

These ads were all used  
by our C.L.C. Congregations  
In Chicago, ILL Madison, WI,  
Valentine, NE (Grand Island Area)

## CONCERNED LUTHERANS...

Are you disappointed with recent synodical mergers? Are you looking for a church which still today...

- \* Stands up for God's Word and teaching without compromise?
- \* Preaches the saving Gospel of Christ; not social action?
- \* Believes in the verbal inspiration of the Bible?
- \* Accepts God's creation of the world; not the *theory* of evolution?

Faith Lutheran Church + Peace Thru Christ Lutheran Church  
305 East Main 3232 West Point Road  
Cambridge + 9:00 A.M. Middleton + 11:00 A.M.

Pastor J. Ude + Telephone: 423-3169  
Cassette Tapes Available (call collect)  
CHURCH OF THE LUTHERAN CONFESSION

### LUTHERANS CONCERNED . . . .

- About preserving the Bible as the complete Word of God
- About keeping the true reformation heritage
- About avoiding liberalism and doctrinal indifference

You are cordially invited to:

### IMMANUEL LUTHERAN CHURCH

Y.M.C.A. Chapel, 31 E. Ogden  
LaGrange, Ill.

Services at 9:00 A.M. Sunday  
(Church of the Lutheran Confession)



Pastor David  
Schierenbeck  
Phone: 543-5434

## ATTENTION CONCERNED LUTHERANS

Are you bothered by the rise of liberal doctrine in some of the Lutheran churches? Are you tired of having to filter out part of what you are being taught? If so, you may be interested to know that we are one of those churches that has not changed.

We are a church which still upholds the truths of God's Word, as they were taught by Martin Luther and confirmed in the historic Lutheran Confessions. We invite you to become acquainted with us.

\* Grace Lutheran Church of Valentine is currently serving a group of people in the Kearney-Grand Island areas. We are interested in serving you.

\*\*\* Your Inquiry Is Welcome! \*\*\*

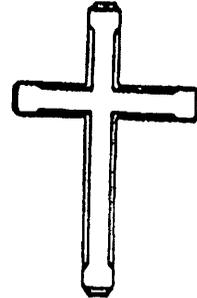
For More Information, Call 402/376-3248  
(Feel Free To Call Collect)

## GRACE LUTHERAN CHURCH

**GRACE LUTHERAN CHURCH**

460 75th Avenue N.E.  
Fridley, Minnesota 55432

Phone (612) 784-8784



**SUNDAY SCHEDULE**

October through May . . . 8:30 a.m. & 10:45 a.m.  
June through September 8:30 a.m. & 10:00 a.m.  
Sunday School and Bible Class . . . . . 9:30 a.m.

**ADULT INQUIRY CLASS** by appointment

**OUR INVITATION**

The cause of sorrow and trouble in the world is sin. The cause of guilt and death is likewise sin. But giving strength for life, and hope of heaven is the merit and blood of the Lord Jesus Christ. In Him, the expression of the Father's love, we know that our lives are secure, and our eternal life certain. We want to share this confidence with you. Will you not give us the chance? What we have received freely, we would freely give.

This is a good ad from our CLC Church in Minneapolis. Note the invitation.



**CHRIST COMMUNITY CHURCH**

**SUNDAY WORSHIP**  
8:00, 9:30, 11:00 AM  
"The Ever Present Danger Of Seduction"  
Pastor Bob Thune

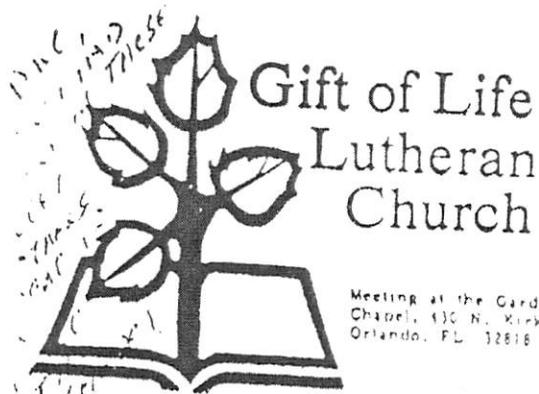
**ADULT NEW COMMUNITY AND SUNDAY SCHOOL**  
9:30 and 11:00 AM

**SUNDAY 6:00 PM**  
"Coping With Hostility"  
Pastor Bob Thune

**WEDNESDAY MINISTRIES**  
All Ages - 6:30 PM

Sign Interpretation during the 9:30 service.

Good ad, the picture although not too plain on this copy if used continually would draw your attention.



**Gift of Life  
Lutheran  
Church**

Meeting at the Garden  
Chapel, 430 N. Kirkman,  
Orlando, FL 32816

INVITES YOU TO AN INFORMAL  
INFORMATION MEETING TO BE HELD  
SUNDAY, FEBRUARY 2nd, AT 4:00  
P.M., IN THE CHAMPAIGN ROOM OF  
THE HILTON INN, 3200 WEST  
COLONIAL, ORLANDO.

\*\*\*\*\*  
GIFT OF LIFE is a new mission  
of the Church of the Lutheran  
Confession -- a small, conservative  
church body which, for doctrinal  
reasons, separated from the Wisconsin  
and Missouri Synods about 27 years  
ago.

\*\*\*\*\*  
This meeting is designed to  
simply introduce our Gospel-oriented  
church to the community, and to  
answer any questions you might  
have. Out of respect for individual  
beliefs this will not be a worship  
service, and your attendance will not  
obligate you in any way. For more  
information please contact Pastor  
Michael Roehl at (305) 297-0562.

I believe this ad was run in a flyer  
that was distributed in an area of  
Orlando FL, when we were attempting to  
get a Mission started there a few years  
ago.



**JOGGING  
COULD BE  
BAD FOR  
YOU?**

If you jog  
Sunday mornings  
between  
8:00 AM & 12:00  
and miss any of  
the following:

**Sunday School  
Bible Study &  
Worship Service**

**RISEN SAVIOR  
LUTHERAN CHURCH**

3602 BONITA ROAD  
CHULA VISTA, CA 92010

1/2 MILE EAST OF HWY 805  
FIRST ENTRANCE WEST OF  
GLEN ABBY MEM. PK.  
(SEVENTH DAY ADVENTIST BLDG.)

**WORSHIP-10:45 A.M.  
SUNDAY SCHOOL-12:00 NOON  
PASTOR DALE HELLA  
445-5951 • 445-8779**

Pretty catchy ad. It appears to  
me that it would really draw attention.  
I don't know that we would use  
this type of an ad, but it may work.

# WE STILL BELIEVE

↑↑↑↑↑

In an age of anxiety, we still believe that peace comes from Jesus Christ, our Lord and Savior.

In an age of confusion, we still believe that the Bible is the Word of God, inerrant and infallible.

In an age of doubt, we still believe that Jesus was conceived by the Holy Spirit and born of the Virgin Mary.

In an age of guilt, we still believe that Jesus Christ died on the cross to remove the power of sin, death, and Satan from our lives.

In an age of fear, we still believe that Christ rose bodily from the dead to lead us to eternal life.

In an age of self-centeredness, we still believe that God acts through the Sacraments of Baptism and Holy Communion.

In an age of constant change, we still believe in the unchanging Holy Trinity, the Father, Son, and Holy Spirit.

"If you hold to my teaching, then you are really my disciples. Then you will know the truth, and the truth will set you free." — John 8:31-32

GIFT OF GOD LUTHERAN CHURCH  
Michael Wilke, Pastor  
10408 Fairfax Village Dr. #913  
Fairfax, VA 22030  
Call Us At: (703) - 352-0208  
Family Worship: 9:30AM  
10:15AM

The above I believe was a flyer used in the Washington DC area. This is just a portion of the flyer.



**Dundee Presbyterian Church**  
"A Bridge of the Spirit" serving Metropolitan Omaha  
9:00 and 11:00 A.M. Worship Services  
Dr. Nelson's sermon:  
"THE ANGER OF JESUS"  
Church School 9:00, 10:00, and 11:00 A.M.  
Adult Classes 10:00 A.M.  
Happy Hollow at Underwood Avenue  
Dr. Daniel W. Nelson  
Rev. Tony J. B. Wendler  
Rev. Robert E. Meador  
Mrs. Mary Ann Whinnor  
Dundee Church of the Air — KFAB, Sun. 8:35 A.M.

A good ad that would attract. Note the wheelchair access symbol, The mention of being on Radio, the slogan and the Picture. They have a lot in a small ad

Here are just a few suggestions for developing a productive ad: Keep layouts simple, give ads a recognizable style, and use dominant illustrations. Be sure to tell the reader everything essential about your church. Such as name, affiliation, location, times of services, special activities, etc. If you have a Christian day school it is always good to mention it also. If you have additional room in your school it may be wise to advertise your school, and the benefits of sending their children.

Radio and television are two of the most widely watched and listened to forms of media today. Our modern day society is almost lost without these forms of communication. They are certainly a way to get into most homes with the gospel. Although I think that Satan also uses them for his own purposes far too much. (This could very well be another topic for Christian discussion, in which we could learn how to restrict and monitor the television watched by both ourselves and our children.) Most radio stations and some television stations offer churches a certain amount of free time for devotions etc. The only objection to this is that it can lead the listeners to believe that all churches believe and teach the same things, or that we are ecumenical and do not practice what we teach concerning fellowship, prayer, ~~and~~ close communion, etc.

On paid radio, depending on the station, it will run from \$30.00 to \$80.00 for a five minute spot or sermonette. Often times the longer the program the less the per minute

rate. Most radio stations will give free time to special event announcements, such as the ILC Tour Choir, etc. Special Christmas and Easter messages usually have a set price, often times lower than the regular going rate of \$7.00 to \$20.00 per minute.

With television, the cost is usually quite high, and out of the range of most of our congregations. The only suggestion would be to "team up" with other congregations in the same broadcast area for a joint ad. Television production costs are also very high, and can easily average 1,000.00 or more for a single 30 second spot. The average television spot costs \$ 140.00 to \$ 2,000.00 depending on the viewing area and the time slot in which it is run.

When procuring an ad of any kind for the newspaper, television, or radio, remember these four points.

1. Target your audience.
2. Gain attention immediately.
3. Design the message to dominate.
4. Use only one idea per message.

The personal computer can be very helpful and useful for letters or tracts to prospects. The PC can be used to store names and addresses of members and prospects, which could generate peel off address labels for informational mailings. A personal (form) letter can be generated with your PC to welcome newcomers into the community or just to send invitations to prospects within the community. You can also make use of your PC by using a desk top publisher to

produce flyers, brochures, and announcements of special occasions that you would like to invite guests and prospects to.

Our mission, our goal, our strategy, newspaper, radio, television, mailing lists, etc. are only the preliminary steps to fulfilling the Commission of Christ. They are only ways and means of drawing attention to our Savior, and to our church. Once we find a prospect it is up to each of us to feed them with the Word. The Lord gives us these tools to assist in spreading the gospel, to find lost souls, and to add sheep to His flock. He alone can grant the increase. We pray that God would give each of us the strength, knowledge, and zeal to use these means to reach others with the saving knowledge which we have by His grace alone. Let us all work together to find ways and means of telling others of our free salvation, bought and paid for by our crucified and risen Lord. What a privilege, what a blessing, and what rewards God has given to each of us.

Don Ohlmann  
West-Central Delegate Conference  
June 2-4, 1992  
Valentine, Nebraska

Works Cited  
Association of Church Missions (ACMC)  
Mission Policy Handbook (ACMC)  
Cultivating an Active Mission Church  
Pemberton & Elliot "An effective Mission  
Program for your Church".  
Rollins Business Seminars

**ASCENSION LUTHERAN CHURCH**

---

4501 Waller Road E  
Tacoma WA 98443

## **A Concert of Sacred Music**

*Immanuel College Choir to Sing at Ascension Lutheran Church*

### **For Immediate Release**

Thursday, March 10, 2005

**Contact: Rev. Paul Naumann**  
**Ascension Lutheran Church**  
**253.922.8736 (church) or 253.922.8181 (parsonage)**

**Tacoma** — The Tour Choir of Immanuel Lutheran College of Eau Claire, WI will present an afternoon concert at Ascension Lutheran Church, 4501 Waller Road E, on Wednesday, March 23. The concert will begin at 3:30 p.m. and the public is invited. The 33 singers are directed by Professor John C. Reim. This concert is one of the last stops on a schedule of eleven concerts for the choir, with visits to congregations in Minnesota, North and South Dakota, and Washington.

There will be no charge for admission, although a freewill offering will be taken up. Ascension Lutheran Church is located on Waller Road, one mile south of Pioneer. Regular Sunday worship is held at 10:00 a.m.. More information can be obtained by calling (253) 922.8736, or by visiting the church web site: [www.lutherantacoma.com](http://www.lutherantacoma.com).

our calling to proclaim the Good News of forgiveness in Jesus Christ. Of course, we are delighted to have been chosen to host the pastoral conference, and we look forward to showing our visitors the many beauties of the area!"

During their spare time, visiting pastors will be treated to a tour of the area, a ferry ride, and a trip to the Museum of Glass. Regional cuisine, including alder-smoked salmon, is planned for the conference meals.

More information about Ascension Lutheran Church can be obtained by calling (253) 922.8736, or by visiting the church web site: [www.lutherantacoma.com](http://www.lutherantacoma.com).

**ASCENSION LUTHERAN CHURCH**

---

4501 Waller Road E  
Tacoma WA 98443

## **Local Church Hosts Meeting of Lutheran Pastors**

*Pacific Coast Pastoral Conference of the CLC to Meet at Ascension Lutheran Church*

### **For Immediate Release**

Tuesday, April 20, 2004

**Contact: Rev. Paul Naumann  
Ascension Lutheran Church  
(253) 922-8736**

**Puyallup** — Ascension Lutheran Church will be hosting the Pacific Coast Pastoral Conference of the Church of the Lutheran Confession (CLC), beginning Tuesday, April 27. The conference runs Tuesday through Thursday, and takes place at Ascension's new facility, which is located between Tacoma and Puyallup at 4501 Waller Road E. CLC pastors from a six-state western region will attend the conference, which is scheduled to include study papers on a variety of topics ranging from Bible interpretation to contemporary issues. The highlight of the three-day conference will be a special 7:00 p.m. worship service on Wednesday evening, April 28, to which the public is invited.

Built less than a year ago, Ascension Lutheran Church has 40 members from across the South Sound area. The congregation is affiliated with the Church of the Lutheran Confession (CLC), a national church body which emphasizes the inerrancy of the Bible and the centrality of Christ's atonement. "We are often described by others as a 'strict' or 'conservative' church," says Pastor Paul Naumann, "but we prefer to think of ourselves as a 'faithful' church. We try to be very faithful to God's Word, and faithful in

early 1960's. Their synodical headquarters are in Eau Claire, Wisconsin. CLC President Rev. John Schierenbeck, of Winterhaven, Florida, is the scheduled guest speaker for the June 8 dedication at Ascension.

Construction of the 1400-square-foot Waller Road facility was begun in January and completed in early May, at a cost of \$182,000. The current structure is modest, seating only 60, though it is intended to serve as a worship area only temporarily. Plans call for a later main sanctuary that will seat 250, as soon as congregational growth makes the larger building feasible. At that time the current building will become the parish hall. A projected third phase of construction may include a Christian elementary school. "It all depends on growth, of course," says Pastor Naumann, "but given the terrific community response so far, it may not be all that far off. We'd love to be forced to build again in five or ten years. The Lord promises, 'My Word will achieve the purpose for which I sent it,' and we at Ascension take that promise very seriously."

Regular Sunday worship is held at 10:00 a.m., and the public is welcome to attend. More information can be obtained by calling (253) 922.8736, or by visiting the church web site: [www.LutheranTacoma.com](http://www.LutheranTacoma.com).

**ASCENSION LUTHERAN CHURCH**

---

4501 Waller Road E  
Tacoma WA 98443

## **Dedication Set for New Lutheran Church**

*Small Confessional Synod Finds Foothold in South Sound*

### **For Immediate Release**

Friday, May 30, 2003

**Contact: Rev. Paul Naumann**  
**Ascension Lutheran Church**  
**(253) 922-8736**

***Puyallup*** — Ascension Lutheran Church has announced the dedication of its new church facility, located at 4501 Waller Road E, about a mile south of Pioneer Road between Tacoma and Puyallup. The new sanctuary will be dedicated with a special service at 2:00 p.m. on Sunday, June 8. The public is invited.

Ascension Lutheran Church has 34 members from across the South Sound area. The group was organized in 1992, and up to the present time has worshipped in temporary quarters at the Dupont Community Center. Ascension is a member congregation of the Church of the Lutheran Confession (CLC), a national church body which emphasizes the inerrancy of the Bible and the centrality of Christ's atoning work in saving mankind. "We are often described by others as a 'strict' or 'conservative' church," says Pastor Paul Naumann, "but we prefer to describe ourselves as a 'faithful' church. We try to be very faithful to God's Word, and faithful in our calling to proclaim the Good News of forgiveness in Jesus Christ."

The CLC has some 70 congregations across the country, most of which withdrew from the Wisconsin or Missouri Synods for doctrinal reasons during the late 1950's and

FASTSIGNS® Worldwide

Full Color Search

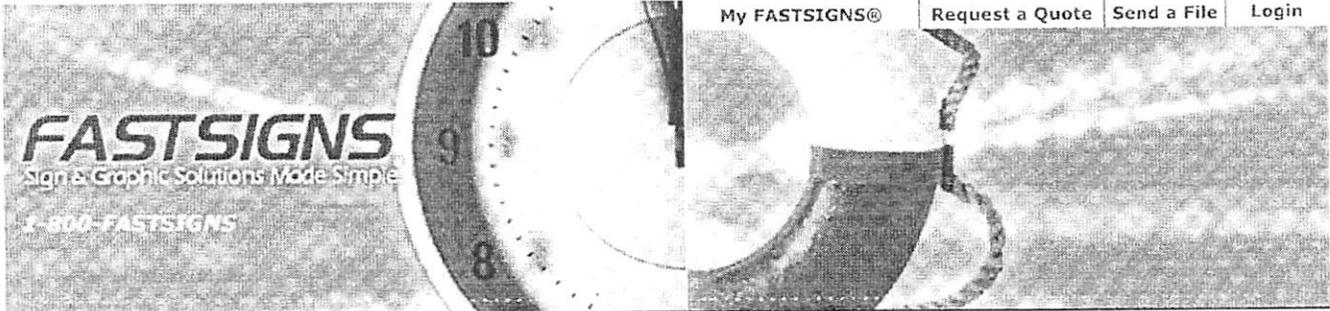
Find It

My FASTSIGNS®

Request a Quote

Send a File

Login



Home

Products & Services

About FASTSIGNS®

Locations

News

Need Help?

Sign Types

- ADA Compliant
- Architectural Signs
- Full Color Banners
- Car Graphics & Decals
- Dimensional Letters
- Exhibits & Displays
- Lettering & Graphics
- Illuminated Signs
- Point-of-Purchase Signs
- Vinyl Lettering
- Labels & Decals
- Site Signs
- Vehicle / Fleet
- Full Color Graphics
- Outdoor Banners
- Safety & ID Signs
- Yard Signs
- Vinyl Banners

Sign Ideas

Learning Center

Products & Services Sign Types Yard Signs

### Yard Signs

Put your name in front of prospective customers with eye-catching yard signs, complete with stakes and frames. Small directional signs point the way to new residential and commercial developments. Curbside signs promote the attributes of rental properties or let you "sign your name" to a service well done while advertising your business.



Promote your business on your job sites - your next customer may be right next door.



Make a great drive-up impression with a colorful yard sign.

Home Franchise Opportunities Careers National Accounts Feedback Privacy Terms Copyright Notice Sitemap

Website Design and Search Engine Optimization by Zunch Communications, Inc

community, and ideas generated may cause your church to create new youth programs which reach young people and their families. A drop-in youth center, a drug education program, or a parent-teen workshop might result from concerns and ideas raised at the forum.

### **T-Shirt Visibility**

Purchase printed T-shirts with a promotional slogan about Christian faith and/or your church, so that your members can wear them in their neighborhood and working places.

### **Vacation Bible School Outreach**

Use your Vacation Bible School program to connect to unchurched families in your community. Advertise broadly and encourage church members, VBS teachers, and students to invite friends and acquaintances who don't have a church home.

### **Vision Statement**

Create a vision statement that best describes what your congregation's focus is for carrying out it's mission.

### **Washing Feet**

Some faith traditions practice the washing of feet in their churches. A way to show the love of Jesus to others is to wash feet in a public place, such as at the beach.

Idea developed by Evangel Christian Fellowship, San Jose, California, and reported in the October 2002 issue of SE-Mail.

### **Work Project**

Conduct a work project for our members or attendees and invite unchurched friends to join in the project.

### **Yellow Pages Outreach**

Raise the visibility of your congregation in the community by placing a Yellow Pages ad (or consider "upgrading" your ad if you already have one in place). People often let their "fingers do the walking" when they are first looking for a congregation to visit. Recognize this and place an attractive, attention-getting ad.

## **Ideas That Work Index**

© 2000-2006 New Life Ministries ([www.NewLifeMinistries-NLM.org](http://www.NewLifeMinistries-NLM.org)). All Rights Reserved.  
(see information on our copyright policy)

Top of Page

## ASSIMILATION CHECK LIST for Assimilation Coordinator

NAME of NEW MEMBER: \_\_\_\_\_

DATE

Filled out & returned "Membership Data Form" \_\_\_\_\_

Phone call from Council member \_\_\_\_\_

Rite of reception into membership (in worship) \_\_\_\_\_

Photo \_\_\_\_\_

Attended New Member Lunch \_\_\_\_\_

Received New Member Packet & Bible \_\_\_\_\_

Follow-up "3 month" visit made \_\_\_\_\_

- Attended an organized Bible Study
- Has been involved in a role or task
- Attended a fellowship activity/event

~~BPS-COE: CONGREGATIONAL EVANGELISM~~  
**Evangelism**  
~~WANGELISM TOOLS: ASSIMILATION IS THE KEY TO LOCKING THE BACK DOOR~~

## ASSIMILATION IS A KEY TO LOCKING THE BACK DOOR

A major problem confronting almost all congregations today is "back door" loss. Back door loss refers to the unassuming way in which members slip through the cracks unnoticed and leave the church for good. They may offer any number of reasons for leaving, but the bottom line is that they are rejecting the fellowship of Christ's people and may even be rejecting God's Word. These straying sheep must be of concern to us and our congregations.

Underlying all our reasons for wanting to close the back door of our parish is Christ's own great love for lost souls. His love compels us. It is only by his grace that the back door to the kingdom was slammed shut to keep us in. Our thankful response to his compassion is to make every effort to see that no one is excluded from his message of forgiveness.

Yet, other attitudes must change if we are to translate our love for lost souls and faith in Jesus' saving work into practical assimilation efforts. First, members need to see the importance of their involvement in the church. St. Paul tells us in 1 Corinthians 12:12-27 that we are all members of the body of Christ and each is equipped with unique gifts for use in God's kingdom. New members, and all members, need to recognize themselves as valuable children of God with gifts to share.

Members also need to know the mission of the church and to see themselves as a vital part of that mission. Many congregations in our synod have identified a lack of lay involvement as a major obstacle to the retention of members. When we as members of Christ's body see the importance of our involvement, then we will be compelled to serve as Christ's willing servants.

Second, we need to grow in our appreciation for the value of Christian fellowship. Do people feel loved and cared for by the people in the congregation, or do they feel left out? We may not purposely exclude a member from fellowship, but when people are not asked or encouraged to participate, they may feel excluded. Think of the people in your own congregation. Are there people who rarely, or never, attend fellowship activities? When was the last time they were asked or encouraged to participate? Quite often they are simply forgotten. We do, however, need to be careful not to burden the conscience of someone who, because of duties as a father, mother, or caretaker of an invalid, may not have the time to participate in many of the church activities.

When people are not involved in fellowship activities, their likelihood of making Christian friends in the congregation is greatly reduced. More than one study has shown that the number of friends a person can identify from his congregation is directly related to whether or not he remains an active member of the church. We trust that the gospel, and the gospel alone, converts us and sustains Christian faith. But our lack of Christian love can be an obstacle to hearing that gospel, especially for those who are new to the faith or weak in faith. And what better way is there to show our love than by being a friend? By making a friend at church, you may be making a friend for eternity.

## MEMBER ATROPHY

If a muscle isn't used, it weakens and contracts. Ask any weekend athlete for proof. A damaged muscle needs rehabilitation, or atrophy will result. "Use them or lose them" can be said about muscles - and members of a church. Members who are given positive opportunities to use their gifts grow in their commitment to express their faith in Christ.

Paul writes in I Corinthians 12 about the "different kinds of gifts;" and the "different kinds of service" in the Christian congregation. The excuse, "I'm not talented in anything," falls apart because God's Word emphasizes that spiritual gifts are given "to each one" (verse 11). Those with little confidence learn their value in the Body of Christ where "God has combined the members of the body and has given greater honor to the parts that lacked it" (vs. 24). Even practical jobs like waiting tables (vs. 6) serve a significant purpose in the local church.

A 200-member congregation has 200 gifted souls to serve God and each other. Are these kinds of opportunities offered where you worship?

- Children know they contribute joy in a worship service when they sing a special song.
- Teens feel needed when asked to entertain preschoolers or photograph new members.
- When adults realize a pressing need, they respond with generous action.
- Seniors are valued resources who appreciate productive opportunities in the church.
- Even shut-ins find satisfaction encouraging others through phone calls and prayer.

So what's the secret to getting every member involved and interested in his or her congregation? One idea is to organize kingdom workers by adding a formal position, that of volunteer coordinator. In non-profit structures this position involves keeping the volunteer service program fresh and user-friendly." Specifics for your church can be adapted from the following volunteer coordinator's position description:

- Encouraging fellow members to realize their God-given gift and potential through Bible classes, spiritual gift workshops, and interest/talent inventories.
- Matching the parish's needs for service to the talents and interests of members.
- Organizing a way to acknowledge blessings and evaluating what works.

Would a volunteer coordinator position complement your congregation's effort? This may be a means by which God may exercise the spiritual muscles he builds in the saints.

**Information about those joining our church**

Name: \_\_\_\_\_ Birth date: \_\_\_\_\_

Address: \_\_\_\_\_ City & Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ (Please include area code)

Work Phone: \_\_\_\_\_ (Please include area code)

E-mail: \_\_\_\_\_

Employer: \_\_\_\_\_ Job title/description: \_\_\_\_\_

Where do you work: \_\_\_\_\_  
(e.g. downtown, at home, etc.)

Student at: \_\_\_\_\_

What I enjoy most about this congregation is:

\_\_\_\_\_

In addition to preaching and teaching God=s Word, the congregation can help me most in my Christian faith and life right now by:

\_\_\_\_\_

Check here to subscribe to e-mail devotions.

**Service information**

To help us better serve you, and give you opportunity to serve others - please comment on the areas of service below by placing a check if you have an interest in any of them. You are **not** signing up for anything but just indicating your areas of interest.

- |  |  |
|--|--|
| <input type="checkbox"/> Talking to people personally                | <input type="checkbox"/> Talking to people on the phone              |
| <input type="checkbox"/> Playing an instrument : _____               | <input type="checkbox"/> Planning events                             |
| <input type="checkbox"/> Playing a sport: _____                      | <input type="checkbox"/> General repair, maintenance or grounds care |
| <input type="checkbox"/> Assisting the elderly                       | <input type="checkbox"/> Singing in a choir                          |
| <input type="checkbox"/> Providing rides                             | <input type="checkbox"/> Copying, folding and office paperwork       |
| <input type="checkbox"/> Clerical data entry                         | <input type="checkbox"/> Computer setup and technology               |
| <input type="checkbox"/> Helping with altar care                     | <input type="checkbox"/> Creating, designing and doing art work      |
| <input type="checkbox"/> Writing                                     | <input type="checkbox"/> Organizing and filing                       |
| <input type="checkbox"/> Working with children or teens (circle one) | <input type="checkbox"/> Providing for the needy                     |
| <input type="checkbox"/> Working in the kitchen                      | <input type="checkbox"/> Doing church office work from my home       |
| <input type="checkbox"/> Photography                                 | <input type="checkbox"/> Ushering                                    |
| <input type="checkbox"/> Videotaping Sunday services                 | <input type="checkbox"/> Church finance accounting or planning       |
| <input type="checkbox"/> Financial support in emergencies            | <input type="checkbox"/> Helping behind the scenes any way I can     |

Other:

Check here if you=d like to get involved **sooner**, or

Check here if you=d like to get involved **later**.

*Thank you for helping us get to know you.*

## DISCOVERING MY SPIRITUAL GIFTS

Using the Spiritual Gifts Analysis key chart on which you have written the numerical values next to the corresponding gifts, enter below the five gifts receiving the highest numerical values (there may be more than five in the case of ties). This will give you a *tentative evaluation* of your gifts. It can serve as a guideline for you to follow as you experiment with the various gifts as a method of ascertaining what your specific gifts are.

