

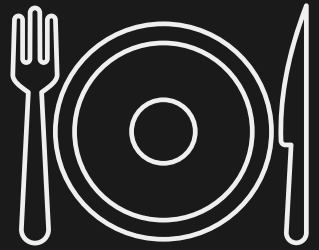


NEW STRATEGIES IN EVANGELISM

ED STETZER, PHD



STRATEGIES



Dinner Table
over
Media Platform

STRATEGY 1



Invitations to
the Gospel
Story

STRATEGY 2



Revitalizing
Power
Evangelism

STRATEGY 3



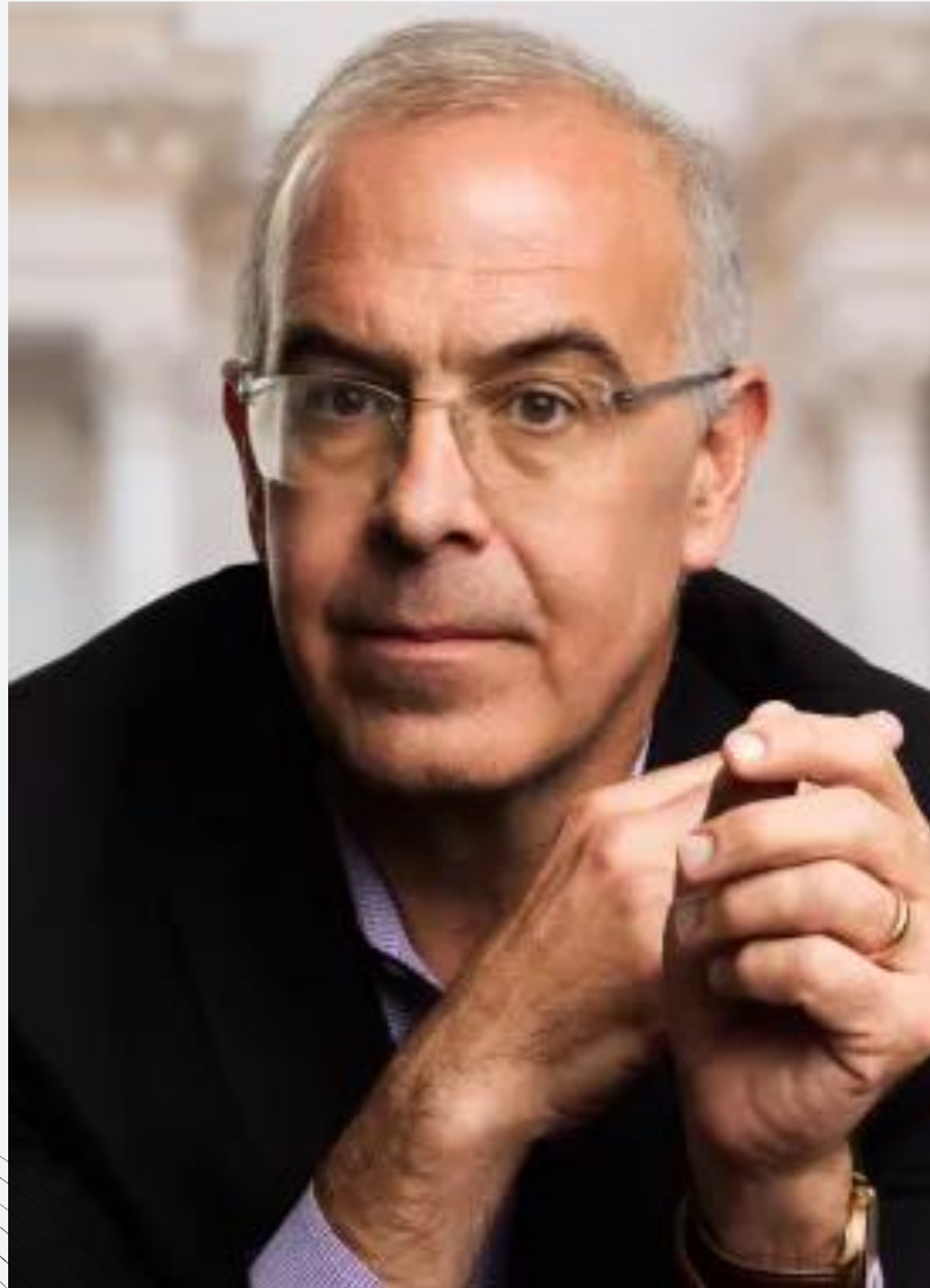
The Call to
the Digital
Frontier

STRATEGY 4

STRATEGY 1:

