

10 Keys For Building Evangelistic Momentum In Collegiate Ministry by Paul Worcester

The key to building evangelistic momentum is disciple-making. Disciple-making in the context of abundant evangelism.

“Still other seed fell on good soil. It came up, grew and produced a crop, multiplying thirty, sixty, or even a hundred times.” Mark 4:8

“Discipleship without evangelism is not discipleship. It’s actually recycle-ship.” Brian Zunigha

“Oh God! Give me souls or I die.” George Whitefield

“When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, “The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.” Matthew 9:36-38

Discuss:

1. What do we measure that may or may not show how fruitful our ministries actually are?
2. What are some things that we should be measuring?

Some Things That We Should Measure

- Gospel Conversations
- Conversions
- Baptisms
- Local Church Involvement
- “Core Team” Members
- Laborers Who Are Laboring
- “Downlines” of Discipleship
- Affinity groups with Laborers
- Strategically Sent Laborers
- New Collegiate Ministries and Churches Started

It’s time to change the score card!

“God can do more with 12 disciples than you can with 12,000 religious consumers.” Alan Hirsch

“A mans hunger drives him on” Proverbs 16:26

“Do not despise these small beginnings, for the Lord rejoices to see the work begin” Zechariah 4:10

“For I am with you, and no one is going to attack and harm you, because I have many people in this city.” Acts 18:10

“Some want to live within the sound of church or chapel bell; I want to run a rescue shop, Within a yard of hell.” CT Studd

The problem is not with the harvest. The harvest is plentiful. The problem is the lack of laborers.

1. MODEL THE URGENCY

“Follow my example as I follow the example of Christ” 1 Corinthians 11:1

“Having called his men, Jesus made a practice of being with them. This was the essence of his training program— just letting his disciples follow him. It is good to tell people what we mean, but it is infinitely better to show them. People are looking for a demonstration, not an explanation. One living sermon is worth a hundred explanations.” Robert Coleman In *Master Plan of Evangelism*

Discuss:

1. What stood out to you from this section? What questions do you have?
2. If all the students in your ministry modeled their lives after yours would you see a disciple-making movement?
3. What changes do you need to make to be more involved in personal evangelism and disciple-making?
4. How many true “laborers” do you have in your ministry?
5. How can you create a culture where becoming a laborer is celebrated?

2. CELEBRATE THE STORIES

Leadership 101: You will get what you celebrate!

3. GIVE THEM SIMPLE TOOLS

“The best kind of evangelism is the kind that you do.” Steve Sjogren

3 Habits For Everyday Evangelism

1. Pray daily for open doors to share Jesus and boldly take advantage of them.
2. Develop an “Impact List” of 5-10 people. Use the Prayer, Care, Share strategy.
3. Plan time regularly to hangout with your friends who need Jesus.

Everyday pray for BOB...

Burden for the Lost

Opportunity to Witness

Boldness To Proclaim Christ

“If they are breathing they need Jesus.” “When in doubt, share the gospel!”

The college campus is a recruitment culture. This provides a natural opportunity to meet one-on-one with students to share Jesus with them.

Gospel Appointment Set Up Script: *“I would love to to grab lunch or coffee sometime and we can get to know each other and I can share more about what Challenge is all about and how you can get plugged in! What would be a good time for you?”*

For more information about Gospel Appointments check out GospelAppointments.com

Discuss:

1. What stood out to you from this section? What questions do you have?
2. What are some practical ways that you can encourage your student leaders to share evangelistic stories?
3. Does your ministry currently use gospel appointments? What are some ways to build momentum with this tool?
4. Are there any new tools that you want to try out introduce to your group this year?

4. SOW BROADLY WITH THEM

“Day after day, in the temple courts and from house to house, they never stopped teaching and proclaiming the good news that Jesus is the Christ.” Acts 5:42

“You know that I have not hesitated to preach anything that would be helpful to you but have taught you publicly and from house to house.” Acts 20:20

“never share alone.”

How many students on my campus will hear the gospel this week?

