

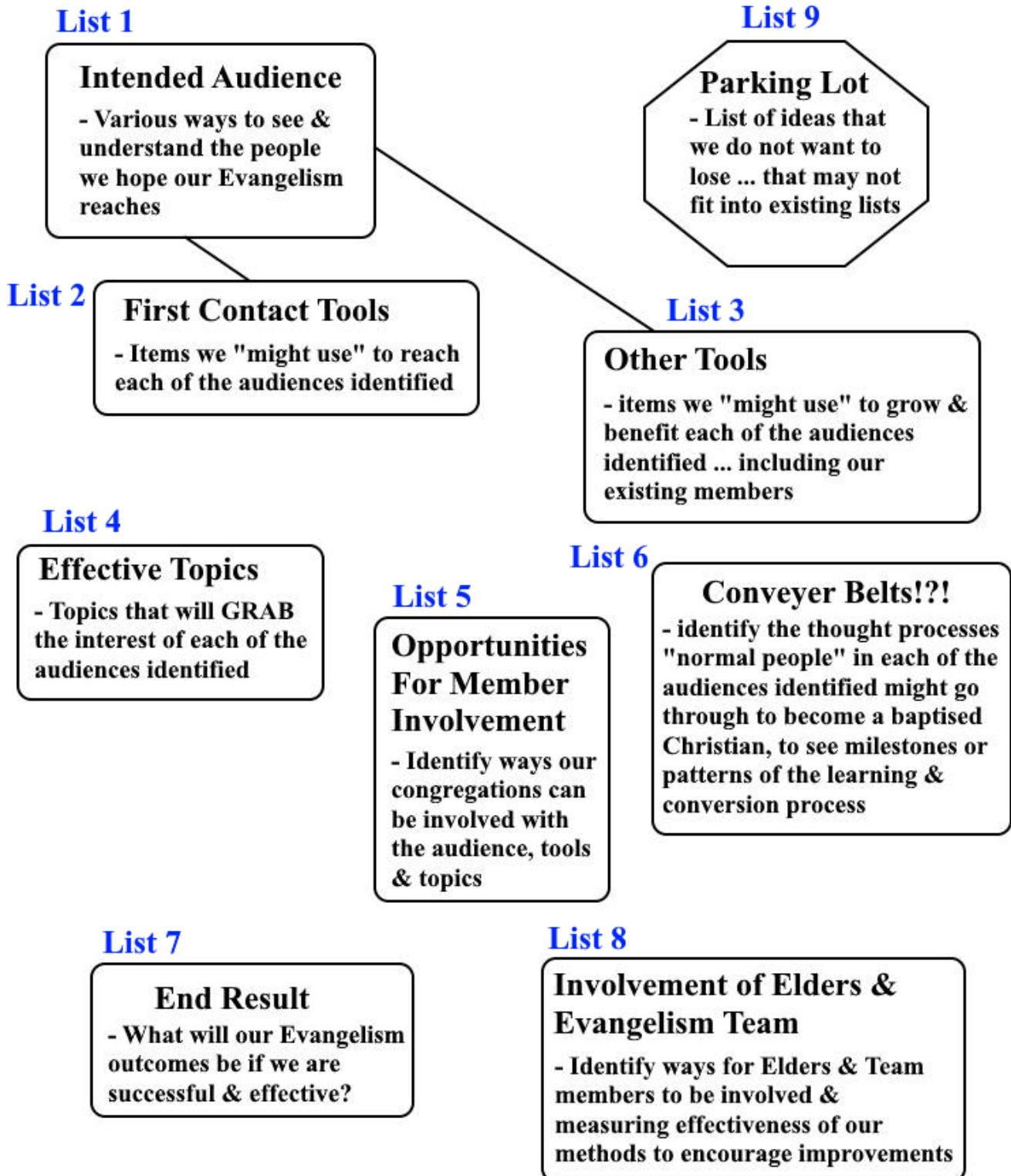
Prevailing Truth Evangelism Approach - CgiCanada Evangelism Reps

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Picture -showing Various Lists Bernard was indicating - to guide our efforts

Prevailing Truth Evangelism Approach - CgiCanada Evangelism Reps



List 1 - Intended Audience

- Various ways to see & understand the people we hope our Evangelism reaches

- The below categories can indicate:
 - interests
 - spiritual needs
 - schedules
 - rhythms of living
 - learning styles
 - belonging needs
 - support needs
 - spiritual baggage (things they need to unlearn)
 - knowledge level
 - teaching style
 - discipleship approach
 - apologetics
 -
 - what engagement may be more effective
 - language needs (eg French Canadian, etc)
 - worldview
 - communication preferences
 - community involvement
 - stressors
 - barriers to ministry
 - retention
 - trust
 - authority perception
 - openness to receive the gospel
- Demographics inform *strategy*, not theology
- Targeting is *stewardship*, not favouritism (Acts 6; James 2)
- Unity across diversity remains the goal (Eph. 4:1–6)
-

1. Age / Life-Stage

- Children
- Youth
- Young adults
- Families with children
- Mid-life adults
- Seniors

2. Family Status

- Singles
- Married couples
- Parents with young children
- Empty nesters
- Widowed or divorced individuals

3. Spiritual Maturity / Faith Background

- Seekers / unchurched
- New believers
- Growing disciples
- Mature believers
- Dechurched / wounded believers

4. Gender

- Men
- Women

5. Cultural / Ethnic Background (most present in Canada)

- Canadian
- English
- Irish
- Scottish
- French (including French Canadian)
- German
- Indian (South Asian origin)
- Chinese
- Italian
- Ukrainian
- Black (African, Caribbean, etc.)
- Filipino
- Arab
- Latin American — includes Mexican, Colombian, Salvadoran, etc
- Indigenous Peoples (First Nations, Métis, & Inuit)

Broad Ethnic Categories (Pan-Groups)

- European origins (English, Irish, Scottish, French, German, etc.) — ~52.5 %
- North American (including “Canadian”) origins — ~22.9 %
- Asian origins — ~19.3 %
- Indigenous origins — ~6.1 %
- African origins — ~3.8 %
- Latin/Central/South American — ~2.5 %
- Caribbean — ~2.1 %

6. Socioeconomic Status

- Low-income
- Working class
- Middle class
- Affluent

7. Education / Intellectual Orientation

- No education (illiterate)
- Highly educated
- Vocational / trades
- Academically skeptical
- Biblically literate vs. unfamiliar

8. Geography / Community Context

- Urban
- Suburban
- Rural
- Campus-based
- Military or transient communities

9. Occupation / Lifestyle Patterns

- Students
- Professionals
- Shift workers
- Trades
- Retirees

10. Relational Connectivity

- Socially connected
- Isolated
- Highly mobile
- Long-term residents

11. Openness to Faith / Spiritual Posture

- Spiritually curious
- Resistant or skeptical
- Traditionally religious
- Actively hostile
- Spiritually wounded

12. Generational Identity

- The Greatest Generation (GI Generation): Born between 1901 and 1927
- The Silent Generation: Born between 1928 and 1945
- Baby Boomers: Born between 1946 and 1964
- Generation X: Born between 1965 and 1980
- Millennials (Generation Y): Born between 1981 and 1996
- Generation Z (Gen Z or iGen): Born between 1997 and 2012
- Generation Alpha: Born between 2010 and 2024
- Generation Beta: Born starting January 1, 2025 until approximately 2039

13. Church Relationship History

- Never churched
- Nominally churched
- Formerly active but disengaged
- Actively committed elsewhere
- CoG background

14. Doctrinal Alignment / Expectations

- Confessionally aligned
- Theologically curious
- Doctrinally confused
- Doctrinally resistant
- Moralistic Therapeutic Deism (MTD) - Be good, live happy & God accepts you

15. Moral / Ethical Framework

What it includes

- Biblically formed conscience
- Culturally formed conscience
- Actively opposed to biblical ethics
- Convicted but struggling

16. Authority Posture

What it includes

- Trusting of spiritual authority
- Cautious but open
- Suspicious or wounded
- Anti-institutional

17. Learning Style / Formation Pathway

- Text-oriented learners
- Oral / discussion-based learners
- Experiential learners
- Mentored / modeled learners

18. Emotional / Trauma Background

- Emotionally stable
- Grieving or stressed
- Traumatized or abused
- Burned out by church

19. Time Availability / Life Pace

- High flexibility
- Moderate availability
- Chronically overcommitted
- Unpredictable schedules

20. Digital vs. Physical Engagement Preference

- In-person first
- Hybrid
- Digital-first
- Online-only
- In-person-only

21. Mobility / Stability

- Highly transient
- Medium-term residents
- Long-term rooted families

22. Influence Radius

- Highly influential connectors
- Small-network individuals
- Marginalized or unseen

23. Readiness for Service

- Observers
- Participants
- Contributors
- Multipliers

24. Barriers to Entry

- Transportation
- Language
- Childcare
- Disability
- Social anxiety

25. Crisis or Transition Phase

- Life crisis
- Major transition (move, job, loss)
- Stable (currently)

26. Religious Belief

Top 19 Religions / Religious Affiliations in Canada (2021 Census)

| Rank | Religion / Affiliation | Approx. Number | % of Population |
|------|--|----------------|-------------------------|
| 1 | No religious affiliation | ~12,577,475 | 34.6% |
| 2 | Christian (overall) | ~19,373,325 | 53.3% |
| 3 | — Roman Catholic | ~10,880,360 | 29.9% |
| 4 | — Christian, not otherwise specified (n.o.s.) | ~2,760,760 | 7.6% |
| 5 | — United Church | ~1,214,185 | 3.3% |
| 6 | — Anglican | ~1,134,315 | 3.1% |
| 7 | — Christian Orthodox | ~623,010 | 1.7% |
| 8 | — Baptist | ~436,940 | 1.2% |
| 9 | — Pentecostal & other Charismatic | ~399,025 | 1.1% |
| 10 | — Lutheran | ~328,045 | 0.9% |
| 11 | — Presbyterian | ~301,400 | 0.8% |
| 12 | — Other smaller Christian groups (Anabaptist, Jehovah's Witness, etc.) | ~449,495 | ~1.2% (combined) |
| 13 | Muslim | ~1,775,715 | 4.9% |
| 14 | Hindu | ~828,195 | 2.3% |

| Rank | Religion / Affiliation | Approx. Number | % of Population |
|-------------|---|-----------------------|------------------------|
| 15 | Sikh | ~771,790 | 2.1% |
| 16 | Buddhist | ~356,975 | 1.0% |
| 17 | Jewish | ~335,295 | 0.9% |
| 18 | Traditional (Indigenous) spirituality | ~80,685 | 0.2% |
| 19 | Other religions and spiritual traditions | ~229,015 | 0.6% |

