

EVANGELISM IDEAS

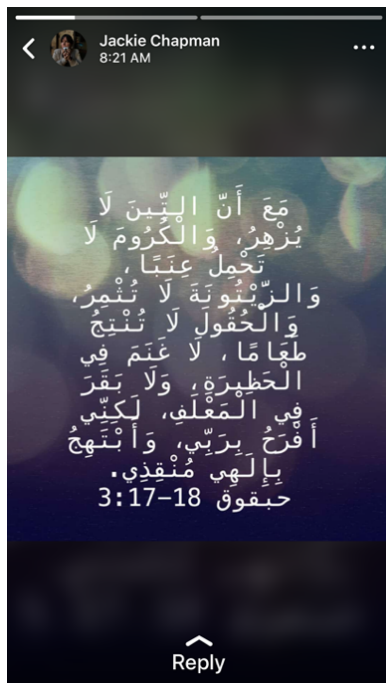
What follows is a menu of ideas that can help us stay focused on evangelism and discipleship even in times where movement is restricted. It would obviously be difficult to do all of what is listed below, but we are hoping that this resource will help you think through how we can be fruitful and focused in these great days of opportunity. It's not an exhaustive list, so please post other ideas you have found fruitful too. At the end of the menu is a simple action plan to help you with a process of identifying what you can do with accountable and measurable steps in place.

In all of these ideas and activities we don't want to lose sight of the precious promises and presence of Jesus. What He promised us in John 15:5 remains true. If we abide in Him and He in us, we will bear fruit. What He promised us in Zechariah 4:6 remains true. Not by might, not by power, but by His Spirit. What He promised us in Acts 1:8 remains true. We will receive power when the Holy Spirit comes upon us, and we will be witnesses. What He promised us in Matthew 28:20 remains true. He is with us even unto the end of the age.

We have globally been given the gift of a season where we can pray more and give attention to things close to home, lingering in His presence. Let us do that well. In these unique days may Jesus help us learn the mystery of union between resting deeply and working faithfully for Him.

1. WHATS APP STATUS

If you set your WhatsApp Status to be a Scripture text or Video, all those in your contacts can see it, and if you update the text or video every few days, often you will get comments or questions on what you post.

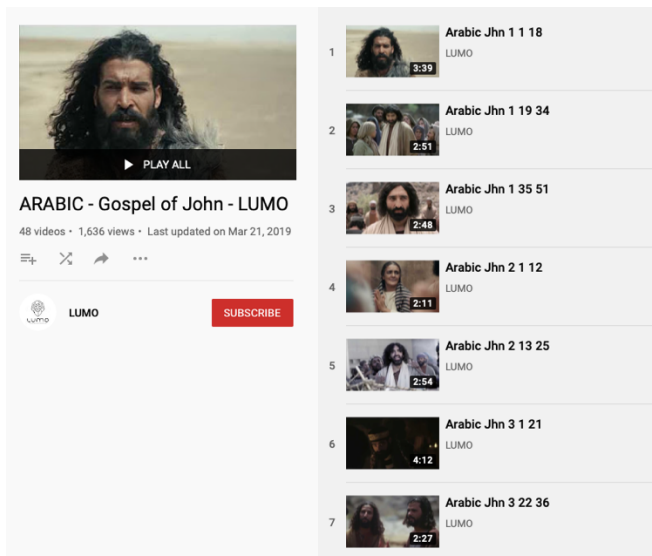


2. WHAT'S APP POSTS

You can send video clips, scripture verses, prayers, encouraging words to all your Muslim friends. You can practice sending short stories in Arabic to your friends by WhatsApp Audio. It is good to have a mix of personal posts along with the Scriptures or prayers. A cute picture of kids painting eggs for Easter led to a great question from a friend on “what is Easter?” As we’re getting closer to Easter, I plan to intentionally post more Scriptures, quotes, and pictures to spark conversation on Easter/Good Friday/ Holy Week. For Easter I also plan to make cinnamon rolls or Easter cookies and deliver to neighbors with a verse/ picture colored by my kids.

