



THREE KEYS TO MAKING SENSE OF EVANGELISM TODAY

CONTEXT - GOSPEL - PRACTISE

TRAINING
MORNING
NOV 2023



WELCOME

Welcome to Three Keys to Making Sense of Evangelism Today, part of our Evangelism: How to Make it a Whole Church Ministry series. We hope you enjoy our morning together as we explore evangelism in our contemporary context. Let us know if there is anything we can do to help the morning work for you.

Overview of the Session

Understand the context	4
Clarify the gospel	10
Demythologise the practise	12

SUGGESTIONS FOR GOOD ZOOM ENGAGEMENT

- **Please participate, don't just observe** Pop things in Chat, ask questions (use virtual hand or just dive in with a question), contribute your best insights.
- **Set aside distractions** Close down other programmes, resist the temptations of your phone/tablet, put out of reach other reading material.
- **Keep your video on throughout** It will help you be fully present, and will help others engage with you. A blank screen is rather dispiriting.
- **Don't mute your sound** It helps with the flow of interaction, and an occasional background noise actually makes it feel less artificial. However, if there is a lot of noise in your room, or you are meeting as a group in one place, please do mute.
- **Combat Zoom fatigue** Two things will help combat weariness. Hide your self view (right click on your own image and select hide self view) and take regular stretch breaks (every 20 minutes or so stand up, stretch, take a few deep breaths).
- **Be patient** At some point something will go wrong. Please be patient with us as we try to sort it out.

GUIDELINES FOR GOOD INTERACTION

- **Learning together** We are all here to learn from God and one another. **Adopt a learning posture.**
- **Participate** Share your thoughts, insights and questions. Listen carefully to what others say. **Have an enquiring mind.** You'll get the most out of it if you do.
- **Confidentiality** What is said in the room cannot be shared outside the room attributed to anyone in the room. That makes it a safe place for us to be honest and share more deeply. **Choose honesty and openness.**
- **Reality check** It is always easy to become disconnected from reality in a training session, so please keep us connected with reality by taking us back to how things really are in your context. **Keep grounded.**
- **Next step** We will cover a lot of ground, but throughout our time together **be attentive** to what might be your next step following this morning's session. We will give you a chance to identify that at the end of the morning.

LEARNING TOOLS

We're using a Padlet Board this morning, as well as some of the features in Zoom. It works best if you identify one person in your group to act as 'Padlet monitor'. They will post on behalf of the group. They are fairly simple tools, but don't hesitate to ask if anything is unclear. Take look at a short (3 minute) introductory [video](#).

Throughout this handout there are hyperlinks to various materials. They appear in [blue](#) and [underlined](#).

TIMINGS

9.15	Welcome and Session 1
10.15	Break
10.25	Session 2
11.15	End

Timings are for guidance only, apart from the end time. We will finish by 11.15.

LEAD ON

Sign up today for a free monthly email with articles, resource recommendations and reviews for all interested in improving their leadership. Either scan the QR code below or sign up at www.cpas.org.uk/leadon.



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HOW DOES EVANGELISM WORK TODAY?

Just as it Always has Done...

From the New Testament onwards we see that people coming to faith in Christ has always been a work of God through:

- The witness of the gathered church community (Acts 2:42-47).
- The proclamation of the good news about Jesus, accompanied by signs and wonders (Acts 3:1-4:4).
- The work of the Spirit in people's lives (Acts 8:26-40).

'Evangelism means you are a chapter in someone's narrative of their journey to Christ.'

Jay Moon and Bud Simon

A Little Differently

Three keys:

1. Understand the context.
2. Clarify the gospel.
3. Demythologise the practise.



'What we have seen is that even as our cultural landscape becomes increasingly secular, secularism does not have the power to erase our human longings for meaning and worth. If anything, it increases them. God has placed a longing for identity, meaning and purpose in all human hearts; so, even if people can't quite articulate what they feel they are missing, the longing and wistfulness are there. But they will not know where to look unless Christians both live and tell the good news of what God has done for all in Christ.'