27. Other??

-

List 2 - First Contact Tools

- Items we “might use” to reach each of the audiences identified

A. Personal & Relational First-Contact Tools (Highest Trust)

1. **Personal Invitation** - One-to-one invitation from a believer
2. **Hospitality Encounters** - Conversations at work, school, or community spaces with Informal invitations after natural interaction
3. **Door-to-Door Visitation** - Neighbourhood outreach or follow-up visits

B. Church-Hosted Entry Points (Invitational)

4. **Worship Services** - Available every Sabbath
5. **Special Events** - Holy day services, concerts, family days, Community-oriented gatherings
6. **Community Service Projects** - Food banks, clean-ups, disaster relief

C. Print & Physical Media

7. **Invitations & Flyers** - Handed out or mailed locally -often used with events or services
8. **Signage & Location Visibility** - Church building signage - Banners, lawn signs

D. Digital First-Contact Tools (Increasingly Primary)

9. **Church Website** - Often the *true first contact*- Includes beliefs, service times, sermons
10. **Social Media Platforms** - Facebook, Instagram, YouTube, etc. - Sermon clips, event posts, testimonies
11. **Online Sermons & Livestreams** - Many people “visit” online before in-person
12. **Email or Text Follow-Ups** - Triggered by website visits, event sign-ups

E. Institutional & Community Touchpoints

13. **Schools & Programs** - ALPHA, VBS, tutoring, ESL classes
14. **Chaplaincy & Crisis Care** - Hospitals, prisons, shelters
15. **Word-of-Mouth Reputation** - What the community says about the church

F. Biblical Perspective (Brief)

16. From Scripture, first contact is primarily relational, not technological:

- “Go... make disciples” (Matthew 28:19)
- “You shall be My witnesses” (Acts 1:8)
- “How shall they hear without a preacher?” (Romans 10:14)

Tools are **servants**, not substitutes, for faithful witness.

G. Indirect but Influential First-Contact Tools - (*People may not speak to anyone, but they form conclusions*)

17. Church Culture Visibility - How members speak in public -Unity, kindness, humility on display

“By this all will know that you are My disciples...” (John 13:35)

18. Doctrinal Transparency - Public statements of faith - Clear teaching distinctives online and in print

19. Sermon Archives (Search-Based Discovery) - People search answers → sermons appear

20. Reviews & Online Mentions - Google reviews, Facebook comments, Misc forums

21. Denominational or Network Listings - Association websites, “Find a church” tools

H. Low-Pressure Relational On-Ramps (*Designed for conversation, not attendance*)

22. Inquiry Classes / “Christianity Explained” - Q&A nights, Alpha-style formats

23. Open Bible Studies - Publicly advertised studies, Home or neutral-location meetings

24. Prayer-Based Contact - “How can we pray for you?” initiatives

“My house shall be called a house of prayer” (Isaiah 56:7)

25. Counselling & Biblical Help Ministries - Marriage help, Addiction recovery, Grief support

26. Benevolence Intake Conversations - Financial or material aid, Gospel-centered mercy

I. Passive First Contact (Often Overlooked)

- 27. Church Name & Language** - Signage wording, Website language clarity
- 28. Physical Space Experience** - Cleanliness, Seating, lighting, accessibility - Not performance—*stewardship*
- 29. Children's Ministry Check-In** - Often the *first trust test* for parents
- 30. Music Heard From Outside** - Singing audible to community - Tone communicates reverence or casualness

J. Crisis-Driven First Contact - (*God often uses disruption*)

- 31. Funerals & Memorials** - Attendees often unchurched - Gospel openness is high
- 32. Weddings & Premarital Counselling** - Family and friends encounter teaching
- 33. Community Tragedies** - Prayer vigils, Pastoral presence
- 34. National or Cultural Crises** - Teaching clarity during fear or confusion

K. Member-Mobilized Tools - (*The church is the tool*)

- 35. Testimony Sharing** - Personal stories in normal conversation, Public testimonies online
- 36. Hospitality in Homes** - Meals, Sabbath & Holy day invitations
"Breaking bread from house to house..." (Acts 2:46)
- 37. Workplace Witness** - Ethical conduct, Gentle verbal testimony
- 38. Neighborhood Presence** - Known, trusted, approachable members

L. Prayer & Spiritual Means (Foundational)

- 39. Congregational Prayer** - Names prayed for regularly
- 40. Fasting & Seeking God's Direction** - Asking *where* and *to whom* God is sending the church
- 41. Word-Centered Preaching** - Even unseen preaching reaches hearts
"Faith comes by hearing..." (Romans 10:17)

M. Other ??

“Biblical” Church Growth vs. “Modern” Growth Models

| Category | Biblical Growth (Scripture-Driven) | Modern Growth (Tool-Driven) |
|----------------------------|--|---------------------------------------|
| Primary Authority | Word of God (Acts 2:42) | Strategy, data, trends |
| Source of Power | Holy Spirit (Acts 1:8; Zech. 4:6) | Systems, branding, optimization |
| Starting Point | Repentance & faith (Mark 1:15) | Attraction & accessibility |
| Goal | Disciples made (Matt. 28:19–20) | Attendance increased |
| Measure of Success | Faithfulness (1 Cor. 4:2) | Numbers, reach, engagement |
| Growth Agent | God gives the increase (1 Cor. 3:6) | Effective tools & campaigns |
| Role of Preaching | Central, doctrinal, confrontational when needed (2 Tim. 4:2) | Often shortened, softened, thematic |
| View of Offense | Expected from truth (Gal. 5:11) | Avoided to preserve appeal |
| Role of Shepherds | Know and guard souls (Acts 20:28) | Manage systems and teams |
| View of the Lost | Sheep without a shepherd (Matt. 9:36) | Audience, visitors, prospects |
| Conversion Pattern | Hearing → conviction → repentance → faith (Rom. 10:17) | Belonging → exposure → gradual belief |
| Church Entry | Public profession & baptism (Acts 2:38–41) | Low-commitment participation |
| Discipleship | Costly, lifelong obedience (Luke 14:26–33) | Optional next step |
| Use of Tools | Servants to the mission | Drivers of the mission |
| Pace of Growth | Often slow, uneven, hidden (Mark 4:26–29) | Expected to be fast and scalable |
| Response to Decline | Prayer, repentance, perseverance (Rev. 2–3) | Rebranding, restructuring |
| View of Smallness | God works through few (Judg. 7; Zech. 4:10) | Seen as failure or weakness |
| Ultimate Concern | God’s glory (1 Cor. 10:31) | Institutional survival |

Key to be aware of ...

Biblical order:

1. God saves
2. God gathers
3. God grows

Modern order (often):

1. Church attracts
2. Church retains
3. Hope that God transforms

“*The Lord added to the church...*” (Acts 2:47)

*Then the master said to the servant, 'Go out into the highways and hedges, & **compel them** to come in, that my house may be filled.* (Luke 14:23)

Joh_6:44 No one can come to Me unless the Father who sent Me draws him

Joh_6:65 And He said, "Therefore I have said to you that no one can come to Me unless it has been granted to him by My Father."

*And I, if I am lifted up from the earth, will **draw all peoples** to Myself."* (John 12:32)

List 3 - Other Tools

- Items we “might use” to grow & benefit each of the audiences identified ... including our existing members

A. Immediate Follow-Up Tools (Care, Not Marketing)

- 1. Personal Conversation** - Phone call, coffee, or home visit - Listening before instructing
- 2. Prayer Follow-Up** - Asking how the church can pray - Praying *with* the person, not just for them
- 3. Pastoral or Elder Contact** - Especially when spiritual questions are raised - Signals seriousness about each person’s spiritual walk
- 4. Clear Next-Step Explanation** - Simple overview: worship, learning, fellowship

B. Gospel Clarification & Foundation Tools

- 5. One-to-One Bible Reading** - Walking through key gospel texts
“They searched the Scriptures daily...” (Acts 17:11)
- 6. Gospel Tracts or Booklets (Used Relationally)** - As conversation aids, not substitutes
Helpful for reflection between meetings - Booklets enable great coverage of a topic to enable better discussions
- 7. New Believers’ Classes** - Core doctrines
- 8. Baptism Preparation**
“Those who gladly received his word were baptized...” (Acts 2:41)

C. Integration Into the Life of the Church

- 9. Small Groups / Home Fellowships** - Scripture, prayer, mutual care - Not entertainment-driven
- 10. Spiritual Mentoring / Discipleship Pairing** - Older believers with newer ones
Life-on-life modeling
- 11. Church Membership Process** - Teaching commitments and responsibilities - Clarifies belonging and accountability
- 12. Fellowship Meals & Hospitality** - Shared meals build trust and openness
“Breaking bread from house to house...” (Acts 2:46)

D. Word-Centered Growth Tools

13. Regular Expository Preaching - Central tool for growth - Shapes worldview and conscience

“All Scripture is given by inspiration of God...” (2 Tim. 3:16)

14. Bible Reading Plans - Individual or church-wide - Encourages daily engagement with Scripture

15. Statement of Beliefs / Systematic Theology - Structured doctrinal grounding - Guards against error

16. Teaching Series on Christian Living - Prayer, holiness, suffering, obedience

E. Prayer & Spiritual Discipline Tools

17. Congregation Prayer Meetings - Teaches dependence on God - Builds spiritual unity

18. Personal Prayer Guidance - Teaching how to pray - Psalms often used as a model

19. Fasting & Special Prayer Seasons - Discernment, repentance, seeking God’s will

F. Shepherding & Accountability Tools

20. Pastoral Counseling - Biblical counsel for sin, suffering, decisions

21. Accountability Relationships - Encouragement and correction in love

“Exhort one another daily...” (Heb. 3:13)

22. Church Discipline (When Needed) - Loving correction aimed at restoration - Often neglected but biblically necessary (Matt. 18:15–17)

G. Service & Participation Tools

23. Guided Service Opportunities - Serving according to gifting - Learning by doing
“Each one has received a gift, minister it...” (1 Pet. 4:10)