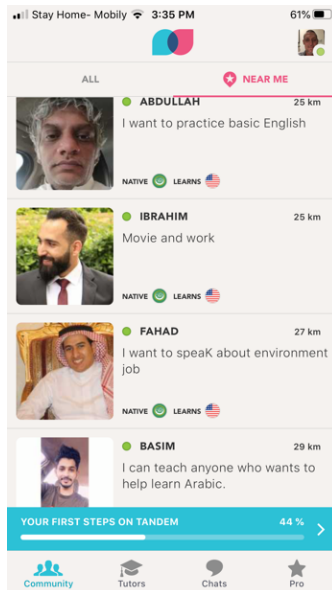


You can also post short video clips from Youtube like these from LUMO (Gospel of John in Arabic, dramatized) <https://www.youtube.com/playlist?list=PLcJVluhI8isKr8s2aaaF0qhM27QMzbX8m>



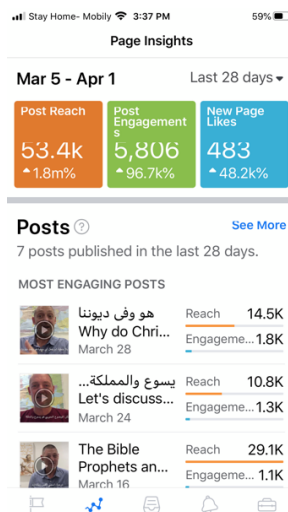
3. TANDEM APP CONVERSATIONS

This app (12\$ for 3 months on the paid version) allows you to find conversation partners by age, gender, topic, country, and language. You can list on your profile what types of things you want to talk about (Faith, History, Culture, etc.). It is a great opportunity to meet new people under parameters (all in Arabic, about faith, etc).



4. FACEBOOK VIDEOS AND POSTS, BOOSTED BY ADS

This app below (Face Book Page) helps you manage all the contacts that respond to the videos posted on your Face book page. You can message individuals, pray with them through the audio feature, or link to other social media. Marketing Cairo (our BAM) can help set the technology up for you and run the adds. You can see in the 2 weeks we have been running this, more than 50,000 saw the videos with almost 6,000 engaging at some deeper level. We then filter through to focus on the Arab Muslims that are most responsive.



5. PASTORAL PRAYER AND CARE

For those of us able to be out to run errands, take notice of those in line and how they often don't interact or greet one another. Put on a big smile and take initiative to greet them. Be ready with scriptures related to hope, joy, peace and be ready to tell them why you have that smile! Ask for a phone number to send them bible verses they can read when they feel depressed or just to read. Invite them to call you whenever they are afraid or need prayer.

Certain sectors (for example the tourist industry in Egypt) have been hit very hard. Intentionally reach out with food or service packages specifically to those in struggling industries and love on their families with toys, gifts, food, phone cards, cooking supplies (oil, sugar, flour, etc.). Take on the heart and mind of a Pastor, realizing we make trusting relationships quickly in hard times.

Prayer is care! Constantly and repeatedly ask those you meet how you can pray with them and seek unashamedly to pray for them right there on the spot. People want to be cared about and cared for. Asking someone how you can pray for them shows you care, creates relational/spiritual conversation, gives you knowledge of the "now" pain, and gives you something to follow up on (conversation, next meeting). When we pray, God answers the prayer and they get a testimony of their personal interaction with Jesus that you can follow up on.

6. TWITTER, INSTAGRAM, SNAPCHAT, FACEBOOK, (etc.)

Share the same things you are sharing on WhatsApp or Facebook. Twitter is even good for conversations, asking questions, etc. Using certain hashtags can connect you to conversations. Share the media you are creating for Facebook and Twitter. Post pictures of your city with Scripture prayers for the city and the people. Use hashtags. Even if you didn't take the pictures yourself. Find free stock photography online.

Join Facebook groups for an interest or hobby (sports, cooking, history, language). Comment and connect and then move the conversation to Messenger to bridge to the Gospel.

7. ONLINE CONVERSATION CLUBS, BOOK CLUBS, OR INDIVIDUAL TUTORING

Provide online English tutoring or conversation sessions. Promote these opportunities from personal social media platforms, online forums or shopping apps. You can invite friends or strangers to a digital book club. One team has an English Hour that they do once a week at a coffee shop. You could move this conversation club online to Zoom and then have breakout rooms where your different team members practice English with locals, build relationships and then open the door for more discussions.

