



# PASTOR'S GUIDE



## **BUILDING A CULTURE OF EVANGELISM IN YOUR CHURCH REQUIRES INTENTIONAL FOCUS AND EFFORT OVER TIME.**

It is our goal to equip you for getting started. What you say and do over the next four weeks are essential to create a consistent drum beat for your church. The timeline and message prompts we are providing are certainly not the only things to do and say, but they will give you a roadmap. We encourage you to gather your leadership, pray and plan together, and launch into what will become a regular emphasis for your church—reaching the lost with the gospel of Jesus Christ.



# *Called to Witness Implementation Timeline*

This timeline is designed to lead you through the preparation and implementation of the Called to Witness Initiative. It is designed to help maximize the effectiveness for your church. Please be sure to follow the guide so that all bases are covered, and you are fully prepared for God to work in a mighty way.

## **OVERVIEW**    :    :    :

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Called to Witness is a four-week emphasis for your church to mobilize your people to share their faith with someone in their life. Week one begins by helping people understand why they should witness. Week two challenges each person to identify and begin to pray for one lost person they can share Christ with. Week three uses a specific evangelistic tool to train your people on sharing and week four launches your people into their world the next week to share the gospel with the person God has placed on their heart.

The goal of Called to Witness is not just to get everyone in your church to share one time. The goal is to walk together over these four weeks to overcome the fear and anxiety associated with witnessing and empower your people to take the first step to witnessing becoming an integral part of their life. Witnessing is a calling for every believer and the church should be a place where believers are equipped and challenged to fulfill this calling. The goal is for every believer to become a witness in their everyday life in the circles of influence where they live, work, and play.

## FOUR WEEKS OUT

- Set your goals. How many gospel conversations do you believe your church can have? How many salvations would you pray and believe God for? How many baptisms would you pray and believe God for? Don't be shy. Believe God to do great things!
- Meet with as many of your leaders as possible and share with them what Called to Witness is about and what will happen over the four weeks. Make sure to involve your children and youth leaders also. This initiative is for all ages to participate in. You have a third grader in your church just as capable of sharing Christ with a friend as a 45-year-old businessman.
- Share the goals with your leadership.
- Challenge your leaders to begin to think and pray about people they need to share Christ with. Share with them how critical their participation and leadership will be in this effort.
- Encourage every leader to begin to pray leading up to Called to Witness.
  - Pray for a mighty move of God's Spirit.
  - Pray for God to prepare members' hearts for gospel impact.
  - Pray for God to give all members a burden for specific people in their life.
  - Pray for the preparations that will be made in the coming weeks.
  - Pray for boldness and courage among the Body.
  - Pray for members to have the faith to share.
  - Pray for souls to be saved.
  - Pray members will be awakened to their ongoing responsibility in sharing the gospel and for it to become a lifestyle.
- Schedule a baptism Sunday a few weeks after Witness Week.

- Make a list of everybody currently in your church who needs to be baptized.
  - Contact them and let them know Baptism Sunday would be an awesome time for them to be baptized.
  - Begin to talk about baptism in your church, why it's important, and point them towards this date.
- Order a banner for your Testimony Table set up in the foyer. (logo will be provided) Consider ordering a display for the sanctuary you can use as a commitment piece. Ideas for this display: You could have the letters for the word **WITNESS** made that were big enough to place across the front of your church. These could be used to record the names of those your people are praying for. You could also have a cross made and have your people write or pin the names of people they are praying for to the front. Another option is to set up a display of where people put the names on ping pong balls and place them in a display. You could have green balls to add to the display when they share Christ with the person. Many different options, but it is critical to have something in front of your people for the time of the emphasis. Order early to make sure it arrives on time. Have someone in your church help you with table presentation when you get ready to set it up.
  - Order your tool of choice for sharing the gospel. There are many great tools you can use. Here are a few suggestions:
    - **No Sweat Evangelism Tract** – Order these by sending an email to [nosweat@gabaptist.org](mailto:nosweat@gabaptist.org). You can get a set of 50 for \$10.00. You can also go to [www.nosweatevangelism.com](http://www.nosweatevangelism.com) to the plug and play area where there is a template for the tracts you can use to print out the tracts for yourself.
    - **3 Circles** - [Life on Mission Conversation Guides \(50/pk\) – NAMB Store](#) They are also \$10 for 50.
    - **Four Spiritual Laws** - [Have You Heard of the Four Spiritual Laws? 25 Tracts: Bill Bright: 9781563990199 - Christianbook.com](#)

There are many others to choose from. Use the one that would suit your church best. I would suggest ordering at least 3 times your average attendance. Ex. If you have 100 regular attenders, order 300.