24. Ministry Training (MAP & Other) - Teaching how to serve biblically - Prevents burnout and confusion

25. Evangelism Training - Helping believers share their faith naturally

H. Ongoing Support Tools (Secondary, Not Central)

26. Sermon Recordings & Podcasts - Reinforcement, not replacement, of gathering

27. Church Communication Channels - Email, Newsletter, Slack, calendars

28. Reading Lists & Recommended Resources - Scripture-aligned books and articles

I. What Scripture Emphasizes After First Contact

| Scripture Emphasizes | Tools Should Support |
|-----------------------------|-----------------------------------|
| Teaching (Acts 2:42) | Learning, not content consumption |
| Fellowship (Heb. 10:24–25) | Mutual care |
| Prayer (Acts 6:4) | Dependence |
| Obedience (John 14:15) | Transformation |
| Perseverance (Col. 1:23) | Long-term faith |

Summary

After first contact, the church’s task is:

- To **teach clearly**
- To **shepherd personally**
- To **integrate lovingly**
- To **train faithfully**
- To **pray continually**

J. Other ??

Church of God International Canada *Evangelism Team*
Congregational Reps' - *Initiative Priorities for Church Members*

Our 4 Goals:

1. **Be informed!**
2. **Be a light!**
3. **Be a magnifier!**
4. **Pray for us!**



Resources available:

Examples (ie beyond Christian disciplines of Prayer, Bible Study, Fasting, Meditation, Tithing)

- **Armor of God** - to Be informed -
<http://cgi.org/armor-of-god/>
(includes AoG on the Web, Web chats, Biblical News & Commentary)
- **Keeping Watch** - to Be informed -
<https://rumble.com/search/video?q=%22cgi%20burlington%22%20%22keeping%20watch%22&sort=date>
- **Line Upon Line Bible Studies** - to Be informed -
<http://lineuponlinebibleacademy.com>
- **Prove All Things** - to Be informed - <https://www.cgi.org/prove-all-things>
- **TRUTH Unveiled** - to Be informed - <https://www.cgi.org/truth-unveiled>
- **Weekly sermons** - to Be informed - <https://cgicanada.org/category/whats-new/>
<https://www.cgi.org/media-app-1?sapurl=LytxNWdtL2xiL21zLytqcXdxeXN0P2VtYmVkPXRydWUmc mVjZW50Um91dGU9YXBwLndlYi1hcHAubGlicmFyeS5saXN0JnJIY2VudFJvdXRlU2x1Zz0lMkI2aGh6NTV0>
- **International News** - to Be informed - <https://www.cgi.org/international-news>
- **CgiC Online Monthly Newsletter** - to Be informed
<https://cgicanada2.org/media/magazine/CgiC>
- **Social Media** - (CgiCanada is posting short videos up to 4 times per week, to up to 14 social media sites) ie “Liking”, “Subscribing”, “posting a comment”, “sending links” - to Be a magnifier - <https://www.youtube.com/@cgiconline/videos>
<https://linktr.ee/cgicanada>
- **Church Websites** - to Be informed - <https://cgicanada.org/>
<https://cgicanadaoutreach.org>
<https://cgicanadafeast.org>
<https://www.cgi.org/>

- **Personal Email** - To Be a light - To be a magnifier
- **Personal Telephone** - To Be a light - To be a magnifier
- **Personal Visits / Conversation** - To Be a light - To be a magnifier
- **Personal Social Media** - To Be a light - To be a magnifier
- **Polish your Personal Testimony** - To Be a light
- **Personal Evangelism related prayer** - To Pray for effectiveness
- **Prayer Group** (eg Toronto GoToMeeting) - To Pray for effectiveness - contact: ken.allen@cgicanada.org
- **Church Blogs** - to Be informed - <https://cgicanada.org/blog/>
<https://www.cgi.org/news-and-events>
- **Church Podcasts** - to Be informed - <https://cgicanada.buzzsprout.com/>
- **Extra Congregational Zoom offerings** - to Be informed
- **FellowShip** - to Be Informed - to Be a light - (Facebook group)
<https://cogfellowship.net>
- **Church Literature** - to Be Informed -
<https://cgicanada.org/media-category/booklet/>
<https://www.cgi.org/literature>
- **Youth Materials** - to Be informed - to Be a light
<https://cgicanada.org/sparks>
<https://www.sparkskids.org>
<https://cgicanada.org/ignite>
<https://www.ignitecgi.org>
<https://cgicanada.org/infuse>
<https://infuse.live>
- **Cgi App** - to Be informed - <https://www.cgi.org/app>
<https://www.cgi.org/media-app> (Streams the App in a webbrowser)
- **Cgi Home Bible Study Course** - to Be informed -
<https://cgicanada.org/media-category/bible-courses/home-bible-study-course/>
<https://www.cgi.org/home-bible-study-course>
- **Cgi STP - Systematic Theology Project** - to Be informed -
<https://cgicanada.org/stp/>
<https://www.cgi.org/stp>



List 4 - Effective Topics

- Topics that will GRAB the interest of each of the audiences identified

Do you agree??

If an evangelistic topic does not eventually confront sin, exalt Christ, and demand a response, Scripture does not treat it as evangelism.

A. Gospel-Centered Topics (Biblically Primary) - These address the **core human problem** & God's solution.

1. Salvation & Eternal Life

- Heaven, hell, forgiveness, eternal destiny
- "What happens after death?" (John 3:16; Romans 6:23)

2. Sin, Guilt, and Forgiveness

- Moral failure
- Shame, repentance, cleansing (Psalm 51; 1 John 1:7)

3. Jesus Christ (Person & Work)

- Who Jesus is
- Why the cross matters
- Resurrection (1 Corinthians 15:3–4)

4. Meaning, Purpose, and Truth

- "Why am I here?"
- Objective truth vs. relativism (Ecclesiastes 12:13; John 14:6)

B. Existential & Universal Human Questions

5. Suffering, Pain, and Evil

- "Why does God allow suffering?"
- Tragedy and loss (Job; Romans 8:18)

6. Death, Grief, and Hope

- Funerals, loss, fear of death
- Hope beyond the grave (1 Thessalonians 4:13–18)

7. Fear, Anxiety, and Peace

- Stress, uncertainty, mental burden (Philippians 4:6–7)

8. Identity and Worth

- Self-worth
- Image of God
- Who defines "me"? (Genesis 1:27; Psalm 139)

C. Relational & Family-Oriented Topics - These draw strong interest as they affect daily life

9. Marriage and Relationships

- Love, conflict, commitment
- Divorce recovery (Ephesians 5:22–33)

10. Parenting and Family Life

- Raising children
- Discipline, values (Deuteronomy 6:6–7)

11. Loneliness and Community

- Isolation
- Belonging (Acts 2:42–47)

D. Practical Life Guidance Topics - Effective entry points—but **require gospel anchoring.**

12. Life Skills & Wisdom

- Decision-making
- Stewardship
- Time management (Proverbs)

13. Emotional Health & Inner Healing

- Trauma, guilt, bitterness
- Counselling-type topics (Psalm 147:3)

14. Work, Calling, and Success

- Purpose at work
- Integrity (Colossians 3:23)

E. Crisis & Cultural Flashpoints - High attention—high risk if mishandled.

15. Cultural Confusion & Moral Issues

- Sexuality
- Gender
- Ethics
- Truth vs. tolerance (Isaiah 5:20; Romans 1)

16. Social Justice & Compassion

- Poverty
- Oppression
- Mercy (Micah 6:8; James 1:27)

17. Fear in Times of Crisis

- War
- Pandemics
- Economic uncertainty (Psalm 46)

F. Apologetics & Curiosity-Driven Topics - These appeal to thinkers & skeptics.

18. Evidence for God

- Creation
- Design
- Morality (Romans 1:20)

19. Reliability of the Bible

- Manuscripts
- Archaeology
- Canon (2 Timothy 3:16)

20. End Times & Prophecy

- Revelation
- Signs of the times (Matthew 24, Revelation)

G. Testimony & Story-Based Topics - Highly engaging, biblically valid when truthful.

21. Life Change Stories

- Addiction recovery
- Radical conversion (1 Timothy 1:15–16)

22. Miracles & Answered Prayer

- God's intervention (Acts)

H. Seasonal & Event-Based Topics - Often used as entry points.

23. Holy Days, Holidays & Traditions

- **Sabbath**
- Passover
- Unleavened Bread
- Pentecost
- Feast of Trumpets
- Day of Atonement
- Feast of Tabernacles
- Last Great Day
- Christmas
- Easter
- Valentine's Day
- Halloween
- Thanksgiving (Luke 2; 1 Corinthians 15)

24. Rites of Passage

- Weddings
- Funerals
- Births

I. Topics Scripture Warns Against Using Improperly - These can draw crowds but weaken discipleship

| Topic | Biblical Concern |
|--------------------------------|------------------|
| Prosperity & success | 1 Timothy 6:5–10 |
| Entertainment-driven themes | Ezekiel 33:31–32 |
| Political identity | John 18:36 |
| Self-esteem without repentance | Luke 18:9–14 |
| Faith healing | |
| Tongues | |
| Snake Handling | |

J. Deep Human Longings (Often Underused, Highly Biblical)

41. Longing for Home & Belonging

- “Where do I fit?”
- Spiritual homelessness (Hebrews 11:13–16)

42. Shame, Guilt, and Cleansing

- Moral failure
- Cancel culture aftermath (Psalm 32; Romans 8:1)

43. Rest, Burnout, and Overload

- Exhaustion culture
- Sabbath, limits (Matthew 11:28–30)

44. Fear of Meaninglessness

- Nihilism - rejection of all religious & moral principles, in the belief that life is meaningless
- “Does any of this matter?” (Ecclesiastes)

45. Desire for Justice Without Vengeance

- Wrongs that cannot be undone
- Forgiveness vs. resentment (Romans 12:19)

K. Identity, Authority, and Truth Conflicts

46. Who Gets to Define Reality?

- God vs. self
- Authority of Scripture (Judges 21:25)

47. Freedom vs. Bondage

- Addictions (Physical)
 - Nicotine
 - Alcohol
 - Drugs (Illegal and Prescription)
 - Caffeine
 - Cannabis
 -
- Addictions (Behavioral)
 - Gambling
 - Internet and Social Media
 - Shopping
 - Sex
 - Work
 - Exercise
 - Food
 - Video Game
 - Pornography
 -
- Hidden slavery (John 8:34–36)

48. Power, Control, and Trust

- Anxiety rooted in control
- Surrender to God (Proverbs 3:5–6)

49. Hypocrisy and Church Wounds

- Abuse
- Betrayal
- Spiritual trauma (Matthew 23; Ezekiel 34)

L. Moral & Ethical Curiosity Topics

50. Right and Wrong in a Relativistic Age

- Moral intuition
- Conscience (Romans 2:14–15)

51. Love, Sex, and Covenant

- Hookup culture
- Faithfulness (Hebrews 13:4)