Rebecca Manley-Pippert

KEY 1 UNDERSTAND THE CONTEXT



ACTIVITY

Think about significant changes in society for each decade. Choose one person in the group to put your group's insights onto the Padlet board using the QR code or link in the Chat.



2020

2010

2000

1990

1980

1970

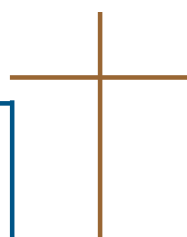
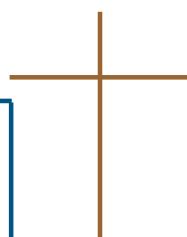
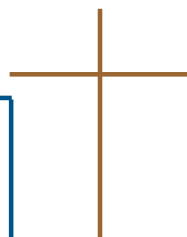
1960

1950

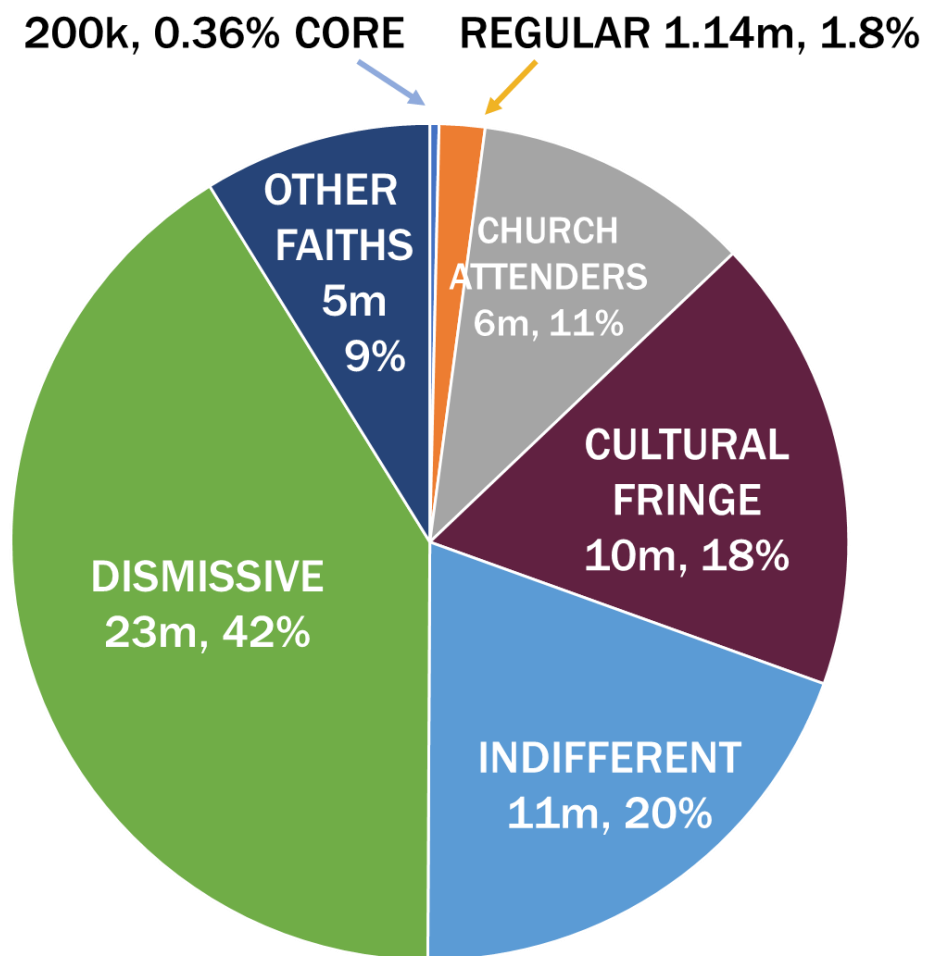
1940

1930

1920



Mission Map of England



‘Evangelism has never depended on a sunny analysis of the culture it is seeking to Christianise; if that were the case, the West would never have been evangelised in the first place.... There is no good reason why the evangelist should be intimidated by prophets of doom who argue that the prospects for evangelism are bleak in the extreme.’

William Abraham, quoted by Hannah Steel, Living His Story

Breakdown of Categories

Out of six million regular church attenders (11% of population)...

