

# ONE HUNDRED EVANGELISM IDEAS

One of the most helpful exercises when training missionaries is to spend some time listing evangelism ideas that offer the greatest potential for impacting people with the Gospel. This is a challenging exercise for many.

Here are several ideas that churches have been encouraged to attempt. Maybe this will spark some new outreach methods for you and your church.

Read through these real life examples before you develop your own list. They were adapted from the work of several IMB and NAMB missionary strategists as well as Missouri Baptist church leaders. Black text is more for receiving churches. The **highlighted text** is more for partnering church projects. The **red text** is specifically for evangelizing among immigrant people groups. The **green text** is for colleges.

1. Mobilize existing and new prayer supporters. Prayer is evangelism! Seek 1,000 prayer supporters.
2. **Attend festivals sponsored by immigrant groups, develop relationships there, and share the gospel ideally in their heart language.**
3. **Evangelize students through Baptist Campus Ministries. Immigrants may be most accessible.**
4. **Mobilize Christian students on campus and inform them of spiritual needs and ways to witness.**
5. **Provide evangelistic materials customized for witnessing to college students.**
6. **Expedite Scripture translation in the heart language of an unengaged people group, if none exists or it is outdated or unavailable.**
7. **Conduct massive Scripture distribution blitzes in neighborhoods, multi-housing projects, and campuses.**
8. **Conduct massive distribution of Christian movies such as JESUS, The Hope, God is Not Dead, Heaven, etc.**
9. Visit Christian radio stations within a 50 mile radius of the community being reached, informing them of gatherings and outreach events. Keep them updated.
10. **Conduct a survey simply asking if those in that home would be willing to conduct a Bible study and/or attend one if conducted in their community.**
11. **Conduct servant evangelism projects inviting the lost to help out when painting, repairing, etc. Seek to witness to them during the project or shortly after. This is particularly effective with teens and young adults.**
12. **Develop relationships among responsive subgroups among the people being evangelized: a cluster of homes, dorms, and interest groups like bikers, ESL learners, single mothers, cowboys, gangs, gays, prostitutes, etc.**
13. **Make disciple-makers, training new believers to share their faith effectively and quickly. Use their baptism as a family and friends gathering to share the gospel.**
14. **Involve other Christians who have some cultural or language affinity with an immigrant people group in a long-term ministry.**
15. **Contact the imam in a local mosque and offer to give lessons on the “before Scriptures” covering Genesis to Deuteronomy (Pentateuch) and Matthew to John (Injil) for women in Muslim people groups.**
16. **Meet with other pastors and parachurch organizations to find out what evangelism efforts they have already tried and what worked best. Partner as possible.**
17. **Ask Christian anthropologists to share official studies of the immigrant people group—ethnographies, worldview documents, people portraits, etc. Use the information for prayer guides, apologetics training, contextualized Gospel presentations, etc.**
18. Invite a vocational evangelist to preach a series of revivals twice yearly. Have members provide names of lost people that the evangelist and pastor visit during the day before evening services.
19. Contact principals of schools asking for prayer requests and praying for them on the spot. Follow-up.
20. Contact government leaders asking for prayer requests and praying for them on the spot. Follow-up.
21. **Invite Christian musicians and cultural dancers from a specific immigrant group to conduct a demonstration**