“For I am not ashamed of the gospel, for it is the power of God for salvation to everyone who believes, to the Jew first and also to the Greek.” Romans 1:16

“For the kingdom of God is not a matter of talk but of power.” 1 Corinthians 4:20

Discuss:

1. What stood out to you from this section? What questions do you have?
2. Why do you think most ministries don’t sow broadly with the gospel?
3. How could you apply the “Sow Broadly” principle to your ministry? What questions do you have about how it plays out practically?
4. What are some creative ways that your ministry has or could sow broadly with the gospel?
5. What barriers do you think students have with the “sowing broadly” principle? How could you train them in this principle?

FALL IS THE BEST TIME TO SOW BROADLY!

The friends a student makes the first 3 weeks usually determines the course of their lives.

The average student is looking for two things when they walk on campus. 1. Friends 2. Fun.

Our bottom line goal... To get as many "interested contacts" as possible! It's all about the contacts.

Free Tool: 30 Second Surveys campusministry.org

Don't underestimate the pace of life for a students the first month on campus.

Once we have interested contacts we give them a personal text that same day inviting them to our fun event that night!

A note on texting. Don't give up on people too soon. Be personal and persistent. Learn how to do a "blind date" gospel appointment.

Don't underestimate the power of social events in reaching lost people. Party with a purpose. Plan a social event for almost every day of the first two weeks on campus. If fraternities can rush why can't we!

Make your first weekly meeting your biggest event of the year. Spend the big bucks on that!

Plan a mix of cheap "low maintenance" events as well as bigger events that cost more money. Don't compete with campus events but work around them! Late night events are GOLD!

Make sure your events are more geared towards non-Christians than Christians.

Get The Bros! Are your Fall Outreach events "Freshman Guy Friendly?" Most collegiate ministries across the nation are 75% female.

Challenge students to host unofficial "after parties" and hangouts. Students aren't looking for a friendly group. They are looking for friends! Article: *Creating Culture of Inclusion* by David Clark campusministry.org

Myth: You keep them with what you catch them with.

Our competition is not other ministries! Our competition is the gates of hell! Most college ministries do just enough to connect already interested Christian freshman. Is that your goal?

Once new students are at your event train your student leaders to set up a gospel appointment with EVERYONE that comes.

“If you always do what you have always done you will always get what you have always got.” Yoda

Get together with your team and set some “faith goals.” A “faith goal” is something that is so big that it can only happen by divine intervention! Suggested Resource: *Principles God Honors* by Jim Selvester at Cru.org

“Make no little plans. They have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty. Think big.” Daniel Burnham

BIG VISION attracts BIG investment! People want to be a part of a movement. Don’t apologize for asking too much of students. Apologize for not asking enough of them!

Mobilize massive amounts of prayer for your Fall Outreach.

Don’t be surprised when all hell breaks loose when advancing against the gates of hell. (Matt 16:18)

“Life is war. That’s not all it is. But it is always that. Our weakness in prayer is owing largely to our neglect of this truth.” John Piper

“Dear friends, do not be surprised at the fiery ordeal that has come on you to test you, as though something strange were happening to you. But rejoice inasmuch as you participate in the sufferings of Christ, so that you may be overjoyed when his glory is revealed. If you are insulted because of the name of Christ, you are blessed, for the Spirit of glory and of God rests on you.” 1 Peter 4:12-14

“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

“Brethren, do something; do something, do something! While societies and unions make constitutions, let us win souls. I pray you, be men of action all of you. Get to work and quit yourselves like men. Old Suvarov’s idea of war is mine: `Forward and strike! No theory! Attack! Form a column! Charge bayonets! Plunge into the center of the enemy! Our one aim is to win souls; and this we are not to talk about, but do in the power of God!” Charles Spurgeon

Discuss:

1. What thoughts, ideas or questions did this section spark for you?
2. Reflect on your Fall Outreach last year (pre COVID). How many contacts did you get? How many events did you put on? How many gospel appointments did you have? What are some ways that you could double those numbers this year?
3. What are your Fall Outreach plans this year? If your ministry had unlimited money and man power how could you “double down” on reaching more freshman?
4. What is the best Fall Outreach event that your ministry does? What other ideas for connecting with new students do you have to share with the group?

