



**Call For Evangelism And The Need
For The Shift
(Traditional And Virtual
Evangelism)**

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Matthew 28:18-20 NKJV

“And Jesus came and spoke to them, saying, “All authority has been given to Me in heaven and on earth. Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age.” Amen.”

Mark 16:15 NKJV

“And He said to them, “Go into all the world and preach the gospel to every creature.”

Introduction

The COVID-19 pandemic has no doubt altered the dynamics of the world, and it would serve us well to reconcile ourselves to the reality that most of the changes it has brought have come to stay.

Introduction (contd.)


The economies of nations have taken a big hit, thereby resulting in staff layoffs, budget cuts, downsizing and various forms of reorganization. In direct response to this challenge, and in order to stay afloat, many businesses have closed down, while many have completely transitioned online.

Introduction (contd.)

This is also true of churches and ministries, let alone the challenge of hundreds and thousands of churches that closed down annually pre-COVID-19. COVID-19 has now compelled us to revisit our operational strategies and embrace a SHIFT in favor of technology and internet-based operations.

Introduction (contd.)

“Indeed, we are in the season of SHIFTS globally, and I strongly believe that when this is done, it will bring a paradigm shift to the operations of the church in all ramifications. God knows how to get the attention of His church.



The worst of times is always the best of times for those who can discern accurately and act wisely." (Pastor Sunday Adu)

STATISTICS

- Almost 4.57 billion out of the world's 7.66 billion people were active internet users as of July 2020, representing 59 percent of the global population.

STATISTICS

- About 2.3 billion people profess Christianity as their religion worldwide.

STATISTICS

- 65% of American adults describe themselves as Christians when asked about their religion, down 12 percentage points over the past decade.

STATISTICS

- The religiously unaffiliated, such as atheists, and agnostics now stand at 26%, up from 17% in 2009.

STATISTICS


- The United States is experiencing a rapid decline in Christianity and church attendance.

STATISTICS


- Total hours spent online via PCs, laptops, mobiles, and tablets was 6.5 hours per day in 2019.

STATISTICS

According to Mander's research, the average person spends 2 hours every day on social networks like Facebook, Twitter, and Instagram; and that number is increasing year over year.



People are now connecting, making friends, dating, reading the news, celebrating life's milestones, shopping, chatting, and learning online for more hours a day than almost any other activity.



This is where our culture is spending its life, and this is the new frontier and opportunity for a life-changing presence of the Good News of Jesus Christ.

What is Evangelism?

Evangelism is simply the sharing of the gospel with others. Traditionally, that came from pastors/preachers at a physical church, as well as from missionaries going out into the community and spreading the gospel to others.

What is Evangelism?

Evangelism also happens when everyday people like you and me, those who aren't formally trained in theology, simply talk to others about Jesus. You don't need a Seminary degree to be an evangelist!

What is Evangelism?

In other words, as long as you have responded to the call of Jesus to COME, you are qualified and have been commissioned to GO (Matt. 11:28-30; Matt. 28:18-20).

The Place of Strategic Approach - Luke 14:28-32

Strategy has been defined as an art of managing an affair cleverly. It is the chosen means to accomplish a predetermined goal. It is a military term that involves maneuvering your force into strategic locations through proper and skillful planning.



Ø God is a strategic planning God - **Gen.1 and 2**

Ø Strategy is scriptural - **Psalm 112:5; Prov. 20:18**

Ø God in the Bible, never fought two wars with the same strategy.

Ø Evangelism is a combination of both human and divine endeavors - **1 Cor. 3:6**



∅ The ripened harvest must be strategically reaped -
John 4:35; Joel 3:13

∅ Strategy is needed so as to make meaningful impact -
Joshua 7:13-14

∅ Strategy must change from generation to generation.

∅ Paul used different strategies to reach different people -
1 Cor. 9:19, 22.



∅ John the Baptist and Jesus' ministry is a classic study on different strategies -

Matt. 3:7-11; John 4:7-26; Luke 19:1-10; Matt. 4:17-25


∅ We need strategy because the enemy is also strategic -

Gen. 3:1-5; 2 Cor. 2:11


∅ We need strategy so that the enemy might be roundly defeated -

Joshua 8:3-8

∅ We must strategize so that the church and God's kingdom may grow in a healthy way.



