

The **CONNECT**

EVANGELISM CAMPAIGN

is an emphasis to **EQUIP & ENGAGE**

every church member
in personal **EVANGELISM**

through the church's
small groups or **SUNDAY SCHOOL**

GROUP LEADER'S GUIDE

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Introduction

The Tip of the Spear in the Church is...

If someone were to ask you what ministry, event, or organization in your church is the “tip of the spear” when it comes to evangelism and discipleship, what would you say? Worship? Social Ministry? Revivals? Although these are all vital elements of the church’s ongoing mission; the best place for discipleship and evangelism is actually the church’s Sunday School or small group organization. We like to say it like this:

SUNDAY SCHOOL IS THE CHURCH’S PRIMARY STRATEGY TO CONNECT PEOPLE TO

JESUS HIS TRUTH,
HIS COMMUNITY,
AND HIS MISSION.

That is a big challenge, but when consideration is given to the church’s small group organization you realize that no other organization in the church has more people involved, more people enrolled, or more leaders already in place than its Sunday School/small groups organization. A biblically functioning groups organization is where the action is in the church!

All that many groups need is to rediscover their purpose!

When Jesus assembled His original small group, He did not ask them if they wanted to be good buddies with each other; He did not ask them if they wanted to play a game of Old Testament Bible trivia, maintain the church flowerbeds, or play touch football on Fridays.

In fact, He did not ask them anything. He told them what He was going to do with them; “Follow Me, and I will make you fishers of people” (Mark 1:17).

Just like the original New Testament small group in Mark 1:17, the **CONNECT>1** Evangelism Campaign is designed to engage the members of the church’s Sunday School and small groups with evangelism. Not just any church... but the church where you belong! Not just any group... the group that you lead! That means that the group you lead is the tip of the spear in your church’s evangelism strategy.

For almost all churches, the Sunday School is the largest organization in the church. It only makes sense that the largest organization in the church should be focused on the mission of the church. Focusing the church’s largest organization on the church’s primary mission will involve more people in the disciple-making process.

What Is The **CONNECT>1** Evangelism Campaign?

The **CONNECT>1** Evangelism Campaign is a six week plan to focus the entire church on evangelism through its Sunday School or small group organization.

Many church members are hesitant to share their faith. The **CONNECT>1** Evangelism Campaign is designed to give members a clear plan that they can accomplish. Action is encouraged and procrastination is discouraged. The four simple actions of the campaign are measureable and attainable. In addition, individual group members accept the Gospel challenge and the group provides the encouraging accountability to help individuals finish the challenge.

As the group leader, it is vital that you have a solid understanding of the **CONNECT>1** Evangelism Campaign. A group will look to its leader for direction. This **CONNECT>1** Group Leader Guide will help inform and lead you.

There are three critical elements of the **CONNECT>1** Evangelism Campaign that the Sunday School teacher or small group leader needs to understand:

1. A six week Sunday School/small group Bible study of the Gospel message
2. The MORE LIFE or a biblical Gospel presentation
3. The 3151 Challenge

Six Week Bible Study of the Gospel

Although most (if not all) group members have heard the Gospel, many have difficulty sharing the Gospel with their friends. Much of this difficulty is from an unclear understanding of the Gospel. During the **CONNECT>1** Evangelism Campaign, members will participate in a six week study of the Gospel message. This Bible study (*The Unvarnished Truth*) is available from LifeWay Christian Resources. This six week Bible study will provide group members with a clear understanding of the Gospel. In addition, there may be some group members who have never accepted Jesus Christ as their Lord and Savior. The six week Bible study series will present the Gospel to them in a clear, concise way. A preview of the study that includes topics and the Bible passages follows on the next page.

Partnership with LifeWay

As part of the **CONNECT>1** Evangelism Campaign, LifeWay Christian Resources is providing a companion six week Bible study to help teach the Gospel to your group members. Below are session titles, teaching point, and Bible passages for each of the six sessions.

