

SERVANTHOOD
EVANGELISM



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*by Alvin L. Reid and
David A. Wheeler*

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—Alvin L. Reid and David A. Wheeler

WHY SERVANTHOOD EVANGELISM?

A BRIEF INTRODUCTION

You have probably heard about the three pastors who met in an accountability group and decided to tell one another their greatest hidden sin. The first said, “Don’t tell my congregation, but I’m an alcoholic.” The next confessed, “If my folks knew I am a compulsive gambler, they would fire me.” The third said, “I hate to admit it, but I’m addicted to gossip, and I can’t wait to get out of here!”

Truth be known, most of us appear to gossip more about evangelism than to actually practice it. Surveys show that only three to five percent of believers consistently share their faith. It is not due, however, to a lack of viable evangelism training tools. As Southern Baptists, we have CWT, WIN, BWR, PSJ, WD40, ESPN. . . well, you get the idea. In reality, while terrific tools abound for teaching various approaches to presenting the gospel, statistics reveal that the breakdown comes in the application phase. It seems that in spite of the training, most people still face the challenge of overcoming their inertia; actually getting off the pews and into the fields. Thus, the question remains of how to get people in our churches to actually start witnessing.

At this point you may be thinking, “It is impossible—you do not know my church, they could not care less about being involved in evangelism.” Oh ye of little faith. The truth is, many people in our churches want to share their faith, but do not because they are intimidated by the prospect of stereotypes relating to “in your face” evangelism. In fact, many church leaders may secretly feel the same way.

Actually, personal evangelism does not have to be intimidating. Many people have discovered new joy in witnessing through a tool known as “servanthood evangelism.” This manual is designed to assist you in implementing this highly effective and innovative approach in your church.

When Jesus walked on this earth, He used a servanthood ministry to build a bridge over which the message of the kingdom could cross. I believe one of the most effective means of evangelism for the twenty-first century will be servanthood evangelism based on ministry. Churches that are trying it are amazed with the results. Do not be left out.

Dr. Robert E. “Bob” Reccord
President
North American Mission Board
Southern Baptist Convention

Are you curious? You should be. Consider a cross-section of opinions from Southern Baptist leaders about servanthood evangelism:

“Servanthood, though by no means exclusively for this purpose, creates a tremendous platform for witnessing to the gospel. Servant evangelism is one of the finest tools of potential outreach in the panoply of today’s evangelistic method. One of its great strengths is its ability to take the fear out of sharing the gospel and of virtually eliminating the intimidation which some people feel.”

“In my 51 years of serving as pastor of Southern Baptist churches, I have discovered that the most consistent New Testament strategy to reach people for Jesus Christ is ministry-based servanthood evangelism. In the past 35 years at Leesburg, we’ve not had a single year with less than 100 baptisms. It has been through servanthood evangelism that these people have been reached for Christ.”

Dr. Charles Roedel, Senior Pastor
First Baptist Church
Leesburg, Fla.

Dr. Roy Fish, Evangelism Professor
Southwestern Baptist Theological Seminary
Fort Worth, Texas

“Servanthood Evangelism is one of the most effective tools available for getting Christians out of the pew and into the community. When combined with intentional evangelism, it is one of the most powerful evangelism tools available to the twenty-first century church. Servanthood evangelism is not an end in itself, but is an essential part of any effective evangelism strategy.”

Dr. John Yarbrough, Vice President of Evangelism
North American Mission Board
Atlanta, Ga.

"One of the greatest insights that God revealed to me in beginning a new church was to not 'plant a church' but to go and 'reach a city.' The way I accomplished this task was simply doing what Jesus did when He said, 'The Son Man came to not to be served, but to serve.' Servanthood evangelism is a way of reaching people by being a living example of the love of Jesus Christ. The beauty of servant evangelism is that kindness can help melt the hardest heart in any situation. When we realize that church is not something that we go to one day a week, but it's what we do every day of the week, we will truly begin to make an impact in reaching our world for Christ. I have a passion for servant evangelism and it is acted out in my compassion to others every day of the week."

Dr. Ike Reighard, Founding Pastor
NorthStar Church
Kennesaw, Ga.

“Servanthood evangelism is the heart of Colossians 4:5-6—Paul encourages us to both ‘walk in wisdom’ and ‘answer each one.’ These projects allow us in a new church start to both show and share Christ's salvation to outsiders. That's the combination Jesus' hearers saw in Him and what they should see in us.”

Dean Fulks, Church Planter Pastor
LifePoint Church
Columbus, Ohio

WHAT IS SERVANTHOOD EVANGELISM?

Servanthood Evangelism Defined

Servanthood evangelism involves intentionally sharing Christ by modeling biblical servanthood. It is the simplest, most transferable, and yes, most fun approach for moving believers closer to a biblical lifestyle marked by consistent witnessing.

Servanthood Evangelism Described

Servanthood evangelism is a combination of simple acts of kindness and intentional personal evangelism.¹ The concept is as old as the New Testament.² Like many profound truths, this one is so simple it is easily missed: Get a group of believers, say for instance at a local church, and begin practicing simple acts of kindness with an intentional aim toward evangelism. In many cases, such acts of kindness open the door for the greatest act of kindness a Christian can give: the gospel.

Understand what kindness means. It does not mean telling people what they want to hear so they will feel good about themselves. Servanthood evangelism involves more than mere acts of kindness. There are valuable ministries, such as taking a loaf of bread to newcomers, and others, which are helpful, but they are not explicitly evangelistic. Servanthood evangelism is intentionally evangelistic, though by no means does it seek to coerce in a negative sense. When doing an act of kindness, the witness says, “I am doing this to show the love of Jesus in a practical way.” Then, as the Holy Spirit opens the door, usually through the individual responding “why are you doing this or that,” the one performing the act of servanthood has a captive audience and proceeds to share their conversion testimony coupled with the gospel presentation. If the other person is not open for discussion, the witness goes no further, except to offer a gospel tract, literature, or prayer. However, experience reveals that servanthood evangelism allows a presentation of Christ more than twice as often as simply presenting Christ to a stranger. Think about it, wouldn’t it be a cruel gesture to offer to wash someone’s car and fail to tell them about the Water of life? To give a light bulb without telling of the Light of the world? To clean a toilet without telling about the only One who can cleanse a person’s heart from sin?

Southeastern Baptist Theological Seminary in Wake Forest, N. C., uses this approach in its personal evangelism classes. Part of class is used as a laboratory with the students venturing

Servanthood evangelism is a great way for ordinary people to do extra-ordinary things for the Kingdom of God. Pre-schoolers, children, youth adults—anyone willing to serve can make a difference!

*Dr. John Bailey, Associational Missionary
Southwestern Association
Hamilton, Ohio*

Servanthood evangelism has literally revolutionized our church. Through a strategic process of “random acts of kindness” such as “no-strings-attached” car washes, soda giveaway, candy distribution on Valentine’s Day, and free Christmas gift wrapping at the local mall, Southwest Baptist Church has grown from an average Sunday School attendance of 320 to over 600 in 16 months. During this time frame, the church added 280 members (almost one-half through baptism) and surged to over 1,000 attendees during special events such as Easter.

Dr. Brian Waite, Senior Pastor
Southwest Baptist Church
DeSoto, Texas

out in small groups to evangelize. Some students have chosen to purchase soda pops and give them to passers-by in the town’s business district. Others go door-to-door in older communities with 9-volt batteries to check residents’ smoke detectors. One student doing this was able to lead a person to Christ for the first time in his life—was he ever excited! Another group may have a free car wash (FREE—no money accepted) at a local church, mall, grocery store, or the parking lot of a department store such as Wal-Mart or K-Mart. Patrons will usually try to give money, but the students refuse. Their response is always, “We’re simply showing the love of Christ in a practical way.” At one of the car washes, a man from a Hindu background was saved.

Servanthood evangelism means intentionally sharing Christ by modeling biblical servanthood.

Some believers have gone door-to-door, giving away free light bulbs: “You’ll probably have a light bulb go out sometime, so here’s one,” they say. “By the way, did you know that Jesus said He is the light of the world? It is amazing to see how responsive people become as the result of a simple gift or act of servanthood.

The same testimonies can be multiplied one-hundredfold across America and the world by congregations, student ministries, denominational agencies, youth groups, and many others who have adopted servanthood evangelism as a mode of intentionally sowing and reaping the gospel seed. Whether feeding quarters into a washing machine at a Laundromat™ to share the gospel, washing car windshields at the mall, giving away coffee or soda pops at local stores, going door-to-door with packages of microwave popcorn with the note attached “Pop in and see us sometime,” or providing free gift wrapping for a local store at Christmas, servanthood evangelism provides an effective approach to intentionally share one’s faith in today’s contemporary culture.

IS SERVANTHOOD EVANGELISM BIBLICAL?

EXPLAINING THE SCRIPTURAL FOUNDATION

When Jesus met His first disciples along the shores of the Sea of Galilee, He called them to do more than simply leave their nets behind. His call was an invitation to be involved in both evangelism and discipleship. Ultimately, this same call would become an entreaty to live a radical new life. This life demanded total commitment to the servant example of Christ.

Thus, the disciples' spiritual rebirth was so profound and joyful that they could not possibly keep it to themselves. As new creations, their faith overflowed into every aspect of their lives. Both their relationship with the Heavenly Father and the way they viewed the unredeemed around them were forever transformed.

The disciples spent three years walking with Jesus learning what it meant to be channels of His love, grace, and servanthood. In His role as both evangelist and mentor, He modeled for them, and for us, what it meant to be His agents of hope in a misguided, sinful, and hurting world.

Through His witness, Jesus demonstrated that every dimension of life was included in the Father's redemptive concern. While He was primarily concerned with the salvation of one's eternal spiritual nature, He forbid us to ignore physical and emotional needs.

Think about it, Jesus' model of evangelism combines both a ministry of compassionate servanthood with a strong verbal witness. This is why Jesus is most commonly recorded in the Gospels proclaiming the good news of salvation and forgiveness, then moving into the crowds to touch and to heal (see Matt. 4:23-25).