CORE ANGLICAN

- 200,000 (0.36% of the population).
- More likely to be female.
- Older than average population.
- Likely to attend weekly or biweekly.
- Has leadership role in church.
- Prayer and Bible is important.
- Society should be rooted in Christian values.
- Want to make a difference.

REGULAR ANGLICAN WORSHIPPER

- 1,000,000 (1.8% of the population).
- More likely to be female.
- Older than average population.
- Likely to have been part of Christian family.
- Likely to attend church less frequently than core.
- Faith is important to them.
- Part of 6m regular worshippers (11% pop).
- 19% believe in God and have no doubts (BSA).

Within the rest of the population...

CULTURAL FRINGE

- 10,000,000 (18% of the population).
- Grew up with some church experience at home/school.
- Tend to believe in God or God force.
- Faith does not figure in day-to-day life, but may self identify as Christian/Anglican.
- Likely to attend Christmas service, Cathedral service or life events.
- Views church role to help society and provide moral basis.
- Group declining the quickest 'neither religious or non religious' .
- 6.6m regard themselves as Anglicans, down from 18.4m in 1983 (BSA)

INDIFFERENT TO CHRISTIAN CHURCH

- 11,000,000 (20% of the population).
- Not religious and don't go to church.
- Church is old fashioned and not for me.
- Faith does not figure in day-to-day life, but may self identify as Christian.
- Not hostile to Christians or faith but it doesn't register for them.
- 88% of population are positive or neutral about Christians (BSA).
- Church has a role to serve the poor and vulnerable, and still has impact.

DIMISSIVE OF CHRISTIAN CHURCH

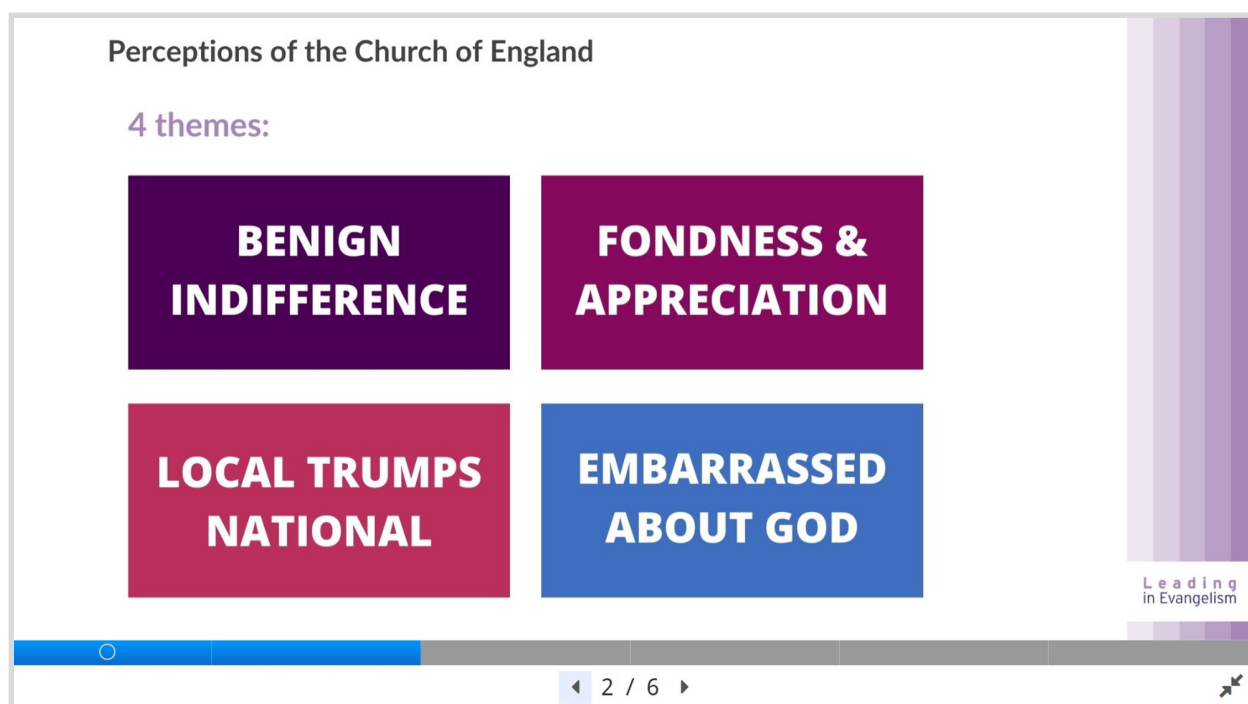
- 23,000,000 (42% of the population).
- Rise of the 'nones' (20.5m ONS).
- Very wary of religious control.
- Tolerance and acceptance is key.
- This group is growing the fastest.
- 14.3m don't believe in God (4.9m in 1998) BSA.
- 9.9m are agnostic.
- Prefer to be called non-religious than atheist.
- Top three values are family, friendship and freedom (University of Kent).