52. Life, Death, and Human Dignity

- Abortion
- Euthanasia
- Image of God (Genesis 9:6)

M. Spiritual Curiosity Without Commitment

53. Angels, Demons, and the Supernatural

- Spiritual warfare
- Occult curiosity (Ephesians 6:12)

54. Prayer That “Works”

- Why prayers seem unanswered (Luke 18:1)

55. Dreams, Guidance, and Discernment

- “How do I know God’s will?” (Psalm 25:4–5)

N. History, Roots, and Credibility

56. Christianity vs. Other Religions

- Uniqueness of Christ (John 14:6)

57. Faith and Science

- Creation
- Order
- Design (Psalm 19)

58. The Church Through History

- Martyrs
- Reformers
- Failures and faithfulness (Hebrews 12:1)

O. Cultural Disillusionment Topics

59. Politics and Power Limits

- Why politics can’t save (Psalm 146:3)

60. Wealth, Consumerism, and Contentment

- Money anxiety (Luke 12:15)

61. Technology, Isolation, and the Soul

- Screens
- Loneliness (Psalm 46:10)

P. Often-Ignored but Biblically Central Topics

62. Holiness and the Fear of the Lord

- Reverence
- God’s otherness (Isaiah 6)

63. Repentance and Confession

- Turning from sin (Acts 3:19)

64. Judgment and Accountability

- Final reckoning (Hebrews 9:27)

65. Perseverance and Endurance

- Faithfulness over time (Matthew 24:13)

Q. High-Risk Crowd-Drawing Topics (Use With Caution)

| Topic | Why It Draws | Biblical Risk |
|------------------------------|--------------------|---------------------------|
| End-times sensationalism | Fear & curiosity | Date-setting, distraction |
| Prosperity & success | Hope for ease | False promises |
| Political alignment | Identity | Divides body |
| Entertainment-driven worship | Emotional response | Shallow roots |

“They have healed the hurt of My people slightly.” (Jer. 6:14)

R. How Scripture Uses Interest (Key Pattern)

Biblical pattern:

1. Start where people are listening (Acts 17)
2. Confront false assumptions
3. Proclaim Christ clearly
4. Call for repentance

Never stop at interest.

- Interest is a **door**, not a destination
- Topics must **move toward truth**, not orbit comfort
- The gospel is **not one topic among many**—it is the center

For I determined not to know anything among you except Jesus Christ & Him crucified (1 Cor. 2:2)

More Topics ... Scripture itself uses Evangelistically

A. The Kingdom of God

1. God's Reign

- Central theme of Jesus' preaching.

"Jesus came... preaching the gospel of the kingdom of God." (Mark 1:14–15)

B. God's Existence, Glory, and Authority

2. Creation & Design

- God appeals to the created order as evidence of Himself.

"The heavens declare the glory of God..." (Ps. 19:1)

"Since the creation of the world His invisible attributes are clearly seen..." (Rom. 1:20)

- Confronts atheism and self-sufficiency.

3. God as Creator & Owner

- God owns life and defines purpose.

"The God who made the world and everything in it..." (Acts 17:24)

- **Used by Paul with pagans, not Jews.**

C. Meaning, Purpose, and Accountability

4. Human Purpose

- Created for God, not self.

"Let us hear the conclusion of the whole matter: Fear God and keep His commandments..." (Eccl. 12:13)

5. Judgment & Accountability

- All must answer to God.

"He has appointed a day on which He will judge the world..." (Acts 17:31)

D. Sin, Conscience, and Moral Failure

6. Sin Defined by God

- Sin measured against God's law, not culture.

"All have sinned and fall short..." (Rom. 3:23)

7. Conscience & Moral Knowledge

- Even unbelievers know right and wrong.

"Their conscience also bearing witness..." (Rom. 2:15)

- **Used implicitly with Gentiles.**

8. Guilt, Shame, and Cleansing

- God addresses moral weight directly.

"Though your sins are like scarlet..." (Isa. 1:18)

E. Death, Resurrection, and Eternity

9. Death as a Certainty

- Mortality forces truth.

“It is appointed for men to die once...” (Heb. 9:27)

10. Resurrection of the Dead

- Central evangelistic claim.

“He... has given assurance... by raising Him from the dead.” (Acts 17:31)

- Many mocked—but Scripture still proclaimed it.

11. Eternal Life vs. Eternal Loss

- Real outcomes.

“These will go away into everlasting punishment...” (Matt. 25:46)

F. Jesus Christ: Person & Authority

12. Jesus as Lord, Not Merely Savior

- His authority is proclaimed.

“God has made this Jesus... both Lord and Christ.” (Acts 2:36)

13. Fulfillment of Scripture

- Jesus fulfills prophecy.

“Beginning at Moses and all the Prophets, He expounded to them...” (Luke 24:27)

- Used especially with Jews.

14. The Cross as God’s Means

- Substitution, not symbolism.

“Christ died for our sins according to the Scriptures.” (1 Cor. 15:3)

G. Repentance, Faith, and Response

15. Repentance

- Turn from sin to God.

“Repent therefore and be converted...” (Acts 3:19)

- **Always present in biblical evangelism.**

16. Faith and Trust in Christ

- Personal reliance.

“Believe on the Lord Jesus Christ...” (Acts 16:31)

17. Obedience as Evidence

- Following Christ, not mere assent.

“If anyone desires to come after Me, let him deny himself...” (Luke 9:23)

H. Exposure of False Hopes

18. Idolatry

- False gods, false trusts.

“You turned to God from idols...” (1 Thess. 1:9)

19. Self-Righteousness

- Moral confidence confronted.

“Unless your righteousness exceeds...” (Matt. 5:20)

I. Suffering and the Call to Endurance

20. Suffering as Normal

- Christianity does not promise ease.

“We must through many tribulations enter the kingdom of God.” (Acts 14:22)

J. The Witness of Changed Lives

21. Testimony

- Transformation as evidence.

“I was not disobedient to the heavenly vision.” (Acts 26:19)

What Scripture Does *Not* Use as Primary Evangelistic Topics

Common Modern Topic

Biblical Absence

Self-esteem

Never central

Personal success

Explicitly warned against

Entertainment

Absent

Political solutions

Rejected

Felt needs without repentance

Never sufficient

K. God’s Nearness vs. Human Distance

22. God Is Near, Not Distant

- God is knowable and present, not abstract.

“He is not far from each one of us.” (Acts 17:27)

- Counters deism and spiritual apathy.

23. Humanity’s Flight From God

- Sin causes hiding, not ignorance.

“Adam and his wife hid themselves...” (Gen. 3:8)

L. Exposure of False Wisdom and Confidence

24. The Limits of Human Wisdom

- Philosophy, intellect, and speculation fail.

“Has not God made foolish the wisdom of this world?” (1 Cor. 1:20)

- Used evangelistically in Corinth and Athens.

25. Knowledge Without Obedience

- Knowing truth but resisting it.

“They profess to know God, but in works they deny Him.” (Titus 1:16)

M. The Problem of Powerlessness

26. Inability to Save Oneself

- Moral effort and religion cannot save.

“By the works of the law no flesh shall be justified.” (Gal. 2:16)

27. Slavery to Sin

- Sin as mastery, not mere mistake.

“Whoever commits sin is a slave of sin.” (John 8:34)

- This reframes freedom evangelistically.

N. Covenant, Promise, and Fulfillment

28. God Keeps His Promises

- History interpreted through promise and fulfillment.

“All the promises of God in Him are Yes.” (2 Cor. 1:20)

- Used especially with Scripture-aware audiences.

29. Delay Does Not Mean Failure

- God’s timing differs from human expectations.

“The Lord is not slack concerning His promise...” (2 Pet. 3:9)

O. The Seriousness of Listening

30. The Danger of Ignoring God

- Neutrality is impossible.

“Today, if you will hear His voice...” (Heb. 3:15)

- Scripture treats delay as spiritual danger.

31. Accountability for Revelation Received

- Greater light brings greater responsibility.

“That servant who knew his master’s will...” (Luke 12:47–48)

P. The Cost of Discipleship (Evangelistic Use)

32. Counting the Cost

- Jesus uses difficulty to evangelize honestly.

“Whoever does not bear his cross...” (Luke 14:27–33)

33. Loss as Gain

- Paradox of the kingdom.

“Whoever loses his life for My sake will save it.” (Luke 9:24)

Q. Love Properly Defined

34. God’s Love as Holy, Not Permissive

- Love includes correction and judgment.

“As many as I love, I rebuke and chasten.” (Rev. 3:19)

35. Love Demonstrated at the Cross

- Love shown through sacrifice, not affirmation.

“God demonstrates His own love toward us...” (Rom. 5:8)

R. The Kingdom’s Reversal of Values

36. The First and the Last

- God overturns status hierarchies.

“Many who are first will be last.” (Matt. 19:30)

37. Weakness as the Way In

- Humility precedes grace.

“God resists the proud, but gives grace to the humble.” (James 4:6)

S. Signs, Wonders, and Their Limits

38. Miracles as Witness, Not Proof Alone

- Signs point, but do not compel faith.

“Even if one rises from the dead...” (Luke 16:31)

- Scripture warns against sign-based belief.

T. Witness Through Judgment in History

39. Historical Judgments as Warnings

- Flood, exile, destruction of Jerusalem.

“These things happened to them as examples...” (1 Cor. 10:11)

- Used evangelistically to warn later hearers.

U. Patience and Mercy Before Final Judgment

40. God's Forbearance

- Delay of judgment invites repentance.

“Do you despise the riches of His goodness...?” (Rom. 2:4)

V. The Final Invitation

41. Open Invitation to Come

- Gospel ends with an appeal.