Title	Teaching Point	Bible Passage
One Great Creator	God created us—and He knows each of us.	Psalm 33:6-9,13-15; Colossians 1:15-17
One Great Purpose	We were created to glorify God and enjoy Him forever.	Isaiah 43:1-7
One Great Problem	Without Christ, we are condemned forever.	Romans 3:9-12, 19-20,23
One Great Savior	God offers us hope and forgiveness through Jesus Christ.	Romans 5:6-11
One Great Commitment	To be saved, I must trust in Christ.	Romans 10:1-3,8b-13
One Great Task	Each of us must share the Gospel.	2 Timothy 2:1-10



GOSPEL PRESENTATION OUTLINE

Group members will also learn a simple Gospel presentation that they can study so that can share the Gospel with friends, family, and neighbors. The More Life Gospel presentation complements the Unvarnished Truth Bible study from Lifeway and is recommended. However any biblical Gospel presentation can be used. An outline of the More Life Gospel presentation is below:

Everyone wants to believe there is MORE to life than they are experiencing; more life here and more life after death!

What do you understand it takes for a person to have more life here and to go to Heaven when they die?

God tells us in the Bible that in the beginning, He created man and woman to live in peace with Him but they rebelled against Him. ○



SIN

"For all have sinned and fall short of the glory of God." (Romans 3:23)

But Jesus paid our sin debt. His death and resurrection make possible the free gift of eternal life... MORE LIFE here & hereafter! :



THE GIFT

"For the wages of sin is death; but the gift of God is eternal life through Jesus Christ our Lord." (Romans 6:23) :



TURN

To receive this Gift we must be willing to Repent (turn away) from our sin.

"I tell you; but unless you repent, you will all perish as well!" (Luke 13:3)



THE WAY

"God shows his love for us in that while we were still sinners, Christ died for us." (Romans 5:8)

"For God so loved the world, that he gave his only Son, that whoever believes in him should not perish but have eternal life." (John 3:16)

You and I can have this eternal life - MORE LIFE, if we will receive Christ as our Savior and Lord. :



PRAYER

I would like to pray with you.

Dear God, I know I have sinned and am missing the life you intended for me. I confess my sin and ask you to forgive me. I believe that Jesus died on the cross for my sins and arose from the grave. I repent (turn away from) my sin and place my faith in Jesus Christ as Savior and Lord. I want to follow you, live for you and experience more abundant life. - Amen

"For everyone who calls on the name of the Lord will be saved." (Romans 10:13)

WHAT NOW?

BAPTISM

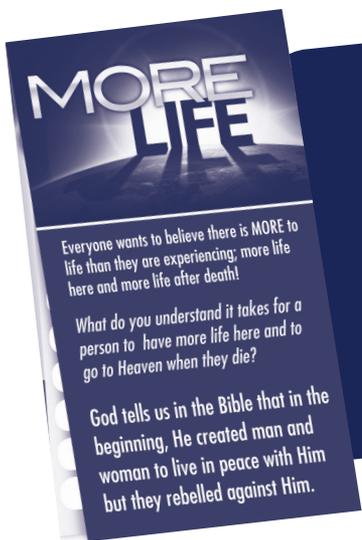
The first step of obedience is Baptism. Jesus was baptized. Jesus commanded us to be baptized. Baptism does not make you a believer — it shows that you already believe. Our church baptizes regularly.

CHURCH

It is essential for believers to belong to a local church, where they can WORSHIP, CONNECT, SERVE and GO.

GROUPS

Bible study groups are a big part of our church and will help you build meaningful lifelong friendships and help you grow in your relationship with Christ and His church.



Copies of the
MORE LIFE
 Transfer Guides
 are available
 from the TBC.
www.tnbaptist.org



The 3151 Challenge

The **CONNECT>1** Evangelism Campaign is designed to engage the church's Sunday School or small groups organization as the church's primary strategy for personal evangelism. As the leader of your group, it is important for you to understand the 3151 Challenge. Many of the people in your group need a plan to share the Gospel. The group has learned the biblical basis for the Gospel through the six week Bible study, *The Unvarnished Truth*. The 3151 Challenge is the application of that Bible study into every day life.

Here is the 3151 Challenge:

Each group member is challenged to:

- 3** > Pray daily for **THREE** lost friends to come to Christ.
- 1** > Learn **ONE** Gospel presentation.
- 5** > Invite **FIVE** unchurched people to your small group.
- 1** > Share the Gospel at least **ONE** time during the campaign.

