

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**

PASTOR'S GUIDE

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Introducing the CONNECT>1 Evangelism Campaign

Pastor, can you imagine every church member engaged in personal evangelism? We are more likely to reach our community with the Gospel if we mobilize church members to be soul winners.

Consider the impact of one person, one group of 10, or one church of 100:

3151 Challenge	Individual	Group of 10	Church of 100
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 CONNECT>1 Evangelism Campaign is a campaign where we connect the largest organization in the church (the Sunday School or small group organization) with the church's Great Commission to make disciples. During the six weeks of the CONNECT>1 Evangelism Campaign, the church you lead will energize its group members to become personal evangelists.

The CONNECT>1 Evangelism Campaign includes group Bible studies of the unvarnished truth of the Gospel. It also includes a mobilization plan that you can use to involve your group members to take the few steps in the pathway of becoming a lifestyle evangelist; a person not only able to share his or her faith at a moment's notice, but who also has a spiritual awareness of lost people to interact with daily.

This booklet and its companion piece, the CONNECT>1 Evangelism Campaign "Group Leader Guide," will help you develop a comprehensive and intensive strategy to equip your people to be everyday evangelists. This booklet, the Pastor's Guide to the CONNECT>1 Evangelism Campaign, has the schedule and process for developing the campaign. The companion piece, the CONNECT>1 Evangelism Campaign "Group Leader Guide," is a resource book that contains the concepts and principles behind the CONNECT>1 Evangelism Campaign and would be an excellent book to offer your Sunday School director, small group point person, and group leaders.

For more resources and information on the CONNECT>1 Evangelism Campaign, go to www.tnbaptist.org/connect1

Connecting Evangelism With Groups

An ongoing biblical small group must be centered on making disciples as its primary activity. Making disciples is our biblical mandate (Matthew 28:18-20). Many of our groups however, are not focused on the evangelistic activity it takes to actually make disciples. Because of the nature of an ongoing group, evangelism is often postponed as something the group needs to do, but can do later. The tendency to procrastinate this key initial activity of discipleship eventually causes the group to replace its mission call to make disciples with disciplines of which they are more comfortable. Although Bible study and community are vital to the discipleship process, many groups camp out with them while they ignore the necessity of evangelism.

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“Evangelism must take place on the front-end of the discipleship process and an evangelism shift must occur as we make disciples through our groups.”

Evangelism and the Small Group

Evangelism was the heartbeat of the first small group we discover in the New Testament. Mark 1:17 shares Jesus' call to his very first disciples, "Follow Me and I will make you fishers of people." Jesus is communicating two things to us with His calling of the first disciples. First; Peter, Andrew, James, and John were not saved at this point. Jesus is teaching us that evangelism is the starting point of discipleship. Jesus did not start His small group with a pre-existing small group searching for their next group leader. He started with lost men with the intention of bringing them into a relationship with Himself.

Second, this passage also reveals the end result of Jesus' small group. They were to become soul winners themselves. Jesus is saying, "Become my disciple and you will become an evangelist!" As pastors and church leaders, it is vital for us to continually keep communicating this goal to our group leaders and to the church. The ultimate goal of our Sunday School or small groups is not to build an aquarium for our people to have a comfortable ecosystem for their small group experience; but to develop every group member into a person who is winning souls.

The church's Sunday School or small group is the ideal organization to emphasize evangelism. As the largest organization in the church, the small group organization engages the most people in a weekly, organized manner. It only makes sense that the largest organization of the church should be about doing the mission of the church! No other church organization involves more people. The church's Sunday School already has the essentials in place. The organization, leadership, and people are already there. What our groups need is a focus on their biblical mandate and a plan to help them accomplish it.

The church will eventually become whatever the people involved in its largest organization are encouraged to do. Small groups that emphasize Bible study and fellowship without an equal or greater emphasis on evangelism will ultimately develop an inward focus. Groups that understand and carry out their passion for the Gospel by sharing the good news with others will become evangelistic churches.

The CONNECT>1 Evangelism Campaign

The Goal

The goal of the **CONNECT>1** Evangelism Campaign is to engage as many members as possible in a simple and reproducible evangelism strategy by focusing the church's small group organization on evangelism for six (6) weeks.