“Whoever desires, let him take the water of life freely.” (Rev. 22:17)

42. Urgency of Response

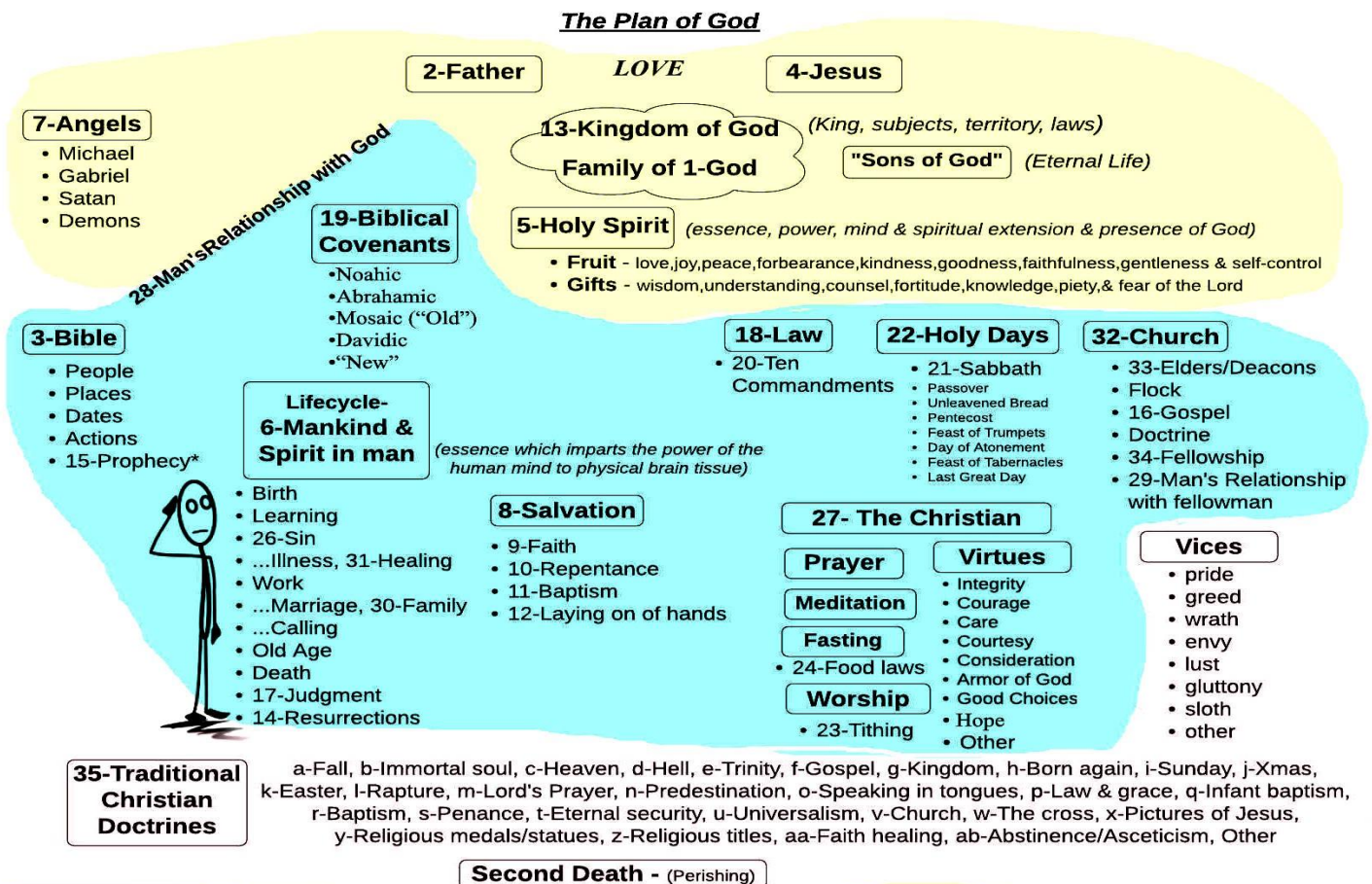
- Time is limited.

“Now is the accepted time.” (2 Cor. 6:2)

What This Reveals About Biblical Evangelism

Scripture evangelizes by:

- **Explaining reality**, not selling benefits
- **Confronting false security**, not affirming comfort
- **Proclaiming authority**, not negotiating truth
- **Inviting repentance**, not mere interest



Time: (Past - History - Creation, 25-Hebrew Calendar ... Present -(World events) ... (Future - 15-Prophecy*) ... Eternity ...)

Other Topics of interest

You've been *deceived* - Lied to! What is the TRUTH about ...

- the Fall
- Immortal soul
- Heaven
- Hell
- Trinity
- Gospel
- Kingdom
- Born again
- Sunday
- Christmas
- Easter
- Rapture
- Lord's Prayer
- Predestination
- Speaking in Tongues
- Law & Grace
- Infant Baptism
- Baptism
- Penance
- Eternal Security
- Universalism
- Church
- the Cross
- Pictures of Jesus
- Religious medals / Statues
- Religious Titles
- Faith Healing
- Abstinence / Asceticism
- Other??

Other ??

List 5 - Opportunities for Member Involvement

- Identify ways our congregations can be involved with the audiences, tools, & topics

1. Lifestyle & Relational Evangelism (Every Believer)

These require no formal role—only faithfulness.

- Living a visibly Christlike life (Matt 5:16)
- Personal prayer for the lost (Rom 10:1)
- Hospitality toward neighbors and strangers (Luke 14:12–14)
- Building genuine friendships with unbelievers
- Speaking openly about faith when opportunities arise (Col 4:5–6)
- Answering questions about hope in Christ (1 Pet 3:15)
- Inviting others to church gatherings or Bible studies
- Showing mercy through practical help (James 2:15–17)
- Forgiveness, humility, and reconciliation as a witness (Matt 5:23–24)

2. Verbal Gospel Proclamation

Direct communication of the gospel message.

- Sharing personal testimony of conversion (Acts 26)
- One-on-one gospel conversations
- Explaining Scripture to seekers (Acts 8:30–35)
- Door-to-door or neighborhood outreach
- Workplace evangelism (with wisdom and respect)
- Street evangelism
- Open-air preaching (for those gifted and trained)
- Evangelistic Bible studies
- Evangelism during home visits or pastoral care visits

3. Prayer-Centered Evangelism

Often overlooked but biblically central.

- Intercessory prayer teams for the lost (Col 4:3)
- Prayer walking neighborhoods (Luke 10:1–2)
- Fasting for evangelistic effectiveness (Matt 9:15)
- Praying during outreach events
- Prayer chains for specific individuals
- Spiritual warfare prayer (Eph 6:18)

4. Service-Based & Mercy Evangelism

Demonstrating the gospel through love.

- Community service projects
- Food banks and meal programs
- Visiting the sick, elderly, or imprisoned
- Refugee and immigrant assistance

- Crisis pregnancy support
- Addiction recovery ministries
- Disaster relief
- Tutoring or mentoring programs
- Clothing or resource drives paired with gospel witness

5. Teaching, Discipleship & Follow-Up

Evangelism that continues after first contact.

- Leading seeker-friendly Bible studies
- New believer discipleship
- Baptism preparation classes
- Mentoring converts
- Small group leadership
- Teaching apologetics
- Answering objections and questions
- Helping new believers integrate into church life

6. Creative, Media & Support Roles

Evangelism behind the scenes.

- Social media gospel outreach
- Website or online ministry
- Writing articles, blogs, or devotionals
- Producing videos or podcasts
- Graphic design and printing materials
- Music, drama, or arts-based outreach
- Livestream moderation and follow-up
- Translation or interpretation for outreach

7. Organized Outreach & Mission Work

More structured and often team-based.

- Local outreach events
- Campus evangelism
- Short-term mission trips
- Long-term missionary support
- Church planting support
- Community forums or Q&A nights
- Evangelistic conferences
- Prison or hospital chaplaincy support

8. Financial & Logistical Support

Those who enable others to go.

- Financial giving toward evangelism and missions (Phil 4:15–16)
- Sponsoring missionaries
- Providing transportation

- Hosting missionaries or evangelists
- Administrative coordination
- Event setup and logistics

9. Training & Equipping Roles

Helping others grow in evangelism.

- Evangelism trainers
- Apologetics instructors
- Role-play and practice facilitators
- Coaching timid believers
- Developing evangelism resources
- Organizing outreach teams

10. Family & Generational Evangelism

Often the most neglected mission field.

- Teaching children the gospel (Deut 6:6–7)
- Modeling faith in the home
- Encouraging children's friends and families
- Youth evangelism mentoring
- Grandparental spiritual influence (2 Tim 1:5)

Some plant, some water, some reap—but **God gives the increase** (1 Cor 3:6–7).

List 6 - Conveyer Belts!?!

- Identify the thought processes “normal people” in each of the audiences identified might go through to become a baptised Christian ... to see the milestones or patterns of the learning & conversion process

ie By understanding the path or stepping stones, we can create media & content to guide people in various “intended audiences” towards becoming Christians.

A) The WCG process for Evangelism

1. **Mass media** - TV, Radio, Magazine - to catch interest via messages about world events, social problems, end time prophesy, proofs of God, etc via the “World Tomorrow” program
2. **Call to action** - Free offers for Plain Truth magazine or booklets “to learn more”
3. **Work the mailing list** - Monthly co-worker letters with *more offers* for educational materials ... with more “spiritually focused” content ... Good News Magazine, Home Bible Course, other booklets ... where people would learn that a church is involved with the Ambassador College outreach. Donation envelopes provide opportunities for people receiving materials to become “coworkers”
4. **Local Evangelism events** might be arranged eg Plain Truth Lectures to allow local pastors & members to meet & mingle with new people who are interested in our messages ... the Gospel. Also, major Evangelism campaigns with HWA, GTA, & other church Evangelists would occasionally occur
5. **Invitation to come to Church** ... Where people can fellowship with brethren, learn church culture and continue learning via sermons, fellowship, pastor visits, & other programs (eg Spokesman’s club, Bible Studies). This marks a transition where the prospective member shifts ...
 - **from** being served via Evangelism
 - **to** being nurtured by the local Congregation

B) The “early” CGI Process (1978-2010)

Similar to the WCG Process except:

- Mass media was a professionally developed Armor of God program & 20th Century Watch (& 21st Century Watch) magazine
- GTA was the Armor of God presenter until 2007. A variety of presenters continued to do the Cgi’s “flagship evangelism program”

C) The “current” CGI Process 2010- present

Significant changes to the “early” CGI Process of Evangelism:

- Cost of TV time became prohibitive so the Armor of God became a website program (reducing the viewership as new people could not “find it” while watching TV) ... Around April of 2025, the “TV quality” Armor of God program was cancelled and replaced by a podcast
- Donations from coworkers (new viewers) dropped sharply because “Internet culture” considers web-based material as “free” ... Booklets & Magazines could be downloaded online -- so there was a much smaller mailing list -- The evolving technology eliminated the traditional “mailing list” for us to reach out to interested people to provide them increasingly spiritual material
- Attempts have been made to have a relevant & popular Internet presence ... via websites, Social media, Videos, Ads, etc, etc ... **BUT** ... Cgi.org & CgiCanada.org are a tiny presence. If someone is doing a search about “God” ... our sites are likely on page 60 or page 600 of the search results -- and if you are **not** on page 1 or page 2 of the search results then almost no one is going to scroll THAT many pages to find our content. The US site gets visits in the 10,000’s ... CgiCanada in the 1,000’s ... & this is in countries with populations of 348 million & 40 million. (This is “way closer” to 0% than to 1%) Yikes! ... As a Church, we have little chance of getting 13 million views (like videos of Cats afraid of cucumbers!?)
<https://www.youtube.com/watch?v=RBrZsgy4-SQ> (*What a world we live in!*)
- Ideas of personal evangelism & local campaigns are being tried along with other Internet outreaches (Line Upon Line, Keeping Watch, etc)

D) Armor of God Legacy process

1. We have more than 25 years of Armor of God programs. We might harvest the outreach topics covered here ... as most of our booklets were written to support the Armor of God topics being covered - were these topics ***relevant and effective*** or not?