Nothing worthwhile can be achieved without good strategy. Most times, the difference between failure and success is strategy. While some sections of the church do ministry with “take it or leave it” attitude, others cling to old, and outmoded methods that have proven to be ineffective in present circumstances.



We must realize that strategies, methods and systems that were once blessed by the Lord may no longer work effectively today. While holding on to the immutable scriptural truth, we must strategically present our messages in ways that will be relevant to our generation and win more souls for Christ.

A hand holding a Bible in front of a crowd. The background is a blurred crowd of people, suggesting a public gathering or church service. The hand is in the foreground, holding the Bible upright. The text is overlaid on the left side of the image.

Traditional Methods of Evangelism

Over the years and ages, the church has adopted various methods of reaching people for Christ. These include, but not limited to:

1. Open-air preaching/Street Evangelism
2. Morning Cry.
3. Bus Evangelism.

Traditional Methods of Evangelism

4. Door-to-door preaching.
5. Pulpit Evangelism.
6. Mass crusades.
7. Distribution of Gospel tracts and Literature.
8. Friendship evangelism.

Traditional Methods of Evangelism

9. Lifestyle evangelism.
10. Personal Evangelism.
11. Child evangelism.
12. Radio evangelism.
13. Phone evangelism.
14. Televangelism.

Internet Evangelism - Jesus Online

The easiest way to reach more people for the Kingdom is to go where the people are to share the good news. Our society is literally addicted to their smartphones, the internet, and social media.

Internet Evangelism - Jesus Online

These platforms have no doubt become the **"new church"** where we share the gospel and take more people to heaven.

Internet Evangelism - Jesus Online

Following the instructions of Jesus while Ascending, GO YE INTO THE WORLD, the only platform that connects you with the world today is the **WORLD WIDE WEB** through its agents which Social Media predominates.



REACHING PEOPLE IN THE DIGITAL AGE



JOIN US ONLINE.

sunday at 10am | 3pm | 6pm

christianworshipcenter.com

[facebook.com](https://www.facebook.com)

Reaching People in The Digital Age

While we should be thankful that the message of evangelism never changes, we should pray that we will always be sensitive to the changing methods so that many people will have the opportunity to hear the good news of Jesus Christ and respond to it accordingly.

Reaching People in The Digital Age

There are many people who would never accept an invitation from a Christian friend to attend a church service or small group Bible study. However, the same persons might click and watch a compelling video with a Christian message posted by the same friends on Twitter.

Reaching People in The Digital Age

Old friends may never have face-to-face contact anymore, but a person may reach out to an old Christian friend who is easy to reach through a private Facebook message to ask for prayer.

Reaching People in The Digital Age

The beauty of the Digital Age, unlike so many technologies and advances of the past, is that the startup costs are quite low. Most social media accounts are entirely free to create. Blogs and websites can be free or a few dollars a month to manage.

Reaching People in The Digital Age

Podcasting and video creation can be done by anyone with a smartphone. Gone are the days of needing a book publisher to spread an idea, or a production studio for filming, or a group of professionals to record your voice.

Reaching People in The Digital Age

People who have valuable or compelling content rise to the top on the internet. It's not about the costs, it's about engaging the world with an authentic voice that has something of value to say.

SOCIAL MEDIA



Social Media

Social media refers to online tools and services that allow any internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves.

Social Media

The “social” in social media comes in as individuals find others with similar interests and interact with them through online communities, sharing information and knowledge, offering support and networking.

Social Media

Social media also allows for easy sharing and re-purposing of existing content, expanding the reach of your work and enabling others to share it with their friends and networks.”

Social Media

Also, social media is a collection of online platforms in which individuals engage, communicate, and share content with other individuals.

Social Media

Some of the popular “trending” churches have really made an impact and set a standard for internet evangelism. They have really taken the gospel outside of the physical church building and are reaching more people for Christ through their various social media platforms.