Dinner Table over Media Platform



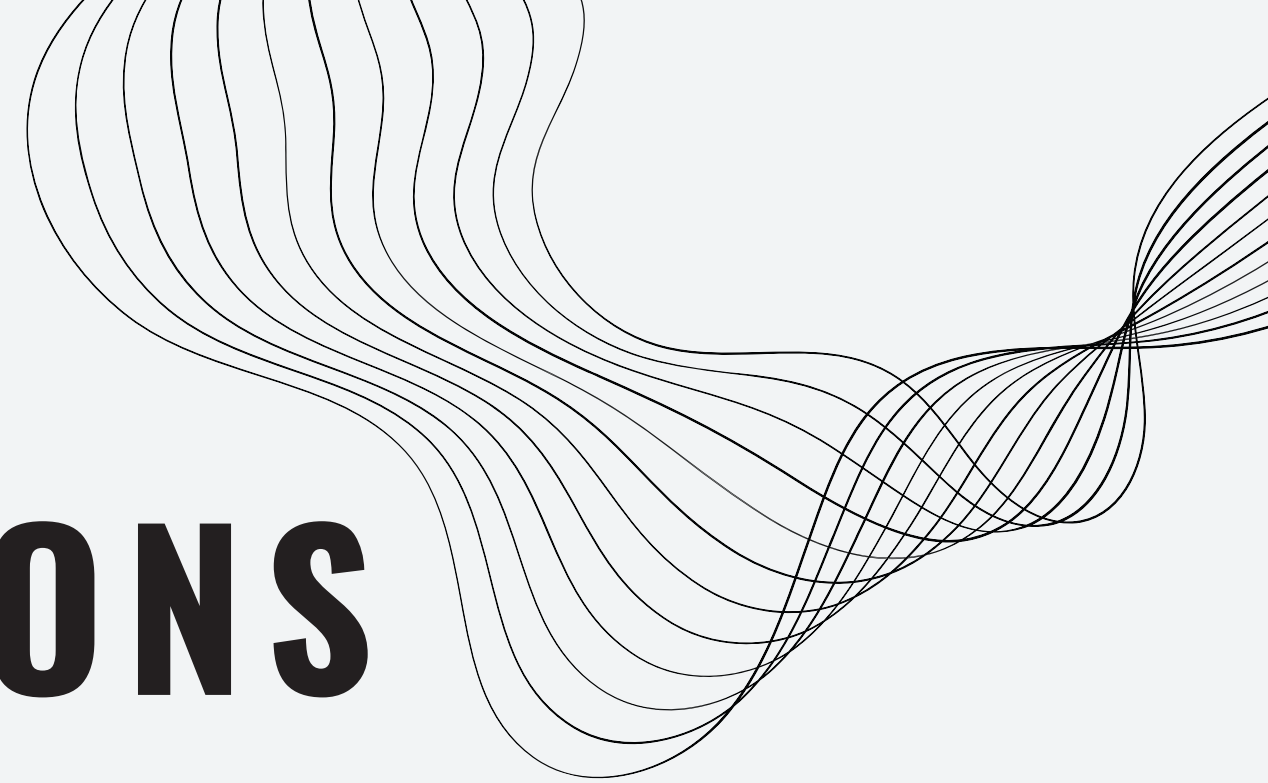


DAVID BROOKS



Convulsions are periods where people feel disgusted by the state of society. Trust in institutions plummets. Moral indignation is widespread. Contempt for established power is intense.