E) A “befuddling” process

1. A puzzling number of times, a local CGI congregation will place an **ad in a local newspaper** welcoming people to attend our Sabbath service ... and sometimes a person will show up!?! Often with no knowledge of our teachings we find people in our midst -- often because they read or learned about the Sabbath ... and they were looking for a Sabbath keeping church!?!

E) **Cgi Home Bible Study Process** (ie topics covered to nurture / educate new people)

- | | | |
|-----------------------|----------------------|--------------------|
| 1. Repentance | 6. Eternal Judgment | 11. Pentecost |
| 2. Faith | 7. Perfection | 12. Trumpets |
| 3. Baptism | 8. Sabbath | 13. Atonement |
| 4. Laying on of Hands | 9. Passover | 14. Tabernacles |
| 5. Resurrection | 10. Unleavened Bread | 15. Last Great Day |

F) **CGI Statement of Beliefs (Systematic Theology Project) process** (ie the church doctrines)

- | | | |
|----------------------------|-----------------------------|---------------------------------------|
| 1 - God | 25 - The Hebrew Calendar | 35i – Sunday |
| 2 - The Father | 26 - Sin | 35j – Christmas |
| 3 – Bible | 27 - The Christian | 35k – Easter |
| 4 - Jesus Christ | 28 - The Christian's | 35l – The Rapture |
| 5 - Holy Spirit | Relationship with God | 35m – The Lord's Prayer |
| 6 – Mankind | 29 - The Christian's | 35n – Predestination |
| 7 - Angelic Realm | Relationship with Fellow | 35o – Speaking in Tongues |
| 8 – Salvation | Man | 35p – Law & Grace |
| 9 – Faith | 30 - The Christian Family | 35q – Infant Baptism |
| 10 – Repentance | 31 - Healing | 35r – Baptism*11 |
| 11 – Baptism | 32 - The Church of God | 35s – Penance |
| 12 - Laying on of Hands | 33 - Ministry of the Church | 35t – Eternal Security |
| 13 - Kingdom of God | 34 - Fellowship of the | 35u – Universalism |
| 14 - Resurrections | Brethren | 35v – The Church* |
| 15 - Prophecy | 35 – Traditional Christian | 35w – The Cross |
| 16 - Gospel | Doctrines | 35x – Pictures of Jesus |
| 17 - Judgment | 35a – The Fall of Man | 35y – Religious Medals/ Statues |
| 18 - Law of God | 35b – The Immortal Soul | 35z – Ministerial/Religious Titles |
| 19 - Biblical Covenants | 35c – Heaven | 35aa – Faith Healing |
| 20 - Ten Commandments | 35d – Hell | 35ab – Abstinence/ Asceticism |
| 21 - Sabbath | 35e – Trinity | |
| 22 - Annual Holy Days | 35f – Gospel*16 | |
| 23 - Tithing and Giving | 35g – Kingdom of God*13 | |
| 24 - Biblical Dietary Laws | 35h – Born Again | |

G) **Master Evangelistic Topic Flow (Scripture Pattern)**

1. God is Creator and King
2. Humanity is accountable and sinful
3. False hopes cannot save
4. Christ has acted decisively
5. Repent, believe, follow

H) **Core Biblical Pattern - Scripture's evangelistic flow:**

1. God is Creator and Judge
2. Humans are accountable sinners
3. Christ is risen Lord
4. Repent and believe

I) The Discipleship Thought Process

| <u>Stage</u> | <u>Internal Thought Shift</u> | <u>Key Biblical Truth</u> | <u>Discipleship Focus</u> |
|---|---|--------------------------------|--|
| 1. Awareness of God | “There may be a God beyond me.” | God exists and reveals Himself | Point to creation, conscience, testimony (Rom 1:19–20) |
| 2. Moral Awareness | “I am accountable to something higher.” | God is holy; moral law is real | Clarify right, wrong, and accountability (Rom 2:15) |
| 3. Personal Sin | “The problem includes me.” | All have sinned | Help sin become personal, not abstract (Rom 3:23) |
| 4. Inability to Self-Rescue | “I cannot fix this myself.” | Works cannot save | Expose limits of self-effort (Eph 2:8–9) |
| 5. Exposure to Jesus | “Jesus is different — and central.” | Christ is unique | Present who Jesus is and what He did (John 14:6) |
| 6. Understanding the Gospel | “Christ did for me what I could not.” | Substitution & grace | Explain the cross clearly (Rom 5:8) |
| 7. Conviction | “I must respond.” | God calls for response | Allow the Spirit to press truth (John 16:8) |
| 8. Repentance | “I must turn from sin and self-rule.” | Turn and be forgiven | Call for surrender, not reform (Acts 3:19) |
| 9. Faith in Christ | “I trust Christ, not myself.” | Salvation by faith | Encourage personal trust (Rom 10:9–10) |
| 10. Assurance of New Life | “I belong to Christ now.” | New birth and peace | Ground assurance in God’s promise (2 Cor 5:17) |
| 11. Desire to Obey | “I want to follow Him.” | Love produces obedience | Teach obedience from love (John 14:15) |
| 12. Identification with God’s People | “I am part of Christ’s body.” | Believers belong together | Encourage fellowship and accountability (Acts 2:42) |
| 13. Persevering Faithfulness | “I will follow Christ for life.” | Enduring faith glorifies God | Shepherd toward lifelong discipleship (Col 1:23) |

J) Other??

List 7 - End Result

- What will our Evangelism outcomes be if we are successful & effective?

Grouped from ... **external milestones** → **internal transformation** → **ongoing fruit**

A. Foundational Gospel Milestones (What was actually received?)

... assess whether the **true gospel** was understood and embraced.

1. Clear Understanding of the Gospel

- Can the person explain sin, repentance, faith, Christ's atoning work, and resurrection? (1 Cor 15:1–4; Rom 3:23–26)

2. Personal Conviction of Sin

- Evidence of godly sorrow, not merely emotional response (John 16:8; 2 Cor 7:10)

3. Repentance and Faith

- Turning from sin *toward* Christ, not just adding Jesus to life (Acts 2:37–38; Acts 20:21)

4. Confession of Christ as Lord

- Willingness to acknowledge Christ publicly and personally (Rom 10:9–10; Matt 10:32)

B. Conversion Integrity Markers (Was it real?)

...evaluate whether the response reflects **new birth**, not momentary persuasion.

5. Desire for Obedience

- A changed orientation toward God's commands (John 14:15; 1 John 2:3–4)

6. Evidence of New Affections

- Love for God, Scripture, and righteousness (Ps 119:97; 2 Cor 5:17)

7. Awareness of Spiritual Warfare

- Understanding that following Christ includes resistance & cost (Luke 14:26–33; 2Tim 3:12)

8. Perseverance Beyond the Initial Moment

- Continued faith weeks and months later (Matt 13:20–21; Col 1:23)

C. Discipleship Engagement (Did evangelism lead to following?)

... Evangelism succeeds when it **produces disciples**, not just decisions.

9. Connection to the Local Church

- Desire for fellowship, teaching, and accountability (Acts 2:41–42; Heb 10:24–25)

10. Regular Exposure to Scripture

- Growing hunger for God's Word (1 Pet 2:2; Acts 17:11)

11. Growth in Prayer

- Developing dependence on God, not programs (Rom 8:15; Phil 4:6)

12. Baptism and Public Identification

- Obedience in the first visible command (Matt 28:19; Acts 8:36–38)

IV. Character Transformation (Is Christ being formed?)

... **Slow but crucial** indicators of authentic success.

13. Growing Humility

- Less self-justification, more repentance (James 4:6; Phil 2:3–5)

14. Increasing Holiness

- Progressive victory over former sinful patterns (1 Thess 4:3; Rom 6:11–14)

15. Love for Others

- Practical, sacrificial care for believers and unbelievers (John 13:34–35; 1 John 3:16–18)

16. Teachability and Submission to Scripture

- Willingness to be corrected by God's Word (Acts 18:24–26; 2 Tim 3:16)

V. Missional Fruit (Is reproduction beginning?)

... **Does life beget life?**

17. Natural Witness

- Desire to speak about Christ without coercion (Acts 4:20; 2 Cor 5:14)

18. Burden for the unconverted

- Compassion, not triumphalism (Rom 9:1–3; Matt 9:36)

19. Ability to Articulate Faith to Others

- Growing clarity and confidence in sharing the gospel (1 Pet 3:15; Col 4:6)

20. Reproduction of Disciples

- Participation in discipling others (2 Tim 2:2; Matt 28:20)

VI. Program-Level Indicators (Is the structure serving Scripture?)

... help evaluate the **program itself**, not just individuals.

21. Low “Fall-Away” Rate After 6–12 Months

22. Clear Pathway from Evangelism → Discipleship

23. Personal Relationships, Not Just Events

24. Integration with Shepherding and Church Life

25. Dependence on Prayer, Not Just Technique

- (Zech 4:6; Acts 1:14)

If the program stopped tomorrow, would transformed lives continue to follow Christ, grow in holiness, and make disciples?

If the answer is *yes*, evangelism has been successful.

List 8 - Involvement of Elders & the Evangelism Team

- Identify ways for Elders & Team members to be involved & measuring effectiveness of our methods to encourage improvements

To Do ...

List 9 - Parking Lot

- List of ideas that we do not want to lose ... that may not fit into existing lists

A) Ideas from when Jim started as Evangelism Coordinator ... some ideas “shot down” or were not possible (privacy concerns, etc) ... & some were done ...

CgiCanada - Evangelism Department



2022 - Potential New Initiatives

1-- Congregational Roving Reporter

Via Congregational Rep & other volunteers, have people assigned at services to snap pictures and harvest human interest stories of recent news (awards, achievements, travel, family, healings, good works, local service activities, evangelism) ... to be used Website – Congregation Webpages, Social media posts

2-- Testimonials

Via Congregational Rep & other volunteers, have people assigned at services to snap pictures & harvest inspiring Testimonials from members... stories of God’s calling of them, God’s mercy & grace upon us, & God’s miracles and healing hand.