How **CONNECT>1** Works

A church engages its members in evangelism through the **CONNECT>1** Evangelism Campaign in the following ways:

Step One - Commit

The pastor makes a commitment to lead the church into the **CONNECT>1** Evangelism Campaign. This commitment is made by completing the **CONNECT>1** Pastor Commitment Card Online at www.tnbaptist.org/connect1.

By completing and returning this card, the pastor is stating his commitment to be part of the **CONNECT>1** Evangelism Campaign.

Step Two - Learn

Review the resources and involve the church leaders to adopt the plan. Downloadable resources are available free for your church to edit and utilize. For suggested quantities, see page 12 of the Pastors Guide.

Step Three - Schedule

Schedule the **CONNECT>1** Evangelism Campaign and place it on the church's calendar. The church's calendar should be cleared as much as possible of events and other activities that may distract from the **CONNECT>1** Evangelism Campaign.

Step Four – Train Group Leaders

A month before your campaign, inform and equip the church's Sunday School or small group leader about the **CONNECT>1** Evangelism Campaign. For your use, a PowerPoint based on the Group Leader Guide is available.

Step Five – Equip the Saints (1st Phase)

Engage church members through their small group Bible Studies with curriculum centered on the Gospel. The Unvarnished Truth is a six-week series produced by Lifeway Christian Resources for the CONNECT>1 Evangelism Campaign. An overview of this series is outlined on page 9 in this booklet. Sermon outlines based on the Unvarnished Truth at <http://blog.lifeway.com/biblestudiesforlife/>

Provide a Soul-Winning Workshop or study based on the More Life Gospel Presentation Outline or the Gospel presentation of your choice. More Life tracts and training resources are available free from the Tennessee Baptist Mission Board Evangelism Team. The More Life Outline is also printed on page 8 of the Pastors Guide, and page 4-5, 16-18 of the Group Leader Guide, and in the CONNECT>1 Challenge Pamphlet.

Step Six – Implement the 3151 Challenge (2nd Phase)

- Challenge church members to participate in the 3151 Challenge (explained on page 9 in this booklet).
- Consider preaching Romans 10:14-17 as a companion sermon to the Bible study and challenge group members to put the teaching into action.
- Ask church members to complete the 3151 Challenge card during worship, return it, and then begin the four week challenge of praying for lost friends, learning the Gospel, inviting lost friends to their group, and sharing the Gospel.
- Record results each week by using the 3151 Group Challenge Snapshot card.

Step Seven – Celebration Sunday

This day is the Sunday for group members to invite friends to their Sunday School or small group. It is also a great opportunity to baptize people who have been reached during the campaign. Announce the overall results of the CONNECT>1 Evangelism Campaign using the 3151 Challenge and celebrate God's goodness.

Follow-up

Follow up the CONNECT>1 Evangelism Campaign by continuing to baptize new believers, and encourage new believers and new guests to join a small group. Begin new groups in order to reach and keep new people.

3151 > A Simple Challenge to Engage Members with a Plan to Share the Gospel

Our groups need a simple plan. The more complicated the plan gets, the more difficult it becomes to implement. The CONNECT>1 Evangelism Campaign has a simple plan that can be used in any Sunday School or small group. It can be used in any church: metro or rural; mega or small. We call it the 3151 Challenge and it focuses on four simple activities individual members of every small group can do.

- 3 > Pray for three lost people
- 1 > Learn one Gospel presentation
- 5 > Invite five people to your group
- 1 > Share the Gospel with one lost person

Pray for the lost

In Romans 10:1, Paul shares that he prayed for the lost people of Israel. Our strategy is to lead every group member, from first grade to the senior adult group to pray for at least three lost people every day. We recognize that we are not informing God about lost people of whom He is not already aware. Prayer for lost souls is a way that God brings us to be spiritually aware of the lost people around us. Every great awakening in American history began with personal brokenness and repentance, followed by a burden and prayer for lost souls.