- or festival in which they seek to lead their own people to faith in Christ. Follow-up.
22. Volunteer to serve as police chaplain and fire department chaplain seeking to serve them and also follow-up on contacts made among people in need in the community.
  23. Evangelize families of those who are incarcerated and help them transition when their loved ones are released.
  24. Sponsor an international student that is from the adopted immigrant people group.
  25. Offer food (such as breakfast burritos) at the doors of the poorest in the community. Ask for permission to pray a blessing on the house. If receptive, request permission to begin a Bible study in their home. Share your testimony and the gospel story (Romans 6:23) before leaving.
  26. Contact the radio and TV station managers in your community and ask for their employee prayer concerns. Pray on the spot. Follow-up.
  27. Plan evangelism at athletic competitions in your community—soccer games, 10k runs, bike races, etc.
  28. Contact theater managers and drama troupe leaders and ask for prayer requests. Pray on the spot for them and follow-up.
  29. Coordinate visits of former missionaries to the immigrant people group to assist in strategic advances.
  30. Give away 9-volt batteries for smoke detectors. Knock on the door of every home where church members live (neighborhood, dorm, apartment). Ask the people what miracle that they would want God to do. Pray on the spot. Offer to return to lead Bible study called "Seven Stories of Hope" (available free from MBC).
  31. Create an evangelistic Facebook page and Twitter feed. Post testimonies of those who follow Jesus. Invite people to "like" the page and Personal Message (PM) for more information for spiritual need.
  32. Write on every tract or Bible distributed "For Spiritual Help call 1-888-JESUS-20." This is the number of the Evangelism Response Center (ERC), at NAMB.
  33. Pay for the people behind you at a drive-through. Include a Gospel Tract and simple note on how to reach you for spiritual help. Give one to the worker and another for them to pass along to the driver.
  34. Conduct a door-to-door survey asking language and ethnic identities. Follow-up with language-specific Bibles and evangelistic materials. Network the address with evangelicals working with those immigrants. Post info on [www.peoplegroups.info](http://www.peoplegroups.info).
  35. Recruit and train Christian music groups to conduct a musical festival at a special event. Raise money for backpacks to help poor children be ready for school.
  36. Ask an elementary school principal for the name and contact information of a newly immigrated child. Have families in the church adopt the child and their family.
  37. Conduct an evangelistic block party. Use a block party trailer to provide bounce houses, popcorn, face painting, etc., to conduct a fun carnival in a community. Ask a Christian illusionist or storyteller to include the gospel into his presentation.
  38. Send evangelism teams to participate in Crossover, conducted the week prior to the SBC Annual Meeting. Use that training and experience in your own community to share the gospel during one week.
  39. Conduct a Community Day in which healthcare professionals (blood pressure/eye exams), family budget counselors, dieticians, and Christian entertainers serve the community for a day. Roving witnesses share the Gospel and minister. Follow-up.
  40. Sponsor a sports clinic for soccer or whatever interests children and teens of an immigrant group. Present the Gospel and follow-up.
  41. Encourage any SBC missionaries with the International Mission Board to spend part of their stateside assignment working among the immigrant people group, or completed Journeymen or other service category missionaries to join in the strategy.
  42. Connect with Baptist Campus Ministries (BSU) to recruit summer missionaries to evangelize in the community and among the people being reached with the Gospel. Make sure they know how to witness and follow-up decisions to make disciple-makers.
  43. Survey Christians in key cities of a nearby state – or even foreign country – to locate family members of Christians living among the immigrant people group.
  44. Conduct a free car clinic in a housing project, especially friendly to single mothers. Change oil and provide maintenance tips. Solicit free giveaways to

- use. Present the Gospel and follow-up.
45. Precision Harvesting: Contact the U.S. Post Office and send out postcards to a specific carrier route, not just zip code. The cards offer something free, such as a Bible and Bible study. Map the most responsive streets and blocks. Start there conducting evangelistic Bible studies such as the Seven Stories of Hope or Catching Fire.
  46. Conduct an ESL class for immigrants. Identify the largest groups that respond and begin a work among them using English, but also in their heart language.
  47. Conduct an evangelistic Bible study series for senior citizens at a retirement center. Seek to evangelize those in their family to leave a godly legacy.
  48. Conduct or participate in a swap meet in which people barter rather than pay for goods. Seek to strike up spiritual conversations that lead to individuals expressing interest in the Gospel. Seek to evangelize entire families of those who are seekers.
  49. Conduct evangelism training for your church members and that of the partnering churches. A free set of lessons is available online from Missouri Baptists at [www.mobaptist.org/macedonia](http://www.mobaptist.org/macedonia)
  50. Conduct a series of after work evening self-help classes on a variety of topics—car maintenance, parenting, budgeting, and other issues. Presenters give their testimony and explain the Gospel during each presentation.
  51. Bring in a partnering church's choir and join your church's choir in conducting a Gospel-oriented holiday celebration (July 4, Easter, Christmas, etc.).
  52. Keep track of every argument made by those you encounter with the gospel. Sponsor an apologetics training event for all partnering churches during one day -part when they are in the area. (We recommend the MBC's Rob Phillips – [rphillips@mobaptist.org](mailto:rphillips@mobaptist.org).)
  53. Keep track of each new believers' testimony, looking for trigger points that moved them closer to Christ. How were seeds planted, nurtured, and harvested? Amplify those efforts.
  54. Conduct a special evangelistic event by bringing in a special talent such as horse whisperer, motorcycle exposition group, feats of strength, fishing pro, etc., to attract crowds. Train decision counselors and follow-up any response cards in a timely manner.
  55. Video record how-to building or cooking demonstrations and post them on YouTube, GodTube, or Vimeo. Advertise that these same demonstrations will be conducted at your church. Include an evangelistic presentation and follow-up with those who attend.
  56. Use EvangeCubes or Creation to the Cross C2C cards to present the Gospel to smallish groups of two or three people. Call for decisions to follow Christ. Follow-up by going to those they know that need the Good News. Keep going until you get a group of 10 or more together and start an evangelistic Bible study.
  57. Prepare specific materials to help people defend their faith when witnessing among an immigrant group. Use the material on <http://4truth.net>.
  58. Locate local believers from a specific people group and train them how to share their testimony and the Gospel. Help them train disciple-makers. Ask for the free "New Believers Following Jesus" five-lesson guide free download from [www.mobaptist.org/macedonia](http://www.mobaptist.org/macedonia).
  59. Recruit churches who cannot be in a long-term partnership to participate in both ongoing prayer and one-touch evangelistic events.
  60. Develop a database of helps available from church, educational, and government sources. Conduct a Networking Day for Help in housing projects or low income multihousing units. Counsel with those in need on how to connect with care providers. Point to Jesus as the ultimate solution to problems. Share the Gospel and follow-up.
  61. Develop a database of ethnic restaurants. Become a regular customer of those who serve immigrant groups. Spend time connecting with servers, cooks, and owners. Orient new immigrants to services in the community, including your church. Share the Gospel and follow-up with new believers.
  62. Network with Christian craft marketers, such as the WMU's Worldcrafts ([www.worldcraftsvillage.com](http://www.worldcraftsvillage.com)), who purchase specific handicraft items produced by people groups such as brocade and hand-woven cloth.
  63. After Dark Posse: Send out waves of cruiser-type bicycles throughout the community at night, engaging the lost, seeking to counsel those in need, and connecting with people just hanging out. Messenger-type bags can hold Bibles and invitations to events.