3-- Member Bio pages

On congregational websites, people can see some members before they attend & look forward to meeting people with similar careers or interests

4-- Congregation Directory

A handy tool for new members to see members (& learn names) ... Also, is great as a prayer aid for those on prayer list. (Often we know people from keeping Feasts, but with a photo, we can “much more effectively” identify people we know and pray more effectively for them.

5-- Social Media review

Assess 2022 options to determine opportunities to increase/reduce our chosen platforms & time spent on sites



6-- Add an “STP discussion” to FellowShip, Slack or Facebook

An opportunity for members to review & explore our doctrinal positions. Additions to the STP (such as a vocabulary section for each Doctrinal statement) & this may lead to Doctrinal papers to the MC ... to see if changes have merit.

7-- Equipping pages ...

With so many attacks on Christian norms ... it would be valuable to have (for each topic) a list of the best material to allow members to convince people or defend the faith. (Topics might include ... abortion, homosexuality, legal drugs, is the Bible hate speech, etc, etc). Ben Shapiro created a series called “Debunking” and CgiCanada has a few examples titled “5 Fast Facts” ... It would be great to get some focus & momentum on this – to help our members!

8-- Add Facebook page for CgiLondon

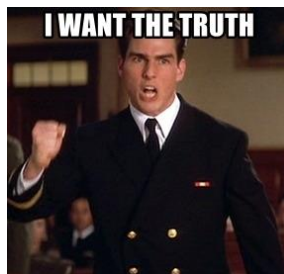
With Social media review, this may be assessed as beneficial & for congregational consistency

9-- Add Telephone number for Kawartha Lakes

This may be assessed as beneficial & for congregational consistency (eg to have a phone number on the congregational website)

10-- Harvest sermons from Kitchener & London

For several years, we have not had sermons posted from Kitchener or London ... This material can be a draw to local people “researching for a new church to attend” ... and be reasonably simple & nearly free to post. It also allows members to “listen again” to great sermons from the local speakers.



11-- CgiOttawa To explore Video Services rather than Mp3 audio

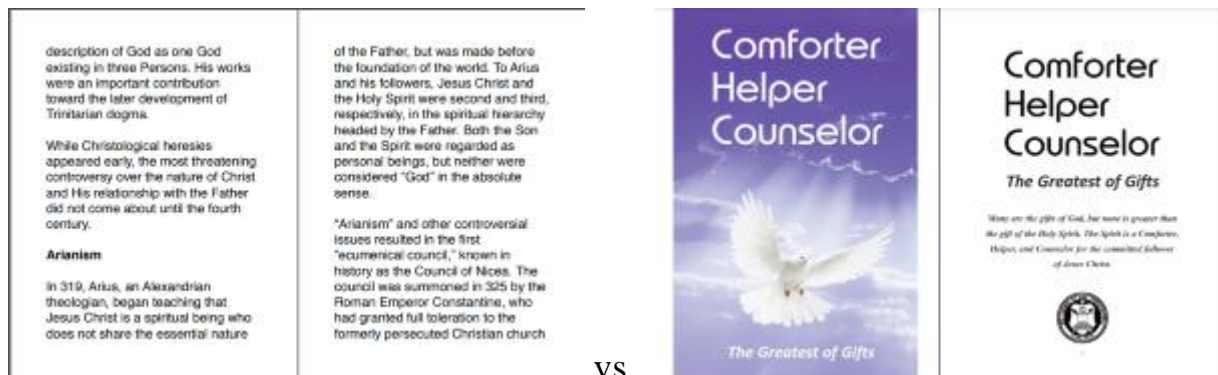
Having some “shut in” members, we seek to keep them engaged via webcasting... Having a “video competent” member, will allow this to be explored, and possibly rolled out to others.

12-- Greater CgiCanada Evangelism Program transparency

Provide a Slack channel or private Facebook site to allow elders and members to see all that the Evangelism team members are doing ... Ads we are placing, blogs, monitoring & assessments.

13-- Booklet evaluation

The downloadable Tyler booklets are now optimized for reading on a phone or eReader. Giant text, no cover (in the file), no color, no photos, no special formatting. On a regular PC it looks plain (uncreative) & the print is so giant, it is NOT practical to print at home – as it will be sometimes 200 pages or more! We may need to provide this *as an option* for people using an eReader or phone ... but we ALSO should make sure the files are available to make the booklets look “better” via color, pictures, etc.



14-- New refreshed CgiCanada website

It is unclear if this will be released in 2021 or 2022, but presumably there will be a learning curve, work to do & “opportunities” with the “New Look” CgiCanada website

15-- How Can I Help... To Evangelize for Jesus?

Provide **members** with clear instructions of simple things they can do to help ... How to “like” our post or Re-tweet, etc, etc ... also Educational (equipping) Materials (like our Personal Evangelism booklet) ... follow up with local tutoring (as needed)

16-- 1-3 minute videos

This is listed as a “popular trend” in social media (due to increasing popularity of TicTok ... and *decreasing attention span* of consumers)...

Even then (...in a 1-3 minute video ...) we only have 5-15 seconds to “hook” viewers or *they are gone* to other material.

Using titles like ... **The Conclusion of the Matter** we could harvest the last couple minutes of sermons for the *peak content* of the message ... Other titles might include: **Getting to the Point**, or **3 minute sermons**, etc.

Original content (3 minute hook messages) may be made for this initiative also.
The “Hook messages” can be used to lead to a booklet, or link to the full sermon, etc

17-- Canadian Corner

Provide regular write-ups to the **International News** to share what is happening in Canada ... especially sharing & soliciting effective evangelism ideas

18-- Best Material

Identify the best material we have on each topic... so that someone’s first stumbling sermonette is not selected ahead of a comprehensive message by a seasoned elder.

19-- Personal Evangelism ... Congregational Evangelism topics

Create a list of simple scenarios ... and have congregation members propose how to answer. The “breakout groups” (or small congregation) can then suggest *what is effective* and *other approaches* that might be used (eg to be less confrontational, or to better engage with the person in the scenario) eg

- “Someone told me you don’t celebrate Christmas!?! Can you explain why?”
- “I believe God sees everyone with a good heart – whether they are church people or Bible people ... and *we* are saved. Do you agree?”
- “I can’t see God or hear Him... so I don’t believe He is real. Do you believe?”

20-- Survey for Friends, Family, & Others

Create a survey... eg **Topics I would like to learn more about** The congregation members can use this survey as an icebreaker (to anyone) to focus attention towards subjects of interest (& substance) for discussions ... AND ... the elders might create sermons or campaigns using these topics ... (and we know who we can invite ... based upon surveys turned in)

Eg

- God’s creation ... Our Awesome universe
- Proof ... that the Bible is Truth
- What happens when I die?
- Goodie Two Shoes ... Is Being a Christian a burden?
- A sweep of History... How does the Bible describe the Key events of the Past?
- Bible Prophecy ... What does the Bible say will happen ... Starting today & into the Future?
- Deception ... Examples of how **you** have been Tricked or Lied to!



B) Brainstorming For New Growth Ideas - CGI Ministry Conference (2016) Mike James

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During the **Ministerial Conference in Cincinnati, Ohio (May 13–15, 2016)**, a number of issues were discussed by the ministry. In one of the meetings, I led a brainstorming session on a number of issues related to the church.

In this session a group of elders and their wives would think of any idea they could, related to the following topics:

- Foreign Field;
- Involvement;
- Youth, Young Adult, and Children;
- Scattered Brethren;
- Media—CDs/Videos/Booklets;
- Evangelism;
- Open Category (anything new they could come up with).

Media—CDs/Videos/Booklets;

The purpose of the session was to find new ideas we could address and maybe try on these church subjects. I broke the room into seven groups and had each group come up with ideas for each category. They moved from topic to topic within a short timeframe. They used sticky notes to write their ideas and stick on a wall, and when they had all gone to each station for each item, they went back to the original item they started with. When they got back to their original station, they had to then consolidate and evaluate the ideas that had been put on the wall. Below are the top 10 ideas for each item. The Ministerial Council will be looking at possibly implementing some of these ideas in the future. If you have any talent or knowledge in regard to some of these ideas, please send me an email or call me, and perhaps you can help us with some of these ideas. Or try some of these ideas out with your local groups and let me know how it goes. My email and phone number are at the end of this article.

1) Involvement

- a. Church-wide prayer time: Set up a specific time during the week or month for the entire church to pray about a particular issue.
- b. Interactive Bible Studies: Perhaps online or in your local groups.
- c. Town Hall/Self Assessment: From time to time, the church groups should have a general meeting to address how things are going in the church and what changes they might want to implement.
- d. Cultural and Social Activities.
- e. Everyone has some role at services to fulfill various needs.
- f. Community Service projects.
- g. Congregation-wide campout.
- h. Create/communicate a local congregation vision or roadmap.
- i. Family (congregational) social activities (games).
- j. After-sermon discussions.

Other ideas for this topic included:

- make phone calls to people church or are going through some issues;
- voluntary duty list—people in the church group would be responsible for various needs of others in the church and could be called upon to deal with a specific issue when it arose (someone needs a ride, call so and so; need to talk, call so and so);
- prayer lists given out each week;
- yearly survey for entire church on how to make the church better;
- children's Bible studies;
- fundraising for charity.

2) Youth/Young Adult/Children

- a. Involve them in church by having them read Scriptures.
- b. Online resources for youth—YouTube, Facebook, questions and answers, and the CGI website.
- c. Inter-generational service projects/community projects.
- d. Sex education; Bible-based morality.
- e. Site for youth to post their stuff, monitored by an adult.
- f. Game-ification on web/Bible-based web app.
- g. Bible plays/drama.
- h. Share personal testimonies/talk to them, encourage them.
- i. Group discussions of issues that are important to them.
- j. Weekend activities...dance...sports...camp...Infuse.

Other ideas for this topic included:

- Join other youth at Winter Family Weekend activities in Kentucky in December;
- Bible Study series created just for youth;
- read them Bible stories;
- part of service directed toward youth.

3) Scattered Brethren

- a. Online portal for interactive services/Bible Study
- b. Weekly contact via email, cards, newsletter, etc.
- c. Personal visits for encouragement.
- d. Refer to nearby Church of God groups.
- e. Organize regional family events.
- f. Carpools for transport.
- g. Conference calls.
- h. Face time on Skype.
- i. Blogging on church website.
- j. Individual and group prayer.