## THREE WEEKS OUT

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- Recruit a Leadership Team
  - Team will run your Display Table.
  - Team will help prepare for each Sunday of the emphasis.
    - **Week 1** – Have “Called to Witness” devotionals and plan how every member will receive one on that day. You could have people come down at the end of the service to receive them as a sign of commitment to the process.
    - **Week 2** – Have cards available to fill out with the name of the person they will be praying for the opportunity to share with. You could have these in the bulletins or on the backs of chairs/pews. Have cards ready for every attender to receive and have others on the display table ready to pass out.
    - **Week 3** – Have sharing tool available and make sure every member gets one for the service.
    - **Week 4** – Prepare your sanctuary for time of commitment.
  - Choose people from your leadership that are excited about the possibilities of Called to Witness.
- Meet with them and assign responsibilities.
- Pray, Pray, Pray.

## TWO WEEKS OUT

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- Meet with your leaders a second time and go over the plan for the four weeks. Share your heart about how God is preparing you for this initiative. Challenge them to prepare their hearts and lead the way on every step.

- Spend time in prayer as leaders for all that God would do through Called to Witness.
- Prepare a pre-launch sermon that you will preach before week one of emphasis that points your people towards the start line.
- Have information about Called to Witness in all publications and publicity (screens, website, etc.) beginning two weeks before launch.
- Set up your Display Table in the foyer or most trafficked area one week before emphasis starts. On this date, it will have just the banner. It is there on pre-launch Sunday just to build excitement. Larger churches may want to set up multiple tables to make sure all areas are covered.
- Have a special prayer time for Called to Witness as a church on the Sunday before launch.

## ONE WEEK OUT ⋮

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- Send out a church wide email encouraging everyone to be there for the kick-off.
  - Use the gathering times of the week to pray for kick-off Sunday.
  - Prepare your sermon for the First Sunday.
    - **Message Prompt for First Sunday:**
      - Message key Question: Why should I witness?
        1. Jesus encourages it. Matthew 28:16-20
        2. Holy Spirit empowers it. Acts 1:8
        3. Eternity demands it. John 3:16
    - **Call to Action:** Commit to reading the Called to Witness devotional guide for the next 15 days. These could be distributed by putting them on the altar and calling people to pick them up during the invitation.
  - Use your leadership team to help you have Called to Witness devotional guides to hand out and placed where they will be readily accessible. Have extras at the display table.



## On the actual day of kick-off Sunday

- Preach the kick-off sermon.
- Make sure every member gets a devotional guide and challenge them to work through the devotion over the next 15 days.
- Walk with them through the 4 weeks, discuss goals/hopes for the emphasis. Let them know the date for the Baptism Sunday that is scheduled after the 4 weeks is complete.
- Emphasize the fact that every member can share, and we want to mobilize everyone for a gospel witness. You don't want this to be about just these four weeks, but we want our church to be full of faithful witnesses.

## During the week after kick-off Sunday

- During the week, prepare sermon for week 2.
  - **Message Prompt for Second Sunday:**
    - Message key Question: How do I pray as a witness?
      1. God, burden me. 2 Corinthians 5:20
      2. God, open hearts. Acts 16:14
      3. God, open eyes. Acts 26:18
      4. God, open minds. 2 Corinthians 4:4
      5. God, free them. Romans 6:17-18
  - **Call to Action:** Invite church members to write down names of those who are far from God that they want to begin lifting up to the Lord. Provide them with the opportunity to write those names down during the message or invitation.
- Set up your response display in the worship center.
- Have a card available so every member can fill one out with their name and keep with them.
- Plan out invitation time where members are challenged to write a name on their card, but also come to the front and write a name on your display.



## On the Second Sunday

- Preach your sermon on praying as a witness.
- Have display set up at the front.
- Have cards available for every member.
- Challenge every member to come and write the names of their friend on the display during the invitation. (They can do full names, first names only, initials, etc.)
- Lead them to pray by name for the people on their card.
- Share about the baptism service coming up. Talk about celebration and thanksgiving Sunday. (This will be the Sunday after the people have shared during the week.)
- Pray for the hearts of your people to be burdened over the lost ones they know.

## During the week after the Second Sunday

- Send out a church wide email to encourage the people to pray for their people.
- Prepare sermon for week 3.
  - Message key Question: How do I witness?
    - During this message, train your congregation using a specific evangelism tool. A few options would be No Sweat Evangelism, One Verse Evangelism, or Three Circles. Train them to use this tool to share with their friend.
  - **Call to Action:** Challenge congregation to practice sharing Jesus with a friend or family member, or accountability partner using the method that was taught.
- Get the tool you have chosen to use ready to pass out on Sunday. Make sure you have a way to get the tool to every member.
- Challenge the people to join with someone for accountability they can pray with and encourage each other to be ready to share.
- Make sure the Display Table is manned and has extra copies of whatever tool you have chosen.
- Make sure the baptism sign-up sheet is on the table and encourage people to sign up.

## WEEK THREE

### On the Third Sunday

- Preach the week 3 message on the tool you've chosen.
- Make sure every member has the tool in their hand for the message.
- Challenge everyone to find an accountability partner and have them practice and pray together through the week.
- Encourage people to sign up for baptism.