With this in mind, you will want to note the three following observations:

- 1. The Bible provides numerous examples from Jesus' ministry, and that of the disciples, where they effectively combined servanthood with intentional personal evangelism.**

Scripture gives many examples of Jesus modeling servanthood and kindness as the introduction into His evangelistic ministry. For instance, in John 4, Christ overlooks the obvious taboos of His day in order to reach out to a Samaritan woman who needed the "water of life." Although conventional wisdom dictated that Christ should have avoided any contact with the women in order to guard against religious defilement, He nevertheless chose to converse with the woman at the well, thus presenting the opportunity for personal evangelism as she asked the simple question, "Why?" In the end, because of Christ's overwhelming love and commitment to the principles of servanthood, the woman was compelled to bring multitudes of others to meet the Savior.

Aside from the story of the Samaritan woman in the Gospel of John, consider Jesus feeding the 5,000 (see John 6), or Jesus' act of publicly forgiving and receiving the

woman caught in adultery (see John 8). In each case, crowds were drawn to the Savior because of His compassion and servanthood. He then called the people to redemption.

As for Matthew's Gospel, Jesus is further described as having a ministry of preaching, teaching, and healing. This three aspects of ministry—preaching the good news of the kingdom, teaching of Himself, and undergirding the ministry with profound acts of kindness and servanthood—are the defining characteristics of Christ's earthly ministry (see Matt. 4:23; 9:35). Through each of these manifestations of Christ's servant ministry, opportunities usually arose for our Lord to share Himself, resulting in multitudes of changed lives.

Obviously, many other biblical accounts demonstrate Jesus' reaching beyond the barriers of tradition and showing His love through kindness and servanthood to intentionally lead others to Himself. The same approach was mirrored through the ministry of the disciples. Consider Peter in Acts 3 when he healed the lame beggar. Through all the excitement of the moment, Peter took the opportunity to preach to the multitudes concerning the resurrection of Christ and approximately 5,000 were converted to the Savior.

As a final word of encouragement relating to the challenge of servanthood, consider the words of Paul in Philippians 2:3,5,7 (NASB). In these verses he admonishes the Philippians to, “Do nothing from selfishness or empty conceit, but with humility of mind regard one another as more important than yourself.” He further states, “Have this attitude in yourselves which was also in Christ Jesus,” who willingly, “emptied Himself, taking the form of a bond-servant”

Think about it, if Jesus became a bond-servant in order to multiply His witness through intentional acts of kindness, shouldn't we go and do the same? As He reminded the disciples in John 4:35 (NKJV), “Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest!”

2. The Bible teaches that saving faith is best communicated through the avenue of genuine compassion and a spirit of Christlike servanthood.

Sadly, the modern church seems to believe that “real” ministry is only accomplished when delivered through the latest evangelistic presentation or technique. When, in fact, aside from the crucifixion and resurrection, the simple act of Jesus washing the disciples feet in John 13 is probably the most defining expression of His earthly ministry. After washing the disciples' feet He said,

Do you understand what I am doing? You call me “Teacher” and “Lord,” and you are right, because it is true. And since I, the Lord and Teacher, have washed your feet, you ought to wash each other's feet. I have given you an example to follow. Do as I have done to you. How true it is that a servant is not greater than the master. Nor are messengers more important than the one who sends them. You know these things—now do them! That is the path of blessing (John 13:12-17, NLT).

In a day when religious leaders were openly honored and given an exalted status in society, the common task of washing feet was considered demeaning. Nevertheless,

it was Christ, the Suffering Servant of Scripture, that states in Matthew 20:28 (NKJV), “The Son of Man did not come to be served, but to serve, and to give His life a ransom for many.”

It is amazing how the Father opens the doors for evangelism when His children follow Christ's example of compassion and servanthood. Whether it is something as simple as shoveling snow, raking leaves for the elderly, washing cars for free, passing out soft drinks and cookies, providing pastries for the local teachers lounge at school, or randomly preparing meals for busy neighbors, the Father is always honored when His children imitate His Son. Without a doubt, genuine servanthood is a powerful tool for evangelism.

3. The Bible teaches that Christians should be the incarnation of the gospel they proclaim.

In today's culture, we must understand that for the most part, the unsaved world *will not* believe the truth until they first see the truth of Christ in believers. The Bible makes it clear that we are to provide for the needs of people when we are aware of them. By doing so, we are ministering to Christ.

Then the King will say to those on the right, “Come, you who are blessed by my Father, inherit the Kingdom prepared for you from the foundation of the world. For I was hungry, and you fed me. I was thirsty, and you gave me a drink. I was a stranger, and you invited me into your home. I was naked, and you gave me clothing. I was sick, and you cared for me. I was in prison, and you visited me.”

Then the righteous ones will reply, “Lord, when did we ever see you hungry and feed you? Or thirsty and give you something to drink? Or a stranger and show you hospitality? Or naked and give you clothing? When did we ever see you sick or in prison, and visit you?” And the King will tell them, “I assure you, when you did it to one of the least of these my brothers and sisters, you were doing it to me” (Matt. 25:34-40, NLT).

The simple biblical reality for believers is that we are to always be the hands, feet, and spokespersons for Christ. It is not a mere religious expression of obedience. Rather, it is something that overflows from deep within our souls. We cannot help it!

Quite simply, in much the same way that each of us carry the physical DNA of our parents that affects our physical characteristics, when we are born again, we also carry the spiritual DNA of Christ. Thus, as He is the incarnation of the Father, we are to be His incarnation to the world. In short, when people see us, they should see the unmistakable resemblance to our Lord Jesus through us. As He lives and breathes in us, we can't help it, we must represent His servant ministry to the world, then speak the uncompromised truths of the gospel boldly in love. As Jesus said, “And I, if I am lifted up from the earth, will draw all men to myself” (John 12:32, NASB). May He be exalted through us!

Much of the information above was adapted, with permission, from *His Heart Our Hands*, North American Mission Board of the Southern Baptist Convention, Alpharetta, Ga., 2000, pages 2-6.

WHERE DOES SERVANTHOOD EVANGELISM FIT INTO YOUR CONGREGATION'S STRATEGIC PLAN FOR OUTREACH?

After having worked in a church consultation role for over ten years, and having consulted with literally hundreds of new and old congregations of various sizes and from numerous geographic regions across North America, it is obvious that in most situations, we have lost sight of the basic biblical principles that create genuine growth and long-lasting expansion of the kingdom.

When contacted, I almost always hear the same requests for the latest programs or “silver bullets” that will bring instantaneous growth. In reality, while most programs will work for a season, they do not deal with the heart of the problem, nor do they lead to strategic thinking.

At this point, I usually ask the church leader to back up for a moment and take a long look at the overall ministries of his congregation. After more in-depth study and an honest appraisal of the situation, it is normal to find a church calendar filled with countless activities and unconnected evangelism events spread throughout the year. After further probing, it is also usual to find a church budget, overall structure, and prayer list—if they exist—that are heavily focused on meeting the inward needs of the congregation.

After the reality sets in, the church leader will normally probe about solutions. It is here that I usually introduce the three basic biblical principles for moving the congregation in a strategic direction, especially in relation to their evangelism ministry.

1. The first thing we must acknowledge is the basic need to plow the fields through prayer.

As Psalm 126:5 (NASB) says, “Those who sow in tears will reap with joyful shouting.” It is shocking how few congregations have an ongoing prayer ministry that includes consistent intercession for the unsaved. In most cases, prayer lists are filled with local church needs of all kinds, especially physical. Unfortunately, for some reason, the unsaved are completely ignored. As Minette Drumwright, the former Director of the International Prayer Strategy for the International Mission Board of the Southern Baptist Convention once observed, “Someone said, in our churches we spend more time praying to keep sick saints out of heaven than we do praying lost people into heaven.” Amen!

So, what is the solution? To begin with, a congregation needs to be challenged to keep an ongoing list of unsaved people and begin daily to pray for each person by name. This should also be done in a public manner every time the church comes together for worship services or Bible study.

It is then that the prayer ministry of the church should go mobile through the regular activity of *prayerwalking*. There is no greater pre-evangelism activity for a congregation to practice, than regular prayerwalking—especially when it is united with simple servanthood evangelism projects. For more information on *prayerwalking*, see Appendix IV, page 42.

2. This leads to the second basic principle—consistently plant the gospel seed.

The unfortunate truth is that most congregations are so harvest and results driven that they ignore the vital importance of consistently planting seeds. In most cases, it is popular to blame the culture for declining results. The truth is, the greatest way to kill the harvest is to ignore the plowing and planting. Once again, Psalm 126:6 (NASB) says, “He who goes to and fro weeping, carrying his bag of seed, Shall indeed come again with a shout of joy, bringing his sheaves with him.”

This is why servanthood evangelism is so important to a strategic plan for outreach. Sadly, most congregations will admit that only 5 to 10 percent of the people will ever participate in an outreach activity. It doesn't have to be this way! In reality, because of our overdependence upon programs that require memorization and consume a great deal of time, among other things, we have unintentionally made evangelism too difficult for the average church member to feel like they can participate. Therefore, what do we do for the other ninety percent?

Servanthood evangelism is a great mobilization tool, especially for the people who would not consider taking long training courses. In fact, in many cases, servanthood evangelism serves as a first step to draw people into other evangelistic approaches. Nevertheless, it is a tremendous way to spread the gospel seed. In doing so, churches discover prospects for evangelism through serving as Christ served.

In a strategic sense, servanthood evangelism does not compete with existing approaches to evangelism. Rather, it compliments those approaches. Imagine for a moment, the seeds that can be sown during a 3-hour period spent wrapping Christmas presents for free at the local mall. What about washing cars for free, giving out free soft drinks in the parking lot of grocery store, or going door to door in a new community with a small package of cookies and a note that says, “If you think these cookies are sweet, you should taste the fellowship at _____ church.”

Once again, lets review the simple truth. That is, in order to have a harvest, someone has to consistently do the plowing and planting.

3. The third principle, which is to harvest, is really not our business.

According to 1 Corinthians 3:6, while others may *plant* and *water*, it is only God who gives the *increase*. Therefore, our call as believers is to be faithful in plowing and planting, always ready to share when the Father prepares the harvest.

This is not to say, however, that servanthood evangelism isn't a good harvesting tool. Like other approaches to outreach, when it is bathed in prayer and done with sensitive and intentional heart, genuine witnessing opportunities usually develop.