Social Media

Facebook, Twitter, and Instagram are the most popular. YouTube, Google+, LinkedIn, and Pinterest also have a very high monthly user rate. Messaging applications such as WhatsApp, Messenger, and Telegram are great for one-on-one or group messaging.

Social Media & the Church: *The Digital Church*

It is very important to understand the idea of using social media for evangelism because it allows for the church to be present in the everyday lives of people. It draws “church” out from being a Sunday morning ritual to a source of spiritual growth, prayer, and remembrance through the week.

Social Media & the Church: *The Digital Church*

Social media is here to stay. It is a tool to serve either God or Satan, but wisdom is knowing which is which. Remember, television, and cinema were once criticized as demonic tools.

Social Media & the Church: *The Digital Church*

While it is disheartening to see the devil use social media to hijack Christian Youths and Teenagers through several abuses of the web, Churches and believers that remain absent from social media would not be able to use it as a tool to expand the Kingdom. In fact, such churches should be ready to go into extinction if they refuse to make this SHIFT.

Benefits of Social Media To The Ministry.

The explosion of social media in our society is not only changing how we communicate with each other in our personal lives, it is radically transforming the way believers and churches spread the gospel and create relationships within their congregations and communities.

Benefits of Social Media To The Ministry.

However, as with print and broadcast media in the last century, our instantaneous ability to communicate with others electronically in the 21st century has magnified the potential for the GOOD, the BAD and the UGLY.

Benefits of Social Media

1. The Social helps you engage in the parallel life that many people have online.

They're already there. Their friends are already there.
Life is not about church only.

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Benefits of Social Media

2. If we encourage people to interact with our church via social media, they are more likely to use it as a missionary tool with their friends.

Benefits of Social Media

3. Platform to build the kingdom.

It is not news that more than an average number of the people in our church are Social Media Oriented. So why not encourage the majority of those in the church, who are already in touch with nearly half of their community online, to actively engage in reaching them with what they have in their hand anyway. They are already engaged. They just need to be encouraged toward a mission.

Benefits of Social Media

4. Focus.

As a Christian, Pastor, Sunday School Teacher, Youth Director, church worker e.t.c in the 21st century, if you're not encouraging your people to engage in missions through Social Media, you are missing a great opportunity of meeting a huge segment of your potential audience.

Benefits of Social Media

5. As a minister, social media helps you express your humanity

One of the issues in the church for years has been a sort of distance and subsequent disconnection between the PEW and the PULPIT.

Benefits of Social Media

By sharing your testimonies, life experiences, family and relationship experiences, you expand and go from being just a speaker to a Man or Woman who loves his Family and values his relationships. It helps activate your humanity to your members. Social Media can help shorten the distance between the pulpit and the pew.

Benefits of Social Media

6. Social Media Helps You Expand Your Influence As A Christian.

We are people of Influence. There are some significant leaders who are not on Twitter or Facebook, or Instagram and who don't even use WhatsApp yet, while an average number of Great Ministers and Ministries expand through the use of Social Media.

Benefits of Social Media

One of the great things social media does is that it enables quality leaders to broaden their influence and impact. For example, Bishop T.D Jakes has 4.6 million followers on Instagram. Steven Furtick has 5.2 million followers on Facebook. Your ministry can have greater returns if you extend it through social media.

Other Benefits of Social Media

Using Facebook as a social media.

There are a variety of ways to use Facebook Groups for ministry. They are an excellent way to bring together groups of people with shared interests and promote community.

Other Benefits of Social Media

Small churches may wish to use groups as an easy way to share news, prayer requests, and other information with one another. Private groups have been used effectively for discipleship, even in countries where censorship is high.



Other Benefits of Social Media

1. Facebook Live:

Facebook Live and Facebook Live Audio are two features that are covered under the Live Video section.

Other Benefits of Social Media

2. Facebook Advertising

With nearly two billion people now actively using Facebook, Facebook advertising is incredibly affordable, especially in most of the countries that are home to the world's unreached peoples. (costs vary by country).