USpeakEG - Cairo's platform for empowering stateside partners to connect with Muslims who are wanted to speak English. They have developed a series of 6 lessons using parables to share the gospel and gage how open the person is to meeting with someone for discipleship.

8. THE CHOSEN, JESUS FILM, OTHER FILM CLIPS

The Chosen is a new TV show on the life of Christ, and it is very well done! It is a series and is app based. You can also send all kinds of other short video/film clips to pique interest.

Android: <https://play.google.com/store/apps/details?id=com.vidangel.thechosen>

Apple: <https://apps.apple.com/us/app/the-chosen/id1473663873>

You can push “The Chosen” out through clips or a link (it is free) to seekers or MBBS. It tells the story of Jesus through the eyes of a different NT character each episode. Not in Arabic yet, so for English speaking friends.

9. SPECIFIC/THEMATIC QUESTIONS TO FRIENDS ON THE PHONE

One mother recently called up her friends and asked: *“What do you think God is trying to say to us in all of this?”* When worries were expressed it led to an opportunity to pray, and to share about how we can have peace and joy despite the circumstances.

10. EXTENDING CONTACTS THROUGH CURRENT FRIENDS

We have opportunity through the larger family circles we are a part of, and can ask our friends questions like: *“Can I have your aunt’s/uncle’s number? It’s been so long since I saw her at your family get-togethers on Fridays.” “How is your sister’s cousin I met once? Are they doing well in this time? Is she on snapchat?” “Your sister-in-law’s niece has to be quarantined because she was near a Corona patient? Send her this prayer for me please. I don’t know her, but I hope she is doing ok.”* People seem endeared towards us when we ask about their loved ones, even if we met them once. Remember this is important in Arab culture.

11. FISHING WHILE OUT DOING ESSENTIAL SHOPPING

While doing essential shopping, ask God to lead to open people and then get their phone number to follow up. Remember the goal is to get the person’s phone number so you can follow up with them later from home. If you get to share the gospel as well at the store – great, but go after the phone number so that you can follow up with gospel communication later. Potential prompts:

“I’m having trouble cooking a local dish. Can I call you while I’m cooking?”

“I’m confused about when places are open/closed. Can I have your number to confirm before going out?”

“I’m trying to practice Arabic while I’m stuck at home. Can I call you if I need help?”

“The restrictions are changing quickly and I don’t understand well. Can I have your number in case I don’t understand the new rules?”

“I’m bored at home and want to talk to locals. Can I call you?”

“God spoke to me about you. Can I call you to tell you more?”

“I have something important to share with you. Can I send you a link?”

12. GROUP LEARNING IN ISOLATION

Pray through your CP chart/list of contacts and identify a group of up to 20 that you want to invest in during this season. This group can be a combination of people that are in Bible study with me, seekers, those that have heard the Gospel, or those you have neglected to share with as well as close business contacts.

Invite each of them to join you in a WhatsApp group for a communal "Learning in Isolation" journey. (Send all messages through a WhatsApp broadcast list so you don't have to send them individually nor do they have to be in a group if they don't want to be). Start with a video message saying something like, *"God has led me to use this isolation for learning. I want to learn with you. Can I send you what I am reading, listening, watching and doing so we can learn together? I want you to give your feedback and then send me what you are learning!"*

Every day, send two things that you have learned. This can include verses you have read, songs you have listened to, clips you have watched and prayers you have prayed. To lighten it up a bit, the subsequent lessons can include, recipes tried, exercises attempted and work projects completed. With each message, include something they should try and a question they should answer. Everyone in the group agrees to daily respond to a prompt, daily send something they are learning, and weekly discuss our growth on a video call.

Focus your intercession in this season primarily on this group of people. Pray, dream and work that a group Bible study will be formed from this group in the weeks to come.