Learn a Gospel Presentation

Surveys conducted in local churches reveal that one-third of the people attending a small group did not know a Gospel presentation. Knowledge and understanding of the Gospel is essential if we are going to engage and lead our group members to become personal evangelists. Groups involved in the CONNECT>1 Evangelism Campaign will study the basics of the Gospel in their weekly group Bible study if they use LifeWay's "Unvarnished Truth" series, a six week study of the Bible. In addition, the Connect>1 Evangelism Campaign includes the MORE LIFE Gospel Presentation; or you can use your own favorite Gospel presentation.

Invite People to a Group

Invitation appears to be a lost art in our Christian culture. But inviting someone to attend a biblical community is one of the easiest and biblical activities a Christian can do. Matthew the tax collector invited his friends to a party to meet Jesus. Philip invited his skeptical friend Nathanael to meet Jesus by using three simple words, “Come and see.” Inviting people to attend (and join) a small group is actually using a foundational principle of small group growth known as enrollment. Obviously, a group will engage more lost people with the Gospel if they are invited and enrolled in the group.

Share the Gospel

Many of our members know the Gospel but rarely share it with another person. For many, the thought of sharing their faith with another person can be intimidating. But the Bible is clear, “How can they (the lost) believe without hearing? ...For faith comes from what is heard, and what is heard comes through the message about Christ.” (Romans 10:14, 15). In churches everywhere there are members who have family members, friends, neighbors, and work associates who are without Christ. The numbers of lost people with whom church members already have a relationship is staggering. During this campaign, the church will encourage every member to take that initial first step and share the Gospel with at least one lost person.

The four simple actions of the 3151 Challenge are the basis for the CONNECT>1 Evangelism Campaign. Conducting the 3151 Challenge through the church’s small group organization will involve more people in the process and also provide a layer of accountability, encouragement, and training.

The Law of Large Numbers

The Law of Large Numbers is a numeric rule that simply means that the larger the sample, the more accurate the results. Translated into evangelism the Law of Large Numbers means that the more people who are prayed for; the more people who are invited to a group; and the more people who hear the Gospel; then the greater number of people who will be saved.

In other words, if the Gospel is only shared one time in a one month period then no more than one person can come to Christ. If the Gospel is shared one hundred times in a month, then it is possible that 100 people can come to Christ. The parable of the sower is an example of the Law of Large Numbers. The sower cast a lot of seed, but not all of the seed took root. Still, the more seed the sower casts the more likely it is that some of it will fall on good soil, take root, and produce an abundant crop.

MORE LIFE

GOSPEL PRESENTATION OUTLINE



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)

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.

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.

LifeWay's Bible Studies for Life

The Unvarnished Truth

To help group members have a deeper understanding of the Gospel, Lifeway Christian Resources is partnering with the TBC through the **CONNECT>1** Evangelism Campaign to provide Bible studies that will guide individuals into a deeper understanding of the Gospel. This series is called “Unvarnished Truth.” This six-week Bible study is available at Lifeway Christian Bookstores or at www.Lifeway.com. This curriculum will also be available as a stand-alone study available at LifeWay Christian Bookstores. The topics, emphases, and Bible passages taught in the six sessions of “Unvarnished Truth”:

Title	Teaching Point	Bible Passage
One Great Creator	God created us—and He knows each of us.	Psalms 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

Encourage your Sunday Schools and small groups to use this curriculum to help provide a broader biblical understanding of the Gospel and support the **CONNECT>1** Evangelism Campaign.

Campaign Overview

3 MONTHS BEFORE

- Preview the **CONNECT>1** Pastors Guide and Group Leader Guide.
- Pray about utilizing the **CONNECT>1** Evangelism Campaign in your church.
- Complete the Pastor Commitment Card Online.
- Purchase the Unvarnished Truth Bible Study at a Lifeway bookstore.

2 MONTHS BEFORE

- Plan preaching schedule for the **CONNECT>1** Evangelism Campaign.
- Plan leadership training for the **CONNECT>1** Evangelism Campaign.
- Download and print **CONNECT>1** Evangelism Campaign resources.
- Consider offering a weekly outreach burst each week of the emphasis to contact, visit, and provide opportunities for church members to share the Gospel and be involved in outreach.
- Consider encouraging each group to conduct at least one mission project during the emphasis.

