

Chart 1B: Ninety-Nine Select Evangelism Methods from Formal to Informal (Part 2 of 3), Including 31 Associated Theological and Practical Issues

“But you are a chosen race..., that you may proclaim the excellencies of Him who has called you out of darkness into His marvelous light” (1 Peter 2:9)

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SPECIAL EVENTS (continued)										LITERATURE EVANGELISM										ELECTRONIC MEDIA EVANGELISM										SILENT EVANGELISM			PERSONAL EVANGELISM					
Bridge Events																																						
Church-Oriented Special Events			Sports			Block Parties																																
35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68					
Church Special Events	Church Special Events	Community as Evangelism	Sports Evangelism	Sports Evangelism	Amusement Park Evangelism	Comedy as Evangelism	Coffee House Evangelism	Block Parties	Block Parties	Issue-oriented Christian literature	Gospel Magazines or Newspapers	Bible Distribution	Gospel Tract Distribution	Other Printed Media	Media Marketing	Media Evangelism	Television or Radio Evangelism	Internet Evangelism	Chat Room Evangelism	Telephone Marketing Evangelism	Telephone Response Evangelism	Johnny Appleseed Evangelism	Presence Evangelism	Fasting as Evangelism	Prayer as Evangelism	Prayer Evangelism	Social Institutionalism	Social Gospel	Servant Evangelism	Incarnational Evangelism	Servant Evangelism	Prison Ministry	Prison Ministry					
Christian calendar related	Not Christian calendar related	Fellowship events as evangelism, lost persons seeing the display of love and truth, without a Gospel witness	On church campus, i.e. in a gymnasium and operated by the church	Off church campus, i.e. in various community sports leagues	Inviting youth for a free night at an amusement park in order to foster a relationship	Inviting a Christian comedian to share the Gospel using comedy as a bridge	Offering youth a weekend or evening Christian entertainment alternative, with music and food	A planned carnival-type events with free food, music and a festive atmosphere	A planned carnival-type events with free food, music and a festive atmosphere	The printing and disseminating of Gospel intelligence through the medium of newspapers and magazines	The selling of Bibles door-to-door or the distribution of Bibles to prisons, schools, hotels, etc.	The conception, printing, and distribution of Gospel tracts, either for personal evangelism or for mass distribution	The conception, printing, and distribution of Gospel tracts, either for personal evangelism or for mass distribution	The conception, printing, and distribution of Gospel tracts, either for personal evangelism or for mass distribution	Using mass media to advertise an evangelism special event, or a church ministry	Using mass media to present the Gospel or a relevant aspect of the Gospel	Regular preaching or evangelistic preaching on television or the radio	Websites (1) targeting Gospel to specific audiences, (2) training Christians in evangelism, or (3) with generic Gospel presentations	Interacting with lost persons through discussions in (1) public chat rooms or (2) those specifically designed for outreach	Telemarketing calls evangelizing others; historically methods would fit here such as CB evangelism, etc.	Passive telephone evangelism, from media add campaigns; Christians trained to share Gospel over phone at a phone bank or at home	Similar to Mister Rogers' Neighborhood	(1) Living as salt in a culture is a silent form of evangelization; (2) letting ones presence be felt through real estate	Fasting to be seen by men as evangelism; the silent witness of solidarity with (1) the sufferings of Christ, or (2) the sufferings of men	Prayer for the lost without verbally sharing the Gospel	Prayer on the streets in target areas looking for the opportunities to share the Gospel	The founding of social institutions as evangelism	Meeting the social needs of man as the ultimate mission of the church	Aka. Servant, Service, or Servanthood Evangelism; e.g. Catholic charity	Aka. Servant, Service, or Servanthood Evangelism	Aka. Servant, Service, or Servanthood Evangelism	Serving prisoners in their misery and need	Sharing the Gospel with prisoners, and meeting their needs as possible					
e.g. Christmas Pageant, Easter Pageant, Easter Egg Hunt; this type of event has become the dominant method for some churches	Community interest events, e.g. fishing exhibitions, hot rod car gatherings, dog shows, etc.	The apologetic of a life of love (cf. John 13:34-35) replacing the need for a verbal witness	Community families participate in sports using church facility, opportunity used to share Christ, e.g. Upward Basketball	Involvement in sports leagues as a church to provide a non-verbal and a verbal witness to others	Method used by Kansas City Youth for Christ and some churches, combines fellowship and relationship	Popularized among evangelicals by Mike Warnke and others; now an accepted practice at youth conferences and in certain churches; evangelists may feel led to this	May or may not have intentional evangelism; common in the U.S. in the 1960s-70s and in Europe since the 1970s	Without "hard-core evangelism"; showing the love of God; presence evangelism; giving back to the community	With intentional evangelism; serves as an opening to share the Gospel	The preparation of a Christian women's magazine, or children and youth magazines, such as are created by Focus on the Family	For example <i>Decision Magazine</i> had as its purpose the proclamation of the Gospel, while providing information on Bible distribution not translation	Such as the Gideon's and other groups; the British and Foreign Bible Society (1804) focused on Bible distribution not translation	There are hundreds of Christian Gospel tract societies as agencies, such as the American Tract Society, etc.	