13. BIBLE STORIES RECORDED BY LANGUAGE HELPER

Send a Bible story (texts) to your language helper and asking them to voice record it in the local dialect. Two fold win.... A story in the local dialect to listen to and practice, also the friend has scripture exposure (they read and recited)

14. CULTURAL INTERVIEWS

Text your friends cultural questions. Tell them that you want to interview them to ask questions about culture, faith, crisis, hope, islam, etc.

"What does this mean?" "I have noticed this..why do you do that?"

"Why do people say _____?" "in your culture, how do you do _____?"

"What does _____ look like in your culture?" Etc.

These can be great icebreakers/soft launches into solid spiritual conversations. Anita Koeshall has resourced us with several standard forms for cultural interviews - available from Anna as needed.

15. DRIVE BY GIFT GIVING, INCLUDING SCRIPTURE PORTIONS

Several families are making little gift baskets for school age friends. Cookies and cards that contain scripture verses of comfort. The love gifts are sometimes given in person (depending on comfort of friends, or sometimes left at their door with a text of explanation).

When dropping off a cake with a scripture, roll down your window, turn off the car and create a comfortable environment of chatting you would normally have while visiting that friend. They seem happy to stand in front of their home for 15 minutes to talk. This could work on balconies or stairwells with people in buildings.

Consider making a pen with your web address and/or social media sites. You can leave them in offices, cafes, and restaurants. There can also be a message of hope on the pen.

16. SCHEDULING EV TIME INTO EVERY DAY

It can be helpful for teams to agree that they will commit to “X” amount of hours of Evangelism from home every day. This can vary according to status (single, kids, language study, etc). but we can all make some type of time commitment to broad sowing from home at a certain time of day. By scheduling it into our rhythm we can hold ourselves accountable to daily proclamation. This could include making the EV material (texts, videos, outreach gifts) as well as distributing them through the variety of digital means, and answering questions and messages.

17. FOOD DELIVERY AND ACTS OF SERVICE

Prepare food packages that you can take to friends, neighbors, and the needy. If you are not under curfew, carry some premade, non-perishable food packets in your car so you can be spontaneous and generous in distribution. Where appropriate include a scripture portion, or a card with a scripture verse.

Acts of Service/coming together does seem to be touching people’s hearts as it is a time of ‘need’ for them that we don’t normally have in some of our more affluent countries. The grocery store, or the other few places that still may be open, are still a place to meet people. Helping the elderly in the grocery store, striking up conversations on the grocery isle or in the bank line can help us create new contacts.

18. FREQUENT, FERVENT PRAYER

Many teams are upping their intercession game, getting together more frequently by ZOOM or face to face where possible to cry out for souls, or to lift up by name their friends and neighbors.

Consider joining hands with another team over Zoom calls, for worship and prayer. Check in with LD friends outside the AW, pray with others from other church planting teams.

Consider one hour of prayer a day as a CP team, by media or face to face. Or prayer multiple times a week. Church Planting movement testimonies verify that frequent intercessory prayer is a mark of all movements.

Consider some type of prayer hotline that you can advertise. Furnish a phone number that people could call in for prayer. This might be a cool way to get Arab believers involved in praying for and talking to people. One simpler way would be to post on your WhatsApp Status or send WhatsApp messages that you and your wife are Christians and spend a significant amount of time each day

praying. If they have any prayer requests they can message or call. This can open up doors for prayer and discussion.

19. BOLD, FEARLESSNESS, SHEMA STATEMENTS

Often, a spirit that is bold, calm, peace oozing, gracious, and kind can serve as an antidote to the fear that is now running rampant. Make the conscious choice to open your mouth and talk, share, proclaim, witness, gospelize, encourage. Take initiative, start conversations in hallways, stores, apartments, streets, by text. Prepare Shema statements that are appropriate, some samples you can adapt:

- *Verbally long for the day when ugly things will be swept away when Jesus returns.*
- *"I was having a hard time with the Virus so I prayed to Jesus and He gave me this promise from His word*
- *"I asked God for help and He..."*
- *"I read a wonderful story of hope and healing today. May I tell you about it?"*
- *"God taught me something about trust today."*
- *"I read something really interesting about God today."*
- *"Do you think God could stop the virus in all the world? Why do you think He has let it grow?"*
- *"Did you ever have a dream from God?"*
- *"How should a person of God act here?"*
- *"I believe only with God there is hope for this virus and the world*
- *Mention something that you prayed for and how it was answered.*
- *"Yes, I miss home, but God meets me in my loneliness. God will never leave me nor forsake me.*

20. FOLLOW UP BAM CLIENTS WITH PERSONAL TRANSITIONS

Call business clients to check in on them and ask if all is well, then transition them to personal communication. Ask if there is anything you can pray for, anyway you can serve them in these unusual times. Periodically send them a prayer or encouragement or verse of Scripture.