With this in mind, as you review your congregation's effectiveness in evangelism, it may be wise to consider these biblical principles. Be honest with yourself. What are you doing in the area of plowing? Planting? The simplicity of servanthood evangelism can be an ongoing draw for your congregation to become involved in the Great Commission.

You may be thinking, that this sounds too simple. Good! After all, in the midst of all our theologizing and elaborate programs, isn't the gospel really a simple message of hope? The real challenge is to mobilize God's army. Jesus showed us the example. Let's go do it!

FIVE COMMON MYTHS ABOUT SERVANTHOOD EVANGELISM.

Like anything else, there are always misunderstandings or myths about any approach to evangelism. Most of us have certain comfort zones that feel good to us in ministry. Unfortunately, all too often we tend to criticize anything that appears to be out of our zone.

This is certainly true if we ignore the power of servanthood when it is combined with intentional evangelism. You will want to note the following myths as you consider how servanthood evangelism fits into your evangelism strategy.

1. It is a myth to assume that servanthood evangelism is not authentic evangelism.

By definition, servanthood evangelism involves *intentionally* sharing Christ by modeling biblical servanthood. While there are some people who would treat servanthood evangelism like it is *evangelism-lite*, this simply isn't the case. When done correctly, with the intention of sharing the gospel when God opens the door, it is usually very effective.

For some reason, there are those who criticize servanthood evangelism because they perceive it as not being confrontational enough to be authentic evangelism. Again, this is a false perception. If by confrontation, one's intention is to aggressively engage each person regardless of their response or spiritual understanding, then servanthood evangelism is not confrontational in the traditional sense.

On the other hand, when combined with traditional and non-traditional approaches to outreach, servanthood evangelism, while non-threatening, is very effective at opening doors to discuss spiritual matters with the unsaved. By the way, the only authentic confrontation that should take place in evangelism should have much less to do with the messenger, and much more to do with the message through the guidance of the Holy Spirit.

By engaging people through simple acts of kindness or genuine service, a wise witness will have numerous opportunities to share his or her faith. Again, the key is to be prepared and intentional whenever God opens the door to a person's heart.

WARNING: While servanthood evangelism is definitely authentic evangelism, there is the danger that it can become watered down and miss the point of reaching people with the gospel. Unfortunately, it is possible to pervert the balance of servanthood and message with too much emphasis on the act of kindness to the exclusion of sharing the gospel.

While this is not the norm, it does happen in some cases. Nevertheless, do not allow the possibility of this happening keep you from incorporating servanthood evangelism into your overall outreach strategy. To avoid watering down the message, simply make the commitment that every attempt at evangelism will be intentional. When done correctly in this manner, servanthood evangelism is a powerful tool.

2. It is a myth to assume that servanthood evangelism is just another program.

In a day when it appears that fewer people than ever are aware of Christian values and what it means to be a real follower of Christ, servanthood evangelism is an important tool. However, servanthood evangelism is not a quick fix or newfangled program that will necessarily bring immediate growth. The truth is, it represents a process of leading the disinterested or disconnected individual in society to a place of awareness about Christ, then to a point of salvation through genuine acts of servanthood. This usually does not happen overnight. Most of the time, it will take repeated encounters with Christians and the gospel message shared through a variety of servanthood projects before the unsaved will respond.

Thus, it is imperative to make at least a 6-month commitment to the process. Whatever you do, do not fall into the trap of chasing a new program every few months. If you will stick with the intentional process of servanthood evangelism and plant the gospel seed, eventually, through hard work and the blessing of the Holy Spirit, the harvest will come. Unfortunately, many of our greatest blessings will remain unclaimed because they are sacrificed on the alter of impatience.

Servanthood evangelism has the potential of revolutionizing the ministry of any congregation, student ministry, and so on. If intentionally done, it will enhance the evangelistic ministries that you are already using. The key is congregational development of a servant mentality that transcends the church's walls and permeates every area of societal influence and daily traffic patterns of God's people.

3. It is a myth to assume that servanthood evangelism is the only type of evangelism a church needs to practice.

Do not forget that servanthood evangelism is not an end unto itself. If your congregation does not have an established goal of saturating your community with the gospel, stop immediately and develop that strategic mindset. While servanthood evangelism is an effective tool, this approach, like any other, will only lead the congregation as far as the established vision allows. A suggested vision statement may be, "The purpose of Hope Church is to pray for and share Christ with every person in our community." If this is indeed the vision of your congregation, then servanthood evangelism will become an invaluable tool for saturation.

It is also wise to utilize various types of different evangelism approaches and events. As a man once said, "There really isn't a bad way to lead someone to faith in Christ." Just keep in mind that in a postmodern world where authenticity is valued and experience is often worshiped, servanthood evangelism is a must in order to solidify credibility with any community.

In other words, most evangelistic approaches are very good and usually effective at reaching people with the gospel. Nevertheless, when these approaches are strategically combined together with servanthood evangelism, the result is usually a much greater rate of involvement from laypeople of all ages, as well as a higher number of responses for salvation.

4. It is a myth to assume that servanthood evangelism requires too many people and is too expensive, and thus is not effective in smaller congregations.

Imagine for a moment that you have ten dollars in quarters and a couple of hours free on a Saturday morning. What can you do in the area of evangelism? As a simple project, go to your local laundry mat and begin paying for loads of cloths. After the shock wears off, the people you serve are usually open to brief discussions about why you would do such a thing for a complete stranger. This often opens the door to share your testimony and to present the gospel.

The truth is, one of the great strengths of servanthood evangelism is that, just like the laundry mat ministry above, it does not require a huge number of people or finances to be effective—nor is it limited to larger congregations.

Think about it, how much does it cost to be sensitive to other people's needs? Is it expensive to voluntarily rake leaves, shovel snow, bake cookies, or periodically mow your neighbor's grass? Also, how many people will this require?

The truth is, while more elaborate servanthood evangelism projects can require larger numbers of people and be somewhat cost prohibitive, in reality the vast majority of projects can be easily accomplished by any congregation that is willing to work hard and genuinely care for the community!

Granted, you might have to buy a few light bulbs, soda pops, or cleaning supplies, but you can begin by determining what you already have and use it to minister to the community. Remember, we are talking about the basics of intentional evangelism coupled with a servant mentality. Again, how many people and how much funding is required to be kind?

As a point of reference, if you think servanthood evangelism is too expensive, consider the *top five, nearly-free, servanthood evangelism projects*:

- 1) Seasonal projects like snow removal, leaf raking, yard mowing, and weed removal are usually well received.
- 2) Toilet cleaning in local businesses and restaurants. It does not cost much for minimal cleaning supplies. And it can be fun. You will get great responses.
- 3) Umbrella escorts on rainy days at local malls or grocery stores. While at the grocery store, you may also help collect the carts. This activity is free.
- 4) Door-to-door food collection for the poor or for local pregnancy centers. This activity is also free.
- 5) Wash windshields in parking lots. The cost for cleaning supplies is very minimal.

Give a card out with every service and remember that prayerwalking is always free.

5. It is a myth to assume that servanthood evangelism only works in poor communities.

This is easily one of the greatest myths. The truth is, servanthood evangelism works in any community, regardless of financial stature. Why? Simply because, while receiving free stuff is always attractive to people and will create natural curiosity, the

everyone's real desire is to be loved and cared for. We also like to be served. People may not admit it, but it is true. This intentional kindness is the heartbeat of servanthood evangelism.

Also, it is a false notion to assume that wealthy people are not in need. Among other things, loneliness, emptiness, and hurt do not go away because someone has money. There are numerous testimonials from all over North America where people in wealthy communities were deeply touched by servanthood evangelism projects and were eventually drawn to salvation through Christ.

For example, in one case, a simple package of cookies touched a young mother who eventually committed her life to Christ. In another case, it was a free car wash that touched a successful businessman driving an expensive car.

In either situation, regardless of the servanthood evangelism approach you choose, it should always be more about the incarnational expression of God's love than it is about the gift or service you provide. Always keep in mind that everyone's greatest need is salvation.

STRENGTHS OF SERVANTHOOD EVANGELISM

Servanthood evangelism offers several strengths to aid in launching believers into the harvest. Some of these are:

1. It is effective in reaching people in today’s culture; is easily contextualized.

In a post-Christian culture, it offers a demonstration of the gospel coupled with an explanation. Too many have rejected Jesus, not because they know of Him. They have rejected a caricature of Jesus. For some, their concept of Christianity needs to be changed. Calvin Miller, communications professor at Southwestern Baptist Theological Seminary, has argued for the need of a “sensory apologetic,” a living, breathing argument for truth about God. For instance, a group of skeptical students in New Hampshire were impressed by a group of Christians giving out free soda pops and sharing Christ. They continued to come back to talk, because they were impressed that the group demonstrated generosity in the context of sharing Christ. As a result, six unchurched students gave their lives to Christ over a three day period.

On a recent summer Friday evening in Fort Wayne, Ind., six high school students washed car windshields at a local youth “hangout.” With very little adult supervision, after two hours of “washing and witnessing,” six other students had been led to Christ.

For others, a simple deed of kindness helps build rapport. Billy Graham has said that this is an unseeded generation. We should never minimize the place of harvesting. But you can add without subtracting. We should enjoy both fishing and catching! Evangelism in a postmodern culture marked by relationships over reason and experience over argument, requires a heart-to-heart demonstration as well as a head-to-head presentation. In other words, the verbal message is linked to a demonstration of compassion, of meeting a simple need, then sharing about the greatest need of all, personal salvation through Jesus Christ.

People are more than twice as likely to allow a person to share their faith when evangelism is combined with simple acts of servanthood.

Along the same lines, servanthood evangelism is easily contextualized within the changing landscape of postmodernism. In a culture that is conditioned to ask, “what have you done for me lately,” servanthood evangelism helps to properly define the nature of Christ to a new generation of people searching for answers to significant questions pertaining to God and eternity. Regardless of the cultural context, people are naturally open to the display of servanthood. By using a variety of servanthood projects and easily adjusting one’s approach in relation to the context, servanthood evangelism is usually very effective.

2. It is personal evangelism in a corporate setting.

Today, personal privacy has entered the church. We are too individualistic. It is certainly biblical and appropriate to go out as an individual or with a witnessing partner. This is especially true in servanthood evangelism as many projects can be performed door-to-door, in parking lots, and so on, working either together as a team or alone.