64. Community gardens: Offer 10' X 6' garden plots on your church property to families in the community so that relationships form, trust builds, and families become exposed to believers who share their faith and follow-up. Share extra veggies with homeless shelters and ethnic restaurants.
65. Encourage believers to move to where immigrant groups live, including retirees. Encourage professionals to purchase buildings, rehab them and use their facilities as church plants on weekends.
66. Conduct an annual day of prayer and fasting highlighting the people or community being reached in the partnership. Produce a prayer guide and distribute it among the partnering churches.
67. Research other cities where your immigrant people group is located in the U.S. using [www.peoplegroups.info](http://www.peoplegroups.info). Contact that city's Baptist association or churches to determine progress, best practices, and if believers will assist in your community.
68. Locate opportunities, such as the new businesses and hotels being constructed in the area, to find new employment opportunities for new believers. Some coming out of prostitutions, drug dealing, etc., will need new ways to earn an honest wage.
69. Approach city managers (mayor) asking for their top three "impossible needs." Put together teams to address each need, seeking to share the Gospel with those encountered. Invite the lost to help with projects.
70. Encourage Christian businessmen to invest in people group-related businesses.
71. Conduct a "service of worship" on Sunday morning rather than a worship service and send out the church with partnering churches to evangelize. Time it so that partnering churches can participate. Gather that evening for a praise service sharing testimonies of what God did in your day of service.
72. Conduct a new believers class for everyone in your church that has come to faith in Christ in the past six months. Teach them how to share the Gospel story and go with them to witness to those in their circle of influence – family, friends, and co-workers.
73. Distribute marked New Testaments to every person in a worship service. During the service, take each person through the marked passages and encourage them to share the Gospel story and their conversion testimony during the following week. Close the session inviting everyone that knows a lost person to symbolically lay their souls on the altar in prayer.
74. Survey an unreached neighborhood and conduct a Backyard Bible Club in any home that will welcome you. Share the Gospel by week's end, investing extra time particularly in the homeowners. (Option: Conduct the BBC in the home of a church member.)
75. Conduct a "Mothers Like You" appreciation banquet just prior to Mother's Day. Have members of partnering churches provide music, serve food, and preach a Gospel sermon. Disperse church members at tables and provide a meal for them to attend with their immediate family.
76. Schedule mission trips to the home countries of immigrants you are reaching. Offer to take letters and gifts to their family members overseas. Evangelize and follow-up.
77. Research sex trafficking in your community among the people you are reaching. Work with Christian ministries that are seeking to minister and convey the Gospel.
78. Evaluate existing social services, human rights, and justice programs for effectiveness combating abuse, especially among women and children.
79. Provide a weekend meal program for school children who lack good nutrition when away from school. Consider expanding it summer-long.
80. Provide for the immigrant people group public health information and specializing in HIV/AIDS awareness, care, and prevention.
81. Enlist Christian medical personnel to conduct research on some of the unique medical problems in places where the people group lives, including HIV/AIDS.
82. Train church members in Disaster Relief so that they are ready to be deployed when needed. Offer this training from a Christian perspective providing chaplains and others who share the Gospel in a caring way when people are hurting. For training schedules visit [www.mobaptist.org/dr](http://www.mobaptist.org/dr).
83. Encourage Christian medical teams to conduct healthcare clinics on a regular basis, keeping laws for healthcare volunteer teams in mind (state boards and licensing differences, etc.).
84. Start a Facebook page for the community or neighborhoods where your churches are reaching.