Other Benefits of Social Media

Advertising can be used for a variety of purposes: increasing the reach of your posts, making more people aware of your Facebook page, driving people to an evangelistic website, and more

Other Benefits of Social Media

Given the low cost and effectiveness of Facebook advertising, it can be a worthwhile way to extend the reach of your ministry.

Facebook Best Practices

1. See your use of Facebook as a spiritual activity.

Ask God to direct you.

Facebook Best Practices

2. Be Conspicuously Spiritual

Let it be known that you love God and have a vibrant, personal relationship with Him through Christ. Reflect this in your posts to let people see your faith.

Facebook Best Practices

3. Be Authentic

People are fairly astute when it comes to recognizing when people are being genuine and when they are not.

Facebook Best Practices

4. Be Social

This applies to your use of all Facebook features. Do not merely use Facebook as another tool to broadcast a message. Instead use it to interact with people.

Facebook Best Practices

5. Be visual

Research shows that visual posts get more attention and higher levels of engagement (likes, comments, shares) than do posts that are only text. Images are a great place to start, but the preference for video is soaring.

Facebook Best Practices

6. Be Consistent

Post every day as you are able. Based on research, the optimal number of posts to maximize engagement is two times per day. Respond to comments quickly.

Facebook Best Practices

7. Be Organized

Use Friends' Lists and Groups to segment your contacts. Plan your posts on your pages.

Facebook Best Practices

8. Be Relevant

Be mindful of holidays and other local events, and look for trending news, stories and topics among your audience.

Facebook Best Practices

9. Consider using Facebook Hashtags

They are defined in the Facebook Help Center. But also do a Web search on “Facebook Hashtags” to get current information.

Facebook Best Practices

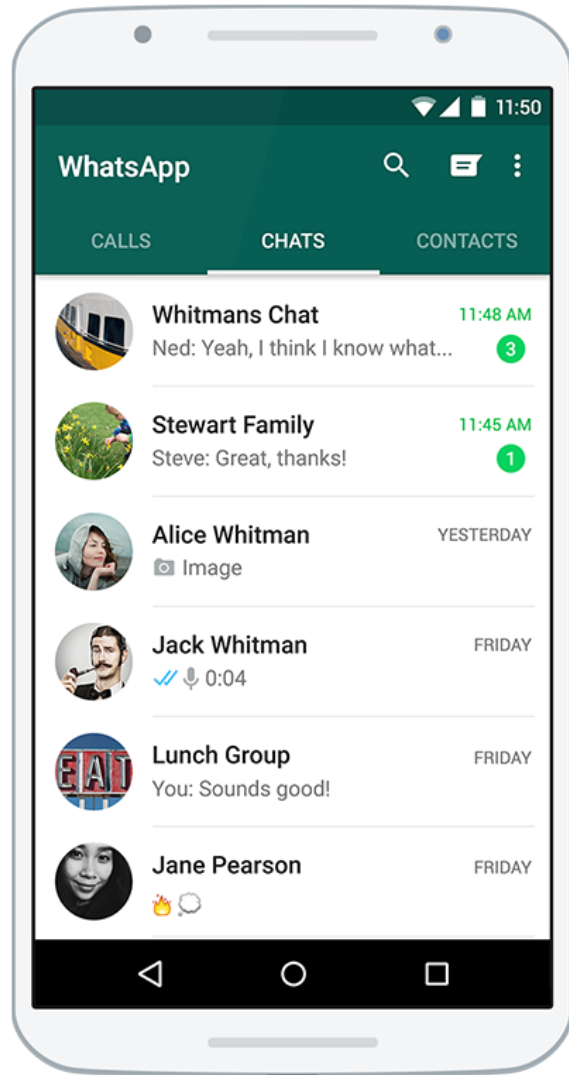
10. Be Visible

If you are running a Facebook page, consider spending a small amount on targeted advertising to attract followers. Also consider “boosted posts”, another form of Facebook advertising that can make individual posts more visible

Facebook Best Practices

11. Be an ongoing learner.

Stay up on news related to Facebook - security issues, new features, etc. - and periodically review popular profiles and pages among your audience.