21 HOLIDAY GREETINGS AND EXPLANATIONS

As we almost always receive holiday greetings from our neighbors here, Christian holidays (Easter, Christmas, Thanksgiving) and other holidays (Mother's day, St. Patrick's Day, National Days (Freedom)) can be a time to and return the favor creatively using the day to witness. Tell the story behind the holiday (or the anniversary, birthday, special event) in gospel fashion. Give baked goods or gifts (including Scripture portions). It frequently provokes conversations and questions. The holidays are founded on stories, and many of them know the holidays but not the stories! Especially in these days, as so many are facing the reality of their mortality that we remember out loud the story of Easter and the hope we have.

21. **Discovery Bible Studies (DBS) OR BIBLE STUDY WITH “STORIES OF HOPE”** .

This can be done with old contacts or new ones you meet (through some of the media fishing above) on Zoom, or other video chats or could be done texting back and forth.

“Stories of Hope” has an adapted version for these “corona times”. This is a step by step implementation guide which people in the less-security-concerned countries are doing on Facebook Live, etc.

https://docs.google.com/document/d/12lvJx3-g_B9HuueEwHokmD2xuDQpCyS1VpVvjJXzl6s/edit

The alternative is to do a bible study via text messaging, whatsapp, or some other texting app.

1. Introduce the story you will study. Read it together...maybe send them the story in local dialect from you version to them if they don't have you version.
2. Begin asking them DBS or other simple questions...but do this one by one.
3. Introduce Q #1. They answer...you answer...back and forth contribute. Groups of more than 2 work as well.
4. Move on to the next question and repeat the process, etc.

22. **ZUME**

Zume just did an update where you can cut and paste a specific lesson's URL (as opposed to having to go straight through a lesson start to finish with a group). This allows a group to intro whatever topic they think would be good for the group at the time. I understand the value of going straight through the lessons in order start to finish. <https://zume.training/training/>

23. **TUTORING**

You can hire a tutor or be a tutor on line for others. Lanterns Global is a like minded partner willing to resource you. They can (if you have your TEFL or TESL or CELTA certification) to represent them and access homes of Muslims as a tutor. They give you business cards that you can give out in your apartment, to friends, or even as a way to walk up to strangers and introduce yourself as an English teacher that can come and do conversation in their home or on line.

<https://lanternsglobal.com>

24. **ONLINE CHURCH FOR SEEKERS AND MBBS**

Basing off of what Global churches are doing online, create a 1 hour (or so) service on video that can be broadcast multiple times through the week. The service can include worship, some prayer for the specific nation, and then preaching. Let everything be subtitled in Arabic and for each broadcast let there be an online pastor who prays and comments with those who are watching.

In Saudi we are doing this in English with Arabic Subtitles. Because we are broadcasting in Saudi where it is illegal to have church, and because our hope is to reach Muslims, we are hoping for a double impact: Blessing internationals and providing content that seekers and MBBS can benefit from.

For this reason our Worship leader is an Arab who can go back and forth with Arabic and English worship songs, our service leader the same, and I will preach - but with Arabic subtitles. There is the legit then serving of the international community, but the whole service contextually framed to be helpful to seekers and MBBS.

Down the road we want to add services for youth, women, men, new believers, etc. Discipleship oriented for all those who are not allowed to attend a church or can't find a house church. Real Life Church has an open source (free) template that can be used.