THE CAUSES OF OUR CULTURAL CONVULSIONS



1

Growing distrust in political leaders and historic institutions due to failure, corruption, and tribalism

2

Deepening tension between disillusionment of moderates and polarization led by the extremes

3

Redefinition of traditional values, ideas, and expectations

EVANGELISTIC OPPORTUNITY IN THE MIDST OF CONVULSION

**PRESSURES OF DIVISION:
Seeing others as enemies**

 Cable News

 Political Partisanship

 Social Media

**OVERCOMING DIVISION:
Welcoming others into our space**

 Sacrificial

 Vulnerable

 Counter-Cultural

THE POWER OF HOSPITALITY IN OUR CULTURAL MOMENT

Welcoming others into our homes is a unique opportunity to counter the pressures selfishness, isolation, and demonizing of our world:

- Sacrificial** Giving your resources and your time
- Vulnerable** Opening your home and your family
- Counter-Cultural** Making space for listening and dialogue



SAM CHAN



Hospitality provides the space in which gospel conversations can happen in a friendly and safe environment.

STRATEGY 2:

INVITATIONS TO A NEW GOSPEL STORY





DANIEL YANG

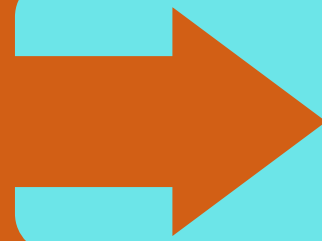


The greatest challenge of leaders presiding over churches and mission in this decade is...to tell the story of mission in a way that is beautiful and life-giving to a generation that sees the world through a lens of anxiousness and division.

TELLING A NEW STORY



From telling the Story...



...to helping people see themselves in the story.

Begins with a one-size-fits-all approach to people, globally unaware, and can depict the story of Jesus through our biases.

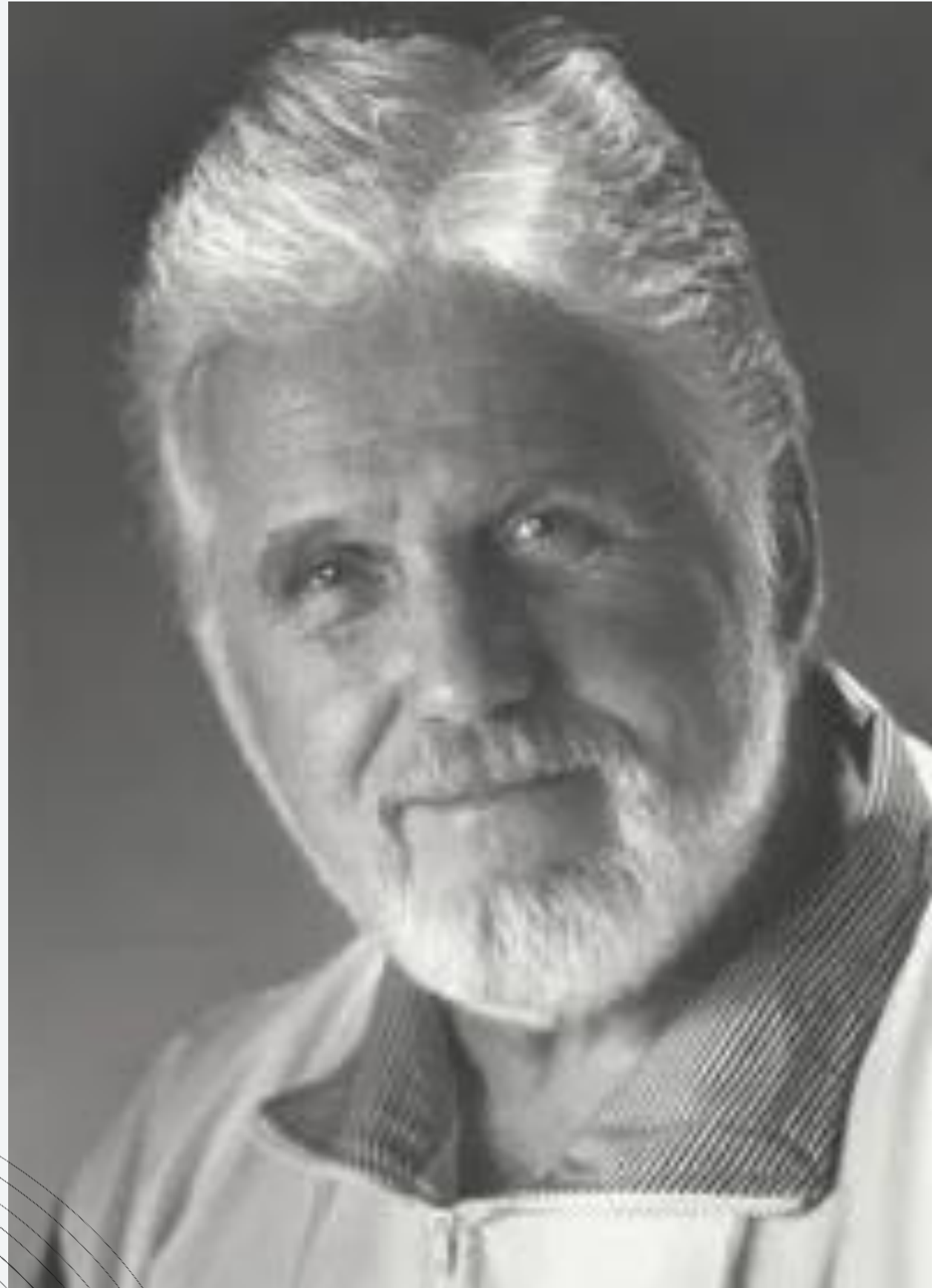
Begins with the close attention to our cultural moment(s), the uniqueness of individuals, and strives to provide an intimate connection to the story of Jesus.