- 1.
- 2.
- 3.
- 4.
- 5.

As you reflect on the spiritual gifts you have tentatively discovered through the Spiritual Gifts Analysis, you will now want to find which ones truly are and which are not your gifts. To do this you might want to follow what has been called the “5 E’s” of gift discovery:

*Step one:*      **Explore the possibilities**

This you have been doing through a Bible study on spiritual gifts. Study again for yourself the three key gift chapters of Scripture – 1 Corinthians 12, Romans 12:1-8, and Ephesians 4:1-16.

*Step two:*      **Experiment with as many as possible**

If you do not try a particular gift you have tentatively discovered through the Spiritual Gifts Analysis, you will have a hard time knowing whether you have it or not. Volunteer to serve in an area of congregational work that can put your tentative gift into practice. The key is to get involved, if possible, with each tentative gift area.

*Step three:*    **Examine your feelings**

When you experiment with a gift and enjoy using it, that is a good sign. You should find a measure of fulfillment in your service. It is a joyous thing to serve the Lord with one's gifts.

*Step four:*    **Evaluate your effectiveness**

Spiritual gifts are meant to be used for the benefit of others. As you use your gift(s), you should see positive, though not necessarily fabulous, results taking place. If you are not seeing any results, it may be a sign that you do not have that particular gift.

*Step five:*    **Expect confirmation from others**

Fellow believers can be very helpful in the discovery and implementation of your spiritual gifts. They may perceive gifts in you that you don't know you have and may then encourage you to put these gifts to use. They may also help you on occasion to see that you don't have a particular gift you think you have and then help to steer you into a different avenue of service.

*Note:* Follow through each of these five steps with prayer that the Lord himself will be the guiding and directing as well as motivating force in all your endeavors.

## SPIRITUAL GIFTS ANALYSIS KEY

Please transfer the answer from your Spiritual Gifts Analysis to this key. Then add up the total on each line (for example, of Nos. 1, 20, 39, 58, 77) and register the amount in the "Total" column.

					<i>Total</i>	<i>Gift</i>
1. 5310	20. 5310	39. 5310	58. 5310	77. 5310	_____	Administration
2. 5310	21. 5310	40. 5310	59. 5310	78. 5310	_____	Serving (Arts/Crafts)
3. 5310	22. 5310	41. 5310	60. 5310	79. 5310	_____	Evangelism
4. 5310	23. 5310	42. 5310	61. 5310	80. 5310	_____	Exhortation
5. 5310	24. 5310	43. 5310	62. 5310	81. 5310	_____	Faith
6. 5310	25. 5310	44. 5310	63. 5310	82. 5310	_____	Giving
7. 5310	26. 5310	45. 5310	64. 5310	83. 5310	_____	Serving (General)
8. 5310	27. 5310	46. 5310	65. 5310	84. 5310	_____	Serving (Manual Arts)
9. 5310	28. 5310	47. 5310	66. 5310	85. 5310	_____	Hospitality
10. 5310	29. 5310	48. 5310	67. 5310	86. 5310	_____	Intercession
11. 5310	30. 5310	49. 5310	68. 5310	87. 5310	_____	Knowledge
12. 5310	31. 5310	50. 5310	69. 5310	88. 5310	_____	Leadership
13. 5310	32. 5310	51. 5310	70. 5310	89. 5310	_____	Showing mercy
14. 5310	33. 5310	52. 5310	71. 5310	90. 5310	_____	Music (Vocal)
15. 5310	34. 5310	53. 5310	72. 5310	91. 5310	_____	Shepherding
16. 5310	35. 5310	54. 5310	73. 5310	92. 5310	_____	Writing
17. 5310	36. 5310	55. 5310	74. 5310	93. 5310	_____	Wisdom
18. 5310	37. 5310	56. 5310	75. 5310	94. 5310	_____	Music (Instrumental)
19. 5310	38. 5310	57. 5310	76. 5310	95. 5310	_____	Teaching

## SPIRITUAL GIFTS ANALYSIS

Each statement in this spiritual gifts analysis calls for a response from you on a scale of 0-5. Read each statement, giving it a moment of serious thought. Then decide to what extent the statement describes something that you think is true about you or has been a satisfying experience in your life. Circle the appropriate number.

Examples:

		very true	some- what	little	not at all
1.	Would enjoy participating in a door-to-door survey.	5	3	1	0
	<i>Ask yourself: "How true is this statement about me?" How much do you think you would enjoy this activity? Or, if you have already done it, how much did you enjoy it? If the statement is somewhat true about you, circle "3."</i>				
2.	Am a person who enjoys being alone.	5	3	1	0
	<i>Ask yourself: "How true is this of me? If you think that this is not at all true, circle "0."</i>				

	very true	some- what	little	not at all
1. Like things to be organized and running smoothly.	5	3	1	0
2. Find pleasure in drawing, designing, or painting various objects.	5	3	1	0
3. Find it relatively easy to speak about spiritual matters with other people.	5	3	1	0
4. Enjoy having someone share his or her personal problems with me so I can help.	5	3	1	0
5. Expect big things, even "impossible" things, to be done by God.	5	3	1	0
6. Willing to maintain a lower standard of living in order to support the Lord's work liberally.	5	3	1	0
7. Would rather be one who helps than one who leads.	5	3	1	0
8. Find pleasure in the repair and maintenance of things.	5	3	1	0
9. Enjoy providing food and/or lodging to people who are in need.	5	3	1	0
10. Often pray intensely for other people and lose track of time while praying.	5	3	1	0
11. Am able to discover new biblical truths for myself.	5	3	1	0
12. Given the choice, would rather be a group leader than simply a member of a group.	5	3	1	0
13. Have been told by others how helpful I've been to them in a time of distress.	5	3	1	0
14. Enjoy singing praises to God either alone or with other people.	5	3	1	0
15. Am truly concerned when I see a fellow Christian begin to backslide.	5	3	1	0
16. Am able to formulate my thoughts and ideas into effective, written form.	5	3	1	0
17. Find it easy to clarify people's problems for them and to give them solutions.	5	3	1	0
18. Am able to play a musical instrument effectively.	5	3	1	0
19. Am able to help others learn biblical facts and details which aid in the building up of their lives.	5	3	1	0
20. Am basically a structured, disciplined person.	5	3	1	0

21. Find joy in the creation of pictures, banner, or craft objects.	5	3	1	0
22. Have a real desire to see non-Christians be converted and become responsible disciples of Jesus.	5	3	1	0
23. Am able to empathize with those who are having problems.	5	3	1	0
24. See difficulties as opportunities for God to display his glory.	5	3	1	0
25. Warms my heart to respond to financial appeals for special offerings.	5	3	1	0
26. When a job needs to be done, am willing to do it if asked and am able to handle it	5	3	1	0
27. Given a choice, would rather work with my hands.	5	3	1	0
28. Enjoy having guests in my home.	5	3	1	0
29. Find myself praying for others when I am in the process of doing other things.	5	3	1	0
30. People look to me for answers to questions about Bible truths.	5	3	1	0
31. Am effective in motivating and teaching others to set objectives and accomplish goals.	5	3	1	0
32. Enjoy helping those who seemingly are ignored by most others around them.	5	3	1	0
33. Capable of leading others in singing songs of praise to God.	5	3	1	0
34. Am willing to suffer inconvenience or even hostility in attempting to bring a straying Christian back to the fold.	5	3	1	0
35. Feel secure in the fact that the words I write will be of benefit to those who read them.	5	3	1	0
36. Have more of a practical way of looking at things than a theoretical way.	5	3	1	0
37. Would enjoy taking part in a church, school, or local instrumental music presentation.	5	3	1	0
38. Find it easy to explain things to people so that they understand.	5	3	1	0
39. Am able to set objectives and goals and to make plans to accomplish them.	5	3	1	0
40. Enjoy gardening, landscaping, and other such outdoor projects.	5	3	1	0

	very true	some-what	little	not at all
41. Find that people respond when I share my faith with them.	5	3	1	0
42. Find that people seem to come to me for counsel and advice and that I am able to help them.	5	3	1	0
43. Am more likely to say, "It <i>can</i> be done," than, "It <i>can't</i> be done."	5	3	1	0
44. Find no satisfaction in keeping records of what I have given.	5	3	1	0
45. Get satisfaction out of working well under the leadership of another person.	5	3	1	0
46. Find joy in lawn care and other outside maintenance.	5	3	1	0
47. Find it easy to have guests and/or visitors in my presence and make them feel a part of things and welcome.	5	3	1	0
48. Feel confident that through my prayers God works great things in my life and in the lives of other people.	5	3	1	0
49. Am able to remember well what I have learned.	5	3	1	0
50. Enjoy planning work programs and giving directions to others.	5	3	1	0
51. When someone is hurting, I seek to <i>do</i> something to help.	5	3	1	0
52. Enjoy singing familiar gospel songs alone or with groups of fellow Christians.	5	3	1	0
53. Desire to grow in the Lord myself and also to meet regularly with others to help them grow – from spiritual infancy to spiritual maturity.	5	3	1	0
54. Am able to compose and/or arrange newspaper or newsletter articles in an efficient, meaningful style.	5	3	1	0
55. Find that people look to me for solutions to problems.	5	3	1	0
56. Interested in utilizing my instrumental musical talents for the appreciation of my friends and to the glory of God.	5	3	1	0
57. Am able to organize my thoughts in a logical, systematic way.	5	3	1	0
58. Am concerned that my time be budgeted properly.	5	3	1	0
59. Enjoy sewing, knitting, and/or needlepoint, especially when it is helpful and useful to others.	5	3	1	0
60. Feel a desire to learn how to share my faith with others.	5	3	1	0

	very true	some- what	little	not at all
61. Am a patient listener.	5	3	1	0
62. Find it easy to trust God to provide all of my physical needs.	5	3	1	0
63. Enjoy giving, regardless of the response of the one to whom I give.	5	3	1	0
64. Find joy in serving in small, behind the scenes, sometimes routine matters.	5	3	1	0
65. Would rather work with a machine than manage people.	5	3	1	0
66. Am willing to open my home to guests and/or strangers and share with them what I have.	5	3	1	0
67. Feel that when I am asked to pray for others, my prayers will have tangible results.	5	3	1	0
68. Find it relatively easy to memorize and then recall Bible verses.	5	3	1	0
69. Like the responsibility of making decisions.	5	3	1	0
70. Find joy in helping others in their needs even if they cannot possibly repay me.	5	3	1	0
71. Find much joy and pleasure in the seemingly simple routine of singing hymns and other gospel selections.	5	3	1	0
72. Find that other Christians are able to relate to me and follow my leading.	5	3	1	0
73. Find much pleasure in composing and writing paragraphs and stories for the edification of others.	5	3	1	0
74. When a problem is being discussed at a meeting, etc., a clear resolution will come to my mind.	5	3	1	0
75. Find satisfaction in knowing that my ability to perform instrumental music helps others to praise God.	5	3	1	0
76. Would enjoy teaching a group of children and/or adults about the love of Jesus.	5	3	1	0
77. Have the ability to organize ideas, things, time, and people effectively.	5	3	1	0
78. Find that when I work with my hands at various arts and crafts, I derive much joy and satisfaction.	5	3	1	0
79. Enjoy getting acquainted with and talking with people I've never met before.	5	3	1	0
80. Am able to deal with people in a non-judgmental way, yet without condoning godless behavior.	5	3	1	0

	very true	some-what	little	not at all
81. Am, for the most part, more excited about the future and what it holds than the past.	5	3	1	0
82. When giving, am not greatly concerned about whether I can afford it.	5	3	1	0
83. When someone else does well partly because I helped him or her, this makes me happy.	5	3	1	0
84. Derive satisfaction from building or refurbishing objects for the benefit of others.	5	3	1	0
85. Have the ability to make strangers, visitors, and/or guests feel at home when they are with me.	5	3	1	0
86. Find great joy in praying for other people.	5	3	1	0
87. Given a choice, would just as soon spend an evening with a good book than with people.	5	3	1	0
88. Find that others tend to respect the decisions I make.	5	3	1	0
89. Would enjoy a regular ministry to the sick and shut-in.	5	3	1	0
90. Singing praises to the Lord is one of my favorite spiritual exercise.	5	3	1	0
91. Enjoy working with those who are new to Christianity and thrill to see little steps of spiritual progress in their lives.	5	3	1	0
92. Know that my literary skill will be of aid to other people and that they will be built up and informed because of it.	5	3	1	0
93. Find that others accept my suggestions as being wise and practical.	5	3	1	0
94. Find pleasure in playing musical instrument either alone or with other groups of people.	5	3	1	0
95. Like to study the Bible and share my findings with other Christians.	5	3	1	0

2

## RECEPTION OF NEW MEMBERS

*Those being received into membership come forward.*

Friends in Christ Jesus,

Today you stand before the Lord's altar to declare your desire to be a member of \_\_\_\_\_ Evangelical Lutheran Church. Having been baptized and instructed in the teachings of God's Word, we invite you to declare your unity with us by joining together with us in confessing our Christian faith with the words of the Apostles' Creed.

*Speak in unison the Apostles' Creed.*

Now it remains for us to accept you and for you to accept us so that we may share in true fellowship through Christ. Therefore, I will outline the commitment to Christ which we are now entering together. In this Christian bond we shall work together to accomplish our congregation's God-given mission of making disciples for Jesus through the gospel. Out of love for Christ we shall encourage each other in Christian living. And with the power of the Holy Spirit we shall strive to produce fruits of faith. We have certain expectations so that we are a blessing to each other and to the ministry of our congregation.

As you enter our fellowship, the members of this congregation rightly expect that together with us you will...

- ✠ Strive daily with the aid of the Holy Spirit to be a more faithful disciple of the Lord.
- ✠ Make use of every opportunity to worship together with your fellow believers.
- ✠ Receive often the Lord's Supper for the peace of forgiveness and strengthening of faith.
- ✠ Grow in your relationship with Christ through the educational programs of the congregation.
- ✠ Use your Spirit-given gifts for the building up of Christ's church and the common good of its members.
- ✠ Contribute a generous portion of the monetary blessings which God gives to you for the support of the gospel ministry in our church and around the world.

As you enter our fellowship, you may rightly expect of your fellow members that we will provide:

- † The pure Word of God for your spiritual comfort, assurance and guidance, and gospel ministry for your spiritual benefit.
- † Uplifting worship which refreshes faith and inspires devotion to the Lord.
- † Christian counseling for guidance according to God's Word.
- † Encouragement and prayer, especially in times of difficulty and crisis.
- † Christian fellowship through involvement in the congregation's group life.
- † An ongoing flow of information about the congregation's life and work.

Understanding the commitment to Christ and his church, do you desire to join us and accept the responsibilities of membership? If so, answer: **YES, WITH THE HELP OF GOD.**

*Spoken to the congregation.*

And do you, the members of \_\_\_\_\_ Evangelical Lutheran Church who have now been reminded of your responsibilities, accept these people as your fellow members? If so, answer: **YES, IN THE BOND OF CHRISTIAN LOVE.**

*Spoken to those being received into membership.*

On the basis of your confession of faith and directed by our mutual commitments, we receive you as members of \_\_\_\_\_ Evangelical Lutheran Church, in the name of the Father and of the Son (†) and of the Holy Spirit.

*The pastor greets each new member by name.*

We dedicate ourselves to be a blessing to you in the same way that the Lord has sent you to be a blessing to us. May God bless our membership together in this congregation. Amen.

## OPPORTUNITIES FOR SERVICE

### **ADVENT AND LENT SUPPERS**

Prepare a meal in the church kitchen for fellow members before an Advent or Lenten church service, or simply gather with us for those meals.

### **ALTAR GUILD**

The Altar Guild joins together the women of the congregation who are interested in serving their Lord through the care of the altar and its furnishings. They care for the communion ware, altar, lectern, and pulpit paraments and set up for each of the communion services.

### **ARCHIVES COORDINATOR**

File pictures, news articles, publications of congregational events.

### **ASSISTANCE FUND COMMITTEE**

Work with a pastor to determine if there are any families in need of special financial assistance.

### **BOOK FAIR**

Assist with our annual book fair. Help set up display, collect money, and distribute books. Book fair is displayed once a year for 3 consecutive Sundays.

### **BRUNCHES**

Five or six servers and/or clean-up persons are needed for the pot-luck Fall Festival Sunday brunch, mid-winter Sunday brunch, and Easter brunch.

### **CAMPBELL'S SOUP LABELS**

Cut and deliver labels to one of our area Lutheran elementary schools which receives educational equipment from Campbell's in return for them.

### **CHOIRS**

The various choirs enhance our worship experience by singing liturgical music and leading the congregation in song. You are invited to add your gift to the voices of one or more of the choirs. Schedules and opportunities to participate are available through the Director of Choirs.

### **COLLEGE STUDENT MEMBERSHIP CONSERVATION**

Our synod's Campus Ministry keeps in touch with as many WELS college students as possible and can do so only with our help. Our coordinator will find out where our high school seniors plan on attending college and supply our synod with current addresses of all college students from our congregation.

### **COMMUNICATIONS TEAM**

Members helping with internal communication of congregational programs, events, and activities.

### **CRADLE ROLL SECRETARY**

Mail religious/educational material to parents of all our new-born through pre-school age children. Each child receives a mailing once a year on his or her birthday.

### **DELEGATES**

Delegates are needed to represent the congregation at the institutions which we financially support. Delegate meetings vary from once to three times a year.

### **GREETERS**

Greeters are responsible for welcoming those who come to worship. Scheduled by the Greeter Coordinator, you will greet before the service of your choice. One Sunday every five weeks. This is an excellent way to meet friends and visitors at church.

### **LIBRARY**

Catalogue and advertise library resources for the church library, and position our "library on wheels" in the fellowship hall between Sunday morning services.

### **MEMORIAL ACKNOWLEDGMENT COMMITTEE**

Send acknowledgments to those who have given gifts to the church in memory of a loved one.

### **NEW MEMBER SPONSOR**

A Sponsor helps new members feel that our congregation is their church, and so offers his/her personal friendship and attention to a new member by meeting them during a New Member Lunch and following up with friendship and invitations to Bible studies, activities, and events, and meeting with the new member "off site" as he or she becomes active and more involved in our congregation.

### **NURSERY**

Help supervise 0 - 4 year old children while their parents attend the church service or Bible class.

### **OFFICE HELP**

From time to time additional help is needed in the church office. Tasks include labeling, stuffing, sealing, sorting, and collating congregational reports and mailings. Usually only a few hours of the volunteer's time will be needed when called upon.

### **OWLS**

OWLS is a national Organization of WELS Lutheran Seniors providing a sense of active purpose. It is open to all WELS members 55 years of age and older and their spouses.

### **PHOTOGRAPHER**

Someone is needed to take pictures of the various organizations, events, and activities of the church.

### **PHOTOGRAPHER - NEW MEMBERS**

It is important that "veteran" members familiarize themselves as quickly as possible with new members. Our new member bulletin board assists them in doing just that. Our photographer takes pictures of new members after they are introduced to the congregation at one of our worship services.

### **PICTORIAL DIRECTORY**

Those who volunteer in this area will be responsible for coordinating a congregational pictorial project - from contacting a photographer to the distribution of the final directory.

### **POSTERS**

Eye-catching posters keep all of us better informed about what is happening at church. From time to time various groups within the church have a need for decorative posters to publicize events and activities.

**PRAYER CIRCLE**

Pray for those in need and then pass the word on to the next person in the circle. All done at home by phone or email!

**PRAYER LIST COORDINATOR**

On a weekly basis, a member types up a list of suggestions for personal prayer life. Copies are made available in the lounge and entry of the church.

**PROPERTY MAINTENANCE WORK DAY**

Several times a year we schedule "work-days" (Saturdays, 9:00-11:00) at church to repair, paint, etc. No special skills are needed.

**SPECIAL ACTIVITIES**

Work together with other members in planning any church and fellowship events such as church picnic, Christmas tree decorating, tailgating, hiking, biking, pot luck brunch, camping outing, golf outing, etc.

**SPORTS TEAMS**

Men and women of the congregation participate in a variety of sports year-round: basketball, volleyball, softball.

**SUNDAY SCHOOL TEACHER or SUBSTITUTE**

Pre-school and elementary school children participate in Sunday School. Teachers and assistants are needed and receive training and support in this important ministry.

**USHERS**

The ushers assist worshipers, distribute service bulletins, light the service candles, receive the offerings, and in general seek to make our worship experience an orderly and meaningful one. Each usher team serves once every four weeks.

**VACATION BIBLE SCHOOL**

Children from our congregation and neighborhood are invited to VBS. Teachers and assistants are needed for each class and helping with crafts.

**YOUTH GROUP**

A youth group exists for 8th grade through high school age students. This group provides opportunities for fun, fellowship, and Christian service.

## THE PILGRIM CRUSADE: A MEMBER RECLAMATION PROGRAM

Early this year members of Pilgrim, Minneapolis, Minnesota, heard a Lenten and Holy Week sermon series on the various kinds of crosses. The sixth midweek service examined the Jerusalem or Crusader's Cross, also called the Cross of Mission. The cross is composed of four Tau (T) crosses that meet in the center.

It is generally shown with four small Greek crosses in the four corners. For some, the five crosses signify the five wounds of Christ in his hands, his feet, and his side. For others, it represents the five quarters of old Jerusalem—the Amelitan, the Muslim, the Christian, the Jewish, and the Sacred Temple sections. For either reason, the Christian Crusaders, intent on regaining the city of Jerusalem, adopted the Jerusalem Cross as their emblem. They were united in their mission by the Latin motto "*Deus Vult*"—God wills it! Because of this, the Jerusalem or Crusader's Cross is also known as the Mission Cross.

In this last Lenten sermon, worshipers at Pilgrim Lutheran Church learned that the Jerusalem Cross speaks to us of a mission that involves Jerusalem. We are pointed to this mission as we stand at the threshold of the Holy of Holies of the Lenten season. The commitment of Palm Sunday, the peaceful communion of Maundy Thursday, the solemn tragedy of Good Friday, the joyful rebirth of Easter—it all awaits us even as it awaited the Lord Jesus nearly 2000 years ago. Nothing would hinder Jesus or stop him from completing his mission at Jerusalem because *Deus vult*—God wills it! And now salvation is an accomplished fact. But we also follow the way of the cross, and tonight I am challenging you, the people of God here at Pilgrim, to embark on a new crusade, a mission of the cross. This crusade has to start with someone and so I am asking that it begin with you and me.

Look at the four crosses on the Crusader's Cross. Count them. Four! You have friends (F) here at Pilgrim, some of whom are not here tonight. You have relatives (R): brother, sister, mother, father, son, daughter, spouse who are members of Pilgrim but who may not be here tonight. You have associates (A), people you work with, fellow members of Pilgrim—but you haven't seen them at this house of God for quite some time. You have neighbors (N) who are members, but you see them here at Christmas or Easter. My request is this. Pick out one or two of these people (F.R.A.N.). Contact them. Invite them. Bring them to this house of worship this Holy Week.

Then follow through. Remember them in your daily prayers. Make them your responsibility until they move far away, die, tell you to get out of their lives, or come back to the Lord. Do this as if their souls are at stake, for if they separate themselves from the Word and the House of God, that's exactly the way it is.

I have no doubts about God's commitment to all this. He wrote it in blood on Good Friday. "For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life" (John 3:16). God wills it: God our Savior "wants all men [all people] to be saved and to come to a knowledge of the truth" (1 Timothy 2:4). God wills it: He is patient, "not wanting anyone to perish, but everyone to come to repentance" (2 Peter 3:9). *Deus vult*. God wills it. And so do I... and so do you!"

So this Crusade does not lose momentum, our council chairman is asking our parish to make The Pilgrim Crusade its theme for the next two years. He has also asked each pastor and councilman to commit to this crusade by choosing one or more of his friends, relatives, associates, and neighbors and by making those individuals his own personal responsibility. Our members responded:

"I contacted my neighbor across the lake and I am continuing to call or visit with him each week. I guess I never thought of him as a straying member." "I always felt that this was the responsibility of our pastors and teachers, but now I feel differently." "At first I felt guilty because it didn't seem as if I

was concerned about my fellow members who are falling away. Now I realize that I never really said anything because I didn't think that it was my business. I know differently now. "For the first time I was able to talk to my close relative about how concerned I am about his spiritual welfare. I can do it because this is what God wants."

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287  
[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

## REGAINING THE STRAYING

*Hebrews 10:24-25 "And let us consider one another to provoke unto love and to good works; not forsaking the assembling of ourselves together, as the manner of some is, but exhorting one another, and so much the more as ye see the day approaching."*

Is there a problem in your midst of regaining the straying? May I urge you, whether you are a lay man, teacher or pastor, to consider the worship service attendance of the last ten to fifteen confirmation classes within your congregation. While it may prove to be very discouraging, yet it underlines an important theme. Therefore let us look at the average worship service attendance. In many cases we seem to be content if we have fifty to sixty percent of our membership active in our worship life. Would not the remaining forty to fifty percent be considered straying members? What encouragement does God's Word quoted above give regarding these straying members?

Each and every member is a precious blood-bought soul of our Savior. Thus the straying, since they are not publicly active in practicing their faith, are and should be a concern for all the members, not just the Called workers, elders or church council. But how much time do the straying members receive on the agenda of our congregational meetings? How much time do our Called workers, our elders, our church councils, and our active families set aside to encourage straying members? Are we as concerned about our straying members as we are about getting new members through our evangelism programs? Are we as concerned about the needs of the straying as we are for the faithful? Notice the time and finances a congregation devotes to Bible classes, meetings, educational programs and fellowship gatherings for the active. Could it happen on occasion that we become guilty of feeding the already well fed to the neglect of the straying?

The inspired writer of the Book of Hebrews urges us to spur on all of our fellow Christians, and that includes the straying, to love and good works. The straying member is weak; he appears to have little or no desire to exercise his faith. Moved by God's love in Christ Jesus for all men, we should be anxious to do whatever we can weak brother to grow in his knowledge of God's love in Christ Jesus and to learn more of God's will for his life. As children of God we are responsible for each other. The salvation of each of our fellow members, especially if he is straying, should be a real concern to us. When we find a member weak in knowledge, we will want to instruct him in the truths of God's Word, and when we find him weak in exercising his faith, we will want to encourage him and point out that his strength is in God and his Gospel. This will not be easy. Because of the sinful flesh clinging to us, we hesitate to do this. It is extremely important that by word and deed we encourage one another to speak to those who are weak.

We will want to encourage them "not to forsake the assembling of ourselves together, as the manner of some is." The Holy Ghost not only brings us to faith but also strengthens and keeps us in faith by the Means of Grace, the Gospel in Word and Sacrament. Thus Christians should encourage one another to faithfulness in publicly hearing the Gospel and admonish one another frankly and openly when weaknesses appear. We ought to do this "so much the more as we see the day approaching." The thought of the Lord's return for judgment should fill our hearts with solemn zeal and holy eagerness and concern for our

straying fellow members, who unless they repent will not be prepared for that day of the Lord.

Let us put the straying on the agenda of our meetings, make them a matter of concern in our homes, pray for them in public and private, and most of all speak to them of God's love and grace in Christ Jesus. May they, by the Spirit's power, be led to see: "Blessed are they that hear the Word of God and keep it."

**WELS Evangelism**

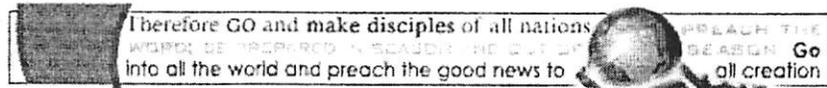
**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)   [DISCUSSIONS](#)   [SITE TOUR](#)   [SITE MAP](#)   [SIGN IN](#)



Tell a Friend! From: My e-mail

To: Friend e-mail

© 2006 Wisconsin Evangelical Lutheran Synod. All Rights Reserved   [Contact WELS](#) | [Privacy Policy](#) | [Register](#)

## THE SPONSOR PROGRAM

### I. What is sponsoring?

Sponsoring is a program at Martin Luther Church in which caring, dedicated members of the congregation provide personal support and encouragement to new members for the first six months of their membership.

### II. What is the purpose of the program?

To assist new members in becoming involved in the congregation as active, growing disciples.

### III. What are the objectives of the program?

- A. To help new members experience personal Christian care and support during the first six months of membership.
- B. To help new members meet and know their fellow members on a personal basis.
- C. To help new members grow spiritually through the ministry of the congregation.

### IV. What does a sponsor do?

Sponsors provide personal care, support and encouragement to new members assigned to them for a period of six months. Sponsors will contact the new members in their care and offer friendship, information and other help to them.

Sponsors receive training and direction from the Sponsor Coordinator. They serve a renewable one-year term voluntarily out of love for the Savior and His people.

### V. Who is my sponsor?

Your sponsor(s) is/are: \_\_\_\_\_

Name(s): \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

### Suggestions for Sponsorship

*(Check the suggestions implemented)*

- Pray daily for the people you are sponsoring.
- Indicate to them that you are praying daily for them.

