

# EVANGELISM & OUTWARD-FACING CHURCHES

EQUIP. DEPLOY. ADVANCE



### **According to Barna:**

- 52% of Christians believe they **should share their faith**
- Only 12% of pastors feel their churches **equip them well**
- 89% (1993) → 64% (today) believe it's their responsibility
- Evangelism **seen as “the church’s job”** has nearly tripled

# **BARNA REPORT**

The conviction is still there. The confidence is shrinking.

**WE HAVE NOT LOST  
THE MISSION.**

**WE HAVE LOST THE  
FORMATION.**

**WE BUILT  
GATHERINGS.**

**BUT DID WE BUILD  
WITNESSES?**

**WE BELIEVE THE GOSPEL.  
BUT WE FEAR THE COST.**

**In Current Culture:**

Faith is private.

Truth is subjective.

Conviction is intolerance.

“

**WHEN MISSION  
BECOMES A PROGRAM,  
IT STOPS BEING  
PERSONAL.**

# TWO POSTURES

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Preservation

Mission

In many churches, the primary equipping focus has drifted inward.

## **WE TRAIN PEOPLE TO:**

- **RUN MINISTRIES**
- **FILL VOLUNTEER ROLES**
- **SUPPORT WEEKEND SERVICES**
- **STRENGTHEN CHURCH PROGRAMS**

Program-Centered Equipping

ARE WE PREPARING PEOPLE

**TO BUILD CHURCH  
PROGRAMS?**

OR

**TO REACH LOST PEOPLE?**

Program-Centered Equipping

“

**YOU WILL RECEIVE  
POWER...  
AND YOU WILL BE MY  
WITNESSES.**

Acts 1:8

Churches still value strong gatherings.  
But their primary equipping direction flows outward.

**THEY INTENTIONALLY TRAIN PEOPLE TO:**

- **SHARE THEIR FAITH RELATIONALLY**
- **DISCIPLE OTHERS ONE ON ONE**
- **PRAY REGULARLY FOR THE LOST**
- **LIVE AS WITNESSES IN THEIR NORMAL RHYTHMS**

People-Centered Mission

“

**YOU WILL RECEIVE  
POWER...  
AND YOU WILL BE MY  
WITNESSES.**

Acts 1:8

THE GOAL IS NOT JUST

**SERVANTS IN THE BUILDING.**

THE GOAL IS

**WITNESSES IN THE WORLD.**

People-Centered Mission

**IF YOUR WEEKEND  
GATHERING PAUSED...**

**WOULD THE MISSION  
CONTINUE?**

CONVERSION IS A MOMENT.  
**DISCIPLESHIP IS A  
FORMATION.**

“

**DENY YOURSELF.  
TAKE UP YOUR CROSS.  
FOLLOW ME.**

Mark 8:34

ATTRACTION GATHERS CROWDS.

**ONLY DISCIPLES MULTIPLY.**

FORMATION BUILDS DISCIPLES.

# GREAT IN THE KINGDOM

WHOEVER *DOES* THEM (COMMANDMENTS) AND *TEACHES* THEM  
WILL BE CALLED **GREAT IN THE KINGDOM OF HEAVEN.**”

Matthew 5:19

# **GREAT COMMANDMENTS**

**LOVE THE LORD YOUR GOD...** THIS IS THE FIRST GREAT COMMANDMENT. AND A SECOND IS LIKE IT: YOU SHALL **LOVE YOUR NEIGHBOR...**

Matthew 22:37-39

# **GREAT COMMISSION**

**GO THEREFORE AND MAKE DISCIPLES OF ALL  
NATIONS, BAPTIZING THEM...TEACHING THEM TO  
OBSERVE ALL THAT I HAVE COMMANDED YOU...**

Matthew 28:19-20

**ANYONE CAN BE  
GREAT AT THE  
GREAT COMMISSION**

## **WE CHANGE WHAT WE CELEBRATE.**

Celebrate:

- Evangelism stories
- Disciple-making relationships
- Baptisms
- Obedience steps

*Culture is shaped by celebration.*

## **WE CHANGE WHAT WE MEASURE.**

Healthy churches count more than crowds.

Measure:

- Who is discipling someone?
- Who is sharing their faith?
- Who is growing in obedience?

*What we measure shapes what we build.*

## **WE CHANGE WHAT WE EQUIP FOR.**

Teach:

- Relational evangelism
- Simple testimony sharing
- One-on-one discipleship

*Do not assume people know how.*

*Teach them.*

*Practice with them.*

*Release them.*

“

**WE DO NOT EXIST TO FILL  
ROOMS.**

**WE EXIST TO FILL THE EARTH  
WITH THE KNOWLEDGE OF  
JESUS.**

**IN YOUR CURRENT MODEL, WHAT ARE YOU PRIMARILY TRAINING PEOPLE FOR?**

- **RUNNING MINISTRIES?**
- **INVITING TO EVENTS?**
- **OR MAKING DISCIPLES?**

**WHAT DOES YOUR TRAINING PATHWAY ACTUALLY PRODUCE?**

**WHEN SOMEONE NEW COMES TO CHRIST IN YOUR CHURCH:**

**IS THERE A CLEAR PATHWAY TO  
MATURITY?**

**OR MAINLY A PATHWAY TO  
ATTENDANCE?**

# **WHERE DOES EVANGELISM PRIMARILY LIVE IN YOUR CHURCH?**

- **THE PULPIT?**
- **EVENTS?**
- **STAFF?**
- **OR EVERYDAY BELIEVERS?**

## **WHAT ARE YOU CURRENTLY CELEBRATING?**

- **ATTENDANCE?**
- **VOLUNTEERS?**
- **GIVING?**

## **ARE YOU CELEBRATING:**

- **OBEDIENCE?**
- **DISCIPLE-MAKING?**
- **EVANGELISM STORIES?**

## **WHAT ARE YOU CURRENTLY CELEBRATING?**

- **ATTENDANCE?**
- **VOLUNTEERS?**
- **GIVING?**

## **ARE YOU CELEBRATING:**

- **OBEDIENCE?**
- **DISCIPLE-MAKING?**
- **EVANGELISM STORIES?**

**WHAT IS ONE SHIFT YOU COULD  
IMPLEMENT IN THE NEXT 90 DAYS  
TO MOVE FROM PRESERVATION TO  
MISSION?**

Be specific.

**WHAT WOULD NEED TO CHANGE IN  
YOU AS A LEADER FOR YOUR  
CHURCH TO BECOME MORE  
MISSION-SHAPED?**

Be specific.



THE TOLEDO SCHOOL OF MINISTRY EXISTS TO *EQUIP DISCIPLES*,  
*DEPLOY EFFECTIVE LEADERS*, AND *ADVANCE THE KINGDOM OF GOD*  
THROUGH BIBLICAL TRAINING AND SPIRIT-EMPOWERED MINISTRY.

**THANK YOU FOR  
COMING**

TOLEDOSOM.ORG