WhatsApp for The Ministry

WhatsApp Messenger is a cross-platform mobile messaging app which allows you to exchange messages without having to pay for Short Message Service (SMS). WhatsApp Messenger is available for iPhone, Android, and Windows Phone - they can all message each other.

WhatsApp for The Ministry

In addition to basic messaging, WhatsApp users can create groups, send each other unlimited images, video and audio media messages.

WhatsApp for The Ministry

It is one of the best instant Messaging apps, as it allows you to have a real time conversation with your loved ones at no cost, no country limit, and no network additional billing. It allows you to send Texts, Images, Voice, video, documents and so on in real time.

Uses of WhatsApp

1. Status Updates

Use the tool to share an intriguing message on your status update and profile picture. Let your status update be a way to share Christ's love and light with those you are friends with who do not have a personal relationship with Christ.

WhatsApp for The Ministry

2. Broadcasts

Use your WhatsApp account to share daily or weekly devotionals or verses with your friends or with a particular group of people.

WhatsApp for The Ministry

From the "Chats" option you can select, "New Broadcast List" and add everyone whom you'd like to send a broadcast message to. Your message will be delivered to each person individually rather than in a group message.

WhatsApp for The Ministry

3. Groups

You can use WhatsApp as a digital space to meet. Pick a time where everyone will meet and share through the app ways to pray, write out updates or share needs with the group during that time.

WhatsApp for The Ministry

It's a good idea to choose a point person who will lead the digital discussion to keep everything flowing during your meeting time. This method is especially helpful if your ministry meetings are in locations with poor connectivity that makes video meetings difficult.

WhatsApp for The Ministry

4. Sharing Content directly via Messaging

You can use WhatsApp as a touch point to keep in contact with those you meet and to further build your relationship. WhatsApp can provide an easy and secure platform for online discipleship.

So, What Can You Do?

1. Start a Facebook, Twitter or Instagram account for yourself, if you don't already have one, and definitely for your church community.

A young person could help you set this up and teach you in a matter of 10 minutes.

So, What Can You Do?

2. Start streaming your services through Facebook, YouTube, or other video platforms.

So, What Can You Do?

3. Build your social media presence.

Share bits of your life, faith, and personality on social networks. Post a photo of your Sunday morning service, or your family on the way to church, or of a Bible scripture that stuck out to you that day.

So, What Can You Do?

4. If you're a preacher, there's always more to the sermon than you could say in the time allowed on a Sunday morning. **On your personal or church social media, post links to interesting articles as follow up,** or use the camera on your phone to record a short follow up on your message that could be posted on Monday morning as an encouragement for the week with some of the content you weren't able to squeeze into the sermon itself.

So, What Can You Do?

5. Get creative with language on your church website.

If for example, someone is searching for kids' activities, or financial help- if your website had some of those key words included in the content, they could end up finding your church on Google when they weren't even looking!

So, What Can You Do?

- 6. Start online small groups**
- 7. Create Facebook groups**
- 5. Launch podcasts and blogs**
- 6. Produce relevant content**
- 7. Improve your church/ministry website.**
- 8. Join conversations, don't just make declarations.**

So, What Can You Do?

As in real life, internet evangelism is done through building relationships of trust. If someone on your social network has just gone on vacation- ask what they enjoyed about the trip.

So, What Can You Do?

If someone posts to ask for recommendations for restaurants, or a mechanic, or family activities in the city- you could suggest some to them. If someone links an article from the local news, join the comments to discuss with the group.

Conclusion

The church exists for nothing else but to draw people to Christ, and to make us like Him. Let us go out with creativity, boldness, and these amazing new tools in our hands to share the best news in the world with more people than ever before.

Conclusion

As Jesus did, let us become incarnational; finding ourselves with people wherever they are. The Word becomes Digital and makes its dwelling amongst us.

Therefore, get on the tech train.

Post it. Text it. Tweet it. Pin it. Like it. Share it. Vlog it.

What is 'It'? The Good News that Jesus died to save sinners from their sins, and He is coming soon to take His own home!