### During the week after the Third Sunday

- Prepare sermon for week 4.
  - Message key Question: What should I do as a witness?
    1. Be overwhelmed with the glory of God. Isaiah 6:1-3
    2. Be grateful for the grace of God. Isaiah 6:5-7
    3. Be willing to go for God. Isaiah 6:8
  - **Call to Action:** Challenge every member to share Jesus this week with those they have been praying for.
- Send a church wide email encouraging people to practice and pray, and to prepare themselves for Commissioning Sunday.
- Pray through and plan out how you will handle commissioning time at the end of the message.
  - **Idea:** Call everyone down to the front. Read scripture over them (2 Corinthians 5:17-20) and commission them as Ministers of Reconciliation. Pray over them as they go with the gospel that week.
- As an encouragement to share in the coming weeks, give testimony cards to every member they fill out when they have shared with their person.
- Set up a way for people to share their stories whether by cards or through emails or on your website.

# WEEK FOUR



## On the Fourth Sunday

- Preach the message you have prepared to send out your witnesses.
- Commission the people to go out in the coming week and share with the person they have been praying for.
- Challenge them to be intentional about time and place and share that with their accountability partner.
- Make sure to challenge everyone to share their testimony of sharing through the mechanism you have set up.
- Have extra gospel tools available at the table for people to take and share with their person.

## During the week after the Fourth Sunday

- Make sure you and your leaders set up your witnessing encounters early in the week.
- Send an email or do a short video of encouragement everyday encouraging your people to share.
- Do a video of you sharing how your encounter went and encourage other leaders to do the same.
- Keep the momentum going this week by encouraging your people with calls, text messages, and emails.
- Prepare for Celebration Sunday.
- Plan to recognize everyone who participated. Gather some testimonies and have people ready to share those on Sunday.
- Make sure people are at the display table with extra testimony cards for Sunday.
- Prepare sermon for Celebration Sunday.
  - Message key question? Where do we go from here?
    - This is not just about a four-week emphasis.
    - We want to be a church of faithful witnesses.
    - We want to be an outwardly focused church.

## CELEBRATION WEEK SUNDAY (FOLLOW UP WEEK 1)

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### On Celebration Sunday

- Celebrate what God has done.
- Recognize those who have shared.
- Have testimonies shared.
- Encourage everyone to share their testimony through the testimony card.
- Preach on where we go from here.
- Encourage everyone about Baptism Sunday next week. Sign up if you need to be baptized.

### During the week after Celebration Sunday

- Talk to your Georgia Baptist Evangelism Consultant and set up a time to develop a strategic plan for evangelism in your church going forward.
- Plan a Friend Day type of event within the next month to give your people another reason to go to their person again and invite them to church.
- Continue to encourage your people to share if they have not and continue to gather their testimonies.
- Follow up with all those who will be baptized on Sunday.
- Get ready for baptism Sunday.
- Keep your display table up for people to turn in testimony cards and have evangelism tools available.

## BAPTISM SUNDAY (FOLLOW UP WEEK 2)

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### On Baptism Sunday

- Baptize those you have signed up.
- Celebrate life change.
- Encourage your people about Friend Day.

## *Called to Witness: Message Prompts*

Pastor, as you lead your church to build a culture of evangelism, we believe that what you say from the pulpit is the second most important work you can do (the most important is modeling personal evangelism). We aren't providing you with full sermon outlines, but we are providing four compelling questions, passages, and calls-to-action for your church. We hope these outlines will help you get started as you prepare to preach on the Great Commission and God's call on every Christian's life to share the gospel.

### FIRST SUNDAY

- Message Key Question: Why should I witness?
  1. Jesus encourages it. Matthew 28:16-20
  2. Holy Spirit empowers it. Acts 1:8
  3. Eternity demands it. John 3:16
- **Call to Action:** Commit to reading "Called to Witness" devotional for the next 15 days. These could be distributed by putting them on the altar and calling people to pick them up during the invitation.

### SECOND SUNDAY

- Message Key Question: How do I pray as a witness?
  1. God, burden me. 2 Corinthians 5:20
  2. God, open hearts. Acts 16:14
  3. God, open eyes. Acts 26:18
  4. God, open minds 2 Corinthians 4:4
  5. God, free them. Romans 6:17-18

- **Call to Action:** Invite church members to write down names of those who are far from God that they want to begin lifting up to the Lord. Provide them with an opportunity to write those names down during the message or invitation.

## THIRD SUNDAY

- Message Key Question: How do I witness?
  - During this message, train your congregation using a specific evangelism tool. A few options would be No Sweat Evangelism, One Verse Evangelism, or Three Circles. Be as practical as possible.
- **Call to Action:** Challenge congregation to practice sharing Jesus with a friend or family member using the method that was taught.

## FOURTH SUNDAY

- Message Key Question: What should I do as a witness?
  1. Be overwhelmed with the glory of God. Isaiah 6:1-3
  2. Be grateful for the grace of God. Isaiah 6:5-7
  3. Be willing to go for God. Isaiah 6:8
- **Call to Action:** Challenge congregation to share Jesus with the ones they have been praying for this week.

**Your Georgia Baptist Mission  
Board Evangelism Team is ready  
to help you as you embrace the  
Called to Witness Challenge.**



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