However, one of the most unique qualities of servanthood evangelism regards the countless opportunities to use large groups of church members in projects such as group car washes, offering soda pops at a park, raking leaves, shoveling snow, and so on. Think about it, the body of Christ can be on mission together in the community—what a novel thought! Regardless of age, spiritual gift, or experience, everyone can share in the glorious experience of personal evangelism.

Intentional evangelism (e.g., servanthood evangelism) as practiced at Southeastern Baptist Theological Seminary simply encourages students and faculty to recognize that there is no such thing as a chance or accidental meeting. Every person with whom we come in contact is a precious man or woman for whom Christ died. By teaching our people simply to speak naturally and lovingly of the things of God, and especially of the Lord Jesus, we have discovered that we can witness inoffensively and effectively to folks that we see sometimes only one time.

Dr. Paige Patterson
President
Southeastern Baptist Theological Seminary
Wake Forest, N.C

3. It is low-risk evangelism, thus it provides an entryway for getting your congregation involved in outreach.

One does not need unusual communication skills, an extroverted personality, a slick sales pitch, or multiple hours of training to be able to participate in servanthood evangelism. This approach redirects one's focus on the true Lord of the harvest, our great Heavenly Father. Remember, we are responsible to share, not to convert.

Some people are terrified to witness, yet they can certainly wash a car. Furthermore, anyone can hand out a light bulb, give away balloons or popsicles, or clean a car windshield. This allows the timid to learn from watching others. As the old saying goes, "evangelism is much more caught than taught."

Over a period of time, servanthood evangelism allows shy people to learn from watching more bold witnesses in action. You can take a group of people who would not witness to a teddy bear and let them do the physical stuff: car washing, yard mowing, and so on. They can watch two or three trained witnesses gently yet effectively communicate the good news, and gain confidence.

In reality, servanthood evangelism provides a much needed aspect to the overall outreach strategy of the local church. Unlike most approaches to evangelism which require a large commitment of time and energy, theoretically, servanthood evangelism provides the opportunity and arena for an "entry level" way to include the entire church body in the ministry of evangelism. As one man described servanthood evangelism,

“This is purely intentional evangelism for both the most frightened introvert or the most experienced soul winner!”

4. It can be an essential or defining part of the church’s overall mission.

The purpose of the church is revealed through the Great Commission of Matthew 28. A practical way to approach the fulfillment of this Commission in a local church involves the total penetration of a community through total participation of the membership.³ We call this saturation evangelism. Furthermore, the essence of this Commission reminds us that we are accountable for reaching our Jerusalem. As Acts 1:8 demonstrates, God expects His people to claim responsibility for their local communities before expanding their circle of influence to other points of concern.

With this in mind, let’s consider the basic question of, “how do we see them”? “Them,” of course, refers to the unsaved world. There are basically three responses to this question. First, many Christians willfully choose to *evade* the unsaved. This is a safe response. After all, if a Christian never encounters a lost person, they feel very little responsibility for the person’s eternal condition. Sadly, this appears to be the most popular approach with the least amount of perceived guilt. Does the old saying, “out of sight, out of mind” ring a bell?

Second, there are some Christians who choose to *pervade* the unsaved community. Armed with an oversized leather bound Bible and the proverbial soapbox, these individuals prefer the message of condemnation over compassion. As a result, there is very little “meaningful” contact with the unsaved. Healthy dialogue is usually sacrificed on the altar of legalistic dogmatism.

Finally, there is the approach of invading communities with the gospel message. This is the biblical example of Jesus. That is, the church is challenged to become the incarnate reflection of Christ through *invading* the world with the powerful message of servanthood, hope, love, and genuine redemption. In this response, the church is compelled into the world, not to be influenced negatively by it, but to become mirrors of God’s glory and to lead the unsaved to a genuine relationship with Christ.

Many churches possess believers who have learned to share their faith and yet never actively participate in evangelism. Believe it or not, the simplistic approach of servanthood evangelism can provide the impetus to compel believers out of the safety of the sanctuary, and into the real world.

After all, consider for a moment that most people in your community will think about God at some point in their life. When they do, it would be nice if they thought about your church. This is the power of servanthood evangelism.

5. Servanthood evangelism is fun.

Do not be alarmed. Mature believers should understand that they serve Christ not because it is fun, but because it is essential. God’s ultimate priority is not to make an individual happy, but to make him or her holy.

That being said, evangelism causes such fear to so many people that the idea of having a good time going out witnessing frees from those fears. Many believers feel a tremendous sense of guilt and even shame because they know that they live in disobedience to God's command in relation to evangelism. Unfortunately, many of these same believers have been conditioned to view the church as irrelevant or boring and evangelism as the ultimate form of drudgery and punishment.

Nevertheless, attitudes can be changed. As the old saying goes, "You can take it to the bank." Servanthood evangelism is fun and effective at the same time. Few things are more exciting in ministry than to see a group of students or laypeople washing cars, sharing the gospel, getting wet, and honoring Christ all in one afternoon.

Sound hokey and gimmicky? It's not. Servanthood evangelism is "real" intentional evangelism in its purist form, complete with laughter, joy, and kindness, coupled with life-changing decisions.

6. It involves everyone in evangelism, especially family units.

When people speak about the outreach in your congregation, is the phrase "anyone can do it" usually part of the conversation? In reality, everyone should be participating in congregational outreach. However, because of negative perceptions and fear, most people do not feel like they can participate.

In stark contrast, servanthood evangelism seems to breed the "anyone can do it" mindset. Think about it, while one person may do the witnessing, everyone takes part in the experience. The person pumping gas or washing a windshield prays as another witnesses. The same is true for those who prepare gift packages or baked goods to be delivered door-to-door to evangelism prospects.

In a very real way, servanthood evangelism provides the opportunity for every believer to contribute in a significant manner to the evangelism outreach of God's kingdom. As Paul states in 1 Corinthians 3:6 (NKJV), "I planted, Apollos watered, but God gave the increase." The church cannot afford to allow God's army to sit "at ease" any longer. There must be an active mobilization of the troops. Servanthood evangelism effectively achieves this goal.

This is especially true in relation to families being involved together in the ministry of evangelism. In a day when it seems that meaningful family activities are increasingly absent from the home, servanthood evangelism provides a creative arena by which to involve every member of the family despite age, personality, or spiritual gift. For example, while a 5-year-old child may not be able to fully explain the gospel message, they can certainly hand out soda pops at the store or go along with dad and mom as they give away light bulbs door-to-door in their neighborhood. In the end, the family has a great time of fellowship and fun as each individual is reminded about their Great Commission responsibilities.

It is also worth noting that servanthood evangelism is very effective when combined with senior adult ministries, youth groups, women's ministries, and men's ministries. The projects lend themselves to times of large-group fellowship and intentional evangelism.

7. As noted previously, servanthood evangelism follows the ministry model and example of Jesus.

Preaching, teaching, and healing encompassed the basic ministry of Jesus as He made His way to the cross and His eventual glorification through the resurrection. Along the way, however, Jesus earmarked His ministry with the stamp of servanthood and obedience to the Father. In His own words, He reminds us in Matthew 20:28 (NASB), “The Son of Man did not come to be served, but to serve, and to give His life a ransom for many.”

With this in mind, let us consider the question, “What is our message?” By message we mean what the unsaved person is challenged to think about when they are confronted with Christianity.

On the one hand, there are unreasonable expectations, and on the other there is unconditional love. In most cases, sadly, it appears that the unsaved are often bombarded by our expectations before they ever experience God's love.

For instance, has anyone ever refused to attend church with you because they perceived their clothing was inadequate to fit the average church member's expectations? Where do people get these ideas—from Christians or the unsaved? Well, considering that the unsaved do not usually attend church, how would they know about the expected attire? The truth is, the unsaved learn about this from watching other Christians who may unintentionally communicate expectations before love ever enters the conversation.

This is one reason why servanthood evangelism is so crucial to outreach in a contemporary society. At its basic core, the process values unconditional love over unreal expectations. In other words, servanthood evangelism demonstrates the example of Jesus, who never expected the unsaved to act like they were already redeemed.

8. Servanthood evangelism allows laypeople to use their creativity to initiate ministry opportunities.

Imagine for a moment a multitude of laypeople in your church that are genuinely excited about evangelism. These people are not only participating in predesigned servanthood evangelism projects, they are actually taking leadership team positions and using their creativity to initiate new approaches to servanthood evangelism. Sound impossible? Well, it isn't.

One of the most positive aspects of servanthood evangelism lies in its flexibility and motivation for laypeople not only to be involved in the servanthood evangelism projects, but to watch as the people gain confidence in using their own ingenuity to discover means of communicating Christ through a variety of creative venues. For example—two

men at Faith Baptist Church in Wake Forest, N. C., bought materials on their own to clean rest rooms, then asked to clean that same store's toilets! Another instance occurred through the creativity of the wife of a new mission pastor in Indiana, who gave away small packages of coffee attached to convenient door hangers as a means of both getting acquainted with the community and inviting neighbors to an evangelistic coffee house meeting Saturday evening. Furthermore, the same congregation canvassed the crowd at a citywide parade and gave away packages of candy with a small card containing information concerning the mission's activities. You could say that they were "just trying to create a sweet taste to mirror their sweet fellowship." As a result, the new congregation has gained valuable prospects and much needed community exposure and contacts. After only a few months, the mission is averaging approximately 50 present, having recently baptized several new converts.

9. Servanthood evangelism is an effective approach for discovering prospects for evangelism.

Without a doubt, one of the greatest strengths of servanthood evangelism is the ability to mobilize large numbers of people for short-term and ongoing projects for community saturation. Therefore, it only makes sense that if people are obedient and intentional in these endeavors, that the natural result would be new relationships with non-Christians who could easily become prospects for evangelism.

In fact, a survey of people employing servanthood evangelism over a 2-week period demonstrated that getting the unchurched to discuss the gospel was more than twice as effective using servanthood evangelism than utilizing more traditional approaches by themselves. However, this does not mean traditional approaches do not work.

Intensive studies have revealed that effective evangelistic churches often use door-to-door visitation, evangelistic surveys, *FAITH*, *The NET*, *Share Jesus Without Fear*, *Got life?*, assignment visitation, and a variety of other intentional means by which to share the gospel. In no way is servanthood evangelism meant to replace any of these traditional evangelistic approaches. However, often it will enhance the effectiveness of these approaches.