STRATEGY 3:

REVITALIZING POWER

EVANGELISM





JOHN WIMBER



Evangelism that, “comes with a demonstration of God’s power through signs and wonders, [and] is preceded and undergirded by demonstrations of God’s presence, and frequently results in groups of people being saved.”

SPIRIT-EMPOWERED EVANGELISM



- 1 Worshipful Witness:** The testimony of Spirit of the transcendent God.
- 2 Neighborly Witness:** The testimony of Spirit of dignity of the imago Dei.
- 3 Forgiving witness:** The testimony of Spirit of power of the Cross.
- 4 Sojourning Witness:** The testimony of Spirit of exilic call of the Church.

*Fourfold approach to pneumatic witness is from Amos Yong's *Renewing Christian Theology* (95-98; 324-352)

STRATEGY 4:

THE CALL TO THE DIGITAL FRONTIER

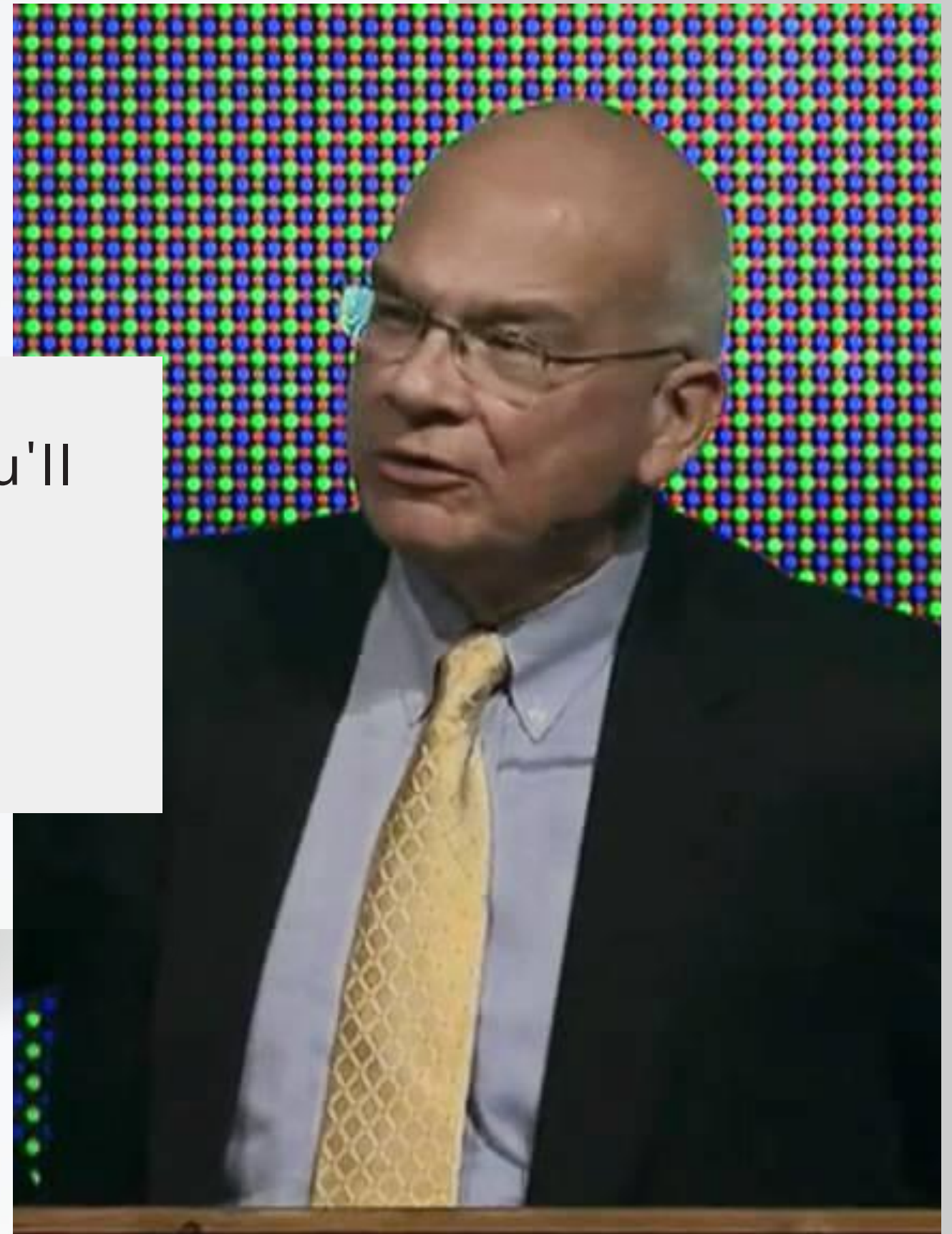


**DOWNLOAD OUR FREE
DIGITAL MISSION
CONSORTIA WHITE
PAPER**

KELLER'S CALL TO THE CITIES