Other ideas for this topic include:

- friend on Facebook.

4) Media (CDs, DVDs, Booklets, etc.)

- a. Spot ads (15-60 seconds).
- b. CD Bible Studies on individual books.
- c. Ongoing Bible Study course—add to what we have.
- d. Shorter booklets.
- e. Magazine online.
- f. Audio booklets.
- g. Free bookmarks.
- h. Booklets in nursing homes, prisons, doctors' offices; drop off for display.
- i. Booklets on social issues and psychology.
- j. PBS free broadcasts, local areas.

Other ideas for this topic include:

- booklet on the calendar;
- booklet on Holy Names;
- postcards with our literature to request;
- booklet on stress relief;
- post-abortion outreach through media; more color to booklets.

5) Evangelism

- a. Public debate.
- b. Invite family and friends to services.
- c. Personal example.
- d. Billboards.
- e. Street preaching.
- f. Public campaigns.
- g. Visit sick in hospitals.
- h. Public service announcements.
- i. Free public TV.
- j. Food banks.

Other ideas for this topic include:

- Prison or jail outreach;
- carrying church literature or CDs with you;
- Bible Study for public with a free meal;
- flyers;
- talk to neighbours;
- Bible Studies so we all know our material better;
- hats, t-shirts, and business cards;
- an evangelism coordinator;
- full-page ad in large newspaper or magazine;
- bumper sticker; car magnet;
- posters or ads in barbershops, grocery stores, and restaurants; local newspaper ads;
- have dinners or parties with literature available; new name for Armor of God

6) Foreign Field

- a. Translate key resources (booklets, CDs etc.)
- b. Identify brethren with language skills.
- c. Train brethren for simultaneous translation.
- d. Transcribe translation.
- e. Leverage foreign offices (Jamaica, the Philippines, Canada).
- f. Interview a famous foreigner.
- g. Bible for ESL (English Learning Study) course.
- h. Foreign language radio program.
- i. Links to foreign language sites.
- j. Foreign service projects.

Other ideas for this topic include:

- articles available in foreign languages;
- teach current church member to enhance their language skills;
- teach English language classes;
- send Bibles to foreign countries to establish relationships;
- missionary work (establish a foreign mission);
- ministerial trips abroad;
- contact a vetted CGI group in a foreign country and send a CGI couple or elders to work with locals in that area.

7) Open Category (Anything you can think of not addressed in the other six categories)

- a. Community outreach (hospices, prisons, jails, nursing homes, etc.).
- b. Establishing a presence at colleges (booklets, Bible Studies).
- c. More online educational opportunities.
- d. Inter-organizational social activities (with other Church of God groups).
- e. Local advertising through flyers, banners, and billboards.
- f. Pay and education for ministers.
- g. Shortwave radio.
- h. Online prayer clubs/groups/Skype interaction.
- i. Youth plays.
- j. Establish better communications in church.

Other ideas for this subject include:

- Infusers visit college campuses to evangelize;
- used clothing give-away;
- food bank or soup kitchen;
- reestablish Imperial Academy to teach evangelists;
- give away Bibles;
- flyers on windshields;
- invite community for breakfast;
- go door to door to invite to church;

- Fun Run for Christ;
- more organized church fasting and prayer;
- build our own church buildings;
- warmly greet people;
- newspaper ads;
- Spanish radio program.

Use these ideas as a resource for your local church. The Ministerial Council will try to implement some of these ideas moving forward.

If you have any other ideas pertaining to these subjects, please email them to Mike James at mhjames6043@yahoo.com or call me at 240-304-6798.

C) Next 2 Pages = **CgiCanada Ministry's 5 Year Plan**

- Mission, Strategy, 2 key objectives (Including for Evangelism!)
- Internal & external Dangers to the Church!
- & Critical Success factors!

CgiCanada Strategy 2030 - Our 5-year plan for leading the church

CgiCanada - Mission - *To preach the good news of the Kingdom to all peoples, primarily within Canada, as a witness and a warning; and to nurture and prepare disciples to reign with Jesus Christ.*

CgiCanada - Vision - *By 2030, we will have a reputation for being a healthy Church of God organization - with a ministry that is respected and easy to approach due to our servant leadership culture and our ability to effectively proclaim and teach the Word of God.*

CgiCanada - Core Values -
 "I foresee" (I4C)

Integrity – Rom 12:9; Jos 24:14

Courage – Prov 28:1

Care – Eph 4:32

Courtesy – Gal 5:13-14

Consideration – Heb 10:24

Values to Light Your Way

| | | | |
|---------------|------------|------------|----------------|
| Accuracy | Compassion | Friendship | Loyalty |
| Achievement | Courage | Happiness | Passion |
| Adventure | Creativity | Harmony | Power |
| Authenticity | Discipline | Health | Security |
| Balance | Excellence | Humor | Stability |
| Bravery | Ethics | Integrity | Time |
| Collaboration | Faith | Justice | Transformation |
| Connection | Freedom | Learning | Wealth |

CgiCanada - 5-Year Objective 1 - **To help God's people:**

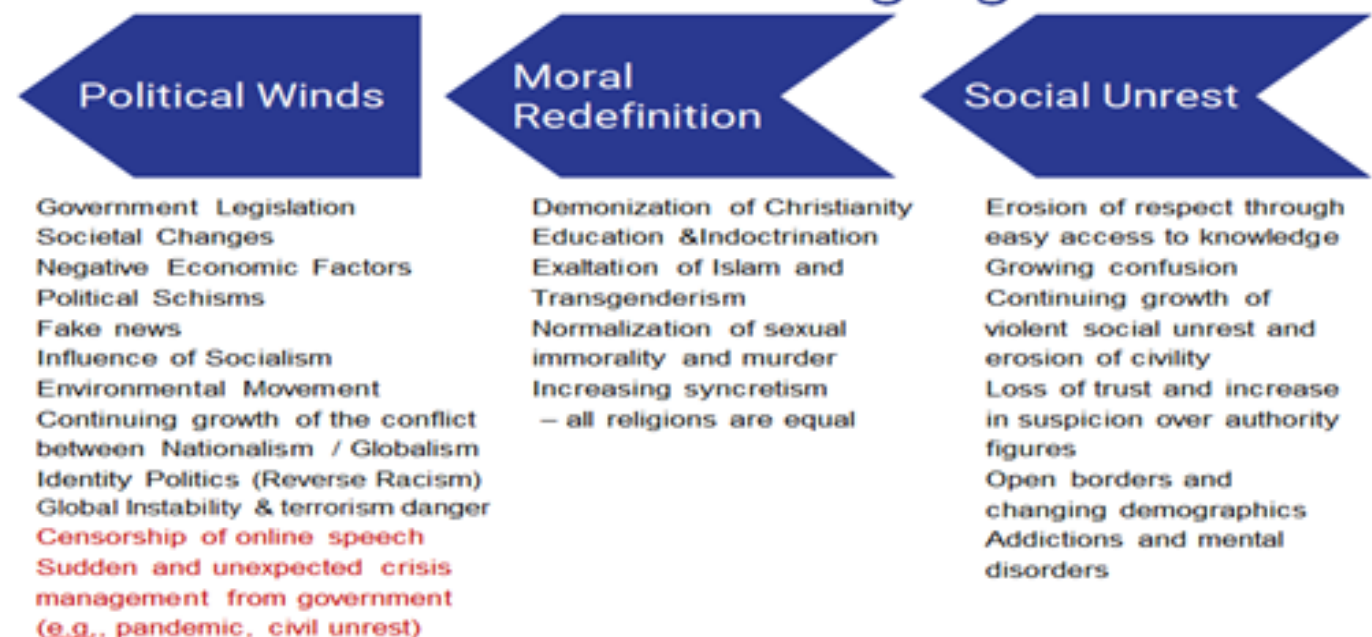
- Walk worthy of our vocation;
- Maintain humility while forbearing one another in charity;
- Keep the unity of the Spirit in the bond of peace;
- Discover, develop and use their gifts towards being active members of the body of Christ

Eph. 4.1-3 I therefore, the prisoner of the Lord, beseech you that ye walk worthy of the vocation wherewith ye are called, With all lowliness and meekness, with longsuffering, forbearing one another in love; Endeavouring to keep the unity of the Spirit in the bond of peace.

CgiCanada - 5-Year Objective 2 - **To have an evangelism program**

- That is robust and uncompromising in its Biblical content & ability to address current affairs; &
- That leverages technology & word of mouth.

External Forces acting against us



Internal Challenges that may obstruct us

Division

Political schisms seeping into the Church

A divided ministry

Not understanding church is a family

Distance between scattered brethren

Little regard for the need to gather and fellowship

Holding onto our youth

Lack of understanding of the impact of social

media/Internet in the lives of our youth

Disrespect

Disrespect for the ministry

Connected audiences that fact check/challenge our statements in real time

Lack of effectiveness in counselling

Lack of recognition of the ministry as a source of counselling

Lack of recognition of the importance of the sanctity of marriage

Mental illness

Maintaining privacy

Growing Weakness

Lack of closure re funerals/death

Lack of support in the operations of the congregations
Dedication & devotion of membership

Fatigue – expressed in how we can accept teachings

Aging congregations

Cycle of diminishing revival in succeeding generations

Small ministry & small budget

Economic challenges within the church

To be relevant & remain rooted

Our Seven Critical Success Factors

1. Personal Health

- Personal Health Maintenance
 - Diet
 - Weight Management
 - Sleep
 - Exercise
 - Stress Management
 - Supplements

2. Healthy Congregations

- Healthy Congregations
 - Speaking to the issues of Family, Marriage, Conflict Resolution
 - Strong and Healthy families in our congregations
 - Encourage active engagement by, and mutual respect for, all members
 - Discourage gossip and disrespect of Christ's body

3. Staying Relevant

- Staying Relevant (with the Changing Times)
 - Staying above the Party Politics
 - Teaching meat in due season
 - Preaching about current topics evangelically
 - Incorporating current language into our teachings
 - Teaching against both sides of extremes

4. Biblical Fluency

- Biblical competence and fluency in both the ministry and the brethren

5. Leading By Example

- Leading by Example
 - Personally
 - § Encouraging each other to discover, develop and use our gifts
 - § How we publicly interact with each other
 - How we interact in the ministry
 - How we interact with the congregation

6. Communication

- Improving our Communication Skills
 - Speaking skills
 - Interpersonal skills
 - Counselling skills

7. Spiritual Well Being

- Staying Close to God via
 - Prayer
 - Bible Study
 - Fasting
 - Meditation