- Gather as much information about them as possible before the initial visit.
- Attend, with them, as many church-related functions as possible. Such as adult instruction class, Bible study, social events, etc. Introduce them to others and explain the history and purpose of the function, etc.
- Identify their interests, occupation, sports, and hobbies and attempt to relate where possible.
- Invite them to your home for various events, such as coffee/tea, Bible study, dinner, dessert, cookout, picnic, etc.
- Offer to discuss with them any spiritual questions they would like to pursue.
- Take them on a personal tour of the church's facilities and explain the programs carried out.
- Arrange for necessary transportation assistance.
- Do things with them that will build solid, warm, human relations.
- The husband may invite the man to his office and explain his work. The wife may invite the woman to community events.
- Keep the pastor informed of the progress made in building such relationships and any interest shown in the church.
- Tear out and complete one of the report forms when visits are made and turn in to designated person.

### **A Prospect sponsoring program**

Purpose: To build a relationship between member families and prospect families as an avenue for sharing the gospel.

### **Responsibilities of Sponsor Family**

1. Introductory letter (handwritten, personal stationery) Includes: personal introduction to family, introduction to our congregation, personal comment about the blessings of belonging to a Christian congregation, an invitation to an upcoming service or event.
2. Note/Invitation once a month
3. Phone call once a month

### **Materials offered to Sponsors**

1. Notebook containing general instructions, encouragements, sample letters and telephone calls.
2. Post cards/Thank you cards and stamps
3. Prospect cards or sheets

### **Pastor's Responsibilities**

1. Provide materials and training to sponsors.
2. Contact sponsors regularly to check progress and offer encouragement.
3. Keep sponsors informed of plans, special events, and activities to which prospects may be invited. Also share good news from the work of the outreach program in general. Possibly a sponsor newsletter.
4. Mail out prospect newsletter.
5. Call and arrange appointments with more interested prospects.

**Misc.**

- maximum of 25 to 30 prospect families per sponsor family
- doorstep contacts a possibility
- easy to use for newcomer ministry

**Prospect letter**

General Outline:

- I. Personal Introduction
- II. Introduction to Redeemer Church and our mission work.
- III. Personal Comment regarding a blessing you enjoy as a member of a Christian congregation.
- IV. Invitation

**Example:**

Dear Friend:

Hello! My name is . . . and I live here in Maple Grove. I am part of a new Lutheran mission congregation in town—Redeemer Lutheran Church. I know you have received some information from us already, but I wanted to tell you a few things about our mission myself.

We are the first Lutheran congregation in town associated with the Wisconsin Evangelical Lutheran Synod (WELS). We are a conservative church that believes the entire Bible to be God's unchanging Word. Especially important is the message of Jesus Christ, the Redeemer, who redeemed us from sin and hell. That is the best news one can hear, and news that we want to share with others.

I guess one of the greatest blessings I enjoy as a member of a Christian congregation is. Our congregation will start worship services in October at Osseo JUNIOR High School. But we have a lot to offer even before then. We are trying to meet and get acquainted with as many people as possible. I want to personally invite you to find out more about our mission congregation either from Pastor Piepenbrink (420-9237) or from myself. We would be more than happy to talk to you. Thanks for your time.

Sincerely,

(Name)  
(Phone Number)

**WELS Evangelism**

**2929 N. Mayfair Rd.**

Evangelism  
 BPS-COE: CONGREGATIONAL EVANGELISM TOOLS: WHO REALLY IS INCORPORATED?

## WHO REALLY IS INCORPORATED?

"That family that joined our church back in January certainly appears to have found a home with us. They attend church and go to Communion quite regularly -even came to a midweek Lenten service." Is that your congregation's way of determining if members are incorporated members? Or is the following perhaps your definition of an incorporated member? "You can tell that family has become one of us and feels they belong here, because their contributions are good, and their children seldom miss Sunday School."

Many would say you can definitely count that family to be incorporated into your congregation. In fact, most of us would probably say we really do not worry about people being incorporated into our congregation "as long as they come to church."

We would do well to re-evaluate that kind of thinking. Not that Word and Sacrament are ineffective in incorporating new souls into our fellowship. Not at all! But according to some serious church growth studies, as many as one-third of the people gained for Protestant church membership today do not feel they really belong. That suggests there are any number of people in our congregations right now who fit the above descriptions, but in fact are not really incorporated members.

We tend not to be concerned if people do not come to Bible class, join choir or an organization in the congregation soon after they have become members. In many congregations people are not expected to become active in (and sometimes they are not even considered for) leadership roles until they have been members "for at least a couple years."

There we err. Interviews and studies conducted with members who feel they "really belong" reveal that in most cases they are people who are involved and active beyond and between Sunday services. They are people who belong to a group or organization in the congregation (Bible class, choir, a society); and/or they are active in a leadership/decision-making role (voters assembly, officer, board or committee member).

The sooner people become involved with and active in those things, the better. In fact, there is considerable evidence that if such involvement and activity do not begin in the first year of membership, it is quite likely the new members will remain uninvolved and eventually become totally inactive members.

Simply stated, the matter of incorporating or assimilating new members deserves attention by every congregation. Indeed, it deserves as much attention as the matter of getting people onto our membership rolls!

Who attends to this in your congregation? Who has the responsibility for it? Although he will certainly invite and encourage such involvement and activity when he calls on new members, the pastor isn't enough. Even his announcements of meeting times for organizations and activities are not enough. Nor will it suffice to have the pastor write a paragraph in the bulletin or newsletter encouraging people to attend, join, and participate. There are some who never read those words, and others don't think they are pertinent.

As with gaining people for membership, there is no substitute for personal, face-to-face invitation and encouragement that new members become involved and active in a congregation. Those who can do it best are those who are themselves involved and active.

We like to think our involved and active members are doing that, but surveys and interviews indicate it is not always so. Many members say they have remained on a congregation's periphery because no other lay members personally invited them. When new members are invited, they know they are needed and that their assistance and opinions are important. Then they are much more likely to feel they really belong.

Some agency in your congregation should have the incorporating of new members on its agenda. The appropriate body will vary from one parish to another. The Stewardship Committee comes to mind. So do the Board of Elders and the Church Council. One or all of them at least begin talking about it, and without delay!

**WELS Evangelism**

2929 N. Mayfair Rd.

Milwaukee, WI 53222

414-256-3287

[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

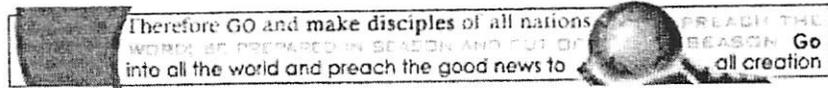
[SUBSCRIPTIONS](#)

[DISCUSSIONS](#)

[SITE TOUR](#)

[SITE MAP](#)

[SIGN IN](#)



Tell a Friend! From: My e-mail

To: Friend e-mail

© 2006 Wisconsin Evangelical Lutheran Synod. All Rights Reserved [Contact WELS](#) | [Privacy Policy](#) | [Register](#)



# LET YOUR LIGHT SHINE

A Guide to Outreach  
at FAIRS and MALLS

by Alan Gumm



# **LET YOUR LIGHT SHINE**

## **A Guide to Outreach at Fairs and Malls**

**By Alan Gumm**

### *Introduction*

Jesus said, "You are the light of the world. A city on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven" (Matthew 5:14-16).

By the grace of God, we have the light of faith burning brightly in our hearts. Jesus encourages us to let that light of faith shine, to be a "city on a hill" that everyone can see. As state and county fairs and shopping malls continue to gain in popularity, attracting ever increasing crowds of people, they give us a greater exposure to the world. A booth at a fair or in a mall gives us the opportunity to let the light of faith shine.

### *Purpose*

"I can't believe the Wisconsin Synod would have a booth at a county fair . They are always so cold and aloof ." That comment was overheard at one of our booths at a county fair. To some, our reputation as a church body is sometimes characterized by adjectives like "cold," "aloof," "uncaring" and "snobbish." One purpose for having a booth at a fair or in a mall is to dispel this perception people may have about the WELS. Our objective is to let people see that we are warm and friendly people who care very much for our fellowmen, especially for their souls. Here then is the primary purpose for a fair or mall booth. It is one more avenue to reach the lost for Christ.

### *Objectives*

1. To heighten the awareness of our presence in the community. To let the community know what the WELS is.
2. To project a warm and caring attitude.
3. To strengthen in our members a sense of pride in their congregation and synod.
4. To generate names of the unchurched people in the area, which would lead to visiting the unchurched with the intent to lead them to the Savior .

### *How to Get Started?*

Step One -Contact area congregations to determine their interest in hosting a booth at the fair or in a mall. Set a date for an informational meeting.

Step Two -Prior to the informational meeting contact people who are in charge of the fair or the mall and request a price list. (Fairs usually have a board to handle these requests. Malls have a service department.) Booth location, size and electrical requirements are factors which determine costs.

Step Three -Hold the informational meeting ( See Addendum I for initial meeting agenda), at which general information about hosting a booth can be shared, as well as the price lists of the fair or mall. Next appoint a steering committee, whose responsibility is to establish the "theme of the booth," provide for construction of the booth, materials to be istributed, and recruit and train booth volunteers. ( See addendum 2, the job description for the steering committee. )

### *Theme*

The theme of the booth is the key element in drawing people to browse at your booth. The theme should be catchy and meaningful, and so cause the fairgoer or mall walker to become curious and want to know more. Themes that could be used and are available are: "Come to the WELS, " "What Would It Mean To Live Free?" "Lost and Found," "Drink the Water and Live Forever ," "Life Has A Better Headline," "Live Forever!" "Living Water Freely Given," etc. The best ideas for themes could come from you, the local group.

### *Financial Support*

There are many ways to finance the booth. Financial support can come from many different sources that won't impact the congregational budget, such as, free-will offerings, door collections, congregational groups donating to the cause, Sunday/Christian day school offerings, private donations, etc. Some congregations budget an amount under their evangelism program. Regarding the cost of hosting a booth, two factors should be noted. 1. The more materials you put into the booth and give away, the more it will cost. 2. The more congregations that are participating, the less it will cost each congregation.

## *The Booth*

**LOCATION:** The location of the booth is vital to its existence. If the booth is off the main flow of fairgoers or mall walkers, not many will visit your booth. When working with the fair/mall officials ask for a location near a heavy traffic area or near a popular attraction/store. An early request will help to insure a preferred location. Contact officials to find out the earliest date you can make reservations.

**SIZE:** The size of your booth will depend on how much space is available and how much money your group wants to spend. Most fairs will "sell" you a 10'x10' space for \$100 to \$200. A 10'x10' space is adequate. However, it limits the number of people working the booth and the materials display area. Groups have found that a 10'x20' space is much better and allows more people to work the booth during "busy" times.

**DESIGN/THEME:** Make sure the theme for the booth can be seen from every direction. Keep the booth clean. A messy booth will turn people off. Keep the booth simple in design. Provide a backdrop with the theme or a "Come to the WELS" banner. Place your "prizes" (we'll talk about that later) in the back of the booth to prevent the possibility of breakage or loss. Have your counter or table back far enough so that one or more people can stand in front of the counter to greet people and hand them materials. We don't want to create a "wall" between us and the visitors. Dress the front of the booth with a poster or banner. The counter can be made of scrap lumber and painted.

**MAKE YOUR BOOTH SIMPLE, ORGANIZED, ATTRACTIVE, WARM AND FRIENDLY.**

### *Handouts*

There is a plethora of materials that can be handed out to fairgoers/mall walkers. The list includes: coloring books, pamphlets, balloons, bumper strip, Meditations, cups of water, frisbees, painter's hats, shopping bags, diapers, the "Family of God" pamphlets from NPH, etc. Use your imagination! Be creative!

REMEMBER! DON'T PUT OUT SO MUCH THAT IT WILL OVERWHELM THE PEOPLE! HAVE SOMETHING FOR ALL AGES!

### *Survey*

Prepare a brief survey for all people to fill *out*. Don't make it *too* long. It should only take a couple of seconds to fill out a survey. (Be sure to have a good supply of pencils on hand.) A couple of samples are included but you may choose to design your own. One of the best methods to get people to fill out a survey is to give away "prizes." It's a gimmick. And it works! Most people won't fill *out* a survey for nothing! The "prizes" can vary. All religious "prizes" will work, but nonreligious "prizes" or one religious and one or two nonreligious "prizes" work better, because the unchurched may not sign up for something religious. Remember, we are trying to reach the unchurched. It is suggested that you have no more than 2 or 3 "prizes."

After the fair the steering committee will sort through the surveys to identify the unchurched and send the names to congregations nearest them. Announce your "prize" winners in a press release to local papers. Arrange also to send a final report of your booth activity to each participating congregation.

### *How to Work a Booth*

Working a booth properly is most vital to the success of the booth. If this is not accomplished all your work and effort will be for nothing.

**APPEARANCE:** The people who work in a fair booth should dress appropriately. Since most fairs are in summer, "dress" shorts and casual shirts are great. Don't wear ties and suit coats, "formal looking" dresses, etc. This is a fair. How many people do you know go to a fair in a suit and tie or fancy dress? Each person should be well groomed. Body odor, garlic breath or the strong smell of perfume will turn people off no matter how friendly the person is. At a mall booth a somewhat different dress code may be necessary. Nevertheless, the caution is in place: do not overdress.

**DEMEANOR:** A volunteer should be friendly, caring, warm and pleasant to talk to, familiar with God's Word, and ready to extend a hearty welcome to visitors. It is suggested that the volunteers wear "Come to the WELS" lapel buttons or some other identification badge.

**JOB DESCRIPTION:** Stand in front of the counter/table, not behind it. Don't stand with your hands in your pockets. When someone comes to the booth, welcome them, introduce yourself, possibly mention your home church, invite them to fill out a survey and then give them a pamphlet and whatever else you may want to give away. If they have children, give them something. Don't get into a heavy religious discussion. Beg off by asking them for their name and address so that a pastor may come and visit them. Arguing religion will turn off others who may be passing by. Even if a person doesn't fill out the survey, remain friendly, relaxed and outgoing.

Volunteers can be recruited from the supporting congregations. Have a "dress rehearsal " with the booth set up and the materials laid out. Use role play with some taking the part of fairgoers and others as booth volunteers. Volunteers can work in 2 hour shifts. Any longer may tire and discourage volunteers. If possible have different people from different congregations work together.

HOW THE BOOTH IS WORKED IS THE MOST IMPORTANT ASPECT OF HOSTING A BOOTH. THE PEOPLE FROM YOUR AREA WILL JUDGE YOU, YOUR CONGREGATION AND THE WELS BY HOW THE BOOTH LOOKS AND HOW THE VOLUNTEERS ACT!!!!

#### *Benefits*

The benefits of hosting a booth are many. WELS people meet other WELS people in a common cause. This produces new friendships and reinforces our faith. WELS members will take pride that their congregation is doing something to promote a caring attitude that "lets the light of faith in Jesus shine."

Non-WELS members will recognize the WELS as a soul-caring church body, not a "fly by night" church, but one that stands on God's Holy Word. Finally, the greatest blessing of having a booth is the souls that are brought to faith in Jesus.

#### *Resources*

The WELS Evangelism/Mass Media Office is a source for tracts, pamphlets, badges and other assorted materials.

Northwestern Publishing House also has a good supply of tracts. Already mentioned were the Family of God tracts. Also available are the "What's A Lutheran," "This is the WELS" and the Friendship and Crossroads series of tracts.

Your district evangelism coordinator and his committee can be a valuable ally in preparing to host a booth. They can assist you in encouraging congregations to participate and may be able to put you in touch with other groups in your district who have previously hosted a booth.

#### *Costs*

A typical county fair booth can be "hosted" for about \$1,000. It depends on how much is to be given away. The space for a booth may run \$100 to \$400. Balloons cost about 12-15c each, coloring books about 10-12c each. Bumper strips are 25c each. Helium to blow up 1,000 balloons ranges around \$50-\$75 a tank. The "Family of God" tracts are about 6c each. Custom imprinting of materials will add to the costs. Prepare a tentative budget as a goal for participating congregations. However, establish a minimum for the project to be undertaken.

Giving away food is discouraged because of the many legal complications involved. If you are thinking of this, consult with fair officials for regulations, licensing, etc. Giving away cold drinks of water may not pose any problem.

#### *Closing Thoughts*

You may wish to invite a group of children, youth or adults to sing at your booth. It can't be a large group because of space limitations. ( Check with your fair/mall officials before you do this.) Provide a decorative recepticle for the surveys.

"A city on a hill cannot be hidden."

Alan Gumm  
April 1990

Agenda for Initial Booth Meeting

1. Open the meeting with an appropriate devotion
2. Welcome the people.
3. State the purpose of the meeting. If possible, provide info about other area fair booths
4. Appoint a secretary
5. Give the prices for hosting a fair/mall booth
6. Appoint (or elect volunteers) a steering committee
7. Schedule a second meeting for the entire group to meet again to discuss the ideas/  
suggestions of the steering committee. Allow the steering committee plenty of time to get  
their work done properly. (Possibly use the time before the next meeting to contact  
congregations that weren't represented at this first meeting.)
8. Any additional thoughts, comments or suggestions
9. Close with an appropriate prayer
10. Steering Committee get together to set date for its first meeting

Job Description for Steering Committee

- The chairman is to chair all meetings, assist the sub-committees, delegate responsibilities to others, and gives direction, assuring a well organized effort.
- The secretary will keep orderly and detailed minutes of all meetings, record and file all correspondence, making sure that copies of the minutes are sent to all steering committee members.
- The treasurer shall collect all monies, pay all the bills, keep a clear record of donations and expenditures and give a report at every meeting of the financial status of the fair association.
- The Steering committee should consider sub-committees (involve both men and women, teens too!) to take care of the following items:
  - Booth Location/ construction/ set up and take down Theme/ Sign design
  - Volunteers/ scheduling
  - Advertising/promotion (not only among WELS but local mass media)
  - Pamphlets/materials
  - Work with Fair officials about discounted entrance for workers
  - Mall procedures
- Pray for the Lord's blessings on your efforts.

**1987 SOUTH DAKOTA STATE FAIR RELIGIOUS SURVEY/OPINION POLL**

Please check one answer for each question!

1. Age Group:  10-16      Gender:  Female      Marital Status:  Single  
                   17 -21                     Male                                     Married  
                   22-30     Divorced  
                   31-45     Widowed  
                   Over 45

2. Do you/Have you belonged to a church?

- Yes, presently       Yes, in the past       No, not formally

3. In your opinion, what could the church be doing to help you?

---

---

(Please use reverse side if you need more space)

4. Do you believe there is a God?                                    Yes                                    No                                    Unsure

5. Do you believe there is a heaven?                                    Yes                                    No                                    Unsure

6. Do you believe there is a hell?                                    Yes                                    No                                    Unsure

7. If you died tonight, do you know for sure where you would spend eternity?

- Heaven                                     Hell                                     Unsure                                     Other:

8. Suppose you died tonight and God asked you, "Why should I let you into heaven?" How would you respond?

- I shouldn't go to heaven.  
 Because I've tried to be good.  
 Because God's Son, Jesus Christ, paid for my sins  
 Other:

---

\*\*\*\*\*

**Thank you for your time and comments. If you would be willing to answer some questions in a follow-up survey later this fall, please complete the following: Name Address City State**

**Zip Phone This survey is being conducted by the Dakota-Montana District Board for Parish Services  
of the Wisconsin Evangelical Lutheran Synod.**

## GIG

A GIG is a Group Investigating God. It is a pre-church gathering that meets at a coffee house (or other) on a weekly basis. It consists of Christians meeting with some of their non-Christian friends who are introduced to other Christians and/or a pastor, teacher, or staff minister. The idea of a GIG is to expose others to Christians who enjoy life as God's people, to develop trusting friendships, to share stories, to answer questions, and to demonstrate authentic Christian lives. In a setting like this the non-Christian people often set the agenda with their questions. A GIG can develop into a Bible Information Class (BIC). Recently I met Monique, a university freshman who graduated from a GIG to a BIC and is now confirmed. She "gets" the mission of God. She now brings her fiancée who is also studying. And she is working on her parents and other friends. I wish Monique could be here to tell you her story and melt your hearts. In Every Church a Mission, its members will live their Christianity with words and actions.

from Pastor Wayne Schulz's district convention paper, "Every Church a Mission" [wschulz@prodigy.net](mailto:wschulz@prodigy.net)

## HOSPITAL

their unchurched friends, relatives, neighbors, and people with whom they work or go to school. The letter, personally signed by the pastor, is sent before specific events like Christmas and Easter. The individually addressed letter can be done on a home computer with mail merge capabilities or prepared by a local printing company. Members are asked to follow up the letter with a personal invitation.

 **Hospital "Fishing Expeditions"** is ministry to hospital patients who have no church home. Permission is obtained from the local hospital to visit those patients who have either listed themselves as having no church preference or as Lutheran, but having no congregation. Elders (a husband and wife team is especially good) can be trained to supplement the visits of the pastor. Home follow-up can lead to further opportunities for witness and contact with other family members. The "Kristal Bell Method" is a new and unique handbell playing system ideally suited for children between the ages of four and ten. Not only does this provide another opportunity for children to serve but family and friends will tend to visit when the children are playing.

What ideas for outreach have you tried? Share your outreach ideas with the evangelism/mass media office or your district evangelism coordinator so that others may hear about them our goal is to reach more people so that we may tell them all about Jesus Christ.

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287  
[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

Newcomers arrive every month throughout the year at

ONCE PER YEAR, COMES OUT IN JAN.

MARCOA  
800 854-  
2935

# FORT LEWIS

CONTACT:  
MIKE SHOWS

NEWCOMERS GUIDE AND  
TELEPHONE DIRECTORY  
IS BEING PREPARED FOR PUBLICATION NOW

## SUPPORT & WELCOME OUR MILITARY FAMILIES

To Their New Home In Washington

This publication is controlled by FORT LEWIS and is distributed, without charge, to the military and civilian personnel. New personnel receive a copy either PRIOR to or UPON THEIR ARRIVAL. The Telephone Directory is used by all offices all year.

### DISTRIBUTED TO:

- Newly Assigned Personnel Prior to Arrival
- Visitors (Military and Civilian)
- Permanent Personnel
- Temporary Duty (TDY) Personnel

BUSINESS CARD  
\$900/year

Increase your share  
of the military market  
by reaching the newcomers  
**BEFORE**  
new buying  
habits are  
established.

Newcomers  
Arrive  
Daily

MAIL THE REPLY CARD TODAY!



A MARCOA Publication  
Published under contract with FORT LEWIS  
P.O. Box 509100, San Diego, CA 92150-9100

## THE FOUR F's OF AN OUTREACH STRATEGY

A ship in the harbor is safe - but that is not what ships are for. Ships are for sailing the seven seas and carrying cargo to the ends of the world. A ship in the harbor may be safe from storms, but it is not safe from dry rot. Our churches are ships that have been commissioned by the Lord to carry his cargo of Good News to the ends of the world. He has called captain and crew to risk leaving the safe harbor of the church building and to become "fishers of men" in our communities and in the world. That commission and call come with the promise of his presence and blessing. So let's chart the course and set the sails for our outreach effort.

The course of action I would like to introduce is the "FFFF" (Four F) Outreach Effort which we are seeking to initiate in all of our mission congregations of the South-Central District. The four Fs stand for Farming, Friendship, Follow-up and Fellowship. We believe that these four F's outline a total outreach process that should be a part of the life of every congregation. Let's take a closer look at the four F's.

### **Farming**

This is a process of ongoing, spiritual "cultivating and watering" of a specific "field" in your community, near your place of worship. It may be a tract of 100 or 500 or 5,000 homes, divided into smaller "farms" of 50 or less (start small and increase size later) and assigned to couples in the congregation to personally farm during the course of the year. Farming can be done in different ways. Perhaps the best way is a combination of the ways briefly described in what follows:

1. A personal, door-to-door drop-off of materials announcing events, special services or programs to which the public is invited, or attractive and thought-provoking Christian literature addressed at an unchurched audience. To be effective there should be 6 to 8 dropoffs during the course of the year (September through May). Use the summer for evaluating the program and planning for the new year of farming. Remember that personal interaction with people, not just a "delivery," leaves a positive impression. (Contact the undersigned for a step-by-step explanation of the process.)
2. "Newcomer packet" and calls on all new families moving into the farming area, giving them information about your church, offering them a helping hand and making them feel welcome. Follow-up calls are extremely important. One or two calls on newcomers are not sufficient. (NOTE: see the NEW RESIDENT OUTREACH organizational guide and tract available from the synod's Evangelism Office.)

3. Survey work by pastor and/or trained members to identify the unchurched, understand their needs and beliefs and begin building rapport. Again, follow-up is essential. The approach used by home mission "Outreach Explorers" and that developed for use with mass media can be easily adapted. (Write to the Evangelism/Mass Media Ministry office for sample materials and training tools.)
4. Direct mail of brochures, invitations or newsletters written for a non-member audience. Multiple mailings have proven effective. Telephone follow-up will identify the unchurched and allow personal "cultivation." (Contact the Evangelism/Mass Media Ministry office for suggestions and samples.) Above all, remember that farming implies an ongoing process of planting, watering, fertilizing, weeding and waiting before the harvest is gathered.

### **Friendship**

Friendship evangelism is receiving a higher profile in our district and synod, and rightly so, because it is the most natural way of introducing people to their Savior. Statistics show that more people enter the church by invitation from relatives, friends and neighbors than all other ways. How many unchurched friends and neighbors do you know? Make the commitment to develop a stronger relationship with them, to let them see Christ's love in your life. Then invite them to come with you to your church to learn more about Jesus as Savior and Lord. If you don't have friends, neighbors or work associates who are unchurched, why not find a few, with the goal of building a bridge to them through loving words and actions so that in time you will be able to bring them with you to meet Jesus in your church. Plan a "Bring a Friend" Sunday in your church with a special service and fellowship hour. Friendship evangelism is really nothing more and nothing less than living your Christian faith in daily life, sharing what you know and inviting people to find out more.

We're conducting friendship evangelism seminars, utilizing elements of "The Master's Plan" in our district. Contact the Evangelism Coordinator of your district for information and assistance in developing a friendship evangelism plan for your congregation.

### **Follow-up**

The third "F" of our 4F Program is follow-up. It could actually be listed as a part of the farming and friendship process; but it is so important that it deserves to be listed separately and ought to be given special attention.

The key to reaching people in your community is follow-up, again and again and again. The story is told of a pastor who once asked his Sunday School teachers concerning the children in their classes who were absent, "Is it true or false that when we go to visit them, they come?" They responded, "It's true. When we go, they come." Then he asked, "Are you sure? Isn't it true that sometimes when we go they don't come?" This created

some second thoughts. Then one of the teachers said, "Yes, it is sometimes true that when we go they don't come. But it is also true that when we go, go, go, they come." That's the secret of reaching souls for Christ. We must go and keep on going until they come (or tell us to go away in no uncertain terms).

*interesting!  
true?  
peeps  
before swine?*

In recent years numerous follow-up materials and training tools have been developed and made available through the Catalog of Evangelism Materials. Get samples of all of them and use some of them. We are finding that one of the best follow-up tools is our homegrown "squawk box" evangelism presentation (better known synod-wide as RSVP). Pastors are using it, and lay evangelists can easily learn to use it. Farming and friendship provide opportunities to use it. The South-Central District Evangelism Commission is also producing an audio-visual Bible Doctrine Course (8 modules or 16 lessons) with review and reinforcement exercises and Home Bible Studies. (For more details write or call the undersigned.) Two common mistakes are that we don't follow up soon enough or often enough.

### **Fellowship**

The fourth "F" of outreach really expresses our goal, that is, bringing people into the fellowship of the Holy Christian Church through the Means of Grace and into fellowship in our local congregation, where we can continue to nurture faith through Word and Sacrament. Our goal is to "make disciples" of those who do not know and confess Jesus as Savior and Lord. That is a continuing process which can best be carried out by and within the fellowship of a Christian church. For that reason we analyze and seek to improve our programs of spiritual growth and Christian ministry, our welcome to visitors, our process of assimilating new members.

My personal observation is that growing churches do not do anything all that unusual. They do, however, do the usual things, as described above, unusually well. They preach well; they teach well; they pray well; they love well; they live their faith and reach out to the unchurched well. Do you have a 4F program (farming, friendship, follow-up, fellowship) in your church? If you do, great! Build it by involving all of your people in it. There is a place for everyone. If not, it's not too late to start..."while it is still day; the night comes, when no man can work."

Remember, only sinners need to hear about Jesus. Don't tell anyone else!

Pastor James Radloff

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287

## NURSING HOMES PRISONS

### REACH OUT THROUGH SPECIAL MINISTRIES

Some years ago a sainted WELS institutional missionary reported, "Four out of five people living in institutions are unchurched." Parish pastors and care committees who visit institutions know that this is still true today. Christ died for all the residents of nursing homes, health-care facilities, retirement centers, correctional institutions, and prisons. They are widely neglected and represent a pool of unchurched people who need the gospel.