If you love what God loves, you'll love the city. If you want to go where then people are going, you've got to go to the city.



THE CALL TO THE DIGITAL FRONTIER

DIGITAL
TECHNOLOGY
WILL DOMINATE
THE FUTURE





GENEVIEVE BELL



You don't have to be online to be connected. You don't have to be surrounded by technology to be part of a world the digital world.

THE CALL TO THE DIGITAL FRONTIER

DIGITAL
TECHNOLOGY
WILL DOMINATE
THE FUTURE

THE NEXT
GENERATION IS
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THE CALL TO THE DIGITAL FRONTIER

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THE POOR CAN
BE REACHED
ONLINE

SOME OF THE
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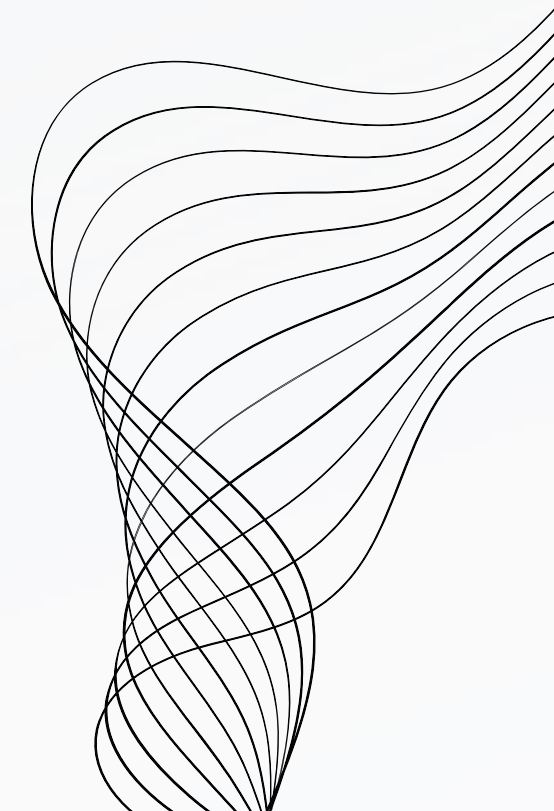
THE DIGITAL DILEMMA

Many of our evangelism and discipleship strategies for the digital frontier are as outdated as dial-up internet.