OTHER FAITHS (STATS FROM ONS 2011)

- 5 million (9% of the population).
- Muslims 2.7m.
- Hindus 817,000.
- Sikhs 423,000.
- Jewish 263,000.
- Buddhist 248,000.
- Other religions 240,000.

Population of England 55million, source Church of England research 2019.

Perceptions of the Church of England

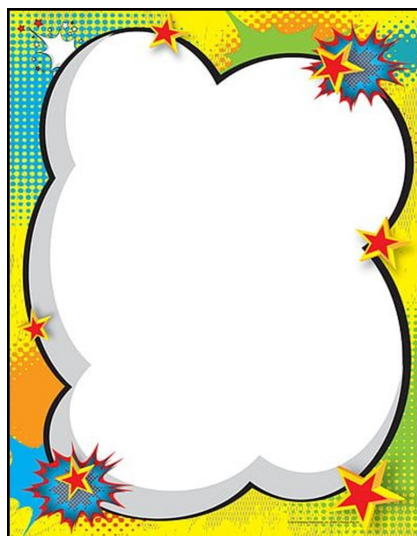


Taken from research by Stephen Hance, available in Session 1:2 [What do People Believe Today?](#) of the Leading in Evangelism online resource. Or read more in the Grove MEV135 book [Seeing Ourselves as Others See Us](#) or listen to Stephen talk about this in this [podcast](#). In addition, see the latest [Talking Jesus](#) research on how people perceive Christians and the Christian faith today.



ACTIVITY

Draw two people you know who aren't yet Christians. Reflect on the questions below for each of these people.



- Which of the three journeys on page 5 is closest to their journey?
- Which category might they be a part of from the Mission Map of England?
- What is the story they are currently building their life upon that they hope will provide belonging, fulfilment and make sense of their experience of the world?

What Does All this Mean?



SHIFT IN THE QUESTIONS PEOPLE ASK

- Is it true?
- Does it work?
- How does it make me feel?
- Where will I belong?

‘Gen Z are not simply living in and being shaped by a post-Christian cultural context. They do not even have a memory of the gospel. The degree of spiritual illiteracy is simply stunning.’

James Emery White

‘They don’t have a clear conception of Christianity, although they are rarely negative towards it... There is spiritual openness and hunger in Britain’s Unchurched generations.’

Marjorie Allen

SHIFT IN OPENNESS TO SPIRITUAL THINGS

In February 2021 23% adults regularly engaged online with church worship. This may well be an exaggerated figure, but even if the figure was halved there was still a significant number of people engaging online. Of those 52% were under 35, 35% came because wanted to connect with community, 47% wanted to know about God, 13% were Christians coming back.

‘Never before have my friends been so open to the gospel and my community so open to be loved. Into that we, the church, have an opportunity to love dearly and speak clearly about Jesus Christ.’

Nay Dawson

‘Coronavirus has changed society. It has changed the church and there have been devastating effects, frustrations and challenges. But it has also birthed extraordinary innovation and courage and has inspired many, especially in this age group, to explore faith and ask deeper questions.’

Changing Church report

SHIFT IN THE WAY WE ENGAGE PEOPLE

- From monologue to dialogue.