Many congregations approach the unchurched in institutions through spiritual visits and public worship at nursing homes. Some congregations have developed other approaches too. Recently, congregations have developed ministries to federal and state prisons. As needs arise and as prisons allow, members assist their pastor who serves as a prison chaplain. These members also support WELS agencies with prayer, financial support, and pen-pal volunteers. The prison ministry administered by the **Organization of WELS Lutheran Seniors (OWLS)** serves thousands of prisoners, most of whom have no church homes.

The handicapped comprise yet another large mission field. Many of the handicapped feel they are not welcome in churches because they are "different." We may feel that this attitude is unjustified. But for those who receive cold receptions and hard looks, the perception is real. We do not intentionally set barriers for the handicapped. Often, what they experience is the result of good Christian people simply not knowing how to make a handicapped person feel welcome.

One-Level construction, ramps, and elevators have made WELS churches more accessible to those with physical needs. For those with impaired vision, churches are using Northwestern Publishing House's large print edition of Christian Worship. For some they use Braille versions from the Mission for the Visually Impaired. For persons who are deaf, congregations use interpreters to sign worship services. For persons whose hearing is limited they install sound systems such as Williams. They conduct special training classes for persons who are learning disabled because of physical and mental handicaps. Some volunteers conduct Jesus Cares schools. Unchurched persons who attend these schools often draw family members to Christ's church. Single parents; broken families; the poor, hungry, or homeless; widows and widowers; persons who are mentally ill; and the disabled aging all present opportunities to reach out. These unchurched "special people" might well offer us the largest mission fields. And we don't have to travel very far to reach them.

Many WELS congregations have developed special ministries to meet the physical needs of people in the community. God has blessed them as they serve special people with no church affiliation. Many hurting people have responded in faith to their gospel ministries. Other parishes offer support groups for widows and widowers, single parents, and people from broken homes. Some distribute food to the hungry, provide shelter for the homeless and financial support to the poor. They regard mental illness as a real illness. They provide transportation, make visits, and offer household assistance to those who need help because of age.

These ministries all reach out beyond the local parish. God's special people often colonize. That is, people with common handicaps tend to fellowship with one another. So, persons who participate in WELS ministries bring their unchurched friends along with them. When the community becomes aware that a WELS congregation makes every effort to reach out to "all the world," and makes everyone feel welcome, many souls can be won for Christ's kingdom.

Christ reminded his disciples then, and he reminds us now: "Heal the sick, raise the dead, cleanse those who have leprosy, drive out demons" (Matthew 10:8). Jesus cared for the physical needs of God's people while he lived on earth. He encourages us to have the same love and compassion toward those who have special needs. He said, "Whatever you did for one of the least of these brothers of mine, you did it for me" (Matthew 25:40).

## **Preschool Power Hour**

### **St. Matthew's Lutheran, Oconomowoc, WI**

#### **Mission Statement**

Strengthening families by offering them an affordable program rich in spiritual, intellectual, physical, creative, and social parent/child bonding activities.

A program of spiritual, intellectual, physical, social and creative artistic growth in children 0-4 years old while bonding with you - the parent/grandparent/caregiver.

Power Hour classes are held each 1st and 3rd Wednesday and Thursday from 9:00-10:30 A.M. Sessions run from September through December and January through April.

Toddler Drama class is a special extension of Power Hour, at no added cost, with dates and times listed on the schedule.

Call St. Matthew's Lutheran Church or School to register: (262)567-5396 Ext.23 or print out our registration form and mail it to:

St. Matthew's Lutheran PPH  
818 W. Wisconsin Ave.  
Oconomowoc, WI 53066

Preschool Power Hour is a program like no other this area has ever seen! Why?

We believe that parents are the first and most important teachers in a child's life.

Trained teachers work with both the parent and child at the same time.

The program is like a hands-on parenting workshop. When the class is over, parents have the tools to keep developing these skills in their children!

We use activities that are enjoyable and stimulate growth in 5 crucial areas - the complete child - each and every time.

**Spiritual:** Through Bible stories

**Intellectual:** Through music and movement activities

**Physical:** Through large motor skill activities

**Creative/Artistic:** Through fine motor skill expressive/creative art projects.

**Social:** Through the child's interaction with other children, other adults and trusted Christian teachers.

**Bonus: Toddler Drama:** Acting, singing, and making props and scenery.

To find out more about Preschool Power Hour and see kids in action just click on the links below.

Why teach Bible Stories so early in life?

Why such a strong emphasis on Music?

What happens in Gym Time?

What do the Creative/Artistic arts develop?

Free (optional) Parenting/Toddler Drama

Meet the Teachers!

Schedule and cost information

P.P.H History and info on starting your own P.P.H.

Registration Form Online!

For more information, contact Mrs. Debbie Rothe at <http://www.smls.org/powerhour>

To obtain material, human, and consulting resources that help develop programs of special ministries, contact the **Commission on Special Ministries**, 414-256-3241. God bless us all as we attempt to meet the special spiritual needs of those whom he directs into our care.

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287  
[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)

## SENIORS SHARE CHRIST

Why young adults? Primarily because of the unexpected reaction of prospects. Prospects typically don't expect to see young adults witnessing to their Savior and talking up their churches. Young adults are often viewed as the least interested in being active in the church. As a result, prospects might listen to them more intently.

Why seniors? A whole host of reasons come to mind. Seniors have had faith and life experiences that make them invaluable witnesses to the Savior. They have seen God's countless blessings and have experienced their share of heartaches, temptations, and troubles. Many of them are not afraid of the unknown, and they are not afraid to speak their minds. In addition, people are, generally speaking, open to listening to seniors, recognizing that they are speaking from experience and with wisdom. Moreover, they are available. Assuming they are retired, they have flexible schedules and have time to commit to the service of their Lord. They also demonstrate a commitment and loyalty to Christ and his church. Seniors can be invaluable servants for the evangelism committee.

What can seniors do? In support of the congregation's evangelism program, they can prepare mailings and flyers for distribution. They can be responsible for sending out the monthly prospect newsletter. They can manage the church's prospect file. They can be teamed with youths to distribute flyers. They can drive youths to distribution points, use their cars as distribution warehouses for the materials, and be ready to offer encouragement to those who distribute the flyers from house to house. They can distribute *Meditations*, *Lutheran Parent*, *Forward in Christ (Northwestern Lutheran)*, and tracts or brochures to libraries, motels, and various waiting rooms. They can host coffee hours after services and be available to speak to visitors. They can sponsor luncheons for new members or those attending the Bible information class. NB

Seniors are especially good at making initial contacts. Some of them enjoy doing door-to-door survey work. They like the challenges of meeting new people and the unexpected experiences that may await them at the door. Others enjoy doing telephone survey work. Because this can be done from the home and even in inclement weather, seniors can reach hundreds of homes to inquire about people's religious backgrounds and extend invitations for upcoming church events. Seniors can host and serve in church booths at malls, fairs, or sidewalk days. They can do this because most of them can easily strike up conversations with people at any time and in any place. Seniors can also make friendly visits to church visitors, perhaps even with gifts of fresh, homemade cookies. hmmm...

Seniors are invaluable in making follow-up calls. Because of their simple trust in Jesus, their certainty of eternal life, and their years of Christian living, they can readily share the law and gospel with the unchurched. It may be possible for seniors to adopt one or more names on the prospect list, nurture them, and invite them to a worship service or other church activity. They may even convince the prospects to come with them to a Bible information class. Besides this, seniors can make visits and hold devotions in local

hospitals, nursing homes, or other in-patient facilities. This frequently provides opportunities for sharing faith. The list of ways in which seniors can assist congregations' outreach programs is almost endless. In addition to serving their own congregations, seniors are being called upon to be Kingdom Worker volunteers. They are being asked to travel to home mission congregations to assist their outreach efforts by making visits and providing training and mentoring for the mission congregations' evangelism committee members.

Seniors doing evangelism? They are invaluable assets to the church's mission.

Robert Hartman

### Canvassing/Phone Canvass

One of the oldest active preparatory tools (which seems to have recently fallen into disfavor and disuse) is canvassing. All a person has to do is say: 'Canvass the neighborhood' and people complain - "That never works! The Jehovah's Witnesses have ruined that method." Perhaps there is an element of truth in that statement. But I sometimes wonder if we've forgotten the purpose of canvassing. As I understand it, the purpose of canvassing is simply to find out who the unchurched are, and where they live. We ask, 'Do you have a church home? Are you looking for a church home? Would you mind if our pastor contacted you? The visit would last as long or as short as you want it to.' Canvassing is a more active approach, but is still a preparatory tool - unless the canvasser has an opportunity to witness. However, canvassing doesn't always present the best environment to witness.

If our people are too squeemish to go from house to house, we might try Phone Canvassing. Phone Canvassing takes less time and can cover a larger geographical area. The LORD has provided a number of contacts through this method. But especially in the case of the Phone Canvass it is important to follow up the contact with a personal visit. If you think about it, there isn't a whole lot of a difference between one of your members giving you the name of a contact and canvassing.

### Vacation Bible School

One of the benefits to having an active Christian Day School is the school's witness in the community. It can happen that people see the benefits of a smaller school built upon the Word of God. This can also become an avenue through which the Lord leads us to those who are seeking, groping in the dark for the True God (cf. Acts 17:22-34). If you don't have a Christian Day School then why not invite the public to VBS? Now, regarding this matter, I believe we need a follow-up paper that can give practical advice regarding the divine call and implications to sheep-stealing/proselytizing. It seems to this writer that the matter of sheepstealing/proselytizing comes down to motivation. If my goal is to speak the Gospel, then whoever comes to me willingly, looking for the truth I will tell - feeling no remorse or fear. But if my goal is to fill my pews with people who are being served by another shepherd under a divine call, then I am a 'busy body in another man's matters (1 Peter 4:15).' We ought not to not be afraid or tentative to:

"...always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear; having good conscience, that when they defame you as evildoers, those who revile your good conduct in Christ may be ashamed." - 1 Peter 3:15-16 (NKJV)

### Greeters/Welcome Cards

Whenever a visitor attends one of our divine worship services we are careful to make sure he/she hears both Law and Gospel. If we also have opportunity to shake the visitor's hand at the door I am sure we all greet them happily and invite them to return. Perhaps we could do more. It is sometimes said of our congregations that we just aren't very friendly. This criticism is both fair and unfair. I hope that the problem is simply this: that we are so anxious to say the right thing to a visitor and not scare them away that it's perceived as 'stand-offishness.' I think it's a good idea to have greeters. The greeters hand out bulletins at the door and greet any visitors (as well as members) and offer any assistance they might need. Another practice we could stand to implement is the sending of little welcome cards to those visitors who sign the guest register (whenever possible). The message can be simple: "We were glad to have you attend with us and worship the Living God. We invite you to come again and grow with us in the grace and knowledge of the Lord Jesus."

### Seminars

Some of the brethren have taken a new approach and conducted public seminars on topics such as the New Age Movement and Creation vs. Evolution. These seminars serve well to present what the Bible says about both of these issues and may afford a contact. It is also a good thing to make known publicly the satanic influences present in the New Age and Evolution.

### Specific Presentational Advertisements

As I said earlier, I believe there are two types of advertisements: Informational and Presentational. What I call specific presentational advertisements are those ads that set out to present Christ. When we draw up these type of advertisements we should ask two questions. 1. To whom am I speaking? 2. What then should I keep in mind?

## IMPRESSIVE VOICE MAIL MESSAGES

Making a positive first impression is important. That's true of a lot of situations. It's also a matter to which church leaders must give attention. Sometimes the first contacts that people have with your church are not at worship services or church functions. Their initial contacts may be by telephone. The manner in which their calls are received and handled makes a definite impression.

It's best to answer telephone calls personally. But of course there are times when being there in person is not possible. Because those calls are important and they may represent an opportunity to reach out to unchurched individuals, we often use answering machines or voice mail. How can we make these inventions help and not hinder us? What are some important things to keep in mind to make our outgoing messages create a positive impression and ease the way for further contact?

Guidelines for setting up your outgoing message:

- Start with good quality equipment. Trying to get by cheaply may cost you in terms of frustrated callers.
- Set your system to answer the phone in the fewest rings possible. People may become impatient as they listen to a long series of rings.
- Keep your message short so callers won't have to wait long to speak. If your system has the capability of establishing options for callers, limit those options to as few as possible. Many callers like the option of skipping to the end of your outgoing message, so that they can immediately leave a message for you. Acquiring equipment with this capability is an important consideration.
- If you include directions to the church and times of services, make the announcements as brief as possible. If this information is too lengthy to explain clearly, you may refer callers to your Web site or to another telephone number where someone is available to give them the information or answer their questions.

- Keep your message current. It is better to have a generic outgoing message than one that could become outdated. When your message includes dated information (a special service or church event), make a note on your calendar to change it when the date is passed.
- Check your messages often, and return all calls promptly, on the same day if possible. If you can't return calls personally for a few days, ask someone else to return calls to answer questions or give information when you will be available.
- When you return a call, thank the caller for leaving a message.
- Make sure the equipment works. If you have a system that allows callers to select options, test the selection process for functionality. Fax machines that are supposed to detect whether an incoming call is voice or facsimile need to be checked periodically to make sure that they are working. It is frustrating and uncomfortable to be greeted by the squeal of a fax machine.

Put your best voice forward in your outgoing message:

- Script your message. Writing it out will help you say exactly what you need to say: nothing more, nothing less. It is easier to control your pacing and tone. You will also be less likely to flub when reading from a script.
- Practice your message before you record it. Say it loud. Don't slur or run your words together. Speak naturally and with a speed that will help your callers easily understand the content of your message.
- Stand while recording your message. This will add energy and vitality to your voice.

- Smile while recording your message. A smile may help make your voice sound warm and friendly.
- Record your message in a quiet place to avoid distracting background noise. Give attention to good sound quality.
- Outgoing messages need to indicate immediately that the caller is hearing a voice mail message and not sound like a person answered the phone. It's frustrating to get into someone's voice mail after the phone rings and hear "Hello. (pause). This is Pastor Smith..." Callers find themselves talking to the voice mail.
- Listen to your outgoing message. Check it for accuracy and quality. Ask yourself if the message is one that would satisfy you if you were calling.

When the phone rings at your church and no one is there to answer it, make sure that the message which the caller hears is friendly and informative. Your outgoing message will create an impression. Make it a positive impression.

Pastor Michael Hintz, Administrator  
WELS Commission on Evangelism

**WELS Evangelism**  
2929 N. Mayfair Rd.  
Milwaukee, WI 53222  
414-256-3287

## IDEAS FOR OUTREACH

Here are some ideas various congregations have tried in order to reach more people with the gospel of Jesus Christ. I offer these with the understanding that a congregation will only try an idea that is appropriate to its setting. Some ideas, for example, may work in the city or suburbs but not in the country, while others may work in the country but not in the city.

Congregations should also realize that trying a specific idea does not guarantee any measure of "success." Sometimes an idea fails because people don't do sufficient planning or don't have the people to carry out the project. Sometimes a project fails because the timing is wrong. Still we recognize that God, in his own way and at his own time, blesses all that we do in his name, because our overriding intent is to give glory to his name.

For this reason we can also say that we never "fail" in our service to the Savior. When one pastor was asked about a number of outreach ideas his congregation tried he commented:

"Ultimately, none of these items is the secret to evangelism success. Each is merely a method aimed at initiating contact with others. The real work of evangelism is personal - people telling people about the Savior. Evangelism in its truest sense happens when believers communicate what they believe to their friends and to the unchurched. Promotions or programs never can take the place of personal proclamations of the gospel." In this light we offer a smorgasbord of outreach ideas.

**Spirit Lifters** is a telephone call-in line made available through a local phone directory's advertising/information section. Callers choose between two recorded messages. Each one contains a Bible portion or thought-provoking devotion. Business cards, door-to-door flyers, and classified advertisements are used to promote the phone service.

**Story Hour for Children** is a variation of a service offered by most public libraries. In this case the story hour is held at the church or a church member's home. The storyteller is a member of the congregation, perhaps a Sunday school teacher, and the story to be read is a Bible story. A simple craft (like a coloring project) and refreshments can be added to the activity.

**Kid's Day Out** is a variation on the Christmas for Kids program. On selected Saturday mornings children from the community are invited to a morning program - including a Bible story, a video, crafts, refreshments, and singing - while the parents can devote the morning to a special project around the house, or whatever, without concern for watching the children.

**Parent's Night Out** is an evening version of Kid's Day Out. In this case the church offers childcare at the church on a Friday or Saturday evening so the parents can go out for dinner and a movie. Teens and grandparents, among others, can make excellent "sitters" for the evening. A modest charge can defray the cost of a rented video and refreshments. Reservations are required and a time schedule (7:00 to 11:00 P.M., for example) is strictly adhered to.

**Care Corps** is a group of compassionate helpers who serve people in need. They provide food, transportation, help around the house, childcare, or whatever for people in time of special need. Caregivers are trained not only in the skills of helping, but also in the skills of listening and gospel sharing.

**A Letter of Invitation** is sent by the pastor to people on a mailing list which members compiled of

# Ideas That Work



from New Life Ministries

---

## Reaching Out in Word and Deed

New Life Ministries is happy to share a variety of ideas that congregations have found helpful in their ministry of evangelism and outreach. We welcome your suggestion of an idea you've tried that has been especially helpful to your ministry. Send a brief description of your idea to [WebServant@NewLifeMinistries-NLM.org](mailto:WebServant@NewLifeMinistries-NLM.org). More details are available for some ideas through the highlighted links.

---

**Send us your ideas for reaching people with the good news of saving faith in Jesus Christ through words of faith and deeds of mercy! Include a web link where available. And check below regularly for the addition of detailed information on previously listed ideas.**

---

### **"Adopt-a-Highway"**

Build favorable name recognition for your congregation participating in your state or community's "Adopt-a-Highway" program. The church promises to clean up at least two miles of state road every three months. By doing so, many state departments of transportation/highways will post a sign on the highway stating that your congregation is part of the "Adopt-a-Highway" program. Also a great servant evangelism project.

### **Backyard Bible School**

Take Bible school to the kids. Offer a Bible school type program at the homes of persons in your congregation. It could be daily for a week or one day a week for four-five weeks.

### **Balloon Launch**

Fill biodegradable balloons with helium and attach information about your church and release them during a special ceremony. This is also an excellent way to celebrate Easter.

### **Birth Announcement Signs**

Place an "It's a Boy" or "It's a Girl" sign in the lawn of members at the time of the birth of their baby. Include on the sign a subheading that gives visibility to your congregation, such as: "A part of a growing family worshipping at (your church name)."

### **Breakfast for Homeless Persons**

Many churches and social service agencies offer "Meals on Wheels" at noon or an evening "soup kitchen." But few communities offer breakfast for the homeless or others among "the

## “Drill Team” Marchers

Christ Lutheran Church in Columbia, MD has recently purchased a piece of property next to Columbia’s village of River Hill for its future sanctuary. The mission congregation discovered that River Hill held an annual July 4<sup>th</sup> parade. In order to better acquaint the community with Christ Lutheran, the members decided to change their worship time to noon so they could enter their “drill team” in the parade (cf. photo). (July 4<sup>th</sup> was on a Sunday in 2004)

20 members marched, including Suzi Kalb in her wheelchair (pushed the entire 1/1/2 mile route by 13 year old Danielle Stone). Their banner announced the “drill team” and the congregation’s intention to build soon in the community. The banner also thanked God for our first amendment right to worship freely.

Each marcher carried a drill (some were battery powered, some stuck their drill’s cord in their pocket) with a flag in its chuck. On signal, the marchers moved into a cross formation, held their drills straight up in the air and slowly turned the flags as they shouted, “Thank God for the USA”.

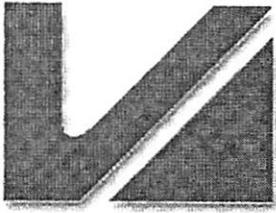
As they marched, they also carried in their construction belts and nail pouches hundreds of baggies filled with candy, a miniature flag, and an invitation to the congregation’s upcoming vacation Bible school. Thousands of people lined the long parade route. They soon ran out of baggies. As they marched, the clapping of the watchers and their comments of, “I get it...a drill team” were quite audible.

An outdoor worship service on the new site was planned after the parade, but had to be held inside the parsonage garage because of rain.

Pastor Jeff Samelson reported, “We felt this created a huge amount of free publicity, and also communicated that we have a sense of humor. We are hopeful that the new awareness of our congregation will be helpful as we step up our efforts to reach personally into the community with the gospel of Jesus Christ.” The congregation plans to march again next year.



You can reach Pastor Samelson at [Christlutheran@comcast.net](mailto:Christlutheran@comcast.net)



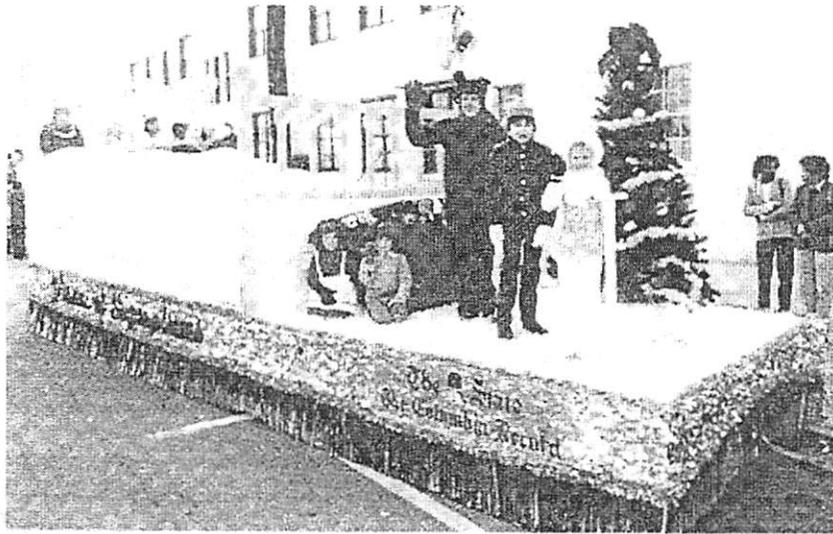
# Valley Decorating

## How to Build a Parade Float!

frequently asked questions about building a parade float:

"I want to build a float for my parade but I don't know how to get started"

**It's not as hard as it looks! Professionals and novices agree that our Floral Sheeting, Grass Mat, Fringe and Festooning provide the finishing touches to claim first place! Also available are letters to convey your message to spectators at your event! Scroll down to see how easy it really is to build an award winning parade float!**



### Where to Begin

The first step in planning any float is to thoroughly read all of the information concerning entry fees, deadlines, transporting the float, parade rules and regulations and most importantly, safety requirements. If your float is for a specific event, check with the Parade Chairman for the theme so that you can decide on an appropriate design for your float.

### Designing Your Float

The next step is to build or borrow a float trailer (see sketches below) which will determine the size of your float. Floats have been built on trailers, jeeps, cars, even boats and barges. However, most floats are built on trailers that are 8 feet or less in width to allow for ease of travel to and from the parade route.

Have a meeting with your float builders so that everyone can agree on a design. You can then split up the work: one group can be in charge of props or costumes that will be used on the float.

Another group can be in charge of the lettering or signage that will be displayed on the float for your organization. Another group can be in charge of the frame-work used underneath the decorating materials. Building a float is a team effort, so make sure everyone understands their part in building the float.

A great way to decide on a theme for your float is to start with the theme of the parade and use symbols associated with the theme. For example, if your parade has a Christmas theme, start with basic ideas of what Christmas is best associated with:

- 1) Christmas trees (you could have a Christmas tree with flame-retardant flocking on your float as a prop)
- 2) Christmas gifts (large presents on your float make great props and are easy to create!)
- 3) Colors of red, green, white (helps with choosing the colors of your float)
- 4) Winter time/snow (you can use flame resistant white cotton-like materials, such as upholstery stuffing, to simulate snow. These are available at your local fabric store.
- 5) Family dinner (a table on the float portraying a family gathered at Christmas dinner)
- 6) Santa's workshop (Children can be dressed as elves)

Get everyone involved who is building the floats' input on how the float should look. Creativity is at its best when everyone has a say at what the float should look like. Write down all of the ideas on a chalk-board or large presentation paper and agree to a design. Creativity is sometimes the most difficult part of building the float, but it is also the most fun!

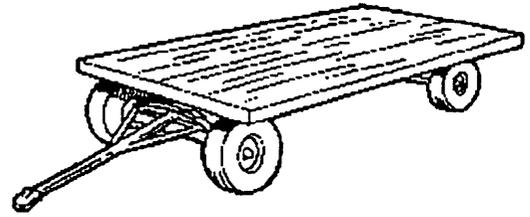
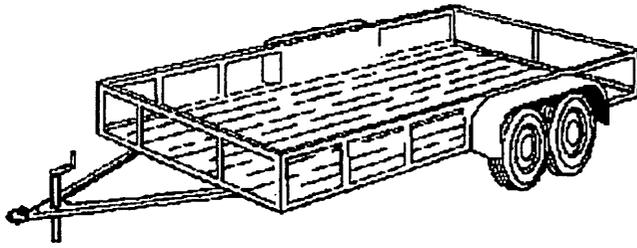
## Materials

You can visit our [float decorating products](#) page for fast, easy to use colorful float decorating materials. Also, you can check out your local hardware store to get paint, indoor/outdoor coverings lattice, etc., and other raw materials to use as decorating goods.

## Building your float

The links below show you how to build a basic parade float using Valley Decorating's Float Products. Our products make float building fast, easy, and comparatively priced to other decorating avenues. Click on the images below to see how easy it is to build an award winning parade float using Valley Decorating Float Products.

If you have a low-boy trailer, click [on the picture.](#) If you have a hay-trailer, click [on the picture.](#)

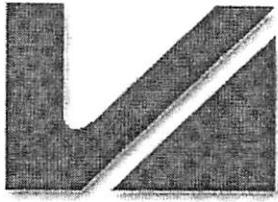


[Float Decorations](#) | [Float Idea Page](#) | [How to Build a Float](#) | [Material Estimates](#) | [Galleries](#) | [Links](#)

[Back to Parade Float Home Page](#)

[Go to Information Feedback Page](#)

[Go to Materials Estimate Page](#)



*Valley Decorating*  
*Build a Parade Float Using a*  
*Low-Boy Trailer*

After you choose your float size, try to determine what message you want to convey, staying within the parameters of the parade theme. If your theme is humorous, make sure that no one will be offended by it. Always use good taste and remember that no one likes a blatant advertisement so try to keep your message subtle and positive.

Another important design consideration is the capabilities of your float builders. If you're planning on having elaborate props or woodwork, make sure that you have access to someone who is a capable technician, with proper tools and equipment. If you have electrical requirements, consult a qualified electrician\*. Animations and prop movements can also be human-powered. Simple pulleys and rope can be used to make props rotate and move.

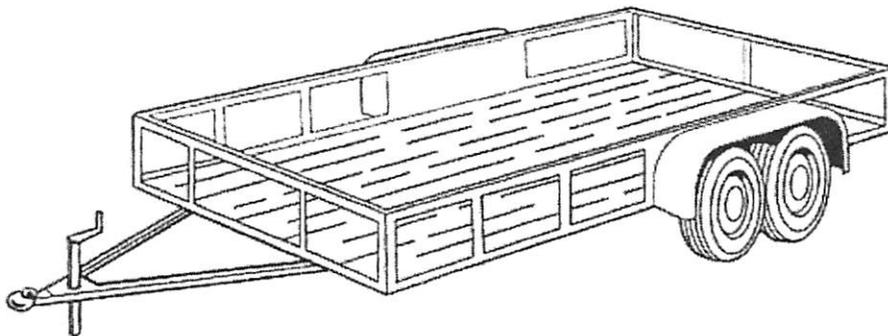
\*Some parades do not allow gas-powered engines or generators on the float itself. Always consult the Fire Marshall and Parade Chairman before finalizing your float design.

## Beginning Construction

There are a few items you will want to have on hand before building your float. A staple gun, nails, wire, chicken-wire, 1" X 1" and 2" X 2" construction grade wood and plywood can be purchased at your local hardware store.

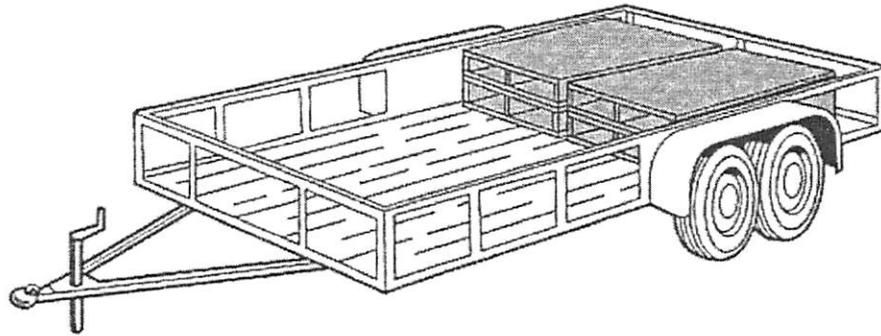
Once you have an approved\* float design and all of the necessary materials you are ready to begin construction.

\*Float entries often must be approved by the Parade Chairman before allowed into the parade.