The quest of the leader is to keep group members focused on the 3151 Challenge at each meeting. A poster is available for display at your group meetings. Refer to the 3151 Challenge poster at every group meeting. The **CONNECT>1** Evangelism Campaign is an easy to use process that will accomplish the following things:

- Group members will learn a Gospel presentation through a six week Bible study series;
- Members will pray specifically for three lost friends to come to Christ;
- Members can use a business-card size invitation to invite friends, neighbors, and others to attend their group;
- Members are encouraged to share their faith with at least one person during the campaign.

LEAD YOUR GROUP

It is very important that group leaders commit to the **CONNECT>1** Evangelism Campaign. People “feed” from the energy and enthusiasm of the leader, and the group leader’s visible commitment to evangelism will encourage your members to take the opportunity to seriously share the Gospel. You will also be a support for your pastor. He is making a significant ministry commitment with the **CONNECT>1** Evangelism Campaign. Your involvement and support will encourage him in his ministry.

Here are some simple things for group leaders to do to equip themselves for the **CONNECT>1** Evangelism Campaign:

- Read and study this booklet so that you have a working understanding of the **CONNECT>1** Evangelism Campaign.
- Attend a **CONNECT>1** Group Leader Training and overview led by your pastor.
- Be a leader when the pastor challenges the church to take the 3151 Challenge.
- Encourage your group members to share stories as they engage the 3151 Challenge. Encourage them to send you emails or text messages during the week as they share their faith or invite someone to the group. Provide time for them to share stories at each group meeting.
- Allow time for group members to pray at group meetings for their three lost friends.
- Make the Celebration Sunday a big day for your group. Encourage group members to invite and bring the people they have invited to the group on this day. Offer food. But be sure to teach the Bible on this day! Whatever guests experience on their first visit will be a lasting impression of your group and the Gospel. Make it a great experience for everyone.
- Practice presenting the Gospel during group meetings. Teach the More Life Gospel Presentation utilizing Steps to using the More Life Transfer Guide in the appendix or another Gospel presentation if preferred by your pastor. More Life Transfer Guides are available from the Baptism Group of the TBC.

The CONNECT>1 Evangelism Campaign Schedule

The **CONNECT>1** Evangelism Campaign is a six-week emphasis. The following schedule can be customized to provides an overview of the emphasis:

Week	Date	Equipping Phase (Six Week Bible Study)	Engaging Phase (3151 Challenge)
1		One Great Creator	Challenge Sunday
2		One Great Purpose	3151 Challenge
3		One Great Problem	3151 Challenge
4		One Great Savior	3151 Challenge
5		One Great Commitment	3151 Challenge
6		One Great Task	Celebration Sunday

Equipping Phase

Engage group members through your small group Bible Studies with curriculum centered on the Biblical foundations of the Gospel. The Unvarnished Truth is a six-week series produced by Lifeway Christian Resources for the **CONNECT>1** Evangelism Campaign.

Participate and Encourage group members to participate in a Soul-Winning Workshop or study based on The More Life Gospel Presentation Outline or the Gospel presentation selected by your pastor.

Engaging Phase

Encourage group members to accept the 3151 Challenge to pray daily for three lost people, learn one Gospel presentation, invite five unchurched people to their group or class, and share the Gospel at least one time during the **CONNECT>1** Evangelism Campaign.

Laser-Like Focus on the Gospel

Imagine what a Sunday School or small group of believers could do if they committed together to share the Gospel with people they meet for just a few weeks. Most group members already have relationships with or come in contact with many lost people every day. A glance at the chart below reveals the Gospel potential that could happen in the life of an individual, a small group, and a church by engaging church members through their small group through the 3151 Challenge.

3151 Challenge	Individual	Group of 10 Members	Church of 100 Members
Pray for 3 lost people	3	30	300
Learn a Gospel presentation	1	10	100
Invite 5 lost people to a biblical group meeting	5	50	500
Share the Gospel at least one time	1	10	100

In the **CONNECT>1** Evangelism Campaign, we are reconnecting evangelism with the church's small group organization. This connection will mobilize more believers to become soul winners than just about anything else the church can do.