Think about it, in a day when church attendance seems to be in decline, it is not enough to simply continue doing church the same way in hopes that prospects will miraculously show up. As the old Chinese proverb suggests, a man will stand with his mouth open for long time before a roast duck ever flies in.

In other words, if a congregation lacks prospects for evangelism, maybe its time to go and find them. The bottom line is that servanthood evangelism is a very effective prospect discovery process.

10. Servanthood evangelism is contagious and will impact the spiritual attitude of your congregation in a positive manner.

Finally, not only does servanthood evangelism create a positive image in the community for authentic outreach, it also creates a contagious attitude of excitement within the congregation. It only makes sense that when God's people begin to imitate Christ's servant ministry that the Holy Spirit is more freed to work among His people.

Consider Jesus' words in Matthew 16:24-25 (KJV), "If any man will come after me, let him deny himself, and take up his cross, and follow me. For whosoever will save his life shall lose it: and whosoever will lose his life for my sake shall find it."

Could it be that one of the keys to living the abundant life that Jesus mentions in John 10:10 relates back to one's willingness to lose one's life as a true servant for the sake of the gospel? Moreover, could the same be true for local congregations who collectively find their evangelistic purpose through identifying with Jesus' sacrificial ministry of servanthood?

Obviously, the answer to both questions is a resounding yes! So, then, it is our responsibility to go do it.

FOUNDATIONAL PRINCIPLES FOR SERVANTHOOD EVANGELISM

It stands to reason that anything with so much potential for good also has the potential for misuse and even harm. Therefore, three foundational principles must be expressed:

1. Those participating must be intentionally evangelistic.

Servanthood without evangelism is social ministry without a biblical purpose. For years, the legacy of theological liberalism has been the emphasis on changing societal taboos and meeting physical needs. Sadly, these acts of kindness are often done to the exclusion of verbalizing the redeeming message of Christ.

This must not be the case with servanthood evangelism. Participants must be intentional about their desire to share their faith as God opens the doors. As often will happen, a person may say, “Why are you doing this or that?” Your response should be to share a personal testimony and present a gospel tract. While it is true that you may not get the opportunity to witness on every occasion, if you remain intentional and biblical, God will give the increase.

2. Those participating must genuinely care about people.

In our success-driven society, even the church and its leaders can become more motivated by numerical increases in baptisms, church membership, and offerings, than by the potential transformation of human life by the saving message of the gospel. You can only hide true feelings and intentions for a brief period of time. Eventually, people will recognize if you are not genuine in your concern for their well-being.

In Matthew 9:35-38, Jesus is described as having compassion on the multitudes because “they were distressed and downcast like sheep without a shepherd.” He then moves immediately to the subject of the harvest and the need for disciples who could work in His harvest fields. If, indeed, Christ is the example for ministry, it seems logical that He expects the same genuine compassion and love from His disciples as they serve and work in His fields today. Servanthood evangelism done without genuine compassion for people is nothing more than a Christianized version of the old “bait and switch.” A caring attitude is always a necessity.

3. Eventually, those participating need be equipped as personal witnesses.

One of the beauties of servanthood evangelism is that it does *not* require one to be a witnessing expert. In fact, because it is such a great “entry-level” approach to personal evangelism, a person can participate on a servanthood evangelism team without having been an active witness in the past. Nevertheless, to remain intentionally focused on pure evangelism, it is imperative that each group or pair include someone who can lead people to Christ. This also provides a mentoring opportunity as the inexperienced participants can learn how to witness through watching and listening to others.

Eventually, it is suggested that every active participant should receive witness training concerning the development and use of their personal testimony, as well as the simple presentation of a gospel tract.

NOTE: *Appendix I contains a summary of witness training you can use in your church. Appendix II gives information on how to prepare both your conversion testimony and recovery testimony. Appendix III shares how one can mark his or her New Testament to be used in witnessing.*

HOW TO BEGIN SERVANTHOOD EVANGELISM IN YOUR CHURCH

Start with smaller inexpensive servanthood evangelism projects with the vision and commitment to grow in your involvement. You might choose to do a car wash one Saturday afternoon, deliver several hundred light bulbs or packages of microwave popcorn, shovel snow, rake leaves, wash windshields at the mall, provide quarters and snacks at the laundry mat, or give umbrella escorts at shopping centers on rainy afternoons. The important thing is to schedule regular activities for at least a six-month period of time. It is then that servant evangelism will become a productive aspect in the life of your church.

Here is an example of how to begin:

S: Seek the Father's power and presence

Prayer is essential to effective evangelism. Pray for those who will be participating in the servanthood evangelism projects, as well as those who will be reached.

Planning regular prayerwalks or similar activities in the areas you seek to saturate is also advisable. By mapping out target areas, church members can begin to pray over particular streets and houses, neighborhoods, and shopping centers before the servanthood evangelism activities.

Through using the Mapping Center for Evangelism and Church Growth, local congregations can obtain a list of names representing every person that lives in the target area. The mapping concept allows congregations to personalize their prayer activities.

Prayer is *not* an option. As previously mentioned, it is essential to every evangelistic opportunity or approach.

NOTE: *For more information concerning the Mapping Center for Evangelism and Church Growth, call 1 888 MAP-7997 or visit the website at www.map4jesus.org. For more information on prayerwalking, see Appendix IV.*

E: Enlist the people

Make sure trained witnesses will be involved. Personally enlist as many experienced soul-winners as you can to participate. These people can be your team leaders.

Provide opportunities for training. Suggestions could include a training clinic on Saturday morning, a banquet Friday evening, a discipleship class on servanthood evangelism, or present the concept from a biblical perspective during Sunday morning worship, in Sunday School, other worship service. Have a time of open commitment where everyone (i.e., children, youth, senior adults) can have the chance to sign up. Team leaders can

use the list of volunteers to recruit participants for specific projects. It is strongly advised to couple the training with immediate opportunities for involvement through a variety of servanthood evangelism projects. Experience is always the best enlistment approach. Skeptical church members can quickly and easily be swayed after experiencing the joy and fellowship of personal involvement.

Remember, be enthusiastic, because participants will have a blast. Remind them that, although the ultimate goal is to win people to Christ, they are already a success by faithfully sharing Christ in a spirit of love. The key, as always, is personal obedience.

R: Resource

One of the strengths of servanthood evangelism is that other than the commitment of personnel, many of the projects usually do not require a large amount of financial resources. Nevertheless, there is the necessity to gather resources for specific projects.

Some congregations have chosen to dedicate a room or small area of the church as a supply pantry of materials needed for servanthood evangelism projects. Church members are encouraged to provide various materials (i.e., boxes of microwave popcorn, glass cleaner, cases of soda pops, light bulbs, packaged foods, 9-volt batteries, rakes, and shovels) to be used by the teams as they plan projects. Although it is advisable to eventually include servanthood evangelism as a line item in the church budget to pay for cards and other incidentals, it is not required.

By keeping the regular needs and activities in front of the church on a consistent basis, most of the projects are usually completed through the generosity of interested church members who are enthusiastic about the process. In some cases, community business leaders are willing to donate needed supplies as a way of participating in public service projects. For instance, an Indiana church informed a local popcorn distributor of their plans of saturating their area with microwave bags. As a result, the distributor voluntarily agreed to provide all the needed supplies. As always, God rewards commitment and faithfulness.

In the following pages you will find a helpful selection of possible activities and necessary resources. Included are suggestions for personalized cards to be used with various materials and projects. Have evangelistic tracts and/or marked New Testaments available at all times.

V: Vacate the church

After mapping out your community and targeting specific areas for saturation through servanthood evangelism, it is time to “vacate” the church walls and go into the community to share the wonderful love of Jesus.

You may choose to set up larger projects that target the participation of the entire church body or simply allow the servanthood evangelism teams to accommodate their schedules through random projects at least once a month or every six weeks. It is usually advisable to do both.

The larger projects are a good time to enlist new participants. The team approach allows greater flexibility as well as expressions of creativity by team members. You will also want to meet with the team leaders at least once a month as a time of encouragement, accountability, and planning. At this point it bears noting that this approach can be used at any time of the day or week. Again, this is part of the flexibility of servanthood evangelism.

One scenario has been to send out several evangelism teams during the worship hour Sunday morning or every evening during revival services. In fact, because recent statistics reveal that more people are at home from 9:00 a.m. to noon Sunday than at any other time of the week, the potential is endless. Admittedly, this approach may not be for everyone. However, such creative options have been effective.

Consider what Darrell Robinson, former vice president of Home Mission Board, SBC, says about alternative visitation on Sunday morning. He states, "An effective evangelistic project I used as a pastor is Sunday morning outreach visitation. We developed witnessing teams of two Christians each to go out during Sunday morning worship and share Christ with people in their homes. This is a good time to find those who need Christ. It is, also, a good time to minister to those you find who cannot come to church."

E: Evaluate

After a time of participation, always plan to have a reporting period for evaluation. Undoubtedly, this time will encourage participants through sharing stories and experiences. Most important, this provides the opportunity to report names of prospects and those who prayed to receive Christ, so they can be immediately contacted. Be sure to immediately follow-up on individuals who have made salvation decisions.

Participants can also share what worked best, and what they might do differently the next time.

This is the best time to encourage creativity concerning new ideas. Before dismissing in prayer, the pastor and team leaders should share about upcoming projects so the excitement and commitment continues. It is imperative to keep the vision alive.

Keep in Mind

Before venturing into the exciting world of servanthood evangelism, there are a few final issues to keep in mind. First, do not forget that servanthood evangelism is not an end unto itself. If your congregation does not have an established vision with the goal of saturating your community with the gospel, *stop* immediately and become a catalyst for the development of this strategic mind set. While servanthood evangelism is an effective tool, this approach, like any other, will only lead the congregation as far as the established vision allows. A suggested vision statement may be, "The purpose of First Baptist Church is to pray for and share Christ with every person in our community before year-end 2000." If this is indeed the vision of your congregation, then servanthood evangelism will become an invaluable tool for saturation.