**Low-boy trailers are great for float building!**

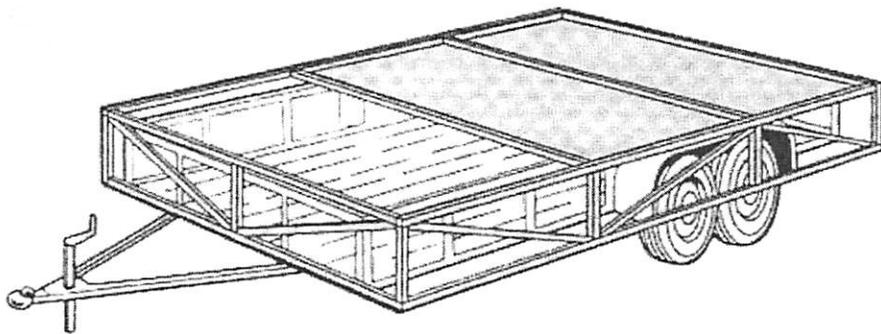
Low-boy type trailers usually have rails around the perimeter. The instructions below will show you how you can create a great looking basic float for your next parade!



Pallets can be used to build a partial or full sub-structure to elevate the platform of the float.

It is a good idea to build a partial deck that will be even with the top rails of the float. You can use good quality pallets to make a platform. Make sure the pallets are firmly fastened to the bed of the float.

Next, lay sheet plywood over the pallets. Now you will have a platform for your props and an area in the bed where float riders can stand or sit. If your float riders will be standing, make a stanchion and secure it to the trailer bed so that they have something to hold onto while traveling the parade route. Remember...*Safety first!*



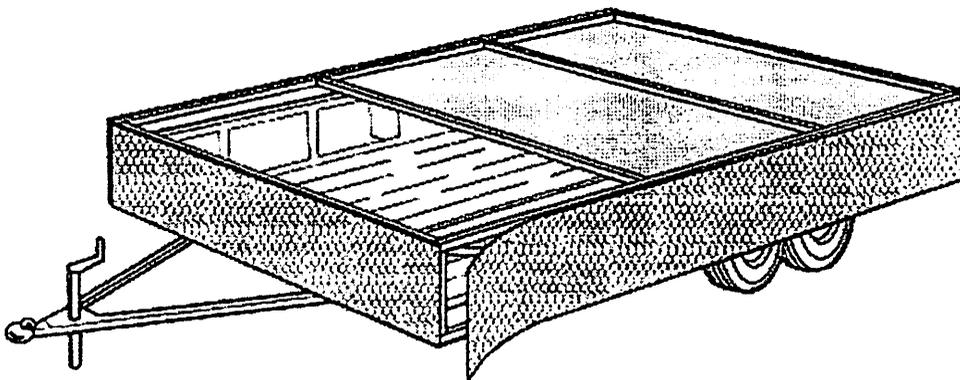
**Attachment of skirt frame and sheet plywood.**

After the plywood is laid over the pallets, build a skirt frame using 1" X 1" or 2" X 2" pieces of wood and fasten the frame to the trailer rails and the plywood. The skirt frame is used to hide the wheels and undercarriage. Any number of items can be used to fasten the skirt frame to the rails: plumbers tape or construction U-shaped brackets are ideal for attachment of the skirt frame to the trailer bed rails. Be sure to terminate the skirt frame approximately 16" from the ground and allow for tongue movement at the front of the float.

## Decorating the Float

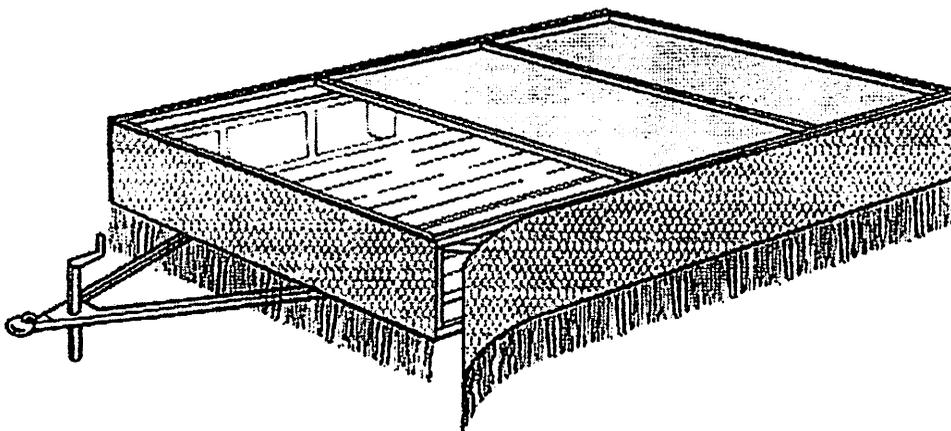
**Deck and side skirts:** Calculate the floral sheeting requirements in square yards by multiplying the length times the width of each differently colored area, (floral Sheeting comes 36" wide by 10 or 25 yard lengths). See [Float Decorating Products Page](#) for more information on Valley's float decorating supplies.

Cut the floral sheeting as needed and attach to the bottom of the skirt and staple to the deck of the trailer.



Attachment of floral sheeting to the skirt frame

Next, apply Valley's floral sheeting by stapling it to the wood skirt frame as shown above. Additionally, you can use our floral sheeting to cover the deck-platform as well as on the bed of the float. To see our complete line of float decorating products visit our [Float Decorating Products Page](#)



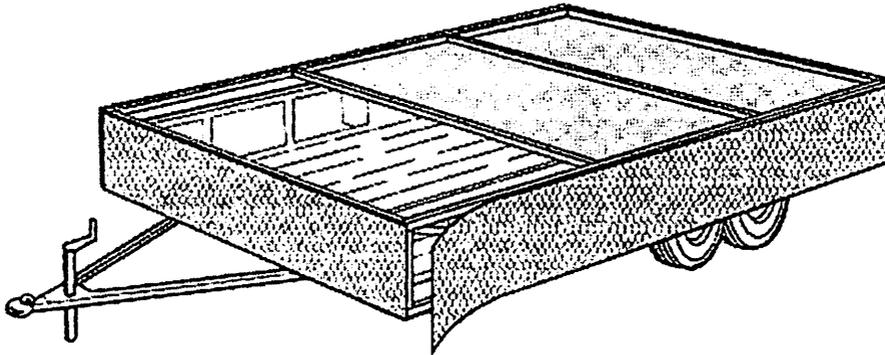
Attachment of fringe to the floral sheeting and wood skirt frame

Next, staple "float away fringe" into the wood skirt frame at the bottom of the frame. It is ok to staple through the decorating material and into the wood frame. This will give your float the "floating" appearance.

## Decorating the Float

**Deck and side skirts:** Calculate the floral sheeting requirements in square yards by multiplying the length times the width of each differently colored area, (floral Sheeting comes 36" wide by 10 or 25 yard lengths). See [Float Decorating Products Page](#) for more information on Valley's float decorating supplies.

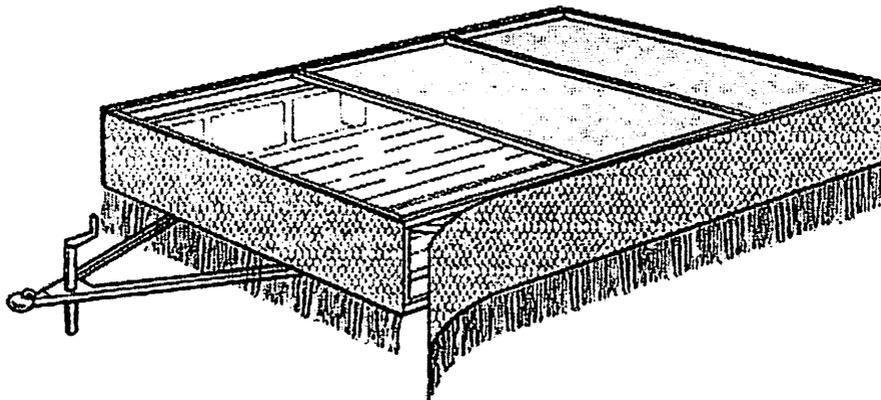
Cut the floral sheeting as needed and attach to the bottom of the skirt and staple to the deck of the trailer.



Attachment of floral sheeting to the skirt frame

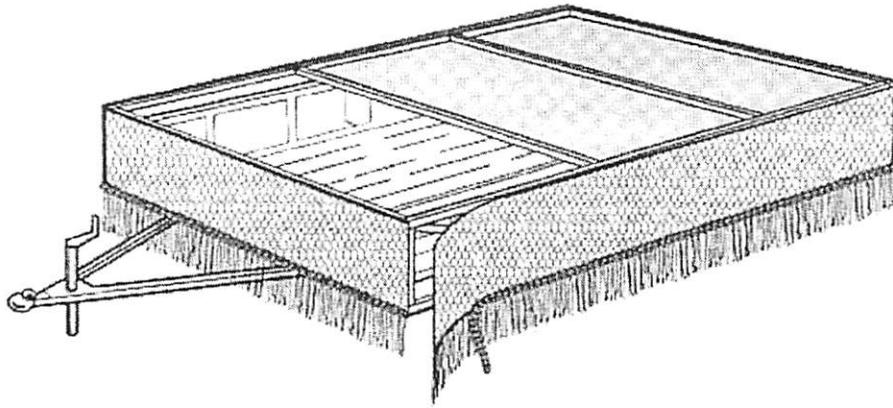
Next, apply Valley's floral sheeting by stapling it to the wood skirt frame as shown above.

Additionally, you can use our floral sheeting to cover the deck-platform as well as on the bed of the float. To see our complete line of float decorating products visit our [Float Decorating Products Page](#)



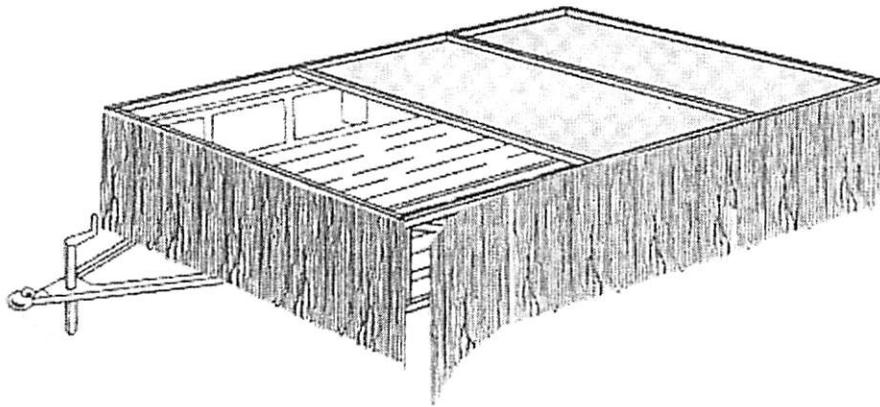
Attachment of fringe to the floral sheeting and wood skirt frame

Next, staple "float away fringe" into the wood skirt frame at the bottom of the frame. It is ok to staple through the decorating material and into the wood frame. This will give your float the "floating" appearance.



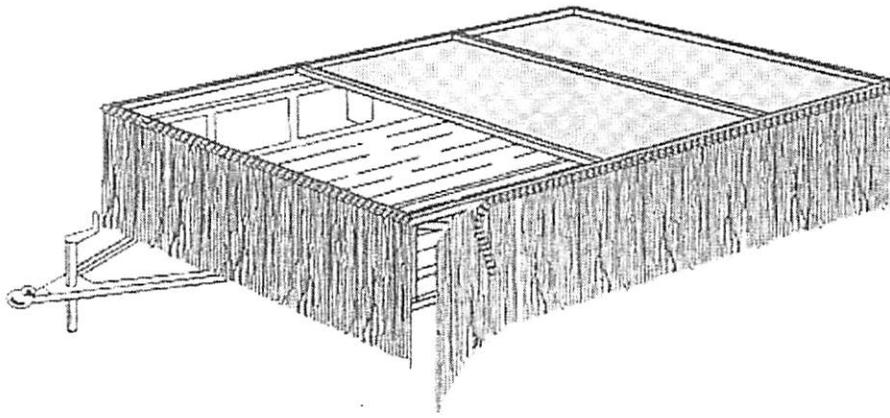
**Using Festooning to hide the seam between the floral sheeting and fringe**

To hide the seam between the float fringe and floral sheeting, use Valley's petal festooning (a stiff-wire petal garland). The festooning color you choose allows you to add even more color to your float! Festooning can be stapled through the fringe and floral sheeting materials and into the wood frame.



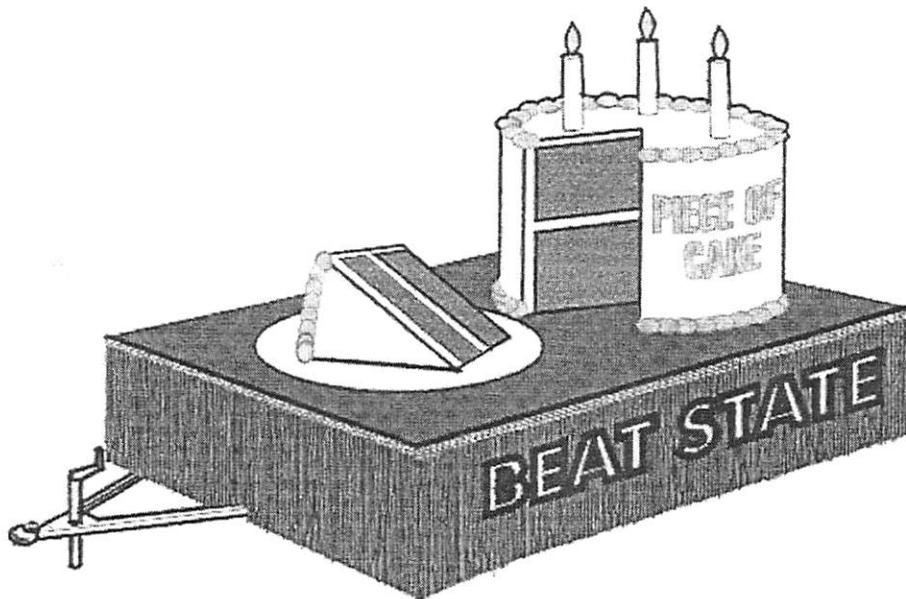
**An alternative to using floral sheeting, you can also use "fringe panels"**

The above sketch uses a longer fringe-skirt instead of a floral sheeting product. This skirt is approximately 30" tall and is designed to give the float a taller "floating" appearance. Many float builders like to use our fringe-panels because of the ease of decorating.



Attachment of festooning to top of fringe panels.

Whether you use floral sheeting or fringe-panels on the sides of your float, it is a good idea to use festooning to finish the edges of the float. You can use festooning in a color other than your fringe panels to add more color to your float!



Here it is! The Finished Product!

This float concept uses the longer fringe panels and pallets across the entire trailer bed to create a level deck area.

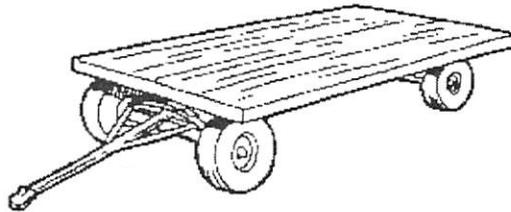
[Back to Parade Float Home Page](#)

<http://www.valleydecorating.com/trailer.html>

10/19/06



*Valley Decorating*  
*Build a Parade Float Using a*  
*Hay-Trailer*



Try to find a trailer with a wood bed. A hay trailer is ideal for float building.

After you choose your float size, try to determine what message you want to convey, staying within the parameters of the parade theme. If your theme is humorous, make sure that no one will be offended by it. Always use good taste and remember that no one likes a blatant advertisement so try to keep your message subtle and positive.

Another important design consideration is the capabilities of your float builders. If you are planning on having elaborate props or woodwork, make sure that you have access to someone who is a capable technician, with proper tools and equipment. If you have electrical requirements, consult a qualified electrician\*. Animations and prop movements can also be human-powered. Simple pulleys and rope can be used to make props rotate and move.

\*Some parades do not allow gas-powered engines or generators on the float itself. Always consult the Fire Marshall and Parade Chairman

## Beginning Construction

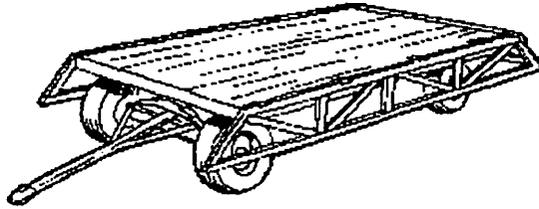
There are a few items you will want to have on hand before building your float. A staple gun, nails, wire, chicken-wire, 1" X 1" and 2" X 2" construction grade wood and plywood can be purchased at your local hardware store.

Once you have an approved\* float design and all of the necessary materials you are ready to begin construction.

\*Float entry's often must be approved by the Parade Chairman before allowed into the parade.

First, build a skirt frame from 2" X 2" pieces of wood and fasten the frame to the trailer bed with hinges, (so that the sides can be folded onto the bed of the trailer for ease of transportation to and

from the parade). The skirt frame is used to hide the wheels and undercarriage. Be sure to terminate the skirt frame approximately 16" from the ground and allow for tongue movement at the front of the float.

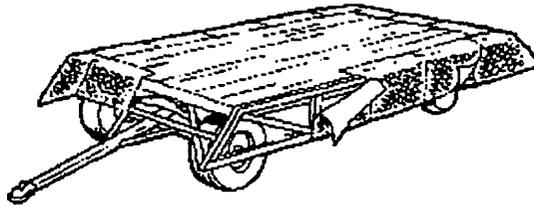


Build a skirt frame and attach with hinges to the deck of the float.

## Decorating the float

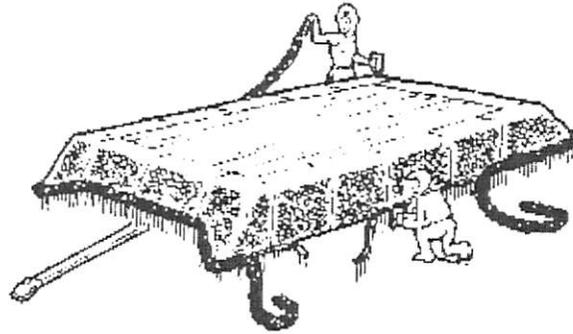
**Deck and side skirts:** Calculate the floral sheeting requirements in square yards by multiplying the length times the width of each differently colored area, (floral Sheeting comes 36" wide by 10 or 25 yard lengths). See [Float Decorating Products Page](#) for more information on Valley's float decorating supplies.

Cut the floral sheeting as needed and attach to the bottom of the skirt and staple to the deck of the trailer.



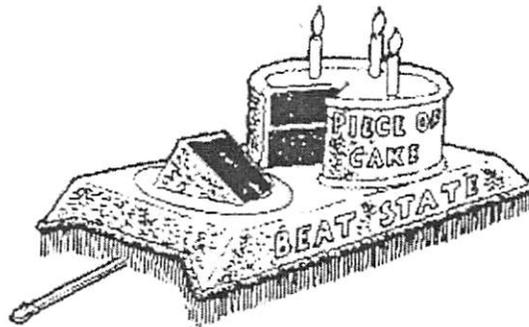
Attaching floral sheeting strips to the skirts and deck

After attachment of the floral sheeting, use a staple-gun to attach our decorative fringe to the bottom of the 2" X 2" frame. Then use our petal festooning to hide the seam line between the floral sheeting and fringe. You can calculate the amount of fringe and petal festooning you will need by adding the total running length of the perimeter of the float.

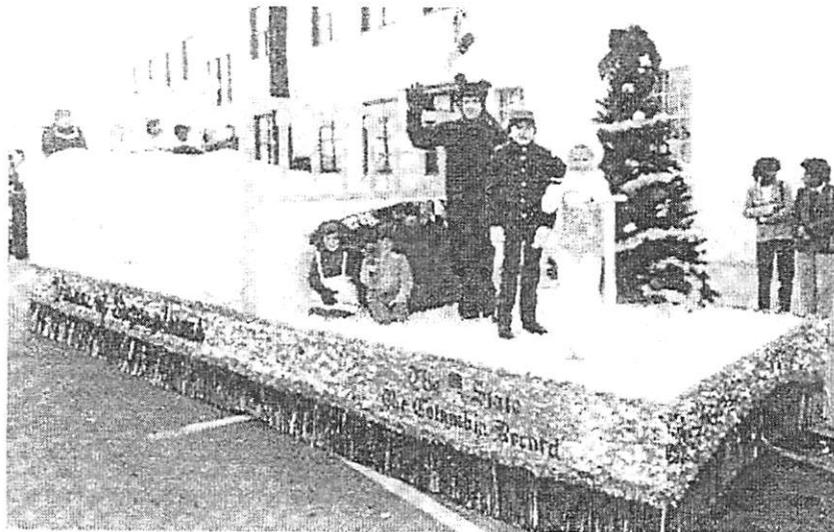


Attachment of fringe and festooning.

**Topside:** The amount of floral sheeting needed for covering curved areas and props is determined by visualizing these areas as if they were boxes. Make sure you order enough material to cover the box. Valley's floral sheeting can be attached to the props by using nails, staples, hog-rings, twist-ties etc.



The finished product!!



least of these." For one church in Elgin, Illinois, this was an introduction to a broader ministry to people on the streets.

### **Building Relationships with Another Language Group**

Begin a class or small group or a one-to-one language training program as an outreach ministry. This is an especially significant way for congregations who wish to teach persons not proficient in the predominant language or to start a worship service for another language group. It's also a time for teaching and learning each other's language and culture. Members volunteer their time for a couple hours each week to study language and build strong relationships.

### **Bus Ministry**

Invite and bring children from our local communities to our Sunday School program.

### **Candy Cane Giveaway**

Find a public place to give away small candy canes at Christmas time. Attach a card with the story of the candy cane on one side and information about your Christmas services on the other side.

### **Choice Books Distribution**

Provide subsidy or capital funds to assist in the employment of a person from your congregations or community who would (a) service Choice Books displays in your community (supermarkets, drugstores, restaurants, etc.), and/or (b) present the Choice Books opportunity to retailers in your area. *Option:* Encourage groups or the congregation to become a Choice Books sponsor or co-sponsor of an area.

### **Church Brochure**

Design (or have designed) a publicity brochure for your congregation. Organize it in such a way to "lift up" the ministries of your local church. Print plenty of the brochures and distribute them widely to your community/ministry area; provide copies to existing members, encouraging them to reach out to friends, relatives and acquaintances.

### **Coffee Break for Women**

Coffee Break is a church-based, community-oriented small group Bible study strategy. It helps Christian women from the local church reach out to unchurched women by inviting them to participate in a weekly one-hour inductive Bible study. The primary goal of Coffee Break is to help local churches bring women into a personal relationship with Jesus Christ. Parallel outreach Bible study programs are available in both Spanish (Sobremesa) and Korean, but are developed for both men and women.

### **"Coming Home for Christmas" Open House**

Host a Christmas open house for your community during Advent. Demonstrate Christmas activities of yesteryears (making dried apples, cookie baking, candy making, quilting, etc.). Serve refreshments and give tours of displays set up throughout your church building.

### **Community Block Party/Christmas Festival**

Hold an event open to the community. Offer games and activities for all ages, but especially for children. Especially be sure to offer food! Offer door prizes as a means for encouraging attendees to share their names and addresses. And don't charge for anything—make this your gift to the community.



6404 S Calhoun St • Fort Wayne, IN 46807  
 Phone: 1-800-774-3360 • Fax: 1-419-872-6103  
 E-mail: NLMServiceCenter@aol.com

<input type="checkbox"/>				
<input type="checkbox"/>				

## Ten Outreach Ideas for Smaller Churches

Ronald W. Waters

Smaller churches sometimes have difficulty reaching out to others and experiencing growth. There may be a variety of reasons for that. Among them might be that many outreach ideas are geared to larger congregations and are out of the reach of smaller congregations.



Here are ten ideas that even the smallest congregations might consider implementing to good advantage. Don't try to do everything—just try to do one or two or three things very well!

1. **Our Jerusalem** – Conduct a six-eight week mailing campaign to friends, relatives, associates, and neighbors of people from your church. In each mailing, include a cover letter written by someone from your church along with a colorful brochure dealing with life issues. Follow up with a phone call and an introduction visit.
- ➔ 2. **Community Block Party/Christmas Festival** – Hold an event open to the community. Offer games and activities for all ages, but especially for children. Especially be sure to offer food! Offer door prizes as a means for encouraging attendees to share their names and addresses. And don't charge for anything—make this your gift to the community.
3. **Parents' Night Out** – Set aside a certain Friday of each month to offer low-cost babysitting at the church from 7:00 until 10:00 p.m. This is an outreach to single parents or couples new to the community. Congregational visitors and member parents also appreciate it. Offer special fun and learning activities for the children.
4. **Latchkey Program/After-School Tutoring** – Adopt a local school. Offer to assist with tutoring. Or offer after-school childcare for children in the community. Or offer a Pioneer Club/AWANA program one day a week.
5. **Backyard Bible School** – Take Bible school to the kids. Offer a Bible school type program at the homes of persons in your congregation. It could be daily for a week or one day a week for four-five weeks.
6. **Candy Cane Giveaway** – Find a public place to give away small candy canes at Christmas time. Attach a card with the story of the candy cane on one side and information about your Christmas services on the other side.

## Carols with a Twist

*This updated caroling event is an outreach project for your small group, Sunday school class, or any group from your church. Christmas caroling seems like one of those old-fashioned, traditional things that can still be cool even in the 21st century. We've made caroling even cooler by updating the event and turning it into an outreach project for your small group, Sunday school class, or any group from your church.*

Go caroling, but add something a little more meaningful to the time to serve your community or brighten someone's spirits. Here are 10 ideas to get you started.

1. Arrange to carol at the local mall while other members of your congregation do free gift-wrapping as a service project, or for a small fee that you donate to a community charity.
2. Go to elderly people's homes and offer to shovel sidewalks and driveways while a group of carolers serenades both homeowners and workers.
3. Go caroling in a busy shopping district while an accompanying group distributes coffee, hot chocolate, and cookies.
4. Arrange to purchase a number of Christmas trees at a discount and deliver them to low-income families connected to your church. What could be more rewarding than delivering a Christmas tree while singing the songs of the season?
5. Combine caroling with holiday food deliveries. Ask each caroler to bring a grocery bag of nonperishable food items and toiletries, or a gift certificate to a local grocery store. Repack the bags to distribute items evenly. Head to homes where you know food will be needed during the holidays, ring the doorbell, and start the singing.
6. Your caroling party can be a time to pick up food as well as drop it off. Let church members know a couple of weeks in advance that your group will be caroling on a particular date, and that you'll be accepting gifts of canned food or other nonperishable items that you'll take to a local food pantry.
7. Go caroling in a neighborhood on Sunday mornings (great for an adult Sunday school class activity) and hand out fresh doughnuts or Sunday papers (or both).
8. Go caroling after Christmas (most people still love the music). While the carolers sing a song or two, a workteam can load up discarded Christmas trees to be hauled to a recycling center.
9. Distribute personal care kits during your caroling time at nursing homes or senior centers. Pack zipper-type bags with toothbrushes, toothpaste, combs, and other toiletries to give to residents as you carol from room to room.
10. Arrange with a local theater to have your group sing carols in the lobby.

Excerpted from Rev. Magazine; used with permission

CONFIDENTIAL

The following information was obtained from a confidential source who has provided reliable information in the past. It is being provided to you for your information only and should not be disseminated to any other personnel.

The source has advised that the individual named above is currently residing at the address listed below. The source has also advised that the individual is currently employed by the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The source has also advised that the individual is currently active in the organization named above.

The following two pages contain tons of ideas for making contact with your community:  
[www.servantevangelism.com](http://www.servantevangelism.com) (click on "outreach ideas")

You will want to have a follow-up strategy in place before moving into this form of outreach contact (i.e., "how will they know who we are?", "do we want to get names, or do we wait for them to respond in some way by attending worship or an event?", "who makes the contact?", etc.)

1. The first part of the document is a letter from the  
author to the editor, dated 1955. The letter discusses  
the author's interest in the subject and the  
reasons for writing the paper. The author mentions  
that the paper is based on a study of the  
history of the subject and that it is intended  
to provide a comprehensive survey of the  
field. The author also mentions that the paper  
is intended to be published in the journal.



# GLORY

## TO THE NEWBORN KING

Announce your special worship services with  
The News Tribune and The Herald

Several price options and  
publication dates are listed. All prices  
include full color and ad design.

Reservation deadline is 5pm  
Friday, December 12th.

All ad copy and artwork must  
be to The News Tribune by  
Monday, December 15th.

E-mail information to:  
[redteam@thenewstribune.com](mailto:redteam@thenewstribune.com)

Please include your  
name, organization,  
phone number,  
fax number,  
mailing address  
and e-mail address

Camera ready ads must be  
pre-approved and meet the  
proper guidelines.