The Call to Fish

A person can have a lot of fishing equipment. He can have a fishing rod and a tackle box full of the best lures and baits. He may even have some waders so that he can get into the water to fish. He might purchase a fishing boat and load it up with all the latest fishing technology. He can even subscribe to fishing magazines and listen to other people talk about the fish that they catch and be amazed at their stories.

However, he is no fisherman... because he has never been fishing! A little boy at the neighborhood lake with a cane pole, can of worms, and a hook in the water is fishing.

It is time to take a fresh look at Matthew 4:19. Jesus has called us as individuals and also as groups to follow Him and He will make us fishers of people.

The **CONNECT>1** Evangelism Campaign is a simple effort to help the people in your group follow Jesus and start fishing.

It is time to get our hooks wet!

Appendix

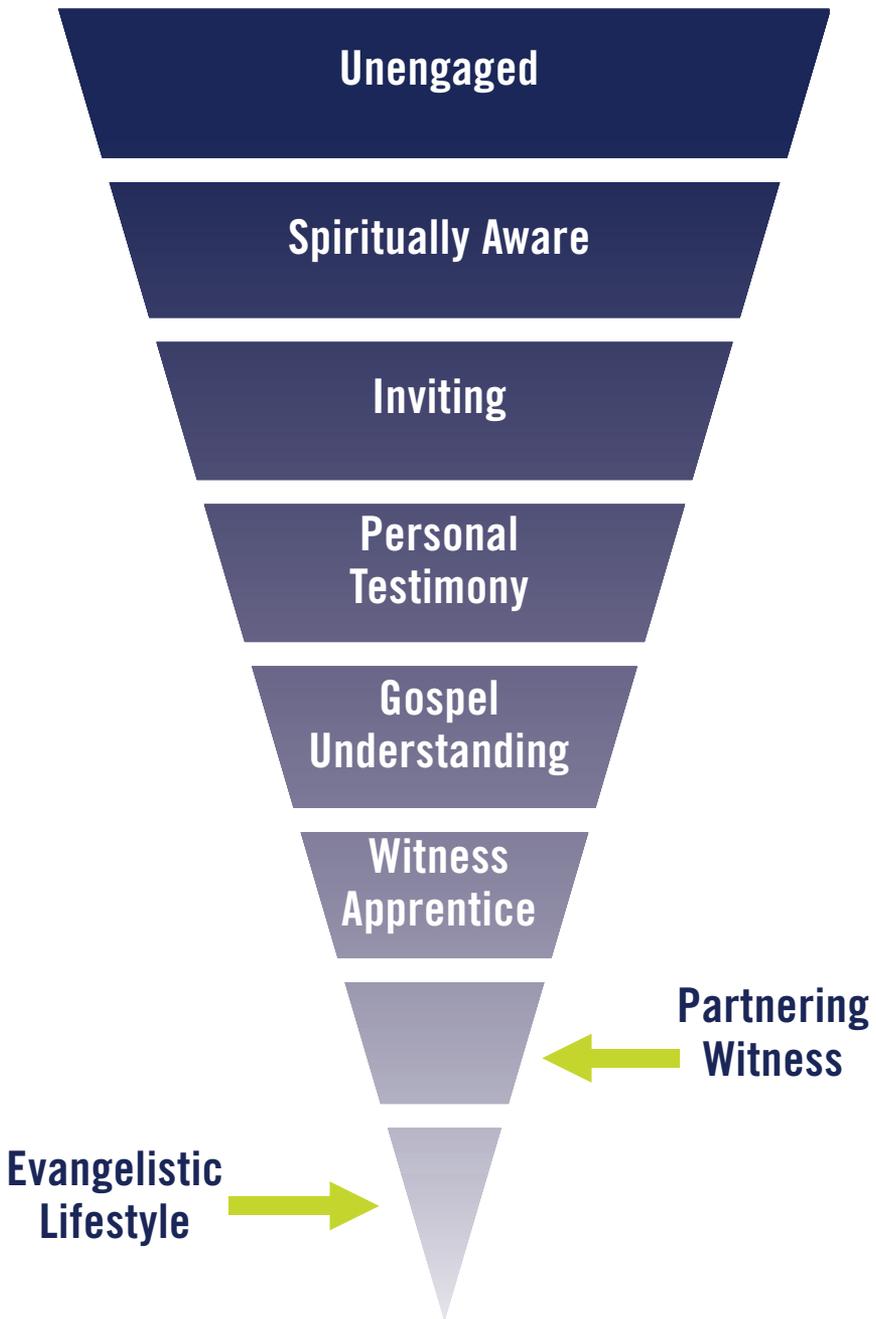
Eight Stages of Evangelistic Engagement

A vital part of the **CONNECT>1** Evangelism Campaign is moving people to a deeper level of evangelistic engagement. Many churches have a large majority of their members who are unengaged in evangelism. Others are spiritually aware, but are not very active. Some members are fully engaged and have an evangelistic lifestyle.