Second, servanthood evangelism is a process, not a program. In a day when it appears that fewer people than are ever aware of Christian values and what it means to be a real follower of Christ, servanthood evangelism is an important tool. However, servanthood evangelism is not a “quick fix” or “newfangled” program that will necessarily bring immediate growth. The truth is, it represents a process of leading the disinterested or disconnected individual in society to a place of awareness about Christ, then to a point of salvation through genuine acts of servanthood. This usually does not happen overnight. Most of the time, it will take repeated encounters with Christians and the gospel message shared through a variety of servanthood projects before the unsaved will respond.

Thus, it is imperative to make at least a six-month commitment to the process. Whatever you do, do not fall into the trap of chasing a new program every few days. If you will stick with the intentional process of servanthood evangelism and plant the gospel seed, eventually, through hard work, the harvest will come. Unfortunately, many of our greatest blessings will remain unfulfilled because they are all too often sacrificed on the altar of impatience.

Servanthood evangelism has the potential of revolutionizing the ministry of any local congregation, student ministry, and so on. If properly done on an intentional basis, it will enhance the evangelistic ministries that you are already using. The key issue is the corporate development of a servant mentality among God’s people.

The challenge is to saturate your area with the gospel message and to clearly communicate the love of Christ. Rest assured that servanthood evangelism will be helpful in both pursuits.

WHAT TO SAY

BEGINNING THE CONVERSATION

It has been said that none of us get a second chance to make a first impression. This is especially true when we are trying to communicate the gospel through the genuine love of Christ. With this in mind, we would all agree that servanthood evangelism is a powerful tool with which to communicate all by itself. Still, you may ask, “What do I say to those I serve?”

The truth is, your actual expressions may vary according to the project. For instance, when delivering cookies door-to-door, it may be good to say something like, “If you think these cookies are sweet, you should taste the fellowship at _____ church.”

Another example could be the approach, “Why don't you POP in and see us sometime,” when giving out popcorn door-to-door, or cold soft drinks on a hot afternoon.

Nevertheless, while there are numerous and varied expressions to catch people's attention, you always want to communicate a genuine attitude of love and grace. At this point, it is usually advisable to add a phrase like, “We are doing this activity to show you the love of Christ in a practical way-no strings attached.” As a result, most people are touched by the simple expressions of generosity and often become more receptive to the gospel message.

In the majority of encounters, the person being served will respond by stating something like, “This is really nice, why are you doing this?” Considering that the toughest part of evangelism is often the transitional sentence between making general conversation and actually presenting the gospel, this response makes it much easier. Rather than depending on a canned transitional statement, all the witness must do is answer the person's question by sharing one's personal testimony and then moving into the gospel presentation as the Holy Spirit leads.

Think about it. In most common approaches to sharing the gospel, assuming the Holy Spirit's leadership, the person sharing tries to open the door of discussion.

Conversely, with servanthood evangelism, in most cases, the person being served willingly opens the door and even invites a response. This is one key reason why servanthood evangelism will enhance any approach to outreach.

WHERE DO YOU GO FROM HERE?

SOME HELPFUL INFORMATION

For more helpful information including hundreds of Servanthood Evangelism ideas, numerous examples of outreach cards from all over the world, lots of good online links, definitions, facts, recent updates, and much more, you will want to refer to www.servantevangelism.com.

The site is monitored weekly by Steve Sjogren, who is a former church planting pastor, national speaker, widely read author, and just happens to be the person who coined the phrase servant evangelism.

As a point of reference, there are numerous books that would be helpful as you begin a servanthood evangelism ministry. For instance, Steve Sjogren has several books including *Conspiracy of Kindness*, *The Perfectly Imperfect Church*, *Community of Kindness*, *Seeing Beyond Church Walls*, and his most recent work, *Irresistible Evangelism*.

Other suggested readings are *Concentric Circles of Concern* by Oscar Thompson, *The Radically Unchurched* by Alvin Reid, *Taking Prayer to the Streets* kit by C. Thomas Wright, the *His Heart, Our Hands* kit produced by the North American Mission Board, and *Meeting Needs Sharing Christ* by Donald A. Atkinson and Charles L. Roesel. For strategic planning purposes, see *Purpose Driven Church* by Rick Warren, *Total Church Life* by Darrell Robinson, or *Radical Outreach* by George G. Hunter III.

A few final thoughts to keep in mind. Servanthood evangelism is really a simple process. Whatever you do, keep it fun and uncomplicated. Think strategically.

While writing this manual, I had a conversation on a plane with a man named Angel. I asked him about his beliefs. He indicated he was a non-practicing Catholic. I asked for an explanation. His answer makes a great conclusion to this manual as well as a stiff challenge to all believers. He simply said, "I used to attend church, but no one appeared to be what they claimed."

Then he exclaimed, "Where is the compassion of Christ in His people?"

In other words, people like Angel will not believe the truth of Christ until they first see His truth in us. I shared Christ with Angel. Pray for him. He is definitely searching for something genuine.

APPLICATION OF WAYS TO PRACTICE SERVANTHOOD EVANGELISM

(Taken from *Conspiracy of Kindness* by Steven Sjogren)

All projects are free! No donations accepted!

Some services are provided while people are away, making cards or printed notes necessary.

PROJECT	CONCEPT	EQUIPMENT NEEDED	COST	WEATHER
Single Mom's oil change	Single moms regularly have car problems	Cards, filters, oil	\$5-\$7 per car	Any weather except extreme cold
Neighborhood windshield washing	Going door-to-door washing windshields in driveways	Cards, squeegees, squirt bottles, cleaner, shop rags	Minimal	Cool to warm, but not hot
Mother's Day carnation giveaway	Set up outside grocery store on Saturday before Mother's Day	Cards, table, sign	Free, If you order carnations in advance	Any
Sunday morning paper and coffee giveaway	Going door-to-door early in the morning to houses without a paper in the driveway	Cards, Sunday papers, Igloos™ of coffee	Papers in bulk cost about \$1 each	Anything but rain
Snow removal	Help people dig out	Cards, shovels, coffee	Minimal	Snow
Pulling out cars stuck in snow	Rescue people from ditches or otherwise stranded	Cards, shovels, chains, bag of grit or salt pellets, coffee	Minimal vehicle	Snow
Return empty garbage can from street	Bring cans back to peoples' houses	Cards	None	Any weather
Kitchen clean-up	Humbling but powerful service	Cards, basic cleaning equipment	Minimal	Any weather
Food delivery to shut-ins	Delivering food	Cards	None	Any weather
Car drying at self-serve car washes	Help dry cars after they have been washed	Cards, towels or a couple chamois	Minimal	Car washing weather
Outdoor window washing	Wash first floor windows	Cards, professional squeegees and cleaner, short ladder, and buckets	One time purchase of squeegees—not too expensive	

PROJECT	CONCEPT	EQUIPMENT NEEDED	COST	WEATHER
Yard clean-up	Look for messy yards	Cards, bags, rakes	Minimal	
Easter basket giveaway	Every child wants an Easter basket	Cards, baskets vary. Candy, Christian literature. Once we put in Christian tapes	Costs vary from \$3 to \$5 per basket	
Rainy day grocery escort	Help shoppers to cars with packages	Cards, golf umbrellas	Minimal	Rainy days
Instant camera pictures	Find lonely people or couples at parks or malls and “shoot” them	Cards, cameras (stickers for back of photos are best)	Film and initial outlay for cameras (about 75¢ per photo)	
Windshield washing at self-serve gas stations	Revive the practice of free windshield washing with fill-up	Cards, squeegees, squirt bottles, red rags, cleaner	Initial purchase of equipment—minimal	Prefer clear weather. If it’s too hot, the fluid will evaporate
House/apartment repair	Fix broken things. Limit repairs to your capabilities.	Cards, basic tool kit	Limit your work to your capable repair budget.	
House/apartment/dorm cleaning	Who doesn’t need their place cleaned?	Cards, vacuum cleaners, brooms, trash bags	Minimal	Any weather—may need to call ahead or work from referrals
Winter car wash to spray off underside of cars	Spray off salt and road grime	Cards, coffee, wands	Minimal	Don’t attempt this in weather below 20° as door locks could freeze
Summer car wash	Free car wash! Use banners that say “Free Car Wash—No Kidding”	Cards, basic wash equipment, banners. Can also serve drinks, play music	Minimal—Use a sports bar’s parking lot and pay for the water.	Above 60°—overcast days don’t work well. People won’t stop if it looks like rain
Filling windshield washer fluid	Refill washer reserves in cars and clean off wiper blades	Cards, washer fluid, signs, table	Fluid costs about \$1 per gallon	Any weather
Scraping out fireplaces	Remove ashes with small flat shovels	Cards, small brooms, possible initial investment on tools	Purchase trash bags	Usually a cool weather project
Checking air in tires	See if tires are properly inflated—adjust pressure if necessary	Cards, compressor or portable air “bubbles” and air pressure gauges	Pressure gauges not much, borrow compressors or air tanks	Almost any weather but people are more concerned in summer
Memorial service	Advertise complimentary memorial service in newspaper	Cards, set up and take down	Advertising in newspaper or telephone book	
Radon detectors	Give out complimentary detectors in areas where radon is a concern. Return in a few days.	Cards, detectors	In quantity, these cost about \$10 each	
Carbon monoxide detectors	Give out complimentary carbon monoxide detectors. Return in a few days.	Cards, detectors	In quantity, these cost about \$3.50 each	Usually a winter project
Smoke detector batteries	Give out complimentary smoke detector batteries	Cards, reminders with date, batteries	In quantity, these cost about \$1.25 each	Any weather