**\$88<sup>15</sup>**  
per column inch  
2" minimum

Package #1

The News Tribune & The Herald

Includes two publication days in The News Tribune  
plus ... publication in The Herald

Pub dates: Thurs., Dec. 18th - The Herald  
Sat., Dec. 20th - The News Tribune  
Tues., Dec. 23rd - The News Tribune

**\$79<sup>00</sup>**  
per column inch  
2" minimum

Package #2

The News Tribune

Includes two publication days in The News Tribune

Pub dates: Sat., Dec. 20th - The News Tribune  
Tues., Dec. 23rd - The News Tribune

**\$52<sup>30</sup>**  
per column inch  
2" minimum

Package #3

The News Tribune & The Herald

Single publication day in The News Tribune plus  
... publication in The Herald

Pub dates: Thurs., Dec. 18th - The Herald  
Tues., Dec. 23rd - The News Tribune

**\$15<sup>00</sup>**  
per column inch  
2" minimum

Package #4

The Herald

Single publication day in The Herald

Pub dates: Thurs., Dec. 18th - The Herald

For reservations and questions call  
Linda Dennis at 253.597.8445

**THE NEWS  
TRIBUNE**  
THE NEWSPAPER FOR THE SOUTH SOUND

**The Herald**  
A PART OF BEST PAPER COUNTY LIFE SINCE 1910

"And there were in the same country  
shepherds abiding in the field, keeping  
watch over their flock by night."

— Luke 2:8

THE UNIVERSITY OF CHICAGO  
DEPARTMENT OF CHEMISTRY  
5780 SOUTH CAMPUS DRIVE  
CHICAGO, ILLINOIS 60637

RECEIVED  
JAN 10 1964

TO THE DIRECTOR  
FROM THE DEPARTMENT OF CHEMISTRY

RE: [Illegible]

DATE: [Illegible]

## **Virtual Bethlehem Tree of Life Lutheran, Cary, North Carolina**

**More Details....** Take a little time from your holiday craze to enjoy the Real meaning of Christmas for both yourself and your family.....

When you arrive you will be greeted and given a travel passport, tour program and CD player. Next you pick a character to tour you through the event. Your guides could be any of the following 5 people:

- 1 - Mary, Jesus' mother (available in English or Spanish)
- 2 - Joseph, Mary's husband
- 3 - Gabriel, the angel
- 4 - Caleb, a shepherd boy
- 5 - Rebekah, a village girl

After getting all your travel gear, you are set for your journey! You start by going through a "time travel" hall, back in time to experience...

- 1 - The Garden of Eden
- 2 - The Angel's announcement to Mary
- 3 - Caesar's decree to come to Bethlehem for taxation
- 4 - The Angel's announcement to the shepherds
- 5 - Jesus' birth in Bethlehem
- 6 - The Wise men's visit to Jesus

Each scene has hands-on things to touch, smell, see, hear and maybe even taste! Each room has things to make you feel like you are virtually transported back in time to actually be standing in the story as it unfolds. The rooms will offer the experience of being there as well as interactive learning games and signs to share relevant and interesting historical and biblical learning insights. You can move through each room at your own pace...

After your tour, you will stop at a station to turn in your CD player and can pick up a travel souvenir. At this point the virtual tour is complete. Afterwards, you are welcome to stay and pick a holiday craft (for both adult and children) and/or enjoy some relaxing Christmas music with cider, eggnog and cookies! We hope this event will become a holiday tradition for families to attend and enjoy each year as you prepare and celebrate Christmas. Allow yourself enjoy some time to travel back in time to that first Christmas and enjoy the GREATEST gift ever given!

**Imagine, explore & experience Christmas like never before!**

for more information, click on [www.treeoflifenc.org](http://www.treeoflifenc.org)

SECRET

The following information is being furnished to you for your information and use. It is classified as SECRET and is to be controlled in accordance with the provisions of the Security Information Regulations.

This information is being furnished to you for your information and use. It is classified as SECRET and is to be controlled in accordance with the provisions of the Security Information Regulations.

The following information is being furnished to you for your information and use. It is classified as SECRET and is to be controlled in accordance with the provisions of the Security Information Regulations.

SECRET

# Hallowe'en Ideas



1. **HARVEST FESTIVAL:** Alternative to Trick or Treating in neighborhoods

Apostles Lutheran Church in San Jose, CA has been doing this for a number of years. Advertise well. Use their CDS kids also as advertisers. Candy, crafts, games. Booths? Stuff for parents? They had 800 participants in 2003.



2. **ALL SAINTS PARTY**

Number of churches who have Lutheran Pioneers/Sunday School and CDS children attend all saints party with their friends. Involves wearing costumes of a selected biblical or other church-related character. Probably costume contest. Food, games, candy.

2. **POT OF CHILI**

Started with an individual who noticed all the parents kind of staying in the background out at the sidewalk as their small children went to the door. Wanting to get to know their neighbors, they

- a. distributed flyers throughout the neighborhood, encouraging them to "stop in for a bowl of chili" when the trick or treating is done. Apparently had good supply of bowls and spoons and chili.
- b. Was part of larger plan to start small group Bible studies in neighborhood...most of neighbors are now members.



3. **HALLOWE'EN BAGGIES**

Purchase and fill enough sandwich bags to last the entire evening with:

- a. Assorted candy (including stuff for those who are peanut intolerant)
- b. Half-page flyer briefly advertising our church's ministries for children

4. **Reverse Halloween**

Go from house to house and give candy away to the people who answer the door.

5. **Halloween - Don't Let it Scare You. Use it for Outreach!**

When you say the word "Halloween" to Christians today, you are likely to get a strong reaction. The holiday's growing emphasis on the occult and macabre has turned Halloween into a controversial topic within Christian circles. On the other hand, thanks to retailers and Hollywood, each year the Halloween holiday seems to grow overall in popularity and prominence within our culture.

As a church, don't be afraid of Halloween. Instead of ignoring the holiday, use the popularity and buzz around Halloween as an opportunity to shine God's light into the holiday's darkness! As stated in Romans 12:21, "Do not be overcome by evil, but overcome evil with good."

CONFIDENTIAL

The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

This information is being furnished to you for your information only. It is not to be disseminated outside your organization.

CONFIDENTIAL

The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

This information is being furnished to you for your information only. It is not to be disseminated outside your organization.

CONFIDENTIAL

The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

This information is being furnished to you for your information only. It is not to be disseminated outside your organization.

This information is being furnished to you for your information only. It is not to be disseminated outside your organization.

CONFIDENTIAL

The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

This information is being furnished to you for your information only. It is not to be disseminated outside your organization.

The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

This information is being furnished to you for your information only. It is not to be disseminated outside your organization.

## PLAN AN ALTERNATIVE EVENT

Christians are not the only ones concerned about the dark forces around this once fun-filled holiday. Over the years, the crimes associated with the celebration of Halloween have increased. Today law enforcement officials and medical authorities all recommend a great deal of caution when sending children out to "trick or treat." Even the local shopping malls are taking advantage of the safety concerns, offering a "safe" place for parents to take their kids to trick or treat (and offering shopping bargains too).

If the malls can use the holiday to draw shoppers, the church can use the holiday to draw seekers through its doors. Your church can plan a Halloween alternative event that will draw your neighbors, like a Harvest Festival or Carnival. Offer an inexpensive dinner, some kids games with candy prizes, face painting, pony or hay rides, contests like pie eating, corn shucking, pumpkin carving and maybe even a bake-off or chili cook off. Make the event fun for the whole family!

## PROMOTE YOUR EVENT

Once you have created your great event, make sure everyone knows about it. Promoting your event doesn't have to be expensive.

Take advantage of the free promotions available to you:

- \* Public Service Announcement offered by your local TV and Radio stations
- \* Free event listings in the local newspapers
- \* Event boards in local libraries and community centers

Couple these free resources with inexpensive door hangers distributed in the neighborhoods around your church, personal invitations given to your members to pass to their friends and their kids' friends, or a small direct mail campaign using a brightly colored oversized postcard. The more exposure the better! A well-planned and strategic outreach campaign featuring multiple impressions has the best opportunity for success.

## FOLLOW UP WITH A HELPFUL SERIES

Now that you have a well-promoted event sure to draw all your neighbors, follow up with an outreach-oriented message series. Launch your series the week after your event and continue it up to Thanksgiving. Because your event is focusing on the families in your area, pick a series that will appeal to parents and their needs, such as:

- \* Building A Stronger Family
- \* Surviving The Challenges Of Life
- \* Raising G-Rated Kids In An R-Rated World

As God's church, we are called to be salt and light. Use the Halloween holiday as your chance to reach out to the unchurched in your area!

1957

1. The first part of the report deals with the general situation of the country and the progress of the work during the year. It is followed by a detailed account of the work done in each of the various departments.

2. The second part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

3. The third part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

4. The fourth part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

5. The fifth part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

6. The sixth part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

7. The seventh part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

8. The eighth part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

9. The ninth part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

10. The tenth part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

11. The eleventh part of the report deals with the work done in each of the various departments. It is followed by a detailed account of the work done in each of the various departments.

### Canvassing/Phone Canvass

One of the oldest active preparatory tools (which seems to have recently fallen into disfavor and disuse) is canvassing. All a person has to do is say: 'Canvass the neighborhood' and people complain - "That never works! The Jehovah's Witnesses have ruined that method." Perhaps there is an element of truth in that statement. But I sometimes wonder if we've forgotten the purpose of canvassing. As I understand it, the purpose of canvassing is simply to find out who the unchurched are, and where they live. We ask, 'Do you have a church home? Are you looking for a church home? Would you mind if our pastor contacted you? The visit would last as long or as short as you want it to.' Canvassing is a more active approach, but is still a preparatory tool - unless the canvasser has an opportunity to witness. However, canvassing doesn't always present the best environment to witness.

If our people are too squeemish to go from house to house, we might try Phone Canvassing. Phone Canvassing takes less time and can cover a larger geographical area. The LORD has provided a number of contacts through this method. But especially in the case of the Phone Canvass it is important to follow up the contact with a personal visit. If you think about it, there isn't a whole lot of a difference between one of your members giving you the name of a contact and canvassing.

### Vacation Bible School

One of the benefits to having an active Christian Day School is the school's witness in the community. It can happen that people see the benefits of a smaller school built upon the Word of God. This can also become an avenue through which the Lord leads us to those who are seeking, groping in the dark for the True God (cf. Acts 17:22-34). If you don't have a Christian Day School then why not invite the public to VBS? Now, regarding this matter, I believe we need a follow-up paper that can give practical advice regarding the divine call and implications to sheep-stealing/proselytizing. It seems to this writer that the matter of sheepstealing/proselytizing comes down to motivation. If my goal is to speak the Gospel, then whoever comes to me willingly, looking for the truth I will tell - feeling no remorse or fear. But if my goal is to fill my pews with people who are being served by another shepherd under a divine call, then I am a 'busy body in another man's matters (1 Peter 4:15).' We ought not to not be afraid or tentative to:

"...always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear; having good conscience, that when they defame you as evildoers, those who revile your good conduct in Christ may be ashamed." - 1 Peter 3:15-16 (NKJV)

### Greeters/Welcome Cards

Whenever a visitor attends one of our divine worship services we are careful to make sure he/she hears both Law and Gospel. If we also have opportunity to shake the visitor's hand at the door I am sure we all greet them happily and invite them to return. Perhaps we could do more. It is sometimes said of our congregations that we just aren't very friendly. This criticism is both fair and unfair. I hope that the problem is simply this: that we are so anxious to say the right thing to a visitor and not scare them away that it's perceived as 'stand-offishness.' I think it's a good idea to have greeters. The greeters hand out bulletins at the door and greet any visitors (as well as members) and offer any assistance they might need. Another practice we could stand to implement is the sending of little welcome cards to those visitors who sign the guest register (whenever possible). The message can be simple: "We were glad to have you attend with us and worship the Living God. We invite you to come again and grow with us in the grace and knowledge of the Lord Jesus."

### Seminars

Some of the brethren have taken a new approach and conducted public seminars on topics such as the New Age Movement and Creation vs. Evolution. These seminars serve well to present what the Bible says about both of these issues and may afford a contact. It is also a good thing to make known publicly the satanic influences present in the New Age and Evolution.

### Specific Presentational Advertisements

As I said earlier, I believe there are two types of advertisements: Informational and Presentational. What I call specific presentational advertisements are those ads that set out to present Christ. When we draw up these type of advertisements we should ask two questions. 1. To whom am I speaking? 2. What then should I keep in mind?

# Baptism Sunday

Abiding Word Lutheran Church, Maineville, OH

The idea of a "Baptism Sunday" seemed like kind of a wild idea. But the more I thought about it the more it seemed to fit with our theology. In the Cincinnati area there are thousands of fallen away Catholics and Lutherans. They know enough to know that their children should be baptized. The mega-churches and the cults don't baptize infants so our "angle" as a small confessional Lutheran Church (I guess I am using unspiritual terms when I say "angle") would seem to be infant baptism.

At first we just picked a random Sunday in November to be our Baptism Sunday. I planned to review what baptism means for the believer and maybe have one baptism if I could find someone. There was a 9-year-old boy that I knew needed baptism so I hoped to have him baptized on our Baptism Sunday. Did I ever underestimate God's power!

Anyway....I just started talking about the Baptism Sunday with all of our prospects and really with everyone with whom I had contact. Of course I prayed about it a lot. In time I had a number of prospects say they wanted baptism for themselves or for their children. We had 7 baptisms lined up fairly early in the planning process. Well then we ran a public service announcement in all the newspapers that would print it. Again it sounded crazy. But we added 4 more baptisms through the free public service announcements. We had one adult, one family with one child, and another family with two children respond to the announcement. All I asked of them was to go through a Bible Study with the parents and also the adults who asked for baptism. (Some in our circles might argue that I should have done more with the adults but all of them had a basic knowledge of Scripture and professed saving faith in Christ.)

Over time the total number of requests for baptism grew to 11!

I put together a special order of service from many different sources (COW website, old files, old agendas, and my own litany of Bible passages.)

For more information, contact Pastor Mike Otterstatter ([pastor@abidingword.com](mailto:pastor@abidingword.com))

## Bible Study – Abiding Word Evangelical Lutheran Church

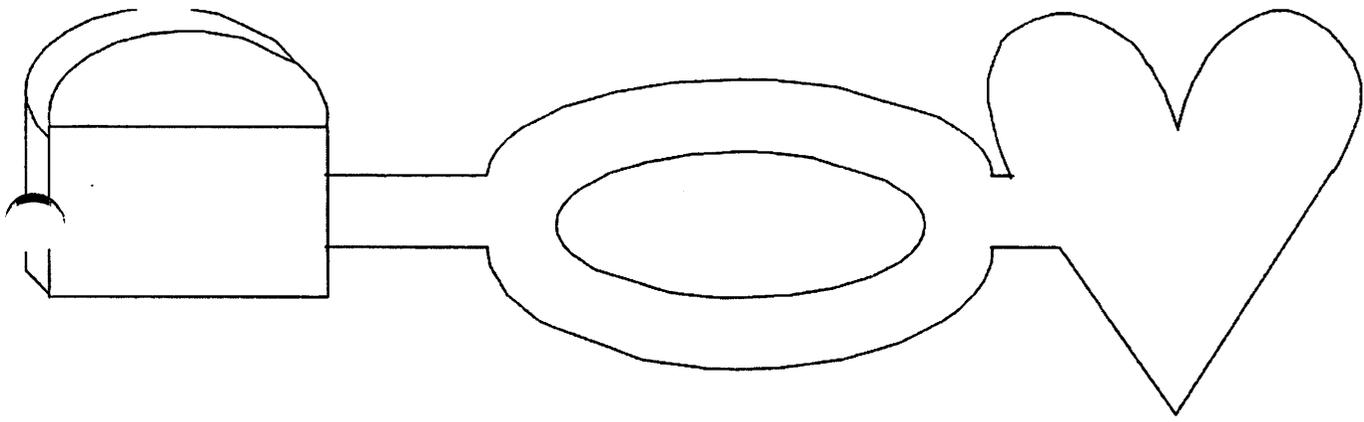
### "WHAT DOES THE BIBLE SAY ABOUT BAPTISM?"

#### DEFINING A SACRAMENT:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

There are two sacraments that meet this definition: \_\_\_\_\_ &

\_\_\_\_\_



**I. WHAT DOES "BAPTISM" MEAN?**

**Read Mark 7:1-4**

In a general sense the word "baptism" means: \_\_\_\_\_  
\_\_\_\_\_

**Read Matthew 28:18-20**

According to v19, how many people does God want to be baptized? \_\_\_\_\_

☾ v19 Jesus gives us the Word of God that is to be used in Baptism. What are those words?  
\_\_\_\_\_

What is the significance of those words? \_\_\_\_\_

After a person is baptized, what else does Jesus want us to do? (v20) \_\_\_\_\_

**A definition of Christian Baptism:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

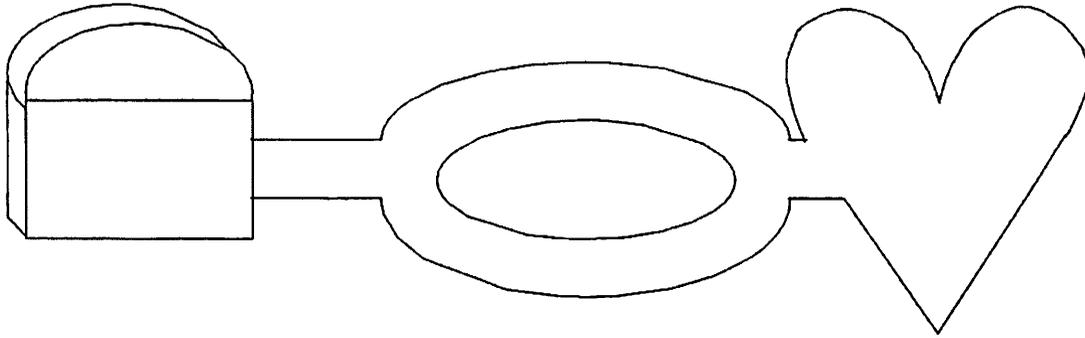
**II. WHAT ARE THE BLESSINGS OF BAPTISM?**

**Some Helpful Passages:**

*Eph. 2:1 As for you, you were dead in your transgressions and sins,*

1. When I'm born I'm \_\_\_\_\_

☾ *Titus 3:5 ... he (God our Savior) saved us, not because of righteous things we had done, but because of his mercy. He saved us through the washing of rebirth and renewal by the Holy Spirit,*



## I. WHAT DOES "BAPTISM" MEAN?

**Read Mark 7:1-4**

In a general sense the word "baptism" means: \_\_\_\_\_

\_\_\_\_\_

**Read Matthew 28:18-20**

According to v19, how many people does God want to be baptized? \_\_\_\_\_

In v19 Jesus gives us the Word of God that is to be used in Baptism. What are those words?

\_\_\_\_\_

What is the significance of those words? \_\_\_\_\_

After a person is baptized, what else does Jesus want us to do? (v20) \_\_\_\_\_

**A definition of Christian Baptism:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## II. WHAT ARE THE BLESSINGS OF BAPTISM?

**Some Helpful Passages:**

*Eph. 2:1 As for you, you were dead in your transgressions and sins,*

1. When I'm born I'm \_\_\_\_\_.

*Titus 3:5 ... he (God our Savior) saved us, not because of righteous things we had done, but because of his mercy. He saved us through the washing of rebirth and renewal by the Holy Spirit,*

2. In baptism God \_\_\_\_\_.

Rom. 8:7 the sinful mind is hostile to God. It does not submit to God's law, nor can it do so.

3. When I'm born my relationship to God is one of \_\_\_\_\_.

*Gal. 3:26-27 You are all sons of God through faith in Christ Jesus, for all of you who were baptized into Christ have clothed yourselves with Christ.*

4. In baptism, God makes me \_\_\_\_\_.

*Ps. 51:5 Surely I was sinful at birth, sinful from the time my mother conceived me.*

5. When I'm born I'm \_\_\_\_\_.

*Acts 2:38 Peter replied, "Repent and be baptized, every one of you, in the name of Jesus Christ for the forgiveness of your sins. And you will receive the gift of the Holy Spirit."*

6. In baptism, God \_\_\_\_\_.

*Eph. 5:25-27 Husbands, love your wives, just as Christ loved the church and gave himself up for her to make her holy, cleansing her by the washing with water through the word, and to present her to himself as a radiant church, without stain or wrinkle or any other blemish, but holy and blameless.*

7. In baptism, God \_\_\_\_\_.

### III. WHAT DOES MY BAPTISM MEAN FOR ME?

Look up 1 Peter 3:18-22

---

Look up Romans 6:1-4

---

### IV. WHY BAPTIZE BABIES?

Genesis 8:21 "...even though every inclination of his heart is evil from childhood."

Psalm 51:5 "Surely I was sinful at birth, sinful from the time my mother conceived me."

Psalm 58:3 "Even from birth the wicked go astray; from the womb they are wayward and speak lies."

John 3:6 "Flesh gives birth to flesh, but the Spirit gives birth to spirit."

They are \_\_\_\_\_ from birth.

Matthew 18:6 "But if anyone causes one of these little ones who believe in me to sin..."

Luke 18:15-16 "People were also bringing babies to Jesus to have him touch them. When the disciples saw this, they rebuked them. But Jesus called the children to him and said,

*"Let the little children come to me, and do not hinder them, for the kingdom of God belongs to such as these."*

They can \_\_\_\_\_ in Jesus.

Matthew 28:19 *"Therefore go and make disciples of all nations..."*

Acts 16:33 *"...then immediately he and all his family were baptized."*

They are \_\_\_\_\_ in Christ's command to baptize.

#### **V. WHY DO SOME CHURCHES NOT BAPTIZE INFANTS?**

They view baptism as a work of the individual. They call it an "outward sign of an inward change." Since it is a work of the individual, only those who know about it and can ask for it will be baptized. This is taught nowhere in Scripture and came into practice during the 1600's through the Anabaptists.

#### **VI. DID THE EARLY CHURCH BAPTIZE INFANTS?**

Absolutely, because the early church held that baptism was a means which God used to apply grace to the individual. Consider the following:

- The church father, Origen, born 185 A.D., tells us the practice of baptizing children was handed down to them from the apostles.
- Irenaeus (202 A.D.), who was a student of Polycarp, who was a disciple of the Apostle John, wrote: "Christ came to save all men by himself; all, I say, who through him are reborn into God; infants, little children, boys, young men and old men."
- Augustine, born 353 A.D., said he never heard of anyone who accepted the Bible as God's Word who also rejected infant baptism.
- Numerous inscriptions on the graves in the catacombs, dating back to the very first centuries of Christianity, testify to the fact that the early Christians baptized their children. For example the say, "*Aristus lived 8 months; he was recently baptized.*"

Although we base our doctrine and faith on Scripture alone what use does this historical evidence have in a discussion of infant baptism.

#### **FOR DISCUSSION**

What are some of the attitudes and practices of Baptism which Christians might develop if they believe that Baptism is merely a ceremony to demonstrate a person's commitment (or renewed commitment to God)?

**Abiding Word Evangelical Lutheran Church**  
**Wisconsin Evangelical Lutheran Synod**  
(513-677-9357 - www.abidingword.com)



November 17, 2002

Pastor Michael Otterstatter

9:30 am

Organist – Ted Leithart

**VISITORS** – If you are seeking a church home, we hope it will be with us. If you are “checking out” our congregation, know that we have much to offer with the richness of the church’s heritage in worship, the commitment to Biblical teaching that touches people of today, and the interest in actively ministering to our community.

**BAPTISM** – is the focus of this Sunday’s worship. We remember Jesus’ baptism and his institution of baptism. Through both we are connected to Him and His saving work.

**PARENTS** – We love to have children with us for worship. If they become restless and you need to take them out for a while, you may use the room in the back of our worship area. The sound system will bring the worship service to you.

**PERSONAL PRAYERS FOR WORSHIP** - can be found on pages 10 and 11 in the front part of the hymnal.

**An Order of Service**  
**For remembrance of and participation in**  
**Holy Baptism**

**OPENING HYMN** – *Baptized into Your Name Most Holy* - #294  
(please stand for verse 4)

**M:** *In the name of the Father and of the Son (†) and of the Holy Spirit.*

**C:** **Amen. Praise God for his saving grace!**

**M:** *Our Lord Jesus Christ gave his church the command to baptize when he said in the last chapter of Matthew: “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.”*

*Scripture makes plain the universal need for Baptism. As children of Adam, we belong to a fallen race. From our parents we inherit a sinful nature and would be lost forever unless delivered by our Lord Jesus Christ. He willingly took on himself the curse of sin and by his death on the cross redeemed us and all people.*

*Christ’s almighty word gives Baptism its power to save. Peter declares, “Baptism now saves you.” Scripture also clearly teaches that the power and promise of Baptism is intended for young and old alike. On the day of Pentecost the apostle Peter testified, “The promise is for you and your children and for all who are far off, for all whom the Lord our God will call.” By water and the Spirit, we are born again and united with Christ and his people as members of the Church. We recall what baptism means for our daily lives as we speak these words.*

**C:** Baptism means that the sinful nature in us should be drowned by daily sorrow and repentance, and that all its evil deeds and desires be put to death. It also means that a new person should daily arise to live before God in righteousness and purity forever.

**M:** *As those who have been baptized and those who have gathered here to receive baptism we confess our sins:*

**C:** Holy and merciful Father, I confess that I am by nature sinful, and that I have disobeyed you in my thoughts, words, and actions. I have done what is evil and failed to do what is good. For this I deserve you punishment both now and in eternity. But I am truly sorry for my sin, and trusting in my Saviour Jesus Christ, I pray: Lord, have mercy on me, a sinner.

**M:** *God, our heavenly Father, has been merciful to us and has given his only Son to be the atoning sacrifice for our sins. Therefore, as a called servant of Christ and by his authority, I forgive you all your sins in the name of the Father and of the Son and of the Holy Spirit.*

**C:** May God empower us to live in our baptismal grace!

#### **THE PRAYER OF THE DAY**

**C:** Father, Son, and Holy Spirit: in the water of baptism you forgave my sins and delivered me from death and the devil. You raised me to a new life in Christ and clothed me with his perfection and holiness. Help me to rejoice in your washing of salvation and live before you in righteousness and purity forever. Amen.

#### **HYMN – All Who Believe and Are Baptized - #299**

All who believe and are baptized  
Shall see the Lord's salvation;  
Baptized into the death of Christ,  
They are a new creation.  
Through Christ's redemption they shall stand

Among the glorious, heav'nly band  
Of ev'ry tribe and nation.

With one accord, O God, we pray:  
Grant us your Holy Spirit.  
Help us in our infirmity  
Through Jesus' blood and merit.  
Grant us to grow in grace each day  
That by this sacrament we may  
Eternal life inherit

#### **A RESPONSIVE READING OF SCRIPTURE**

**M:** *Wash away all my iniquity and cleanse me from my sin. (Psalm 51:2)*

**C:** Cleanse me with hyssop, and I will be clean; wash me, and I will be whiter than snow. (Psalm 51:7)

**M:** *Peter replied, "Repent and be baptized, every one of you, in the name of Jesus Christ for the forgiveness of your sins. And you will receive the gift of the Holy Spirit. (Acts 2:38)*

**C:** The promise is for you and your children and for all who are far off -- for all whom the Lord our God will call." (Acts 2:39)

**M:** *With many other words he warned them; and he pleaded with them, "Save yourselves from this corrupt generation." (Acts 2:40).*

**C:** Those who accepted his message were baptized, and about three thousand were added to their number that day. (Acts 2:41).

*M:* As they traveled along the road, they came to some water and the eunuch said, "Look, here is water. Why shouldn't I be baptized?" (Acts 8:36)

**C:** And he gave orders to stop the chariot. Then both Philip and the eunuch went down into the water and Philip baptized him. (Acts 8:38)

*M:* When she and the members of her household were baptized, she invited us to her home. "If you consider me a believer in the Lord," she said, "come and stay at my house." (Acts 16:15):

**C:** At that hour of the night the jailer took them and washed their wounds; then immediately he and all his family were baptized. (Acts 16:33)

*M:* Or don't you know that all of us who were baptized into Christ Jesus were baptized into his death? (Romans 6:3)

**C:** We were therefore buried with him through baptism into death in order that, just as Christ was raised from the dead through the glory of the Father, we too may live a new life. (Romans 6:4).

*M:* For we were all baptized by one Spirit into one body -- whether Jews or Greeks, slave or free -- and we were all given the one Spirit to drink. (1 Corinthians 12:13).

**C:** You are all sons of God through faith in Christ Jesus, for all of you who were baptized into Christ have clothed yourselves with Christ. (Galatians 3:26-27)

*M:* Having been buried with him in baptism and raised with him through your faith in the power of God, who raised him from the dead. (Colossians 2:12)

**C:** And this water symbolizes baptism that now saves you also -- not the removal of dirt from the body but the pledge of a good conscience toward God. It saves you by the resurrection of Jesus Christ (1 Peter 3:21)

*M:* There is one body and one Spirit -- just as you were called to one hope when you were called -- one Lord, one faith, one baptism; one God and Father of all, who is over all and through all and in all. (Ephesians 4:4-6).

