



Making Personal and Corporate Evangelism Work - July 04

We all believe in evangelism. We all want to see people come to faith in Christ. The question is, "How willing are we to get involved in the lives of unsaved individuals?" I would like to share a combined strategy of personal and corporate CPR (Cultivating, Planting & Reaping).

Jesus was accused of being a friend of sinners and he wore this as a badge of honor. We too need to be friends of sinners. We need to have individuals in our lives that we are "intentionally" investing into so that we can share the good news of the Gospel with them.

What we need to understand is that Evangelism is a "Process" not an "Event." Scripture speaks of Evangelism in an agricultural sort of way. There is a Farmer who spreads some seeds. We know this seed is the good news of the Gospel. And we know that there are differing types of ground that the seed can fall on.

I believe it is our job as believers to develop relationships with individuals so that the group is ready to receive the seed. I call this CPR.

Cultivating – Just like farming you must prepare the ground prior to planting. So in relationships, you must cultivate them. Do you have unsaved people who call you their friends?

Planting – Once a relationship is established and barriers are broken down you can now begin to share your "Biblical Worldview" with them. This is a great time for those individuals that you are intentionally investing into see your dependency on God.

Reaping – There will come a point in time where you will need to, "call for the question." People need to be given the opportunity to accept Christ.

We all need to be involved in personal CPR as well as the church being involved in "Corporate CPR."

ABFs can do CPR events

Corporate CPR is when the Church or an ABF will host an event that helps believers in their personal CPR. These events can be as non-threatening (Cultivating event) as going and playing miniature golf as families. Or they can be a dinner theater where the message of the night is a clear gospel presentation (Planting event), if the event includes a formal invitation then it is a (Reaping event). The goal of this whole process is helping people become intentional as well as allowing the strength of the church to assist each individual relationship.

ABF Resources Note

Any outreach event an individual ABF plans can be designated either a cultivating, planting or reaping event. I would recommend starting with a cultivating event. Pick any type of activity (bowling, picnic, road rally, volley ball night, bunko party, sporting event, etc.) Advertise it to your group as a cultivating outreach event. Ask group members to write names on 3x5 cards of people they are inviting. Collect the cards and pray for these names three or four meetings leading up to the event. We cannot guarantee that invited friends will come but we can guarantee that they were invited and prayed for! At the event just mingle and enjoy each other. No real agenda except maybe inviting guests to your next ABF meeting. This is a great way to just build bridges.

Next, an ABF might plan a planting or reaping event, depending on what will work best. Most Christian groups, small or midsize have a tendency to be too inreach focused. Periodic but strategic CPR events will encourage believers to build stronger relationships with those who do not know the Savior.

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