PROJECT	CONCEPT	EQUIPMENT NEEDED	COST	WEATHER
Toilet cleaning	Clean toilets of restaurants and stores	Cards, urinal screens, cleaning supplies		Any weather
Light bulb service--offering to change burned out bulbs	Go door-to-door with light bulbs, cards, step ladder	Supply 15-60 watt	Light bulbs are 30¢ to 50¢ each	
Laundromat™ outreach	Pay for washing machines and dryers at local Laundromats™	Cards, rolls of dimes or quarters	Usually 75¢ per wash, 25¢ per dry	
Blood pressure screening	Check peoples' blood pressure at public places	Cards, stethoscopes, sphygmomanometers	Initial investment necessary, many nurses have equipment	
Car safety light check	Replace burned-out bulbs in cars	Cards, variety of spare bulbs to replace burn-outs, screwdrivers	Replacement bulbs vary in price	Dry weather best
Killing weeds	Spray for weeds and poison ivy on sidewalks, driveways	Cards, weed killer, sprayers, gloves, masks	Weed killer varies; least expensive in gallons and dilute in sprayers	Warm, dry, ideally in summer
Seal blacktop driveways	Help homeowners seal driveways—best to use flyers to get interest	Cards, sealer, sealer brooms		Warm, dry
House gutter cleaning	Clean gutters on houses of leaves, sticks, and debris	Cards, gloves, ladders, trash bags	Plastic bags—ongoing, everyone needs a ladder	Dry weather best after ladders are purchased
Birthday party organizing	Organize and run parties for children—advertise in local papers	Cards, music for party	Parents pay for supplies, ads in free and local papers are best	
Door-to-door food collection for the poor	Put out flyers door-to-door then return a week later to pick up cans and dry goods	Cards, bags given out	Purchase bags	Not a factor
Car interior vacuuming	Set up in mall parking lot/ gas stations to vacuum cars	Cards, several canister vacuums, several hand-held vacuums	Nothing to purchase after vacuum cleaners	Dry weather best
Leaf raking	Who likes to rake leaves? We do it for them.	Cards, rakes, bags, blowers work well but are more expensive	Minimal—you can own your own rake for \$3.98	About any type, but it's tough raking leaves when wet
Christmas gift wrapping	Everyone needs their gifts wrapped. Do it at the mall for free!	Cards, paper, tape, scissors, etc. Build simple kiosk or booth. For suppliers, call (513) 671-0422.	Though costly, can cost as little as \$1 a gift with the right suppliers.	If wrapping at an inside location, weather not a problem
Lawn care	Find unkempt lawns and go for it.	Cards, can do basic mowing or more	Cost of gasoline, oil and bags	It's easier to mow dry grass than wet grass
Soft drink giveaway	On a hot day, nothing refreshes like a cold drink in Jesus' name.	Cards, drinks, ice, clean plastic trash cans for storing cans on ice, table	Can lower cost to 10¢ per unit buying in quantities	Warm or hot weather
Free coffee	Set up tables at store exits or sporting events and serve hot coffee on cold days	Cards, table, 2-3 Igloos™ (5 gal.), creamers, sugar, stirrers, sign—"Free Coffee"	Minimal	Cool or cold weather
Popsicle™ Give-away	Set up tables at store exits or sporting events and serve Popsicles™	Cards, table, 2-3 Igloos™, ice, sign	Minimal	Warm weather

PROJECT	CONCEPT	EQUIPMENT NEEDED	COST	WEATHER
Windshield washing centers	Hit every car in the lot at stores and shopping	Squeegees, squirt bottles with window cleaner, red shop rags, cards	Minimal	Does not work well in weather over 75 °— the liquid evaporates too quickly
Grocery store bag packing	Go to a self-bagging grocery store and help people bag their groceries	Cards, might wear matching aprons, button-- “just because”	No cost project	Good or inclement weather
Pictionary in the Park	Start playing pictionary and strangers just show up	Cards, white board and markers, Pictionary cards	Minimal	Warm weather--spring or summer
Balloon giveaway	Go to a park and give balloons and cards to children with parents	Cards, helium tanks, balloons	Balloons and helium are about 10¢ to 15¢ per child	Any weather when people are at the park
Free bird feeders/ refills to convalescent hospitals	Share God’s love with shut-ins	Cards, bird feeders, birdseed	Birdseed, initial investment in feeders	Any weather, greatest appeal in winter
Free house number painting on curbs	Address numbers painted on the curb	Cards, stencils, spray paint	\$1-\$2 per house	Dry and warm
Free community dinner	Throw a party for a neighborhood	Cards, food choice, \$2-\$5 per person	Depending on meal	Any weather
Free coffee giveaway at a major bus stop	On cold days, hot coffee is nice.	Cards, coffee, cups, 2 Igloos™, condiments	Minimal	Cool or cold weather
Free instant pictures at horse carriage stands	Set up shop at a downtown horse-drawn carriage stand	Cards, cameras, film	About 75¢ per photograph	Cool to cold; fall and winter weather most popular
Shopping assistance for shut-ins	Shop for those who cannot get out on their own	Cards, vehicles	Minimal	Any weather
Collect trees after Christmas for proper disposal	Meet a practical clean-up need	Cards	None	Any weather
Doggie dirt clean-up of neighborhood yards	Clean up doggie mess	Cards, “pooper scooper” or use plastic bags over hands, bags	Minimal	Any weather, very cold is easiest
Shoe shining service	Free shoe shining at stores, malls, other public places	Cards, shoe polish, rags, (kits are great)	Initial investment minimal	Not a factor if done indoors
Feeding parking meters	Find expired parking meters before cars are ticketed and leave a note of explanation	Cards, lots of change	You can feed a lot of parking meters	Not a factor except extreme conditions

EXAMPLES OF OUTREACH CARDS

For handing out
soft drinks

**You looked too thirsty to
pass up!**

We hope this small gift brings some light into your day. It's a simple way of saying that God loves you—no strings attached. Let us know if we can be of more assistance.

For handing out
popcorn
Pop in and see us!

We hope this small gift brings some light into your day. It's a simple way of saying that God loves you—no strings attached. Let us know if we can be of more assistance.

For feeding
parking meters

**Your meter looked hungry—
so we fed it!**

We hope this small gift brings some light into your day. It's a simple way of saying that God loves you—no strings attached. Let us know if we can be of more assistance.

Note: A card should be left or given away after each project application. A good quality card stock is suggested. Some paper is more resistant to the weather. This is especially important when washing windshields. What if it rains? If the card is your only opportunity to make an impression, make it good.

For washing
windshields

**While you were away, we
washed your windshield!**

We hope this small gift brings some light into your day. It's a simple way of saying that God loves you—no strings attached. Let us know if we can be of more assistance.

For passing out
light bulbs

**Just want to brighten
your day!**

We hope this small gift brings some light into your day. It's a simple way of saying that God loves you—no strings attached. Let us know if we can be of more assistance.

Suggestions for reverse
side of outreach card.

#1

Church logo
Church name

Church address
Church telephone

Service times

Map/directions
to church

#2

**The A, B, C's of
the gospel**

**Acknowledge and turn
from your sin—**
“For all have sinned and fall short of the glory of God.” *Romans 3:23*

Believe in Christ—
“Everyone who calls on the name of the Lord shall be saved.”
Romans 10:13

Confess Christ as Lord—
“That 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.”
Romans 10:9

APPENDIX I

Witness Training

Remember, to do evangelism effectively, you only need to share two stories:

- Your story (salvation or recovery testimony)—what Jesus has done for you
- His story (the gospel presentation)—how Jesus can change the lives of others

His Story

There are many good ways to explain the gospel to others. One of the easiest methods is to use a witnessing booklet.

- You can read the explanation of the gospel
- The outline will keep your conversation focused on salvation
- You can leave the booklet with the person to review later or to share with friends and family

The booklet should include:

- An explanation of how to become a Christian
- A model prayer for salvation
- Instructions on how to help a new Christian grow

When sharing the booklet with an unbeliever, keep these basic instructions in mind:

- Use one copy of the booklet for you and the prospect to read together
- Use your finger or a pencil or pen to point out major truths
- Read the entire booklet, keeping it folded so that the focus is on one page at a time
- When a prospect wants to use the model prayer to receive Christ, be sure he or she understands that it is not the words used, but the attitude of the heart that matters most

Remember: Always leave a booklet with a prospect. He or she may read it more carefully after you are gone.

For a wide variety of tracts that can be ordered online, go to www.ATStracts.org. ATS can also be contacted at 1 800 54-TRACT.

APPENDIX II

How to Share Your Testimony

Use the following outline to prepare and practice your salvation testimony explaining how you became a Christian.

1. I have not always been a Christian. (Briefly describe your life before becoming a Christian.)

2. I realized I needed Jesus and received Him into my life when . . .

3. The biggest change I have noticed in my life is . . .

4. May I share how something like this can happen to you?

APPENDIX II (cont.)
Recovery Testimony

Use the following outline to prepare a recovery testimony of how Jesus helped you with a particular problem or need in your life. This is particularly helpful in bridging the gap to share the gospel in relation to servanthood evangelism.

1. My life seemed normal until . . .

2. I discovered hope and help in Jesus when . . .

3. I am glad I have a personal relationship with Jesus today because . . .

4. May I share how something like this can happen to you?

APPENDIX III

Prayerwalking: An Explanation

Prayerwalking is:

- Praying while walking. It may be as simple as praying while walking for exercise, or it may involve an organized effort to saturate a city or neighborhood with prayer. It may be as simple as praying for the needs of people, or it may be used to target areas that need an evangelistic witness.
- Intentional praying. It is setting aside a time to walk to pray. It is deliberate intercession for others.
- Praying with vision. Walking through an area enables a Christian to visualize what God wants to do in the lives of the people who live or work there. Seeing enhances the focus of our praying.
- Involvement in spiritual warfare. People without Jesus as their Savior are being held by Satan and need to be set free. Prayerwalking is offensive praying to attack these strongholds bombarding them with spiritual power through prayer.
- NOT an end in itself. Evangelistic prayerwalking is preparation for an evangelistic witness. The witness may come as a part of an organized effort, but it may also come as an encounter during the prayerwalk.

Preparation

“Likewise the Spirit also helps in our weaknesses. For we do not know what we should pray for as we ought, but the Spirit Himself makes intercession for us” (Rom. 8:26, NKJV).

- Select a date and time, and place them on the church calendar. Evangelistic prayerwalking is a planned time of intercession.
- Map out the area to be “walked.” Assign teams of two, preferably, but not more than three.
- Meet together as a group before prayerwalking and share helpful information about the area.
- Spend time praying and sharing Scripture together before beginning the prayerwalk.
- Pray for Holy Spirit power and wisdom and for His control of all that is done.
- Agree on a time to return and report results.

Participation

“For where two or three are gathered together in My name, I am there in the midst of them” (Matt. 18:20, NKJV).