‘Even in today’s pluralistic and postmodern settings, verbal witness is essential. But it is often best done through dialogue as we listen to people’s questions and life concerns.’

Dean Flemming

- From inviting people to church to inviting people co-labour with us.
- From teaching the Bible to exploring the Bible.

KEY 2 CLARIFY THE GOSPEL



THE GOSPEL IN MANY FORMS

'Jesus didn't always sing the gospel in the same key.'

Dean Fleming

In [The 3D Gospel](#) (Time Press), Jayson Georges identifies three historical world views that encompass the majority of the world's population. He suggests the gospel is good news for each culture, but needs to be presented with different emphases according to which culture you are engaged with.

	GUILT-INNOCENCE	SHAME-HONOR	FEAR-POWER
1. God's Intention	God loves you and offers a wonderful plan for our life. Jesus came so that we would have eternal life and not perish. Jesus offers us an abundant life.	God values you and wants to honour you as His child. God created us with glory and honour, to live with harmony in his family.	God is sovereign and offers you spiritual authority. God created us to rule his entire creation (seen and unseen) and experience his spiritual blessings.
2. The Human Problem	People are sinful and condemned by God. Our transgressions create a barrier between us and a holy God. Good works fail to reach God's standard.	People are shameful and dishonour God. Our rebellion disgraces the glorious God and produces shame. Our attempts to restore honour fall short of covering the shame of our spiritual orphanage.	People fearfully live under the authority of Satan. Our idolatry separates us from divine power. The powers of darkness rule over all people, causing sin, death, and harm.
3. The Solution of Jesus	Jesus Christ is the perfect sacrifice for your sins. Jesus died on the cross in our place to pay the penalty of sins. Jesus bore the wrath of God's punishment for us.	Jesus Christ bore all your shame and restores honour. Jesus' disgraceful death removes our shame and restores honour. By honouring God, Jesus allows you to rejoin God's family.	Jesus is the warrior who restores our power. Jesus conquered evil powers and death to bring God's power and blessings. His death disarmed powers and provides us spiritual authority.
4. Our Salvific Response	You receive Jesus as your personal Saviour. Receive Christ as personal Saviour and turn from human morality to have forgiveness of sins and eternal life.	You give allegiance to Jesus to enter God's family. Receive God's gracious welcome into his family and live under His name. Turn from false cultural face to receive God's honour.	You know Jesus to access divine power. Relationally trust Jesus Christ alone for protection and power. Turn from magical rituals and occultism for authority and blessings.

Moon and Simon take this further in [Effective Intercultural Evangelism](#) (IVP), where they identify a fourth culture that is emerging through post religious globalisation – indifference/belonging with purpose. They suggest many people are no longer of one culture, but a mix of several, and use the analogy of a mixer desk, with the sliders on each cultural channel set at different levels for each person we encounter.

WORLDVIEW	GUILT/JUSTICE	SHAME/HONOUR	FEAR/POWER	INDIFFERENCE/ BELONGING WITH PURPOSE
Typical Location	West (North America, Europe)	East (Middle East, North Africa, Asia)	South (sub-Saharan Africa, tribal, Caribbean)	Post religious
Sin's Result	Guilt/separation	Shame	Fear/curse/bondage	Indifference
Solution to Jesus	Payment/substitute	Honour restored/ cleansed	Deliverance	Belonging with purpose
Image of Salvation	Courtroom/justice	Relationship/ cleansing	Power/freedom	Coming home
Relationship with God	Judge who declares, 'Not guilty!'	Father who restores honour	Creator who protects and delivers	Family who welcomes you home

'Cross cultural evangelism is increasingly about reaching the world.... next door.'
Lusa Nsenga-Ngoyh

For more see our article [What is the Gospel?](#) and Tim Keller's piece on [The Gospel in All Its Forms](#).

FOR REFLECTION

Thinking about the two people you identified, which of these world views is the most dominant in their upbringing? What would be the best way to speak of the good news of Jesus with them?