- Post community events and give it a local feed. Post Bible verses, conversion testimonies of believers, and helpful information that can become viral. Be sure to include the Evangelism Response Center (ERC) helpline: "for Spiritual Help call 1-888-JESUS-20.
85. Invite Baptist college and seminary students to assist in evangelism efforts. Solicit ideas from them on ways to share the Gospel with Millennials (ages 18 to 33).
  86. Conduct a food pantry, shoe closet, or coat give-away. Register everyone attending and visit their homes to pray with them and share your testimony and the Gospel. Ask to conduct a Bible study in that home using the Seven Stories of Hope available free [www.mobaptist.org/macedonia](http://www.mobaptist.org/macedonia).
  87. Attend ethnic festivals, particularly of a people group you want to reach, and get to know those attending. Offer Bible studies based on three levels of interest: followers of Jesus, active seekers, and everybody else. Develop a new church with followers of Jesus.
  88. Jericho Prayer Walk: For six straight weeks, pray while walking in a part of the community before you evangelize. Pray with those you encounter. Offer to lead a Bible study in their home. Use the Seven Stories of Hope available free [www.mobaptist.org/macedonia](http://www.mobaptist.org/macedonia). On the seventh week of prayerwalking, conduct a cookout, block party, etc. and seek to share your testimony and the Gospel. Announce that you're starting a Bible study in a community center room (arranged in advance) if a Bible study is not already underway.
  89. Distribute the Bible and study aids on flash drives to college students through campus ministries. Link it to Facebook pages, evangelistic websites, and movie clips from Christian movies on YouTube. Include announcements for spiritual help like calling 1-888-JESUS-20 or a local church number.
  90. Sponsor a Christian music concert in your community. Provide decision counselors. Ask the musicians to take this on as a mission project, too. Consider conducting the event in a park; outside the receiving church's facility to get maximum exposure.
  91. Purchase water bottles and distribute them at intersections. Wrap the Gospel message around the bottles and local church contact information or 1-888-JESUS-20 for spiritual help.
  92. Visit every public library in your community and leave a \$20 bill to pay for overdue fees. Include a personal explanation of your faith and what grace (forgiveness) means to you. Provide contact information for witnessing or list 1-888-JESUS-20 for spiritual help.
  93. Initiate spiritual conversations with strangers using idioms, proverbs, and pithy sayings. Strike up conversations, listening for belief systems embedded in favorite sayings. Follow-up with how the Bible addresses truth behind sayings.
  94. Initiate spiritual conversations with strangers asking for their ideas of what makes a person patriotic. Loyalty to country is a good bridge to what you can be loyal to, including God, the Bible, and a lifelong relationship with Jesus. Be ready to share your testimony and the Gospel.
  95. Initiate spiritual conversations with strangers asking about their ideas on what makes a person a good Christian. Listen carefully for spiritual transformation aligning with Jesus as their Lord and Savior. Address superficial behaviors (attendance), values (character), and beliefs (facts). Customize your testimony to address how Jesus transformed your life and tell the Gospel.
  96. Initiate conversations with strangers asking about their ideas on what makes a person a good leader. Listen for exemplary qualities. Ask, who is in their life that is watching them? What do they base their leader ideas upon? Introduce the Bible as a leadership development tool and offer them a free copy. Offer to study leadership qualities with them and engage them with the Gospel as you study godly leaders in God's Word starting with Adam and Eve.
  97. Initiate conversations with strangers asking them to share their favorite, but serious pet peeves. Discuss several. What really bugs them? Use their ideas to gather other believers to address the need and involve that person (and their circle of relationships) in addressing solutions and problem-solving. Share the Gospel as you involve them in servant evangelism projects.
  98. Knock on doors of a housing project. Ask, what would it take for God to do a miracle in their lives? Ask permission to pray for God to move in that way. Pray. If that is a "House of Peace," then ask if you can conduct a Bible study in that home. Schedule a time.
  99. Pastors and church leaders each recruit a "wingman" or assistant. Intentionally and systematically evangelize through an area. After three months, switch and the wingman takes the lead. Six months after starting out together, each person gets another wingman and begins the process again, indefinitely.

100. Wear shirts with Christian messages on them. Use symbols from tracts such as Bridge presentations so that you can explain it! Support the message with Bibles ready to give away, offer to start a Bible study based on the message, and share the Gospel. Seek to connect most with people that are from the community where you are working.

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