- As you walk, keep your eyes open and be observant. Ask God to let you see through His eyes.
- Pray aloud. Verbalizing your prayers helps focus on the object of prayer.
- Allow the Holy Spirit to lead your prayer. Pray for what you see and what you do not see, the people behind the doors of homes.
- Pray together. Take turns praying short prayers about a certain subject or area of focus.
- Walk slowly to allow time to observe.
- Claim God’s love and compassion for the people and ask God to remove their spiritual blinders and tear down all barriers that hinder belief in Jesus.
- Be alert to the Holy Spirit’s leading. Sometimes it may be to speak to someone along the way. Watch for open doors to witness. Also, be alert for opportunities to pray for spiritual and other needs.

Prayerwalking may also include:

- Walking alone and not as part of an organized effort. Anytime and anywhere you are walking, practice praying.
- Walking as families. Talk about it in advance and plan sort, easy routes for small children.
- Walking through your work area. An office manager arrived early each Monday and prayed at every desk.
- Walking at school. Students may walk around their school and pray or walk the halls praying at classroom doors.

APPENDIX IV

Servanthood Evangelism with Various Groups

Servanthood Evangelism and Women

As relational created beings, women have the ability to make instant connections with each other. Servanthood evangelism lends itself well to the way women relate. We have God-given opportunities to impact the lives of those around us. There are numerous ways women can use care and concern to show the love of Jesus in practical ways. Listed below are ways women can intentionally implement evangelism.

- Organize a car pool for working moms
- Provide Christmas gift wrapping
- Baby-sit for neighbors' children
- Host a neighborhood coffee or tea
- Provide welcome packets for people moving into neighborhood (include list of doctors, area restaurants, schools, area map along with names and phone numbers of neighbors)
- Organize summer block or park parties (free hot dogs, balloons, and so forth)
- Offer organizational or decorative skills
- Wash and carefully package outgrown children's clothing and give to neighborhood children

When women combine their spiritual gifts with servanthood evangelism techniques, the possibilities for reaching our friends, families, and neighbors for Christ are limitless.

Heather King
WMU/Women's Ministry
State Convention of Baptists in
Indiana
Indianapolis, Ind.

Listed below are ways to reach women using servant evangelism.

- Home-cooked meal and free laundry targeting college age women
- Gardening and house work targeting single moms and elderly women
- Birthday party for children of single parents, absent parents or low income parents
- One free night of baby-sitting for moms to grocery shop, rest, or parents to have a date night
- Recipe or cookie swap
- Meal for those in crisis or new in the neighborhood

When women combine their spiritual gifts with servant evangelism techniques the possibilities for reaching our friends, families, and neighbors for Christ are limitless.

Servanthood Evangelism and Senior Adults

Read the testimony of Lloyd Hendrickson: “My wife and I are retired and are now doing the Lord’s work full-time as Mission Service Corps volunteers. There are many folks like us who are doing the same work. By their actions they send a message of God’s love through servanthood evangelism showing there is more to life than pain, suffering, and hopelessness. The key is how do you get someone to stand still long enough to be able to tell them about Jesus. One of the most effective ways is to do something for them or others. The greatest opening you can get to give your testimony is to be asked, ‘Why do you do this?’ or some variant.

“One time I was asked why I was sitting on the floor of a crowded train in a remote part of Slovenia. Why was I there? Sometimes servant evangelism is just being there. Once when talking to a retired carpenter about a mission trip he showed me his arthritic hands and replied that he could not even hold a hammer anymore. God sent him on a trip with some young people who were energetic but did not know which end of a hammer to hold. Our senior citizen was able to teach others how to build and had many opportunities to give his testimony. God can use those without the skills, but they need teachers. The great power of God showed through the teacher and pupils.

The “key” is how do you get someone to stand still long enough to be able to tell them about Jesus.

Lloyd Hendrickson
Mission Service Corps
Volunteer

“This is true of many retired individuals who can share their talents and do powerful things in the Lord’s name. They can be asked, ‘Why do you do this?’ and give their testimony. In many countries the elders are looked to with great respect. There are mission trips where you use the younger members as ‘shills’ to play basketball and other sports to draw a crowd, but it is the wise older Christian who teaches, sends a message of safety, encourages, and gives testimony. Grandpa and Grandma types are kid magnets, and the parents are usually not far behind.”

Some good servanthood evangelism projects for senior adults could be:

- Baked goods for neighbors, shut-ins, or recent move-ins
- Free community dinners
- Blood pressure screening (by retired nurses or doctors)
- Rainy day grocery escort
- House or apartment repairs

Servanthood Evangelism and Teenagers

Teenagers can be involved in servanthood evangelism in many ways. They can be used to reach adults in your community through normal servanthood evangelism projects, or they can be used to serve younger children in an apartment complex. However, servanthood evangelism by teenagers is an effective way to reach teenagers as well. Listed below are some ways that teenagers can be involved in servanthood evangelism.

- Delivering popcorn, JESUS videos, light bulbs, and so forth door-to-door
- Handing out hot chocolate or soft drinks on the streets of an inner city
- Giving away cookies and milk at a local store on a Saturday
- Washing windshields of parked cars
- Shoveling snow, landscaping work, cleaning pools, or washing cars
- Working at block parties
- Cleaning rest rooms at local business establishments

Servanthood Evangelism gives teenagers the freedom to express their faith in a very practical manner.

Lance Shumake, Associate
Director
Youth Ministries
State Convention of Baptists in
Indiana
Indianapolis, Ind.

Teens can serve other teens by:

- Giving away soft drinks or candy at summer sports events
- Giving away bottled water at a park where teens play basketball
- Taking Valentine candy with a gospel tract to school
- Handing out soft drinks during lunch in the school cafeteria
- Giving away candy at a city pool in the summers

Note: School campuses can be a great place to implement servanthood evangelism. However, with some ideas, the principal's permission might be needed.

Teenagers can and will share the love of Christ in a practical way. Challenge them to be creative with their own ideas for servanthood evangelism and watch your church begin to catch a vision for sharing the love of Christ to the world around them.

Servanthood Evangelism and Children

Servanthood evangelism is a natural for children. After all, who can resist the smiling face of a child telling someone that God loves them! It is effective for both the child who is learning to participate in the Great Commission, as well as the person receiving the small gift or act of kindness. Do not be fooled into thinking that children should remain silent when it comes to evangelism.

One of the reasons that youth and adults are often resistant to evangelism may be because they were never allowed to participate as children. Where are the role models? The truth is, if allowed, children can and will be some of the best and most effective personal witnesses in your church.

For instance, what if the children of your church caught the vision setting up “free lemonade” stands with the intent of “sharing Christ’s love in practical ways?” Not only will friends and neighbors receive some cool refreshment, there is also the very real opportunity for intentional evangelism. Children will learn to be servants and may have the opportunity to share their faith at the same time.

Other ideas might include giving away free balloons to children at the local store, free “bike washes” for neighborhood children, free soft drinks, door-to-door family ministries with popcorn or cookies, and so on. At any rate, children must be included in the overall evangelism ministry of the church. Servanthood evangelism provides the perfect venue for participation.

APPENDIX V

A Strategy Through Ministry

One of the most exciting things you can do today is to start a church. It can also be very difficult. For example, how can you reach the community? How do you “get the ear” of the people? How can you convince them that you are there to give, not take? How can you show the community that Jesus loves them and that you love them? How can you break down preconceived ideas and resentment to a new church coming into the community?

One of the most effective ministries is servant evangelism. It is very important that you have a community gathering. This can be called a block party or neighborhood get-acquainted. If you are in the city, call it a block party. If you are in neighborhoods, it could be called a neighborhood get-acquainted party. It is also important to visit every house in your targeted area. Most people visiting from a church are wanting something. At least this is the way unchurched people view us. It is very important to show the people that we are givers, not takers, and that Jesus loves them and you love them.

How do we conduct a block party and reach into the community in a non-confrontational witness?

This is an event to bring people together for fellowship and to receive a witness. The event needs to be in a park or a parking lot. It would be great if a street could be closed off. This would be a great place. What is to happen?

1. Make it a carnival setting
 - a. Games
 - Basketball shooting
 - Ring toss
 - Fishing for prizes
 - Other
 - b. Face painting
 - c. Balloons
 - d. Other events
2. Music—Bring in a group that sings the type of music that your target group enjoys.
3. Testimony—Short and to the point (three minutes).
4. Present the plan of salvation--short, in three minutes. (The testimonies and plan of salvation will be done more than once.)
5. Greeters will be visiting those who attend to:
 - a. Get acquainted
 - b. Share a witness
6. Food will be provided to all who come. Some block parties provide:
 - a. Barbecued chicken, baked beans, potato salad, and a drink

b. Hot dogs, potato chips, and a drink

Make sure the community hears what you have to say to them. For example, “Jesus loves you, and we love you.” Make sure to tell them about the new church starting, the time, and the meeting place.

A great way to advertise the block party, the church, or any other event is to visit every house in the target area. A very effective way is to purchase microwave popcorn. Place the advertisement on the outside which could say, “Pop in and visit us.” If this is for a block party, give time, place, and other information. The same can be done to advertise the starting of new congregations.

Servant evangelism events should continue after the church has started. Here are some events you may want to consider:

1. Cleaning bathrooms for businesses
2. Free car wash
3. Wash windows of cars in apartment complexes, supermarkets, and local department stores

RESOURCE

Steve Sjogren, *Conspiracy of Kindness* (Ann Arbor, Mich.: Servant Publications, 1993).

END NOTES

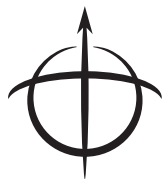
¹Part of the material is taken from an article by Alvin L. Reid and David Wheeler, “Small Deeds Open Big Doors,” SBC Life, May 1997. Used by permission.

²The term “Servant Evangelism” was coined by pastor Steve Sjogren in Cincinnati, Ohio. Sjogren, pastor of the Cincinnati Vineyard Church, describes the concept in his book *Conspiracy of Kindness*.

¹See Ted L. Elmore, *Praying the Heart of God* (Evangelism Division, BGCT, 1993), 2.

¹See Darrell Robinson, *Total Church Life* (Nashville: Broadman and Holman, 1996), 154, 174.

¹See Steve Sjogren, *Conspiracy of Kindness* (Ann Arbor, MI, Vine Books, 1993), 75.



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