Digital technology has become an inescapable part of the human existence but often our digital engagement is limited to pushing content *to* digital environments rather than reaching people *in* those environments



FOUR DIGITAL PIVOT POINTS





01

**FROM DIGITAL
AS PERIPHERAL
TO
DIGITAL AS
INTEGRAL
TO MISSION**





01

02

FROM DIGITAL
AS PERIPHERAL
TO
DIGITAL AS
INTEGRAL
TO MISSION

FROM
CHURCH AS
ECCLESIA
TO
CHURCH AS
KOINONIA





01


**FROM DIGITAL
AS PERIPHERAL
TO
DIGITAL AS
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TO MISSION**

02

**FROM
CHURCH AS
ECCLESIA
TO
CHURCH AS
*KOINONIA***

03

**FROM
EVANGELISM
AS A "POINT"
TO
"POINT AND
PROCESS"**





01

FROM DIGITAL
AS PERIPHERAL
TO
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TO MISSION

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FROM
CHURCH AS
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TO
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03

FROM
EVANGELISM
AS A "POINT"
TO
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04

FROM ORG
LED MISSION
TO
PRIESTHOOD
LED MISSION

1

FROM DIGITAL AS PERIPHERAL TO DIGITAL AS INTEGRAL TO MISSION

While the Digital Revolution has changed society, the Church is struggling to understand and incorporate this change into our tools, platform, and thinking.

PERIPHERIAL



Digital tools will become central to church ministry as leader recognize their potential and solve their inherent flaws.

OPPORTUNITY



Innovative leaders must help churches and pastors to understand the centrality of digital tools to the future of how the church will reach, disciple, and send people.

INTREGAL

CASE STUDY: FIELD PREACHING

Periphera

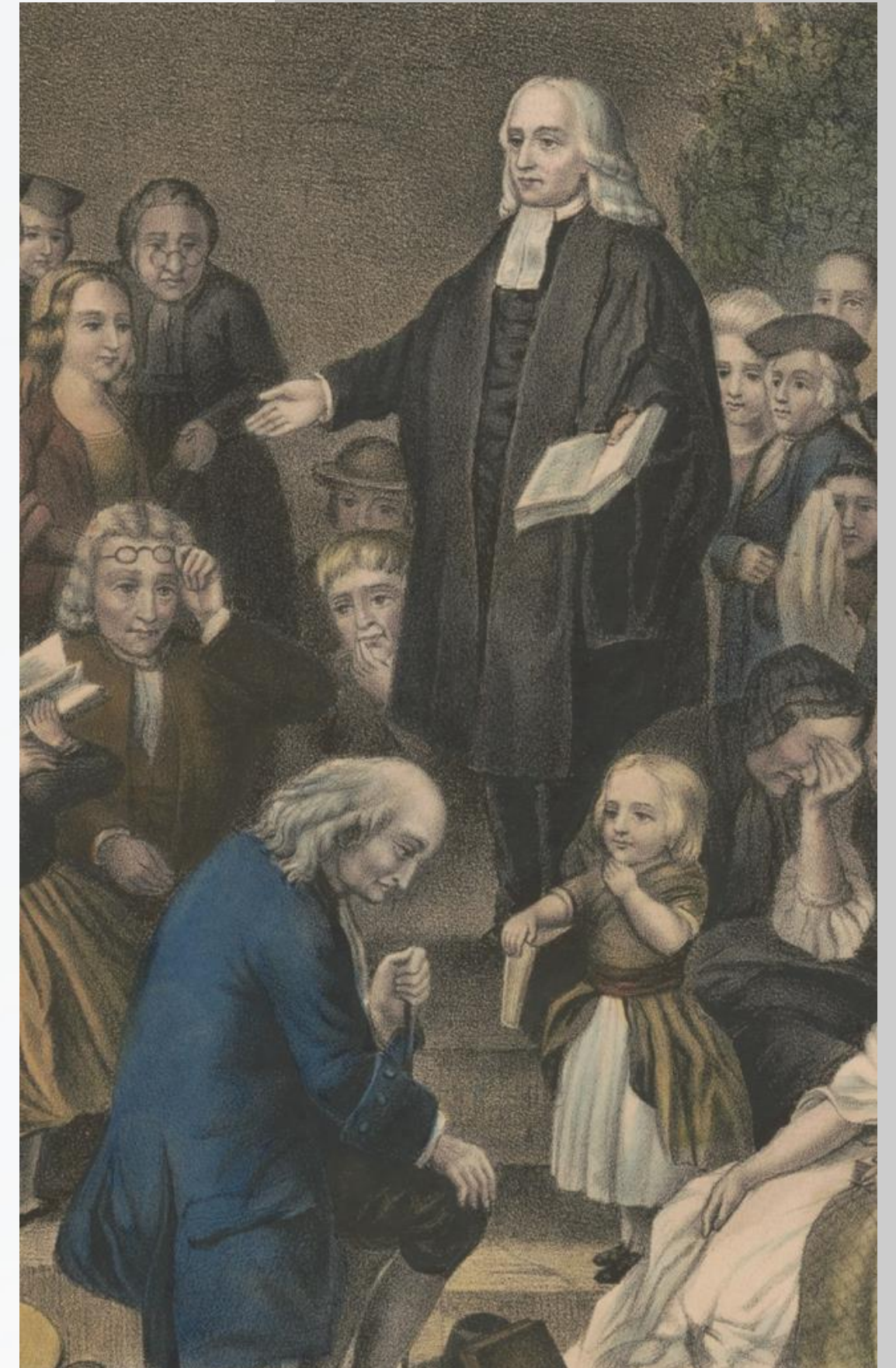
Facing highly regulated pulpits in the early 18th Century, ministers such as John Wesley embraced a new but despised form of evangelism: field preaching.