1 MONTH BEFORE

- Explain the **CONNECT>1** strategy to Sunday School and small group leaders.
- Equip all group leaders and Bible study teacher with **CONNECT>1** resources.
- Begin Promotion of the **CONNECT>1** Campaign.
- Send letter to every church Member encouraging them to attend on Challenge Sunday.

CHALLENGE SUNDAY

IN WORSHIP:

- Preach sermon on soul winning.
- Distribute 3151 Challenge Cards.
- During the invitation, explain the 3151 personal evangelism challenge.
- Ask church members to complete the 3151 Challenge cards and return them during the invitation.
- Make the “Let’s Connect” invitation cards available to church members (encourage them to take 5 cards each)
- Make the More Life Transfer guides available to church members

IN EACH GROUP:

- Group Leaders will introduce the **CONNECT>1** Evangelism Campaign and share their vision with their groups.
- Display the 3151 Connection Poster
- Teach Lesson One of the Unvarnished Truth Bible Study.

WEEKS 2-5

IN WORSHIP:

- Preach sermons that support the Connect>1 Evangelism Campaign
- Encourage and Pray for members in implementing the 3151 Challenge
- Share stories of members praying, learning, inviting and sharing
- Celebrate the weekly results of the 3151 challenged submitted on the group snapshots and compiled on the Church snapshot
- Begin promoting Celebration Sunday and encourage members to invite their lost and unchurched friends, neighbors, associates, and family.

IN EACH GROUP:

- Prior to the Week 2, write the commitments from group members and complete the 3151 Connection poster.
- Ask group members to share their commitment to participate by praying for 3 lost friends, learn a Gospel presentation, invite 5 friends to the group, and share the gospel one time.
- Allow time for group members to share 3151 stories
- Use the Snapshot Card to report on your group members progress toward 3151 Challenge
- Week 2: Teach Lesson 2 and develop an Evangelistic prayer list
- Week 3: Teach Lesson 3 and Enlist 1 or 2 members to share a personal testimony
- Week 4: Teach Lesson 4 and Make Plans for Celebration Sunday
- Week 5: Teach Lesson 5 and Practice your church's Gospel presentation
- Conduct a Class Mission Project
- Organize a group social and invite lost friends

CELEBRATION SUNDAY

IN WORSHIP:

- Announce the overall results of the Connect>1 Campaign
- Ask several members to share their 3151 story
- Welcome every guest
- Baptize people who have been reached during the campaign
- Preach an evangelistic message

IN EACH GROUP:

- Celebrate the groups totals of the 3151 Challenge
- Pray for the harvest among those who were prayed for weekly, who were invited to the group, who heard the gospel, and for those who responded to the gospel that they might take the next step in discipleship
- Teach Lesson 6 and give an Evangelistic Invitation

RESOURCES

More Life Transfer Guide (adults and students)

Recommend at least 1 per attendee.

Available free from the Baptism Group of the TBC.

Let's Connect Invitation Cards

Recommend 5 per attendee

3151 Connection Poster

Recommend 1 per group

CONNECT>1 Group Leader's Guide

Recommend 1 for every adults and student Sunday School/small group leader

CONNECT>1 Pastor's Guide

Recommend 1 book for pastor, Sunday School director, Small group point person

CONNECT>1 Church Snapshot

Recommend 1 for Every church (Consider enlarging and placing in a focal point).

CONNECT>1 Weekly Group Snapshot

Recommend 5 for every Sunday School class or group.

CONNECT>1 Challenge Card

Recommend 1 for every attendee in worship and Sunday School/small group

CONNECT>1 Challenge Pamphlet

Recommend 1 for every attendee in worship and Sunday School/small group

Additional resources may be found at www.tnbaptist.org/connect1

IMAGINE THE GOSPEL IMPACT YOUR LOCAL CHURCH COULD HAVE THROUGH ITS SUNDAY SCHOOL OR SMALL GROUPS.

Imagine for a moment the impact group members in your church could have if mobilized to share the Gospel with lost friends, neighbors, and co-workers. This chart will help illustrate the incredible impact of focusing the church's small group on evangelism for just a short period of time by using the 3151 Challenge.

3151 Challenge	Individual	Group of 10	Church of 100
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The **CONNECT**>1 EVANGELISM CAMPAIGN

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www.tnbaptist.org/connect1

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