Evangelistically unengaged members often view evangelism as an activity for fully engaged members and the pastor to do. The jump from Level 8 (Unengaged) to Level one (Lifestyle) is too high in their opinion, so they do not even try. The **CONNECT>1** Evangelism Campaign is designed to move members forward by challenging them to engage at the next level. Prayer for 3 lost friends is an activity that moves a member from Unengaged to Spiritually Aware. Inviting a friend to their group is another step. Learning a Gospel presentation is yet another step forward.

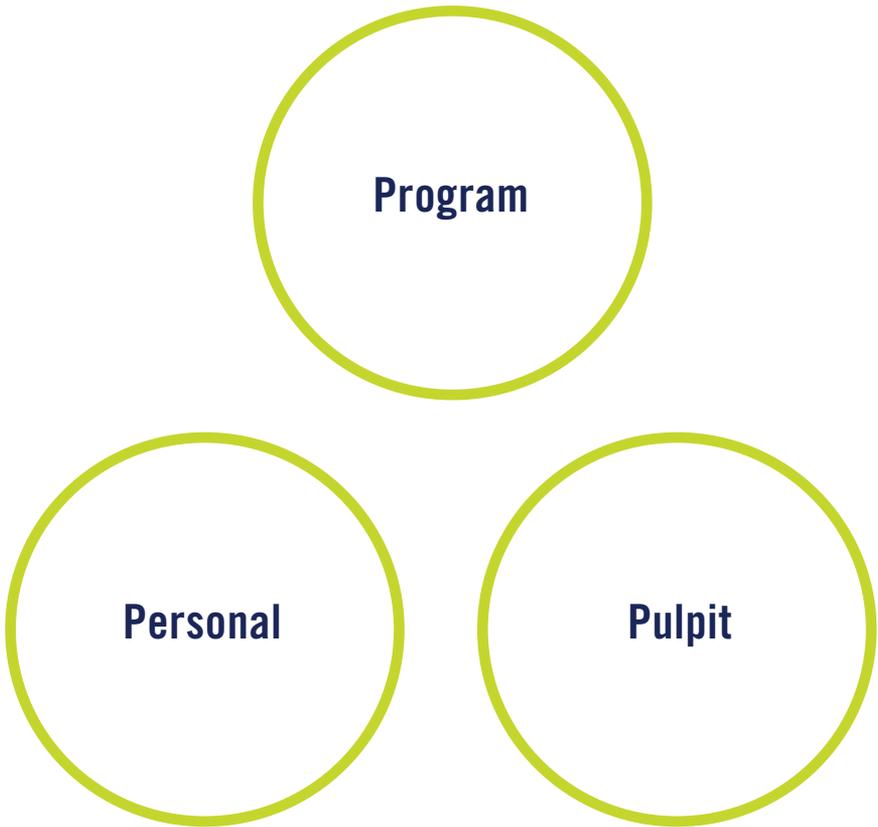
The 3151 Challenge is a process to move members forward in their spiritual walk and help increase their engagement in evangelistic opportunities. As members gain confidence in their Gospel witness and begin to see results, their evangelistic engagement will increase.

Eight Stages of Evangelistic Engagement



Three Arenas of Evangelism in the Local Church

Many churches operate in three arenas when it comes to evangelism.