How should your team decide which of these 24 tools to use? Try this process as a team to narrow your focus:

Evangelism Traction Tool: Bullseye Approach

(Adapted from *Traction: How Any Startup Can Achieve Explosive Customer Growth*)

Video Overview: [Bullseye Video Explanation](#)

Introduction:

Our product is the gospel, and our clients are unreached peoples. With the 23+ ideas/tools for evangelism listed above, figuring out which to focus on is tough. The Bullseye approach will help you find the tool that will get you traction. Traction means effective and fruitful effects from use of the tool. We suggest that you work through these steps with your team members.

Step 1- The Outer Ring: What's Possible

The first step in Bullseye is brainstorming through every single evangelism tool. Imagine what success would look like for that tool, and write it down in your outer ring.

Everyone starts off with biases. The outer ring is meant to help you systematically counteract your EV tool biases. **It is important that you not dismiss any tool in this step.** You should be able to think of at least one idea that your team can use for each tool. In practice, a lot of teams mess up this step by not brainstorming long and deep enough to get useful ideas for each EV tool.

Action Step:

For each EV tool, identify and write down one decent strategy for your context that has a chance of moving you forward in evangelism opportunities.

Step 2- The Middle Ring: What's Probable

The second step in Bullseye is running cheap traction tests for the tools that seem most promising. Go around your outer ring and promote your best EV tool ideas to your middle ring. (Choose the 3 that seem to be your best bet after brainstorming as a team)

***Note: We want you to have more than one EV tool in your middle ring because we don't want you to waste valuable time testing tools sequentially when you can do so equally well in parallel. You can run multiple experiments at the same time because tests take some time to run after they've been set up. Yet doing too many things in parallel leads to errors from lack of focus, which means the number needs to be somewhat low. (3 is a nice number)

Action Step:

Run some cheap traction tests in each of these 3 EV channels. We are looking for the best EV tool that will give us the results we are looking for. Make sure you know what you are looking for. (For example: Running ads on Facebook that mention "God" might get you lots of clicks and likes because everyone is comfortable with God terminology. Running ads about Jesus and the Bible will give you less people but more than likely the type of hungry people you are looking for.)

*****Remember:** Keep in mind that, when testing, you are not trying to get a lot of traction with a EV tool just yet. Instead, you are simply trying to determine if it's a tool that could move the needle for your EV/CP work. Your main consideration at this point is speed—to get data and to prove your assumptions.

Step 3- The Inner Ring: What's Working

The third and final step in Bullseye is to focus solely on the EV tool that will move the needle for your EV/CP work: your core tool. If all went well, one of the EV tools you tested in your middle ring produced promising results. In that case, you should start directing all your efforts and resources toward this most promising EV tool. You hit the Bullseye! You've found your core EV tool. (Get a laser focus for the next season)

*****Note:** The goal of this focusing step is quite simple: to wring every bit of traction out of your core EV tool. To do so, **you will be continually experimenting to find out exactly how to optimize growth with this tool** As you dive deeper into it, you will uncover effective tactics and do everything you can to scale them until they are no longer effective due to saturation or rising costs. The way this step gets most often messed up by teams is by keeping around distracting or unfruitful EV/CP efforts in other tools. (In other words, don't give up- experiment, test, tweak, and try again.)

Action Step: Now that you have chosen what appears to be your best EV tool, go for it. Test it, learn from your tests, pivot if you have to and then try again. Have a laser focus as a team for the season that Holy Spirit has you using that tool. (Remember that it usually best to have 1 primary tool, a laser focus, but still use some of these other tools periodically to support your focus.)

Why Use Bullseye?

Bullseye is designed to be a straightforward way to direct your focus and maximize your results. First and foremost, it forces you to take all the EV tools more seriously than you would otherwise. These steps systematically uncover strategies for getting traction that you wouldn't have found using other approaches.

What If Nothing Seems to Work?

If, unfortunately, no EV tool seems promising after testing, the whole process should be repeated. The good news is you now have data from all the tests you just did, which will inform you as to what types of things are, and are not, resonating with inquirers. EV tool seems promising, then your tool may require more tweaking.

Ideas, thoughts and quotes taken from:

Weinberg, Gabriel. Traction: How Any Startup Can Achieve Explosive Customer Growth. Penguin Publishing Group. Kindle Edition.