A Warning! Don't stop “ministry mode” evangelism after Fall Outreach. Use events, activities, new series and more to do “sprints” in evangelism. (Spring Outreach etc)

3 Primary Types of Evangelism

1. Ministry Mode Evangelism (Fall Outreach, Social Events, Outreach Events, Social Media)
2. Initiative Evangelism (Prayer Care Share, Surveys, “Random Evangelism”)
3. Relational Evangelism (3 Habits, Personal Ministry Target Strategy)

And he said to them, “Follow me, and I will make you fishers of men.” Matthew 4:19
Don't just focus on “rod and reel fishing” team up and do some “net fishing!”

5. TRAIN THEM WITH RELATIONAL AND INTENTIONAL METHODS!

4 Helpful Tools for Initiative Evangelism

1. Spiritual Life Survey
2. The God Test App
3. God Tools App
4. Life On Mission App (NAMB)

“I have never met a student who was unwilling to share the gospel during the planned times and then took the initiative to share during the unplanned times.” Steve Shadrach

6. START TRAINING NEW BELIEVERS TO SHARE AS SOON AS POSSIBLE.

“I pray that you may be active in sharing your faith so that you may have a full understanding of every good thing we have in Christ.” Philemon 1:6

When someone comes to Christ try out this question... Who else do you know that needs to hear this?

Our goal is to see a student go from lost to laborer in one year! Students need vision, training and systems that will inspire, equip and mobilize them!

Lost To Laborer Pipeline

- Personal Disciple-making (Be A Disciple. Make Disciples Discipleship Series. *The Fuel and The Flame*)
- Catalytic Conferences
- Joining “Core Team” 2nd semester
- Local Summer Training Project
- Praying for “one disciple” over summer. Listen to born to reproduce “*Born To Reproduce*” to cast vision.
- Do an “extra” Fall Outreach to give students lots of evangelism opportunities. “Put the cookies on the bottom shelf.”

7. MOVE WITH THE MOVERS

“His concern was not with programs to reach the multitudes, but with men whom the multitudes would follow.” Robert E. Coleman, *The Master Plan of Evangelism*

8. DECENTRALIZE THE EVANGELISM TRAINING

Free Discipleship Material “Be A Disciple” and “Make Disciples” series at ChallengeCSUC.com

Discuss:

1. What thoughts, ideas or questions did this section spark for you?
2. What experiences have you had with helping new believers share Christ? How could your ministry help encourage new believers to share the gospel more rapidly?
3. On a scale from one to ten how committed to evangelism is the average student leader in your ministry? What are some things you could do to increase the evangelistic temperature among your student leaders?
4. How could you integrate evangelism training into your basic discipleship process and get students training other students?

9. LABOR IN PRAYER AND MOBILIZE PRAYER

The most productive hour of your day is your time alone with God!

“The men that will change the colleges are the men that will spend the most time alone with God... It takes time for the fires to burn. It takes time for God to draw near and for us to know that He is there. It takes time to assimilate His truth.” John Mott

“You do not have because you do not ask God.” James 4:2b

“We have yet to see a true disciple-making movement of God on the college campus because college ministers do not act like they are in a spiritual battle. They walk onto their campuses thinking that Satan will just hand over the most strategic demographic on the planet without a fight. You need at least a thousand people praying for you and your campus before you can expect any serious movement of God on your campus.” Paul Watson Author of *Contagious Disciplemaking*

“All revival begins, and continues, in the prayer meeting. Some have also called prayer the “great fruit of revival.” Henry Blackaby

10. REPEAT STEPS 1-9 AS OFTEN AS POSSIBLE AND MAKE A PLAN FOR HOW TO HELP ALL OF THE NEW BELIEVERS!

“Making disciples will be slow, tedious, painful and probably unnoticed by people at first, but the end result will be glorious even if we don’t live to see it. We must decide where we want our ministry to count. In the momentary applause of popular recognition or in the reproduction of our lives in a few chosen people who will carry on the work when we have gone.” Robert Coleman in *Master Plan of Evangelism*

Discuss

1. What is your top takeaway from this session? Any questions?
2. One a scale from one to ten how would you rate your prayer life? What are some ways that you could grow in your personal prayer life?
3. What are some ways that you can mobilize prayer for your ministry?
4. What are some ways that you can create a culture of prayer in your ministry?
5. Which of these 10 keys do you need to focus on most this school year? How will you work on that?

Let’s Connect! Social Media @PaulWorcester Email pworcester@namb.net and I will send you a list of free resources mentioned here!