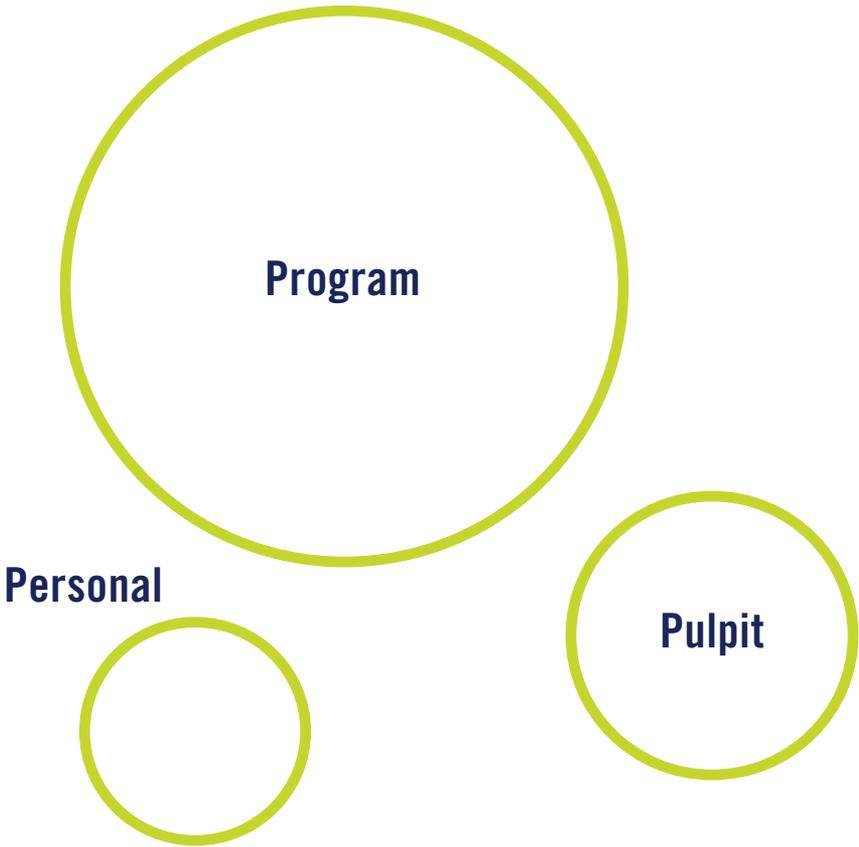
PROGRAM. VBS, youth camp, Disciple Now, block parties, etc.

PULPIT. Preaching, worship, revivals.

PERSONAL. Church members who share their faith in the workplace, neighborhood, golf course, etc.

If your church baptized 15 people last year; nine baptisms from programs, four through worship services, and two through personal evangelism; your arenas would look like the diagram below.

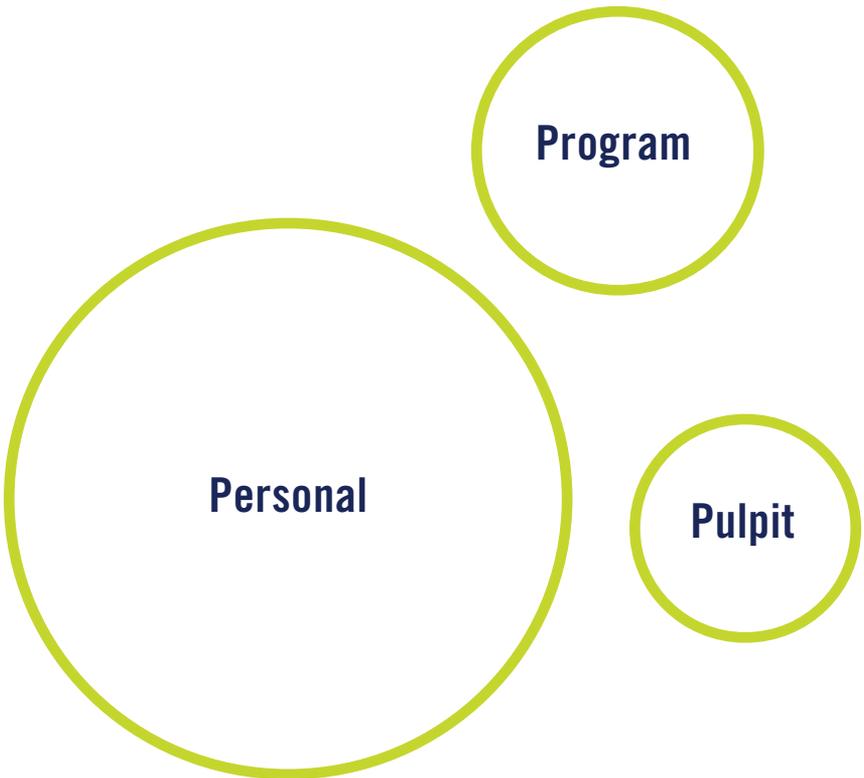
What Do Your Arenas Look Like?