**C:** This is the Word of the LORD.

**FIRST SCRIPTURE LESSON** – Exodus 30:17-21

PSALM 73 - page 94 in the front part of the hymnal

**SECOND SCRIPTURE LESSON** – 2 Corinthians 6:14-7:1

GOSPEL OF THE DAY - Matthew 3:13-17

**HYMN OF THE DAY** - Rock of Ages, Cleft For Me - #389

**SERMON** – Galatians 3:26-27 & Romans 6:3-4

*You are all sons of God through faith in Christ Jesus, for all of you who were baptized into Christ have clothed yourselves with Christ. (Galatians 3:26-27)*

*Or don't you know that all of us who were baptized into Christ Jesus were baptized into his death? We were therefore buried with him through baptism into death in order that, just as Christ was raised from the dead through the glory of the Father, we too may live a new life. (Romans 6:3-4)*

#### **RENUNCIATION AND PROFESSION OF FAITH**

**M:** *I ask you: Do you reject the devil along with all his lies and empty promises?*

**C:** **Yes, and I ask God to help me.**

**M:** *Do you believe in God, the Father Almighty?*

**C:** **Yes, I believe in God, the Father Almighty, maker of heaven and earth.**

**M:** *Do you believe in Jesus Christ, his only Son?*

**C:** **Yes, I believe in Jesus Christ, his only Son, our Lord, who was conceived by the Holy Spirit, born of the virgin Mary, suffered under Pontius Pilate, was crucified, died and was buried. He descended into hell. The third day he rose again from the dead. He ascended into heaven and is seated at the right hand of God the Father Almighty. From there he will come to judge the living and the dead.**

**M:** *Do believe in the Holy Spirit?*

**C:** **Yes, I believe in the Holy Spirit, the holy Christian Church, the communion of saints, the forgiveness of sins, the resurrection of the body, and the life everlasting. Amen.**

**M:** *Will you continue steadfast in this baptismal faith and, be diligent in the use of the means of grace and prayer?*

**C:** **Yes, and I ask God to help me.**

**M:** *Almighty God, the Father of our Lord Jesus Christ, who has given you the new birth of water and of the Spirit and has forgiven you all your sins, strengthen you with his grace to life everlasting.*

**C:** **Amen.**

**OFFERING** - Please note! Financial offerings are a response of love by members of a Christian congregation done in a **regular, proportionate, and joyful** manner. Our offerings are given to further the work of God's kingdom here at Abiding Word and around the world through the Wisconsin Evangelical Lutheran Synod. If you are a guest, please don't feel obligated to support our ministry. It is our pleasure to bring you God's Word today.

**SOLO** – *I Can Only Imagine*

#### **THE ORDER OF HOLY BAPTISM**

**M:** *Holy Baptism is the precious means of grace by which our Father in heaven connects us with Christ in his life, death, and resurrection. The apostle Paul says: "Do you not know that all of us who were baptized into Christ Jesus were baptized into his death? We were therefore buried with him through baptism into death in order that, just as Christ was raised from the dead through the glory of the Father, we too may live a new life. If we have been united with him in his death, we will certainly also be united with him in his resurrection. For we know that our old self was crucified with him so that the body of sin might be rendered powerless, that we should no longer be slaves to sin--because anyone who has died has been freed from sin. Now if we died with Christ, we believe that we will also live with him. For we know that since Christ was raised from the dead, he cannot die again; death no longer has mastery over him. The death he died, he died to sin once for all; but the life he lives, he lives to God. In the same way, count yourselves dead to sin but alive to God in Christ Jesus."*

*In Holy Baptism God takes away our sins and gives new life in Christ, our Lord. We solemnly renounce the devil and all his works and all his ways; we confess the gift of faith in God the Father, Son, and Holy Spirit.*

**Those desiring baptism will be invited forward with their family and friends in the following order:**

---

*(If you would like to offer prayers for those being baptized you may find the words of hymns 295, 298, 300, and 301 helpful.)*

**M:** *Let us pray.*

*Holy God, mighty Lord, gracious Father: through your stern judgment the unbelieving world was destroyed by the flood, but according to your great mercy, you saved Noah and his family. You engulfed stubborn Pharaoh and his army in the waters of the Red Sea but led your people through those same waters to safety on dry land. In the waters of the Jordan your own Son was baptized and anointed with the Spirit. By these signs you foreshadowed the precious, cleansing bath which you give us in Holy Baptism.*

*Clinging to your command and promise, we ask that you would look with favor upon all those who have been baptized today. Through this water of Baptism, drown in them all sin inherited from Adam and any other evil they may do. Set them apart from the unbelieving world and hold them safe and secure in the holy ark of the Church. Keep them always fervent in spirit and joyful in hope so that they may honor your holy name and at last receive, together with all your people, the promised inheritance of eternal life, through Jesus Christ our Lord. Amen.*

**BLESSING**

**M:** *Brothers and sisters, go in peace. Live in harmony with one another. Serve the Lord with gladness.*

*The Lord bless and keep you.*

*The Lord make his face shine on you and be gracious to you.*

*The Lord look on you with favor and give you peace.*

**C:** **Amen, Amen, Amen. (sung)**

**CLOSING HYMN** - *Baptized in Water* - #297

**SILENT PRAYER**

**NEW BIBLE INFORMATION CLASS** – Pastor is forming a new Bible Information Class. The curriculum

that will be used for this class is called "*Communicating Christ*." It is a video based Bible Information Class. Begin thinking of people that you can bring to this class. It will be an opportunity for members and prospective members to grow in the Word! Please speak with Pastor if you are interested in attending.

**THANKSGIVING SERVICE** – On the Wednesday evening before Thanksgiving we will have a special worship service at 7:30 pm. Through God's Word we will be led to see how God has blessed us and then respond to his blessings with prayer and praise. See you there !

5

## -Family Focus Sunday -

*"Be imitators of God, therefore, as dearly loved children and live a life of love, just as Christ loved us and gave himself up for us as a fragrant offering and sacrifice to God." - Eph. 5:1-2*



### Order of Worship

#### WELCOME

OPENING HYMN: CW 449 " " (please rise for the final stanza)

#### OPENING DIALOGUE

P: We have come into the presence of God today not as foreigners and strangers, though we may not know everyone here. But rather we gather together this morning as men, women and children who share a most special bond, the bond of faith in Jesus Christ our Savior! Therefore, we join together not only as fellow Christians, but as brothers and sisters in the same faith.

CONGREGATION: Yes, we are indeed children *"of God through faith in Christ Jesus,"* for we *"have been baptized into Christ"* and have been *"clothed...with Christ."* (Galatians 3:26-27)

P: As brothers and sisters in Christ, God has instructed us in how we are to conduct our lives. He tells us:

C: *"Therefore, as God's chosen people, holy and dearly loved, clothe yourselves with compassion, kindness, humility, gentleness and patience. Bear with each other and forgive whatever grievances you may have against one another. Forgive as the Lord forgave you."* (Colossians 3:12-13)

P: He especially encourages us to love one another as he says:

C: *"And over all these virtues put on love, which binds them all together in perfect unity."* (Colossians 3:14)

P: God also encourages that we give special care to those within our own spiritual family:

C: *"Therefore, as we have opportunity, let us do good to all people, especially to those who belong to the family of believers."* (Galatians 6:10)

P: Additionally, God gives specific guidelines that are to be followed in the Christian home. To children he says,

CHILDREN: *"Children obey your parents in the Lord, for this is right. 'Honor your father and mother'—which is the first commandment with a promise— 'that it may go well with you and that you may enjoy long life on the earth.'"* (Ephesians 6:1-3)

P: To parents he states,

PARENTS: *“Do not exasperate your children; instead, bring them up in the training and instruction of the Lord.”* (Ephesians 6:4)

P: To wives he gives these instructions:

WIVES: *“Wives, submit to your husbands as to the Lord. For the husband is the head of the wife as Christ is the head of the church, his body, of which he is the Savior. Now as the church submits to Christ, so also wives should submit to their husbands in everything.”* (Ephesians 5:22-24)

P: To husbands he confers this command:

HUSBANDS: *“Husbands, love your wives, just as Christ loved the church and gave himself up for her to make her holy, cleansing her by the washing with water through the word, and to present her to himself as a radiant church, without stain or wrinkle or any other blemish, but holy and blameless. In this same way, husbands ought to love their wives as their own bodies. He who loves his wife loves himself. After all, no one ever hated his own body, but he feeds and cares for it, just as Christ does the church—for we are members of his body. ‘For this reason a man will leave his father and mother and be united to his wife, and the two will become one flesh.’ This is a profound mystery—but I am talking about Christ and the church. However, each one of you also must love his wife as he loves himself.”* (Eph. 5:25-33a)

#### CONFESSION & ABSOLUTION

P: As members of God’s family, we join together in confessing our sins to God our Father, asking him to forgive us.

CONGREGATION: *“Heavenly Father, I confess that I have sinned against you in my thoughts, words, and actions. I have failed to love others as you have commanded. I have acted in disobedience and defiance against my parents, against those in authority, and essentially against you. I have failed to honor and fulfill the roles and responsibilities you have assigned to me. For these and all my sins I deserve your eternal punishment in the fires of hell. But by your grace and the merits of Jesus my Savior, I plead for your mercy and ask for your forgiveness.*

P: Fellow family members, God our Father has been merciful to us and has given his only Son, Jesus Christ, to pay the price for our sins. Through his perfect life, innocent death, and triumphant resurrection he has forgiven us for our lack of love, disobedience, defiance, and dishonor. Because of Christ we stand as brothers and sisters who are fully and freely forgiven!

C: We rejoice in this truth, dear Jesus! Help us show that love and forgiveness in our lives and in our families

*PRAYER FOR THE FAMILY OF GOD*

P: Heavenly Father, all praise and thanks to you for the gift and blessings of our homes and families, for love and gentleness, for laughter enjoyed and sorrows shared, and for all of our daily bread. O God of tenderness and strength, bless our homes and our love, our comings and our goings. Keep us from growing weary in doing good, and sustain us in the hour of trouble. Help us deal tenderly with each other, and knit our lives together in love for you and one another. Help us to be mindful of all our gifts and to rejoice in your goodness. May your peace be with us and your presence protect us through Jesus Christ our Lord who lives and reigns with you and the Holy Spirit, one God, now and forever.

C: Amen. (spoken)

HYMN OF PRAISE: CW 505

FIRST LESSON: I John 2:28-3:10

And now, dear children, continue in him, so that when he appears we may be confident and unashamed before him at his coming.

If you know that he is righteous, you know that everyone who does what is right has been born of him.

How great is the love the Father has lavished on us, that we should be called children of God! And that is what we are! The reason the world does not know us is that it did not know him. Dear friends, now we are children of God, and what we will be has not yet been made known. But we know that when he appears, we shall be like him, for we shall see him as he is. Everyone who has this hope in him purifies himself, just as he is pure.

Everyone who sins breaks the law; in fact, sin is lawlessness. But you know that he appeared so that he might take away our sins. And in him is no sin. No one who lives in him keeps on sinning. No one who continues to sin has either seen him or known him.

Dear children, do not let anyone lead you astray. He who does what is right is righteous, just as he is righteous. He who does what is sinful is of the devil, because the devil has been sinning from the beginning. The reason the Son of God appeared was to destroy the devil's work. No one who is born of God will continue to sin, because God's seed remains in him; he cannot go on sinning, because he has been born of God. This is how we know who the children of God are and who the children of the devil are: Anyone who does not do what is right is not a child of God; nor is anyone who does not love his brother.

*RESPONSIVE READING: Selected verses from Proverbs 15 and Psalm 116*

P: The eyes of the Lord are everywhere.

C: Keeping watch on the wicked and the good.  
 P: The tongue that brings healing is a tree of life.  
 C: But a deceitful tongue crushes the spirit.  
 P: A fool spurns his father's discipline.  
 C: But whoever heeds correction shows prudence.  
 P: The house of the righteous contains great treasure,  
 C: But the income of the wicked brings them trouble.  
 P: A wise son brings joy to his father.  
 C: But a foolish man despises his mother.  
 P: A greedy man brings trouble to his family.  
 C: But he who hates bribes will live.  
 P: He who listens to a life-giving rebuke  
 C: Will be at home among the wise.  
 P: I love the Lord, for he heard my voice.  
 C: He heard my cry for mercy.  
 P: Because he turned his ear to me:  
 C: I will call on him as long as I live.  
 P: The Lord is gracious and righteous;  
 C: Our God is full of compassion

**GOSPEL LESSON: John 19:25-27**

Near the cross of Jesus stood his mother, his mother's sister, Mary the wife of Clopas, and Mary Magdalene. When Jesus saw his mother there, and the disciple whom he loved

standing nearby, he said to his mother, "Dear woman, here is your son," and to the disciple, "Here is your mother." From that time on, this disciple took her into his home.

**HYMN OF THE DAY: CW 500 " "**

**SERMON – Ephesians 5:1-2 "Model Christ's Love in Your Christian Homes"**

**SERMON RESPONSE: CW 506**

**OFFERING: To our visitors: Our offering is not a debt we owe God or a bill we pay to the church. Instead, our offering is another way that we, as Christian stewards, give back to God a small portion of what he has generously given to us. Our motivation, then, is not out of obligation, but out of love for our God and Savior. Therefore, please do not feel obligated in any way to contribute. We're happy that you're here to listen to God's Word and His love for you.**

**PRAYER OF THE CHURCH**

P: To God, the Father and Creator of life, the Son and living Redeemer, the Spirit and Giver of life;  
 C: We lift our hearts and hands and voices in praise to you!  
 P: You are the Lord of life, the God of all living creatures;  
 C: The true God who came that we might have abundant life.

- P: Hear our prayers, O God, on behalf of mothers--  
 C: --mothers of today, mothers of tomorrow, and those who long to be mothers.  
 P: May all the world appreciate and applaud the precious role of being a mother that you have generally bestowed upon women.  
 C: You made woman to live for you, and with her husband to love and serve the next generation of those who would know you as Savior and Lord.  
 P: You made mothers to be unique--a precious piece of our lives.  
 C: You made mothers to reveal Christ Jesus to their children—both by word and by deed.  
 P: You made mothers to be your helpers. What a grand and glorious thing!  
 C: You made mothers to bless our world and us.  
 P: Reward mothers in full on this earth with the freedom to love their children as you intended,  
 C: With the joy and satisfaction of watching their offspring grow to love and serve you.  
 P: With the joy and comfort of children and their love in the waning years of this life.  
 C: **May their labor of love in your service and for the spread of the gospel bring Christian mothers added joy in eternity spent, not only in your presence, but also with their children gathered around.**  
 P: Empower mothers throughout the world to live and to love the role you designed. Empower them by the good news of salvation through faith in Jesus Christ, that they may trust you and your Word in every issue of life. Hear us as we each give silent thanks for our own mother:  
 P: As children of our mothers, but also as children of you, our heavenly Father, we pray:

C: Lord's Prayer

#### BENEDICTION

- P: Brothers and sisters, go and peace; live in harmony with one another; serve the Lord with gladness. The Lord bless you and keep you; the Lord make his face shine upon you and be gracious to you; the Lord look on you with favor and give you peace.  
 C: Amen (spoken)

#### CLOSING HYMN

*Blessed gift of motherhood, Sweetest earthly gift of heav'n.  
 Source of much of human good, Praise to God for it be giv'n.  
 Savior, hear us as we pray, Hear our prayer this Mother's Day,  
 With your tender, holy love, Guard all mothers from above.*

*Keep them free from sin's allure, Make them noble, kindly, pure.  
 Help them in their homes to find joy in labor, peace of mind.*

*In the trials of life may they Find in you their perfect Stay,  
Give them courage, gracious Lord, Lead them by your holy Word.*

*When, O Lord, the passing years Bring the end of joy and tears;  
When the work of life is o'er, And the future holds no more,  
Still uphold them by your hand, Till they reach your heav'nly land;  
There together, Lord, may we Sing with mothers praise to thee.*

This service was designed by Pastor Mark Gabb [crownlut@sprynet.com](mailto:crownlut@sprynet.com)

## Call 10 "Strangers" for Christmas

The thinking behind it...

For my situation, it's not likely that my members are going to run around canvassing and doing follow up work during the weeks leading up to our Christmas service. The weather is bad, they work too many hours and too many weekends, and a majority of them just feel uncomfortable about dedicating a large chunk of their freetime to something like that. Maybe someday, but not now.

So I want to get them involved in "stranger evangelism." Here's what I'm going to ask them to do. I have my level four prospects (those that are on my list, and I've had little contact with them). We know they're unchurched. But that's about all we know. They are the "strangers" each person calls.

You get a list of 10-12 names. Between Thanksgiving and Easter, your job is to call them up, wish them a merry Christmas, and invite them to our services. As I set them up, I'll give them a little script, but I'm going to emphasize two things about phone calling to them...

- ... Emphasize that you are a local person. You live in town. Maybe right down the street. You are not some solicitor from Seattle.
- ... Be unprofessional. Don't try to be a smooth game show host on the phone. You are not a professional solicitor. That turns people off. You're just a normal person, inviting someone to church.

The script will look something like this:

**"Hi, is this \_\_\_\_\_? I'm \_\_\_\_\_ from Beautiful Savior Lutheran Church in Michigan City. (There's the emphasis on being local)**

**I'm just calling because you're on our mailing list, and we're calling up everyone we know to wish them a merry Christmas, so merry Christmas to you..... We're also calling to invite you to come to our Christmas services. Do you have plans for Christmas... Give times, etc.**

This will require a very low time commitment. Hopefully after this, people will be willing to call 25 people before **Easter**. Maybe someday those that try this will even work their way up to doing personal canvassing, etc.

Pastor Don Schultz  
[dschultz@adsnet.com](mailto:dschultz@adsnet.com)  
Beautiful Savior Lutheran Church  
219-874-2465  
3 Devonshire Ct. #4  
Michigan City, IN 46360

## **Phone Calling Canvass**

### ***Introduction***

A phone calling canvass is one of the most effective ways to reach a tremendous amount of people in a very short time. Manpower is multiplied by helpers and bulk mail techniques. The resulting mailing prospect list automatically stretches your evangelism postage dollars—you only send to those who have expressed interest in learning more about your church. With good planning, good materials and good follow-through, you can expect good results.

There are some drawbacks. You will not reach everyone in your community. Many people (up to 50% in some metropolitan areas) have unlisted phone numbers. Some of those with listed numbers will screen their calls and not answer if they do not recognize the number/caller. But you will reach many in your community, four times more than you would in a door-to-door canvass.

There are some unique advantages. You will enter neighborhoods you or your canvassers would not normally go. Many communities have gated neighborhoods. There is no security guard preventing phone calls from getting through. Many communities have neighborhoods that do not seem to offer an environment secure enough for door-to-door canvassers when the residents are home. Phone callers are absolutely safe, even when the twilight comes. No matter what the weather outside, no matter whether it is day or night, the phone calls go through and people from all walks of life receive information from your church.

### ***Expectations***

If you are a new church, you can expect 10% of those called to respond positively to you and end up on your mailing list. You can expect 10% of the positive respondents (1% of all those called) to actually show up for the first (or targeted) worship service.

If you are a church already established in the area, you can expect ½ the results of a brand, new church. It still is worthy the effort, especially if you set your calling goals high.

## PHONE SURVEY

### Suggested Conversation:

"Hi! This is (name), I'm calling for (name) Lutheran Church, which is planning its special (occasion) Worship on (date) at (time) in (city). The reason I'm calling - our congregation is concerned with finding and serving those in our community who may not belong to a church.... May I ask: Are you actively involved with one of our local churches at present."

### IF THEY ANSWER "YES"

"That's great. As a church in the area our interest is in those people who don't already have a church. We're glad that you do and I thank you for your time. God bless you."  
(Mark a regular attendees response on the call sheet)

### IF THEY ANSWER "NO"

"One of the things that we would like to do, if it would be OK... We're mailing out information to the people in our community to tell them about some of the programs we have available for different age groups. Could we send it to you just to inform you of our activities?"

### IF "NO" AGAIN

End with a nice comment such as, "Thank you. If we can ever serve you or your family, please let us know."  
(Put a negative response on call sheet)

### IF "YES"

Verify name and address. Always try to get a first name. Print information clearly on the response card. Note the name of the person you spoke to. List your name as the caller. Try to add a comment to describe their response to your call.  
(Put a positive response on call sheet)

Your closing comments is just as important as the way you start the conversation. Here is a suggestion.

"Thanks so much for your time, you'll be hearing from us soon."

### IF YOU REACH AN ANSWERING MACHINE

"Hi! This is (name) calling for (name) LUTHERAN CHURCH which is planning its (occasion) Worship on (date) at (time) a.m. in (city). The reason I'm calling - our congregation is concerned with finding and serving those in our community who may not have a church home. If this describes you, we would consider it a privilege to talk to you. Our telephone number is:

Follow up letter from the pastor...

Dear Friend,

As pastor of (name) Lutheran Church I would like to thank you for the warm way you recently received our phone call (visit - if door-to-door survey) and for your interest in our church.

I hope you will visit our church and find our congregation a place where you can:

- Meet new friends and be a part of a caring church family.
- Grow in the knowledge of Jesus and in the assurance of God's promises.
- Enjoy inspiring worship services.
- Hear practical messages that will uplift you each week.

I invite you to join us at our (occasion) WORSHIP on Sunday, (date) at (time).

My prayer is that the ministry of (name) Lutheran Church will touch your life in the very near future. If I can be of any assistance to you or your family, please let me know. Your phone call is welcome.

God's Blessings,

(Pastor's Name)

## THE "THRITY-SIX HOUR" CALL

### FIRST TIME FOLLOW-UP TO A FIRST TIME WORSHIPPER

#### A. Sequence of events:

1. First time worshipper – YOUR BEST PROSPECT!
2. Greeter (front door... outside) to Usher (inside)
3. Usher... bulletin and guest greeter (or friendship register during service)
4. Usher to member... "familiar with Lutheran worship?" sit by them and help
5. After service: Greeter introduces guest to others... invites them to coffee
6. Lay visit (reflecting age of guests... couple, single, etc.) within 36 hours
7. Hand written note of welcome by an assigned member of the congregation
8. If children, note to child/children with invitation to Sunday School
9. Letter from office... pastor
10. Phone call from pastor on Friday
11. Second week... pastor visits
12. Monthly mailing (Prospect Newsletter)
13. Phone call invitations to special events/studies/services

#### B. The 36 Hour Call:

1. Pray before visit that the Lord would bless
2. Do NOT phone ahead – drop by and visit at door.
3. Do friendly, short visit at door ("Hi, happy to have you in worship. Come again, etc.")
4. If asked in, don't stay for MORE THAN 10 or 15 minutes... say: "We can only stay for a little while, but we'd love to stop again soon."
5. Ask a few simple questions and LISTEN, LISTEN, LISTEN  
Remember S.A.L.T. [see Appendix E]  
S = Say Something (Introduction: Hi, I am...)  
A = Ask questions (about people, places, things)  
L = Listen ("Listening is earning the right to be heard")  
T = Turn conversation to something deeper (How did you hear about us? Do you have any questions about our church? What were our first impressions? Would you like our pastor to stop by soon? etc.)
6. Leave something (tract about church, gift... refrigerator magnet, letter opener, loaf of bread, plate of cookies, etc.)
7. If they are not home, leave your information and a note saying something like: "Dear \_\_\_\_\_, sorry we missed you. We were glad to have you in church on Sunday. We hope you will join us again this coming Sunday. Blessings in Christ." Signed \_\_\_\_\_.
8. Write down specific information and results of visit and return information to church office for file.
9. Second visit will normally be made by the pastor or by the pastor and a member of the evangelism committee. This is a listening visit with readiness to share Law and Gospel if appropriate.

*Pastor James Radloff*

**Evangelism**  
**BPS-COE: CONGREGATIONAL EVANGELISM TOOLS: OUTREACH  
 CHECKLIST FOR WORSHIP BULLETINS**

## OUTREACH CHECKLIST FOR WORSHIP BULLETINS

Is your Sunday worship bulletin "visitor friendly"? Here is a check list of fifteen items about worship bulletins that indicate your church is expecting guests and is pleased they're present. While a congregation may not be able to incorporate every one of these ideas, this list will permit you to evaluate how well your Sunday bulletin serves the visitor and/or newcomer to your worship service. A visitor friendly bulletin does the following, as appropriate:

1. Displays a warm welcome to guests at the beginning of the bulletin.
2. Invites guests to sign a visitor card, guest book, or attendance pad.
3. Directs people to a visitor center or after-service fellowship location.
4. Lists church directory information the guest can use later: name, full address, ZIP code, area code, and telephone number of the church, office hours, and the title name (phone number optional) of each staff person.
5. List names of worship leaders (preacher, liturgist, musicians, readers, ushers, greeters, fellowship hosts/hostesses, flower donors, etc.), with an invitation to meet them and ask questions or seek guidance.
6. Contains printed order of worship or clear page references to the order and hymns in the hymnal (guests prefer the former). Because there are various versions, print out creeds and the Lord's Prayer. When song lyrics are printed include the music (be sure to check copyright). State directions when to stand or sit.
7. Contains an explanation for the theme of the day and how the parts contribute to the whole.
8. Has an opening prayer, meditation, or thought for the day.
9. Tells people how to get a printed or taped sermon copy. Sermon outlines are appreciated (by guests and members, too).
10. Offers the pastor's help to people seeking answers, comfort, or guidance. List the pastor's office address for those who want to make their contact confidential.
11. Lists the Sunday school, Bible study, and fellowship groups meeting for that day or week including their location, time, topic, and leader. (Put signs outside the rooms.)
12. Along with the schedule of groups, events and activities, includes an invitation to guests to attend.
13. Invites visitors to learn more about the Lutheran church and the congregation to visit again. Invites people to join, and makes it clear how that is done.
14. Lists the nursery location, times, and ages.

## EXCELLENCE IN WORSHIP

The apostle Paul was in chains for the gospel. Just because he proclaimed Christ crucified and risen, he ended up under house arrest in Rome. But the good news of guaranteed right-standing with God through Jesus was not and is not chained. So even though Paul's travels were limited, his pen was not. Guided by the miraculous maneuvers of the Holy Spirit, he penned a letter bursting with joy, posted first for the Philippian Christians and then also for us. *"I thank my God every time I remember you. In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now, being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus ... And this is my prayer: that your love may abound more and more in knowledge and depth of insight, so that you may be able to discern what is best and may be pure and blameless until the day of Christ ... Rejoice in the Lord always. I will say it again: Rejoice!"* (Philippians 1:3-6,9-10; 4:4).

Obviously, the joy we have in Jesus spills out into every aspect of Christian living - spiritual growth (1:9-10), prayer (1:19), serving others (2:2-4), witnessing (2:15-16), doctrinal integrity (3:2), giving (4:14-19). But what better way can there be to express our joy in Jesus than through worship? Although corporate worship is not specifically addressed in this little letter, surely the apostle's closing words of encouragement apply in this aspect of Christian living as well, *"Finally, friends, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable - if anything is excellent and praiseworthy - think of such things"* (Philippians 4:8). These words, rightly applied to all aspects of Christian living, also serve as a guideline for all that we do in corporate worship. Because God has given us his best, we want to give him our best.

### I. GOD HAS GIVEN US HIS BEST

The fact that God has given us his best cannot be denied by us but on occasion may be taken for granted by us. There is one sure way to eliminate apathy toward God's best for us, and that is to imagine what and where we would be without it. Imagine if God looked at our first parents after they came peeking out from behind the bushes, began to make excuses, and attempted to push the blame for their rebellion on him. What if at that moment God said to Satan, "I will keep enmity between me and these people. Their offspring will be yours. No descendant of this man and woman will ever experience my love and favor. You may have injected them with the venom of sin, but I will crush their heads in eternity." What if God told Abraham, "After all the fame and fortune I have given you, do you think your lack of trust by passing your wife off as your sister deserves my support? I'm starting over with someone else. Go chase camels!"? What if God told Jacob, "You little cheat! I'm giving the birthright back to Esau. No star out of Jacob will ever shine." What if God told Judah, "You can't hide your immorality from me. No way will a king's scepter ever get near your hands." What if God took a look at those whining, complaining, desert-traipsing Israelites and said, "You pathetic little weasels! You want to go back to Egypt? Well, go then! See if I care." What if God looked at David and said, "You make me sick. Take off that crown, and get on your knees while I humble you all the way to hell." What if God told Jonah, "You think you can run away from me? You're fish bait - permanently!" What if the recently risen Lord Jesus glared at Peter and said, "See this list of

apostles? Judas' name is scratched out, and now yours is, too." What if Jesus knocked Paul off his donkey on that Damascus road and said, "Get in that ditch and duck because I've had it with you!" What if the Lord God in heaven above peered through the clouds and took a good gander at what flows through our mind and over our lips and into our heart? We would be staring down into the flaming pit of hell with God's heavenly boot ready to kick us over the edge.

