

21st Century Evangelism (John 1:35-51)

The follow research data was compiled by Lifeway in 2016 and published in a convention publication *Facts & Trends*.

2000 unchurched people were asked the following question: If a local congregation or community of faith wanted to reach out and invite you to attend, they might use one of these methods. Would the following option be effective in getting you (or others) to visit?

Personal invitation from a family member Yes (55%) No (45%)

Personal invitation from friend or neighbor Yes (51%) No (49%)

Online Video Yes (29%) No (71%)

Door Hanger Yes (19%) Unlikely (81%)

Facebook Ad Yes (18%) Unlikely (82%)

1. Care (John 1:40-42, 45)

Care—finding people around us who we will be able to influence with the gospel. Make a commitment to pray daily for their salvation.

2. Prepare (John 1:41, 45)

Prepare—building relationships with those without Christ for the exclusive purpose of sharing Jesus with them. As we build relationships with people, it gives us an opportunity to invite them to experience God's work at KPBC.

3. Share (John 1:45-51)

The goal is not to just find a new friend, but to share Jesus with that friend so he/she might have the opportunity to be saved.