Many churches receive the majority of their baptisms through Program and Pulpit evangelism. Program and pulpit evangelism are great ways to connect lost people with the Gospel. We should be thankful for events like Vacation Bible School and camps that help lead people to faith. But in these two arenas, lost people have to attend a church program or worship service to hear the Gospel.

Personal evangelism however, can happen anytime anywhere. It can occur over lunch, a coffeeshop, or at a golf course. It can occur in a hospital room. When Philip met the Ethiopian official in the eighth chapter of Acts, Philip did not tell him, “Come to church Sunday and maybe our preacher can explain the Gospel to you.” Instead, Philip shared the Gospel when the situation presented itself. Many church members have situations every day when they can share the Gospel with a lost person.

What if Your Arenas Looked Like This:



The **Connect>1** Evangelism Campaign strengthens personal evangelism.

Twelve Memory Verses on Evangelism

Jesus formed His small group with evangelism as its driving purpose. Encourage your small group or Sunday School class to memorize one of the following verses every month for a year to 1) remind them of your group's primary purpose, and 2) equip each person with Scripture to use as they share their faith.

Romans 6:23 - For the wages of sin is death, but the free gift of God is eternal life in Christ Jesus our Lord.

1 Peter 3:18 - For Christ also died for sins once for all, the just for the unjust, so that He might bring us to God, having been put to death in the flesh, but made alive in the spirit.

John 3:16 - For God so loved the world, that He gave His only begotten Son, that whoever believes in Him shall not perish, but have eternal life.

Romans 5:8 - But God demonstrates His own love toward us, in that while we were yet sinners, Christ died for us.

2 Corinthians 5:21 - He made Him who knew no sin to be sin on our behalf, so that we might become the righteousness of God in Him.

1 Corinthians 1:18 - For the word of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God.

Acts 4:12 - And there is salvation in no one else; for there is no other name under heaven that has been given among men by which we must be saved.

Luke 13:3 - No, I tell you; but unless you repent, you will all perish as well!

Ephesians 2:8-9 - For you are saved by grace through faith, and this is not from yourselves; it is God's gift, not from works, so that no one can boast.

John 5:24 - I assure you: Anyone who hears My word and believes Him who sent Me has eternal life and will not come under judgment but has passed from death to life.

Romans 10:9-10 - 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. One believes with the heart, resulting in righteousness, and one confesses with the mouth, resulting in salvation.

1 Timothy 1:15 - This saying is trustworthy and deserving of full acceptance: "Christ Jesus came into the world to save sinners"—and I am the worst of them.

3151 Challenge	Individual	Group of 10 Members	Church of 100 Members
Pray for 3 lost people	3	30	300
Learn a Gospel presentation	1	10	100
Invite 5 lost people to a biblical group meeting	5	50	500
Share the Gospel at least one time	1	10	100

The impact of engaging the entire church in evangelism through their Sunday School or small group has incredible potential. The **CONNECT>1** Evangelism Campaign is intended to unlock the Gospel explosion by mobilizing an organization that already exists in almost every church – Sunday School and small groups!

STEPS for “Using the *MORE Life Transfer Guide*”

Step # 1: INFORM

- Thoroughly familiarizing yourself with the Transfer Guide will enhance the witnessing encounter.
- Use the Transfer Guide to “practice” sharing the gospel with a family member or friend.

Step # 2: INQUIRE

- Consider every witnessing encounter a divine appointment by making the “Leading Questions” to become second nature to you. Be ready to ask:

1ST LEADING QUESTION: “What do you understand it takes for a person to have MORE LIFE here and to go to heaven when they die?” (Listen, and then proceed with the second inquiry.)