But that's not what God did. That's not what God said. God placed a crown of glory on the heads of people who didn't deserve it and covered their hearts with the breastplate of righteousness. He placed into their hands the sparkling diamond of deliverance, enveloped them in the light of his love, and granted them spiritual and eternal peace. Time and time again on the pages of Scripture God takes our breath away with his amazing grace. He told Satan, "I will put hatred back where it belongs, between you and the woman, between people who are in your camp and those who are members of Eve's spiritual family. Instead of them blaming me for their troubles and me burning with anger against them, I am going to do something miraculous to rescue them from your camp so that they are once again with me, surrounded by my love. I won't tell you who or where just yet, but one day one of this woman's descendants is going to come into this world and crush your power, although in the process he will suffer greatly" (Genesis 3:15). God did not brush Abraham aside. Instead he repeated the promise, "*Through your offspring all nations on earth will be blessed*" (Genesis 22:17-18). He said, "*A star will come out of Jacob*" (Numbers 24:17), and "*The scepter will not depart from Judah ... until he comes to whom particular rights and prerogatives belong*" (Genesis 49:10). He told those whining, rebellious Israelites, "*You will be my treasured possession. Although the whole earth is mine, you will be for me a kingdom of priests and a holy nation*" (Exodus 19:5-6). He sent Nathan to herald to David, "*The LORD has taken away your sin*" (2 Samuel 12:13). He not only pulled Jonah out of the belly of the fish but also allowed him to continue in ministry and service. The Lord Jesus did not slap Peter across the mouth for his curses and denial but put his hands on Peter's shoulders, looked him in the eye, and said, "*Feed my lambs ... Feed my sheep*" (John 21:15,17). The risen Lord didn't shove Paul into eternal darkness but took the blinders off of Paul's eyes and sent him to open the eyes of those blinded by sin and unbelief. And the loving Lord Jesus puts his hands on our shoulders, looks us in the eye and says, "Son! Daughter! Your sins are forgiven!"

The entire Bible is a record of God's undeserved mercy. He has given us his best. And nowhere do we see that better than on Golgatha and at an empty grave outside of Jerusalem two thousand years ago. God has given us his best. He has given us his Son. He purchased us with no less a price than the holy and precious blood of Jesus.

## II. WE GIVE OUR BEST TO GOD

How to respond? God does not leave us in the dark trying to grope for ways to thank him. He also opens up all sorts of avenues for our thankful response, and that has been the case from the beginning.

God not only announced his rescue plan to Adam and Eve. He also opened up avenues for praise and thanks as evident in the worship scene of Abel's sacrifice. Abraham "called on the name of

the LORD.” That includes worship and witness as he called out and proclaimed the Lord’s saving reputation.

While not prescriptive, the Sinaitic covenant between God and the Israelites illustrates how they could render “the best” to God for “the best” which he had given them. For example, the Passover lamb was not to be the runt of the litter or an old ram that had a broken leg and bad eyes. No! It was the best, a year old lamb or goat without defect (Exodus 12:5). God always gets the first and the best. In giving directions for the portable worship facility, what was described first? - the ark, the 3 3/4 x 2 1/4 x 2 1/4 box symbolizing God’s presence among his people. And what was that box made of? Acacia wood: durable, hard, insect-resisting wood - simply the best available - and overlaid with gold. The table for bread was made of acacia wood and overlaid with gold. The seven-pronged lamp stand? Pure gold. The altar of incense: acacia wood overlaid with gold. The tent curtains: finely twisted linen and blue, purple, and scarlet yarn with angels woven into the pattern. The covering over the tent: ram skins died red and sealskins. The framework for the tent: acacia wood overlaid with gold set into silver bases. The framework for the curtains: bronze poles on bronze bases with silver hooks. The big altar for sacrifices: acacia wood overlaid with bronze with a bronze grate and bronze utensils. A bronze wash basin. The high priest’s clothes? Nothing but the best, including the ephod with threads of gold, blue, purple, and scarlet symbolizing God, heaven, royalty, and blood; the breast piece with twelve gems; the blue robe; the trousers; the white turban and its gold band. Over and above the animal skins, acacia wood, and jewels, the tabernacle construction cost 1 ton of gold, 3 3/4 tons of silver, and 2 ½ tons of bronze. What’s the point? God who has given us his best deserves nothing but the best.

When an Israelite wanted to show, “My whole life is dedicated and devoted to God,” he offered a burnt offering. What kind of animal was that to be? One he wanted to get rid of? No! *“If the offering is a burnt offering from the herd, he is to offer a male without defect”* (Leviticus 1:3). Nothing but the best. When an Israelite wanted to express gratitude for the vertical relationship with God going well and the horizontal relationship with family and friends going well, he offered a fellowship offering. What kind of animal was that to be? An animal from the herd without defect. Nothing but the best. When an Israelite wanted to demonstrate his acceptance of God’s statement, “Somebody has to die to pay for sin. Since you are a sinner, you deserve to die, but because I am good and gracious, I will allow you to slaughter an animal who will die in your place as a picture of the ultimate sacrifice to be made by the Savior,” he offered a sin offering. What kind of animal? A young bull or goat or lamb without defect. Nothing but the best. When an Israelite wanted to apologize to God and to another person, he offered a guilt offering. What kind of animal was it to be? A ram without defect. Nothing but the best. What’s the point? God who has given us his best deserves nothing but the best.

Five hundred years later, Solomon followed the instructions given to his father, David, and constructed the temple in Jerusalem. Its dimensions were the same as the tabernacle, times two, and its appointments must have been astoundingly beautiful: cedar wood from Lebanon, bronze pillars, dressed stone. *“Solomon covered the inside of the temple with pure gold ... he overlaid the whole interior with gold”* (1 Kings 6:21-22). What’s the point? God who has given us his best deserves nothing but the best.

And the dedication service for the temple? *“Solomon offered a sacrifice of fellowship offerings to the LORD: twenty-two thousand cattle and a hundred and twenty thousand sheep and goats. On that same day the king consecrated the middle part of the courtyard in front of the temple of the LORD, and there he offered burnt offerings, grain offerings and the fat of the fellowship offerings, because the bronze altar before the LORD was too small to hold [them]”* (1 Kings 8:63-64). What’s the point? God who has given us his best deserves nothing but the best.

The apostle Paul encourages us *“to discern what is best”* (Philippians 1:10). “To discern” means to test, examine, recognize as genuine (after examination), and thus to approve or deem as worthy. I’m picturing in my mind a gemologist examining a diamond. And what is it we are to recognize as genuine, approve, and deem as worthy? - “what is best,” that is, things that differ, like what is good or bad, lawful or unlawful, appropriate or inappropriate. Well, what things would we approve after testing them out and deem as worthy when it comes to worship? Again the apostle gives us some help. *“Finally, friends, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable - if anything is excellent and praiseworthy - think of such things”* (Philippians 4:8). Let’s just run down the list. Whatever is:

- **true** - There is an objective quality to truth. The norm for this kind of truth is in God. Applied to worship: Whatever we do, say, or sing in worship needs to find its source in and match up to God’s truth.
- **noble** - Something majestic and awe-inspiring, august, honorable, venerable; the opposite of frivolity. Applied to worship: When we choose what to do, say, or sing, it ought to be the opposite of frivolous and reflect a grace and dignity that inspires awe. “Wow! We’re in the presence of God!”
- **right** - Reflecting the righteousness which only God can give. Applied to worship: we should always be asking, “Is what we are doing, saying, and singing in harmony with God’s word and will?”
- **pure** - Since the society we live in is so “me-oriented” and self-serving, out of love and thanks to Jesus we will want to do things that are chaste and God-oriented. Applied to worship: Obviously, anything raunchy is out of the question.
- **lovely** - Breathing love from God and inclining the heart to affection for someone or something. Applied to worship: Whatever we do, say, or sing in worship leaves people with the attitude, “I want to do this again,” or as the psalmist would sing, *“I rejoiced with those who said to me, ‘Let us go to the house of the LORD’.”* (Psalms 122:1)
- **admirable** - Of good report, appealing, well-sounding. Applied to worship: even guests and non-churched visitors receive a good impression.

So what do all these examples from the Old Testament and Paul’s encouragement in his letter to the Philippians and to us mean for our corporate worship? Simply, this - it is biblical to offer God our best, and that is exactly what we are offering through Lutheran liturgical worship. By Lutheran liturgical worship I mean worship:

- 1) with a clear focus on Christ Jesus
- 2) with participation of the worshipers (not just a beautiful performance to watch passively)

- 3) with the use of the full range of the arts
- 4) with an annual and weekly pattern that ensures the conversation of "God to us and us to God," that --
  - features the regular use of Word and sacrament
  - links us with believers back and forward in time and with believers around the globe
  - affords continuity and unity (I love watching the little five year old in the third pew belting out the Song of Praise, the Sanctus, and "Thank the Lord" from memory)
  - yet offers a wide range of variety (alternates for the Song of Praise, the variety of "moods" and themes for different worship services presented by the lessons, a variety of ways to sing the Psalm of the Day and the Verse of the Day, opportunities for pastoral chant, different "settings" for the Common Service, Morning Praise, etc., and incorporating a variety of instruments appropriate to the setting and style)

But offering God our best is not only biblical. It's attractive. Yet there are people who want to pit worship against evangelism, as if what we have to offer in Lutheran liturgical worship (as just described) is not for today's Gen-Xers. It is also claimed that Gen-Xers with a church background may find worship that exudes transcendence and excellence to be appealing, but that Gen-Xers with a non-churched background are intimidated by that and are looking more for relationships. Why do we have to pit one against the other as if reaching unchurched young adults through relationships means we have to downplay worship? Is it possible that we have tried to make worship do too much? The evangelism program of the congregation is nonexistent, so we dump the liturgy, turn the Sunday experience into an evangelism event, and call it worship. People don't know their Bible history, so we turn the sermon into an extended Bible class. I believe that what we really need is excellence in evangelism (implementing all "Seven Pieces of the Evangelism Pie" - see the WELS Commission on Evangelism's materials), excellence in Bible study so that a prospect can "move" from their first exposure to the gospel to a deeper faith and spiritual maturity (see the WELS Adult Bible Study Manual), excellence in assimilation (early, even before prospects join, with connectedness to other Christians through fellowship activities, events, and organizations, opportunities to grow in faith, and opportunities for service). With that emphasis on gospel-oriented and gospel-based relationships we can indeed reach non-churched younger generations, and other generations for that matter, assimilate them into God's family of believers, help them grow spiritually through Bible study, and lead them to spiritual maturity which includes an appreciation for excellence in corporate worship so that they sense the "Wow!" and transcendence that corporate worship can offer.

We would prefer that unchurched prospects begin their spiritual growth in a Bible Information Class and "move" to deeper Bible study and "move" to corporate worship. Yet we are realistic enough to know that guests and visitors do show up for worship. In fact, we welcome that. While I maintain that corporate worship is primarily for the believer, we do need to keep these guests in mind as we plan and carry out the principles and particulars of corporate worship. We cannot add to the power of God's law and gospel which alone can convict and convince them.

but we may be doing things which construct unnecessary and unwitting obstacles to the gospel. What can we do to remove those obstacles and barriers? I submit - do everything involved in corporate worship with excellence. And I mean EVERYTHING! God who has given us His best deserves nothing but the best in every detail of our corporate worship.

#### CONCLUSION:

You may think that because young people wear stove pipe jeans, mix clothing styles from the 70's, 80's, and 90's, and have uncombed, tinted hair dripping with gel, that they don't expect or appreciate excellence. But they do. If you don't believe it, think of this. Picture a movie theater. The exterior paint is peeling. Eaves are broken or missing. Entrance doors are propped open, and flies are zooming in and out and buzzing around the popcorn. The carpet is littered. Milk-Duds boxes are plopped in the showcase in uneven piles. The theater seats have holes, the floor is sticky from spilled soda pop, and the sound system crackles. Will today's Gen-Xers go there or to a multiplex theater that is neat and clean and offers comfortable seating and great sound? Billy-Bob's Ice Cream stand used to be the hang-out for all the teens. Today, Billy-Bob still makes great cones and burgers, but the parking is limited to four cars, the light bulbs inside aren't working, the bathroom has one stall and is not gender specific. Will today's Gen-Xer's go there or to MacDonald's? You can argue all day if you want about the fat grams in Micky-D's fast food, but it's fast, the restaurant is clean, and the quality is standard.

I believe that today's younger generations, and all generations for that matter, expect excellence. We have every reason to work at excellence in worship, not just because it is attractive but primarily because the God who has given us His best deserves nothing but the best.

In the end, we are trying to accomplish a balance between reverence and relevance. We want worshippers to experience the "Wow! We're in the presence of God!" And you don't need a gorgeous, Gothic cathedral to do that. It might help, but it is possible to generate a sense of transcendence through corporate worship if you work at everything and do it all with excellence whether your worship facility is cathedral-like or a rented storefront. At the same time we want people to understand that God's good news is for here and now. Achieving a balance between reverence and relevance is not easy. Some churches go way out on the reverence side of the spectrum and think they are creating a sense of reverence, but in reality it has become boring sameness. Some churches scoot all the way to the other end of the spectrum and try to be relevant by cutting out anything that smacks of "traditional" and replace it with hip and trendy microphone enhance, boom-box backed solos and music that sounds like Light 97 QFM. Somewhere in the middle is the best course to follow. I believe that is possible as we strive for excellence in worship.

We want to render to God the best in all we do. God who has given us the best deserves nothing but the best. We ask with the psalmist, "*How can I Repay the LORD, for all His goodness to me?*" and we join in his answer, "*I will lift up the cup of salvation and call on the name of the LORD. I will fulfill my vows to the LORD in the presence of all His people*" (Psalms 116: 12-14). So "*Whatever you do, whether in word or deed do it all in the name of the Lord Jesus, giving thanks to God the Father through Him*" (Colossians 3:17), and "*whatever you do, do it all*

*for the glory of God” (1 Corinthians 10:31). “Finally, friends, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable – if anything is excellent and praiseworthy – think of such things” (Philippians 4:8).*

To God alone be glory!

Pastor James R. Heubner  
Grace Evangelical Lutheran Church, Milwaukee, WI  
Presented as the opening portion of the Keynote Address for  
The WELS National Conference on Worship, Music and The Arts  
Kenosha, WI July 19, 1999

Followup Postcard  
for visitors

---

ascension  
Lutheran  
church

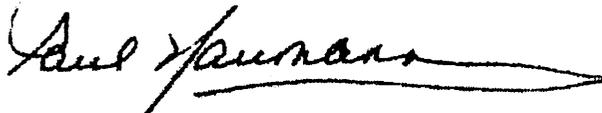
Paul Naumann, Pastor  
4501 Waller Road E  
Tacoma WA 98443

Dear Friend in Christ,

Just a note to say how much we appreciated your presence at our worship services last week.

We would love to share the Gospel with you and your family in the future. Won't you join us again for worship? If you're interested in learning more about Ascension Lutheran Church, I'd be glad to meet with you in your home. Please call me at 253.922.8736 (office) or 253.922.8181 (home). You can also find out more about us at our web site, [LutheranTacoma.com](http://LutheranTacoma.com).

Thanks again for joining us - hope to see you again soon!



Paul Naumann, Pastor  
Ascension Lutheran Church



We are glad you came, and we hope your visit was memorable and meaningful in every way. Our doors and our hearts are always open to you.

PLACE  
POSTAGE  
HERE

## GUIDELINES FOR GREETERS

### BEFORE THE SERVICE

1. Arrive at church 20 minutes before the service.
2. Put your name tag on.
3. Greet people in the narthex (entrance) of the church.
4. Suggestions for greeting visitors before the service:
  - “Hello! My name is \_\_\_\_\_. Welcome to our church!”
  - “And your name is ... ?”  
(If the person is a longtime member, follow by saying, “I’m sorry we haven’t had a chance to get better acquainted. I’m looking forward to that.”)
  - “Are you visiting with us today?”
  - “Do you have a church you normally go to?”

Remember the sweetest sound in a person’s ear is his or her name.  
Introduce the visitor to the pastor(s), staff minister, other members.

### AFTER THE SERVICE

1. Please try to sit in an appropriate place so that you may leave quickly and are available after the service. Work with your fellow greeters to be available at all sanctuary exits.
2. Suggestion for greeting after the service: “Thank you for worshiping with us. Have you had a chance to meet our pastor?”
3. Return your name tag.

If for some reason you are unable to take your turn on the scheduled date, please contact the Greeters’ Coordinator or another greeter so a replacement can be found.

GREETERS’ COORDINATOR IS - \_\_\_\_\_

Thank you for helping our congregation be friendly and welcoming!

## A WARM AND CARING ATMOSPHERE

Christian love may be the motive for reaching out to the unchurched, but in and of itself, Christian love does not win souls for Christ. Only the gospel can accomplish that miracle. On the other hand, Christian love is the vessel in which the gospel is carried. A warm and caring atmosphere, which accompanies worship, is vital in any evangelism effort.

Perhaps it is beneficial to view the worship experience as a visitor might see it: when we drove up to the church, I was impressed immediately by the appearance of the property. The lawn was mowed, the shrubbery was trimmed, and the paint job was new. I figured that the members of the congregation must take pride in their building because the place obviously had received a lot of tender loving care.

I knew we were going to get to the church without a whole lot of time to spare and I was hoping I wouldn't have to park so far away that I'd be late. When I drove into the parking lot to drop off Cara and Ben (my wife and three-year-old), I was delighted to see some empty parking spaces marked "Visitors." They were located near the main entrance, right next to several spaces reserved for the handicapped. I was impressed again when I saw a ramp leading to a side entrance. My thought was, "This church thinks of everyone."

The three of us entered the main lobby and several people greeted us with handshakes and smiles. Cara asked about a nursery. One of the people who greeted us volunteered to show us the room where the nursery was already in session. It was neat, clean room staffed by an adult and a couple of teenage girls. They were nice to us and very nice to Ben. He was actually happy to stay when we left.

An usher stood at the door of the main part of the church. He offered us a program (the pastor kept calling it a service folder) and escorted us to our seats. I was relieved the usher hadn't dragged us way up to the front, and I was impressed that the people sitting at the end of the pew didn't make us crawl over them. They moved and gave Cara and me plenty of room to sit. I noticed immediately an in-bench speaker system for the hearing impaired.

The service folder was neat, sharp, and friendly-not like some of the folders I had seen in other churches we had visited. I grabbed a hymnal out of the book rack in front of me; it looked pretty intimidating. When I took a closer look at the folder, I noticed that it gave an outline of the service and directions for using the book. It was just 10:30 when the organ stopped playing and the pastor walked into the altar area. He welcomed everyone and announced the theme for the day's service. What he said was short and sweet and just enough to make it clear what was going to be happening.

I found some things in Lutheran worship to be pretty different from what I had experienced in my own church. Three of the hymns were brand new to me (Cara knew one of them), but the congregation did quite well and appeared to enjoy singing. In fact, I must say, the singing really reverberated throughout the church building.

I definitely was not used to all the standing and sitting these Lutherans did.

The hymnal was helpful, however, and pretty easy to follow. There were a couple of times when I wasn't at all sure where we were, but the people sitting next to us noticed that we were a little confused and quietly pointed out the right page in the book. The thing about

The list could continue into discussion of music type, worship style, distance from homes, involvement in the community, etc. But realistically your congregation will not be able to satisfy every customer that walks through your door. Realize, **church shoppers are different in every community**. It takes time and conversations with those looking for a church to find out what is important to them. Find out if the trends listed above apply to your local church shoppers or if they are different. Do the “market research.” It will be well worth your time.

**Church shoppers are searching souls.** Jesus called them “*sheep without a shepherd* (Matthew 9:36).” He had compassion on them. So do we. Our desire, for the sake of the kingdom of Christ is to turn, with the Holy Spirit’s help, a church shopper into a satisfied, eternal customer.

*Michael Geiger*

*Quotes from Barna Research Group are from an October 7, 1998 research article entitled, “Americans Describe Their Ideal Church.”*

## Love & Leadership: What Church Shoppers Are Looking For

Even though I am not old enough to remember, my perception is that the concept of church shopping increased when the corner hardware store gave way to Lowe's Home Improvement Warehouses and Home Depots on the same corners of mega malls. Customer loyalty gave way to customer's options. The options presented to 21<sup>st</sup> century consumers are being presented to 21<sup>st</sup> century church shoppers. So the ones driving by, walking by or even setting foot into your church building, what are they looking for? Honestly, probably about as many different things as a mall full of shoppers on the weekend before Christmas. Let's discover a few trends.

**Church shoppers are looking for a product of value.** According to Barna Research Group, people "want substance from their church. ... They need to feel connected to God..." Sure some will look at the style of worship and the type of music, but in the end, these rate much lower on people's list to a message that has meaning and relevancy to their lives today. Interestingly enough in the poll done by Barna, those polled rated "beliefs and doctrines" as the number one thing they look for in a church and the third item was "quality sermons." So pick a worship style, pick a service time, and provide parking for the visitors, but bottom line make them leave with the knowledge and feeling that they have found in your "store" the *"pearl of great price"* (Matthew 13:46)."

**Church shoppers are looking for good customer support.** Nothing will prevent a person from becoming a repeat customer quicker than poor customer support. (Although we have had one person not come back because we were too friendly!) Shoppers want to feel welcomed and cared for. They are looking for a "connection with other God-loving people." (Barna) They want to see and experience that people care and are concerned about each other. In our local surveys, the number one thing our church shoppers were looking for is fellowship, somewhere they and their families feel at home. (Makes sense for an area full of newcomers.) As the advertising industry knows, there is no better advertisement than a satisfied customer. A relationship will bring people shopping and a relationship will keep them coming back. So when a shopper comes strolling through your church doors, make sure they are welcomed and help them to find caring, meaningful relationships with the people of your congregation. Remember, you only have one chance to make a first impression!

**Church shoppers are looking for something for their whole family.** Especially in communities with younger families, parents want their church to provide "quality programs and classes for their children." (Barna) One of our members is an executive for McDonald's. In talking about McDonald's and its marketing strategy, he revealed that McDonald's gears their advertising toward children. Why? Because children will bring their parents to buy the kids the Happy Meal with the toy surprise and buy themselves a Big Mac. Not to make a church McDonalds, but there are similarities. Parents begin church shopping when their children ask questions to which they do not have answers. If a child likes their experience at church, they will bring their parents back. If the parents find value in what their child receives, they will bring their children back. "Let the little children come to me..." Jesus said. When the children come, so will the parents (most of the time anyway!).

Even if you live in a small home or apartment, first-time guests appreciate it when you indicate in which room and in which spot they should sit. They may even need directions to the bathroom.

What if visitors arrive late for worship and are ushered all the way down the aisle to the front row? They won't know on which page the liturgy begins and when to stand and sit. Ushers may well be your most important greeters. They should ask visitors where they would like to sit and offer a spot near helpful members.

### **Seating capacity**

Do you actually have room for guests and visitors? Here's a rule of thumb. If your worship space is more than 85% full, it is full. It is time to offer a second worship service. Members love it when the church is packed, but visitors will feel uncomfortable. By the way, don't always believe the architect's number for seating capacity. Count only the seating on the main level, not the balcony. Then observe how many adults can comfortably sit in one pew. Multiply that by the number of pews, but don't count the front pew if there is no privacy panel. That is your real seating capacity.

### **Pastoral greeting**

A young gentleman in my Bible information class asked me to explain "the mystery of the beginning of a Lutheran worship service." I asked what he meant. He said, "My fiancée and I have come to worship. The organist is quietly playing some music. All of a sudden the music gets louder, and people start to sing." He had never been in a Lutheran worship setting before. He did not know that numbers on a board in the front corner of the church match the numbers of the hymns in the red books on the racks before him and that when the music gets louder, it's time to sing. A pre-service pastoral greeting can help visitors feel welcome and set the tone for worship. Such a greeting would likely include a welcome to guests and visitors, a brief explanation of the day's worship theme, and an indication of where to find the opening hymn and order of service.

### **Bulletins**

Does your bulletin provide clear and simple worship information for a first-time visitor? How many acronyms and how much in-house jargon are in your bulletin? Worse yet, do you include an announcement of your congregation's financial woes? That will only confirm in the mind of a visitor, "I know it! All the church wants is my money!"

### **Visitor follow-up**

This subject is worthy of a separate article. Suffice it to say that it is important to follow up on visitors within a day or two of their visit. Personal contact is always better than mail only. A postcard of the church interior or exterior mailed on Monday, a phone call or visit by Monday night, and a brief note mailed on Wednesday or Thursday is an outline of a suggested strategy for following up. When it comes to welcoming visitors at worship, don't assume that your congregation is friendly just because members talk to one another before and after worship. Plan on receiving guests and visitors at every worship service, and treat them with honor, respect, and kindness. Let the gospel ring out in worship, and follow up on guests and visitors in order to apply law and gospel in a personal way. Then let the Holy Spirit do the rest.

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

## WELCOMING GUESTS AT WORSHIP

Sunday morning worship is designed primarily for believers, but we know that guests and visitors will be present. Some of them may be church-shoppers looking for a message that makes sense for their lives today and for friendly people - not necessarily in that order.

How do we make visitors feel welcome at worship without sacrificing the integrity of Lutheran principles of worship? There is a way to do that. Might I suggest that you treat guests and visitors who come to worship at your church the same way you would treat an honored guest or visitor who comes to your home? None of the things listed below actually convey the gospel. They fall in the realm of common sense.

### Parking

If you invited guests to your home, you would expect them to park in your driveway or in front of your house. But if you lived on a crowded street or in an apartment building, you would probably indicate where to find a convenient space. Maybe you would even give up your space.

Adequate adjacent parking is extremely important if you want worship guests to feel welcome. If you don't have adequate adjacent surface parking, visitors might just drive by or might not come back a second time.

### Entrance to church

Guests naturally expect to enter the front door. Go to your church and park where a visitor would typically park. Then, as you leave your car and head to the church, try to imagine it's your first time there. Would you know which door to enter? Once inside, will visitors have an easy time finding the narthex, the rest rooms, the fellowship hall? And-here's a big one-what about steps? Is your worship facility handicapped accessible?

### Nursery

Should your congregation offer a staffed nursery during worship or not? Some will say: "Children have to learn how to sit quietly in church. We don't need a staffed nursery." Then again, another will say: "I was standing in the narthex one Sunday when visitors arrived with twin toddlers. They asked where the nursery was. When I told them that we don't have one, they left. We need a staffed nursery." Who's right? You'll have to sort that one out in Christian love at your own congregation. Just be sure that in the discussion of whether or not to offer a staffed nursery, someone speaks up for unchurched visitors. Their expectations may be different than those of established, active church members.

### Greeters

Guests who are invited to your home would expect you to come to the door and greet them. Only your closest friends or relatives would expect just to walk in and look around until they find you sitting out back on the patio. Greeters at the door welcome guests to the Lord's house.

### Ushers

the service that impressed me the most was the sermon. I knew Cara was impressed, too, because she never opened her purse for a piece of gum! What I really liked was that the pastor based everything he said on the Bible; he didn't give all sorts of personal opinions. He was easy to follow and - spoke in a down-to-earth way. I didn't understand everything he said, but he said a lot that made me think. In fact, I'm still thinking about it.

After the service the pastor welcomed everybody again, especially the visitors, and invited everyone to stay for a cup of coffee and some refreshments. He was very friendly when we saw him at the door. He introduced us to a young couple about our age who talked with us a little and asked us to sign a guest register. When we told them we had to pick up Ben at the nursery, they offered to walk along. They invited us for a cup of coffee and introduced us to some people who were friends of theirs. They also invited us for coffee (Lutherans are really into food!).

A few days later, we received a handwritten note from the pastor and a little card from the couple we met. Neither was anything big, just a few sentences saying they were glad we could come and inviting us to come again. The pastor volunteered to stop over and answer any questions we might have. On Wednesday another couple from the congregation stopped at our house. They didn't insist on coming in (we invited them in anyway) but just wanted us to know how pleased they were that we had worshipped in their church.

A warm and caring worship atmosphere as illustrated above obviously is not the most important part of a congregation's outreach strategy... It is true, however, that congregations demonstrate concern and love for visitors not only in the way the message they offer, but in the way they offer the message. First impressions count. Negative impressions discourage visitors from returning.

Positive impressions do not guarantee that a visitor will be won for Christ, of course, but they may bring a person back to hear the gospel a second time. Who knows on which visit the Holy Spirit will work his great work of conversion?

Work through the "visitor impressions" and determine which things impressed him. Compare what he noticed with what your church is doing. The effort may be well worth your time and may encourage a visitor to return to your church a second time to hear the glorious message of Christ.

*This excerpt is taken from **We Believe - Therefore We Speak** written by David J. Valleskey*

**WELS Evangelism**

**2929 N. Mayfair Rd.**

**Milwaukee, WI 53222**

**414-256-3287**

**[evangelism@sab.wels.net](mailto:evangelism@sab.wels.net)**

[SUBSCRIPTIONS](#)

[DISCUSSIONS](#)

[SITE TOUR](#)

[SITE MAP](#)

[SIGN IN](#)