Opportunity

By the end of the Great Awakening, churches recognized the power of lay and revivalistic preaching as opportunities for unique movements of the Spirit

Integra

By the 19th Century, camp meetings and lay preaching sparked the Second Great Awakening and became a central tool of the global church.



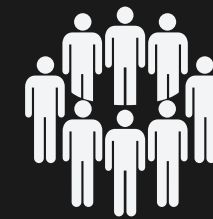
2

FROM CHURCH AS ECCLESIA TO CHURCH AS KOINONIA



ECCLESIA

Creating spaces
that focus on
structure-driven
ideas.



KOINONIA

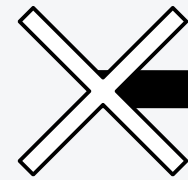
Creating spaces that
focus on generating a
community; a sense of
interconnectedness
and belonging.

3

FROM EVANGELISM AS A "POINT" TO "POINT AND PROCESS"

POINT

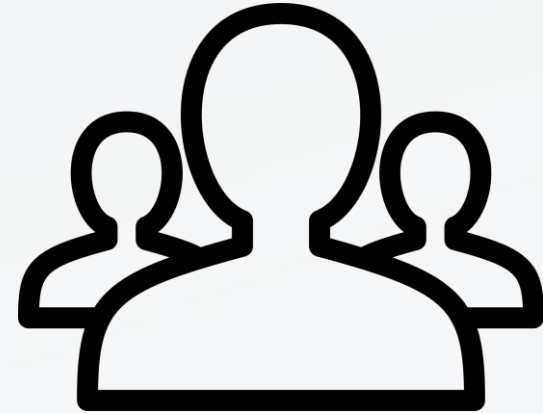
PROCESS



HOW WELL ARE DIGITAL
MINISTRIES CARING FOR
POST-CONVERSION
SPIRITUAL QUESTIONS
AND CHALLENGES?

4

FROM ORG LED MISSION TO PRIESTHOOD LED MISSION



ORGANIZATIONAL LED



PRIESTHOOD LED

Digital evangelism is too often confined to only a few leaders. To take the next step, the key will be helping the Church recognize the power of digital spaces.

More than ever, we need digital tools that help inspire, mobilize, and equip Christians to see the digital space as an opportunity for them to reach the world.

**FOR MORE
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