2ND LEADING QUESTION: “May I share with you how you may experience life to the fullest?”

Step # 3: INTEND

- Upon asking two leading questions, the next step is to intentionally move into the heart of the MORE Life Transfer Guide.
- Read the section on “SIN” (say): “Our sin separates us from God, but Jesus paid for the penalty of our sin in full.” Illustration: Sin is “missing the mark.” Like shooting an arrow but missing a bullseye. Likewise, we all fall short of God’s high and holy standard. When Jesus died for our sin, he met God’s standard for holiness and canceled all your sin debt. God considers your sin debt as “paid in full.”
- Read the section on “THE GIFT” (ask): “What hope do we have if we do not receive God’s free gift of MORE Life?” (Wait for response). Illustration: Imagine having a Christmas gift but never opening it! (Possible Quote: Romans 6:23)
- Read the section on “TURN” (say): “This gift is ours when we turn from our sin.” Illustration: In the military, soldier regularly hear, “About Face!” It means to turn around and head in opposite direction. Likewise, repentance means to turn from something (our sin) to Someone (Jesus). (say) We are willing to turn from sin when we see how gracious and loving the Lord is. (Possible Quote: Romans 5:8)
- Read the section on “The Way” (ask): “Does this make sense to you? Does this prayer express how you want to respond to God?”

Dear God, I know I have sinned and am missing the life you intended for me. I confess my sin and ask you to forgive me. I believe that Jesus died on the cross for my sins and arose from the grave. I repent (turn away from) my sin and place my faith in Jesus Christ as Savior and Lord. I want to follow you, live for you and experience more abundant life. –Amen

Step # 4: IDENTIFY

- Now that you have trusted Jesus as Savior, it makes sense that you will want to identify with Him. Called “discipleship” this step occurs with the following actions.
- Commitment/Baptism: This portrays our identity with the death, burial and resurrection of Jesus. It is an outward expression of an inner change. Baptism announces a willingness to follow Jesus in every way. An accepted form of baptism is called “immersion.”

Erroneous views of baptism are: a *cultic view*. It suggests we must be baptized to be saved. Remember, salvation is “grace plus nothing, minus nothing.” Nor should we accept “infant baptism” because we are saved by grace through faith. (Ephesians 2:8-9) Also, there is a casual view. Some new believers wrongly discount this initial step of obedience. Scriptures clearly teach baptism is an action of loving obedience to Jesus.

- **COVENANT/MEMBERSHIP:** The commercial says it well, “Membership has its privileges.” There are benefits of being involved in a local church. They include: a) accountability. Imagine hot coals becoming cool away from a fire. b) opportunity. Find a group of believers who are committed to helping you grow spiritually. c) service. As you grow, you will discover how you “fit” in the church. This “fit” is called spiritual gifts. d) encourage. Imagine opening someone and pouring courage into their lives. That’s what church membership is designed to do. e) obedience. Shouldn’t we be willing to be passionate about the church just like Jesus?
- **CONNECT/SMALL GROUPS:** One very important ministry of every church is to provide a setting designed to study God’s Word. Names like Sunday School, Life-Changing Bible Study or Small Groups are common. Like the foundation is to a home, Bible study is foundational to growing in the faith.
- **CONCERN/TELLING OTHERS:** You have enough information to tell anyone about the life-change you have experienced in Jesus Christ. Use your testimony. Talk about your life before Christ; how you received Christ and how He makes your life meaningful today. Called “your story” begin sharing Christ with your family and close friends. Ask the Holy Spirit to empower you as you go. Acts 1:8

Why should a believer be concerned about others? Simply because people are lost. Jesus came for the reason to seek and save the lost. He is the only way to heaven according to John 14:6.

- **CLAIM/PRAYING FOR OTHERS:** Prayer is our greatest weapon in spiritual warfare. As we pray for our lost family and friend, claim them for Christ (1 Timothy 2:3-4); expect spiritual warfare (2 Corinthians 10:4-5); pray for their spiritual freedom (2 Timothy 2:25-26); ask the Lord to give them a repentant heart (John 16:8-11), and pray believing (Matthew 21:22).

The **CONNECT**>1 EVANGELISM CAMPAIGN

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or visit

www.tnbaptist.org/connect1

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