KEY 2 DEMYTHOLOGISE THE PRACTISE



ACTIVITY

Stereotypes and misunderstandings abound. Having completed the poll, take one of the top responses and explore how you would undermine that particular stereotype or misunderstanding in a constructive and creative way. If you have time move on to a second one. Ask your Padlet Monitor to record your thoughts on the Padlet board using the QR code or the link in the Chat.



DEFINE TERMS

Based on the five marks of mission:

- **Mission is the vocation of the Church:** our committed participation as God's people, at God's invitation and command, in God's own mission within the history of God's world for the redemption of God's creation.
- **Evangelism is an activity of the Church:** the proclaiming of the good news of the kingdom, the verbal communication about Jesus.
- **Witnesses is a description of the Church:** we are witnesses to the reality of Christ in both word and deed, in our gathered and scattered life as the people of God.
- **Gospel is the message of the Church:** the good new about Jesus and his kingdom.
- **Evangelist is a gift to the Church:** those are particularly gifted and called to communicate the good news about Jesus and help the rest of us play our part in the ministry of evangelism.

Take a look at this [article](#) for a further exploration of the various terms.



'To be a disciple is to be made a witness. The task of evangelism, then, is not a separate activity, but, rather, is characteristic of every aspect of discipleship.'

AGREE EXPECTATIONS

What expectations does the Bible place on ordinary Christians when it comes to the sharing of faith?

What are [baselines requirements](#) for everyone?

- **Pray** In [prayer](#) we express our dependence on God, our desire for him to draw those we know to himself, and our recognition that ultimately God is the only one who can change people's lives.
- **Serve** We serve others by caring through kind words, offering to help others whenever we can (willing to go the extra mile), and sharing what we have. These are the daily deeds that express something of the love of Christ for those around us.
- **Own up** It is much easier to keep quiet about our faith, but God invites us to 'own up' to our faith in simple but significant ways. These include mentioning the fact that we go to church, sharing about the difference our faith makes in our daily lives, and being prepared to [tell our story](#) of how we came to faith.
- **Invite** We invite people to take their next appropriate step, which may to be a connecting event where we get to know each other better, to join us in serving the needs of others, or to consider Jesus in a way that is appropriate for the person.



These [expectations develop](#) as people mature in the faith and take on responsibility in ministry.

CENSOR STORIES

RESOURCES

THE ONE TO READ

- Recovering the Full Mission of God, Dean Flemming (IVP)

TOP READS

- [How to Nurture a Faith-Sharing Culture](#), James Lawrence (CPAS)
- Effective Intercultural Evangelism, Jay Moon and Bud Simon (IVP)
- The 3D Gospel, Jayson Georges (Time Press)
- Living His Story, Hannah Steele (SPCK)
- Evangelism as Exiles, Elliot Clark (TGC)
- Multicultural Kingdom, Harvey Kwiyani ((SCM)
- [Talking Jesus Research](#), (HOPE and EA)

OTHER RESOURCES

- For a wide variety of resources, articles and materials go to www.cpas.org.uk/leadingevangelism.
- PCC Tonight, [Leading in Evangelism](#): six sessions to use with your PCC to help shape churches around evangelism.
- [Leading Evangelism Learning Hub](#), a 16 month learning community.
- [Leading in Evangelism](#), an online modular learning resource.
- Reaching The Nones [website](#) : packed full of ideas, interviews and articles, it is a great place to find helpful things.



Lead On

A free monthly email with articles, resource recommendations, reviews for all interested in improving their leadership. Sign up at www.cpas.org.uk/leadon.



Leading Evangelism Learning Hub

Want to see the ministry of evangelism central to church life rather than on the periphery? Then sign up for our 14 month Hubs for incumbents to attend with others involved in leadership. www.cpas.org.uk/hub.



How to Nurture a Faith Sharing Culture

An exciting and accessible new church resource to help leaders nurture a faith-sharing culture in their church, congregation, fresh expression or church plant. www.cpas.org.uk/faith-sharing.



Venture and Falcon Holidays

CPAS runs around 90 fun-filled holidays for 8-18 year olds each year. The holidays are run by volunteers, and if you are interested in helping on one or know a young person who would benefit from a great holiday with a focus on Jesus visit www.ventures.org.uk



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