There are hundreds of Christian Gospel tract societies as agencies, such as the American Tract Society, etc.	e.g. billboard campaigns, television commercials, radio commercials, newspaper adds; cf. Jesus video (see under visitation)	e.g. billboard campaigns, television commercials, radio commercials, newspaper adds; cf. Jesus video (see under visitation)	This method led to the founding of numerous Christian radio stations, such as WMBI from Moody Bible Institute and TBN television	e.g. sites that contain a gospel presentation (e.g. billygraham.org, sbc.net, ccc.net)	Some individuals feel specifically called to this ministry; some chat rooms are set up for apologetic or general religious discussion	e.g. Norm Whan of "Phones for You" explained that a church in Texas planted a church in Montana using telemarketing	Never sharing Christ, but encouraging self-esteem, positive thinking, and good morals	(1) The WCC's approach to mission; conscientization; (2) sometimes the purchase of real estate can be marketed as establishing a presence in a given location	e.g. Ash Wednesday in the Roman Catholic calendar, vows of poverty, or similar requirements to identify with the poor	e.g. <i>Praying for You</i> (Kregel, 1991); cf. Samuel Zwemer, "Prayer is not evangelism" (1944)	Combining prayer in difficult target areas with looking for opportunities to share Christ	e.g. founding orphanages, schools, leper-sanatoriums, etc. as true evangelism; cf. James 1:27	e.g. Adolph Hamack in <i>The Social Gospel</i> (1907) was seeking to develop a "balanced view", as was Harry Ward in <i>Social Evangelism</i> (1915)	Without verbally sharing the Gospel; showing the love of God and/or Christ; giving back to the community; being salt and light	Seeking balance between meeting needs and sharing Christ, both as legitimate ends; "Earning the right to be heard", e.g. Sjogren's <i>Conspiracy of Kindness</i> (1993) and <i>Irresistible Christ</i> (2004)	Intentionally sharing the Gospel, using service as an entrée (e.g. Titus 3:14); e.g. R. L. Decker's <i>Baptist Welfare Services</i> ; Atkinson and Roesel, <i>Meeting Needs-Sharing Christ</i> (1995)	cf. James 1:27; There are several prison ministries that deal primarily with the social and emotional needs of prisoners to change souls	cf. James 1:27; There are several prison ministries and individuals that reach into prisons with the Gospel message to change souls						
12. FELLOWSHIP?			13. INTRUSIONAL?			14. VERBAL COMMUNICATION ISSUE						15. MEDIA COST ANALYSIS						16. SOCIAL SERVICE ISSUES						17. RELATIONAL BOUNDARY														
Who can experience true Christian fellowship? Can a non-believer fellowship with God or with believers? When and how can fellowship be considered evangelism?			Is it ever right to intrude into someone's private life to share the Gospel? When is it wrong to confront a stranger with the Gospel?			Is it necessary to verbally communicate the Gospel of Jesus Christ (e.g. 1 Cor 15:1-8) for valid evangelism? Are love (John 13:35), unity (John 17:21), or good works (Matt 5:16) a form of evangelism, sufficient in themselves unto salvation? Are the outward word and hearing of faith absolutely necessary for salvation?						Are there limits to the cost effectiveness of media evangelism, as far as purchasing time, developing Hollywood type of programming, etc.? When does the cost of a media make it cost prohibitive? Does the media provide the best "bang for the buck" in comparison to other types of evangelism? When is media evangelism nothing more than marketing?						Is social service a necessary <i>preparatio evangelica</i> ? When does social service move from being the natural outcome of a re-born life, to a necessary partner with evangelism, to an end in itself? Is social service a part of the Great Commission and/or a definition of evangelism?						Is stranger-to-stranger evangelism in the NT? Is there biblical teaching against stranger-to-stranger evangelism? Are there biblical examples or warnings against stranger-to-stranger evangelism? Are there biblical teachings or examples requiring prior relationship to share the Gospel?														
18. ISSUE-DRIVEN EVANGELISM						19. PSYCHOLOGICAL ISSUES						20. MEDIA EFFECTIVENESS ANALYSIS						21. VERBAL COMMITMENT ISSUE																				
Must a secondary issue be used to open a conversation to the Gospel? When does issue-driven evangelism lose its focus on the cross—Christ and His death?						Should personal evangelism be shunned if it produces stress, tension, fear, or is personally threatening? What of mental illness? At what point do family obligations override the command to evangelize?						Is the impersonal nature of media evangelism the best way to evangelize? Are media campaigns with 1-800 numbers effective when it comes to (1) sharing the Gospel; (2) following up the convert; and (3) getting the convert into the local church for baptism and discipleship? What are media evangelism's strengths and weaknesses?						Must a new believer make a verbal commitment to Christ? Is it appropriate to ask a person to make a verbal commitment to Christ? Is a sinner's prayer valid?																				