

EVERY MEMBER EVANGELISM

Shaping your congregational
culture to encourage every
member to evangelize





WELS

Christ's Love, Our Calling.



SOME STARTLING STATS



SOME STARTLING STATS 2019

Percent of WELS congregations with *0
adult confirmations*

42% (520)

Percent of WELS congregations with *1 or
fewer adult confirmations*

58% (704)

Percent of WELS congregations with *3 or
fewer adult confirmations*

75% (909)



SOME STARTLING STATS 2019

Percent of WELS congregations with ***10 or more adult confirmations***

6% (73)



SOME STARTLING STATS 2019

Number of adult confirmands in each of
the top 10 WELS congregations

1. 37

2. 35

3. 34

4. 33

5. 30

6. 30

7. 29

8. 26

9. 25

10. 24

WHY?

Why are some congregations so evangelistically blessed while so many others are not?



Things to
keep in
mind



I planted the seed, Apollos
watered it, but God has been
making it grow.

– I Corinthians 1:6



And the Lord added to their
number daily those who were
being saved.

- Acts 3:47











As iron sharpens iron,
so one person sharpens another.

– Proverbs 27:17

Foreword by Ed Stetzer

Rick Richardson

YOU FOUND

New Research on
How Unchurched
Nones, Millennials,
and Irreligious Are
Surprisingly Open
to Christian Faith



ME

Missional
Leaders



Missional
Congregation



Conversion
Community

Missional Leaders



- Model personal outreach.
- Model integrating an evangelistic concern into the ministries they lead

Missional
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- An entire culture that engages with people outside the church, brings them in and extends spectacular hospitality when they visit
- This engaged, invitational, hospitable culture characterizes the congregation as a whole.

Missional
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Conversion
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Conversion Community



- The congregation is growing (at least 5% per year)
- Unchurched people are coming to the church and staying
- Outreach and witness are integrated into every ministry and priority the church has

Missional
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Missional
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Conversion
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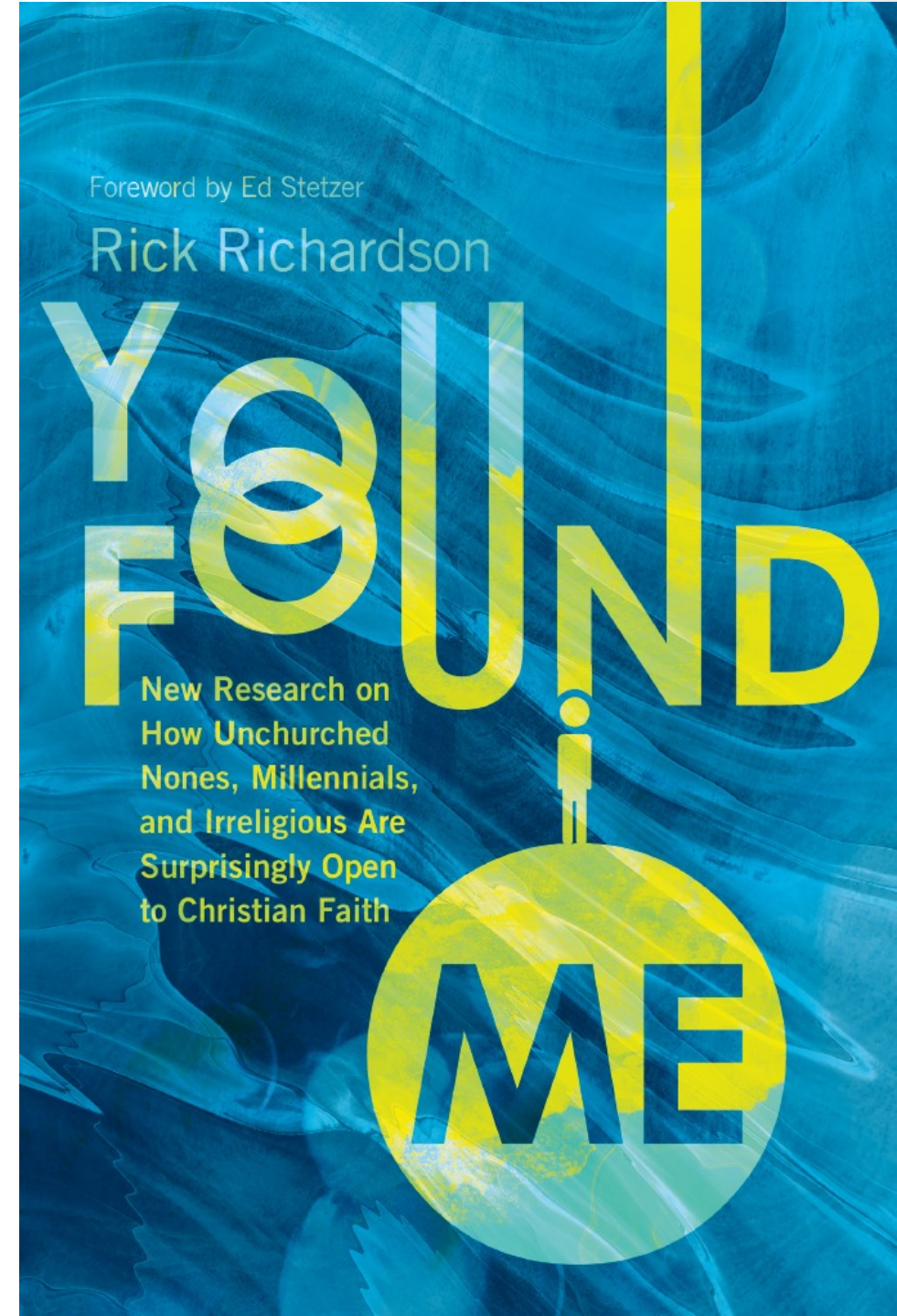
Outreach Culture

WHAT CAN WE
DO TO HELP
THIS HAPPEN?



TOP TEN PREDICTIVE FACTORS OF “CONVERSION GROWTH”

Identify at least two

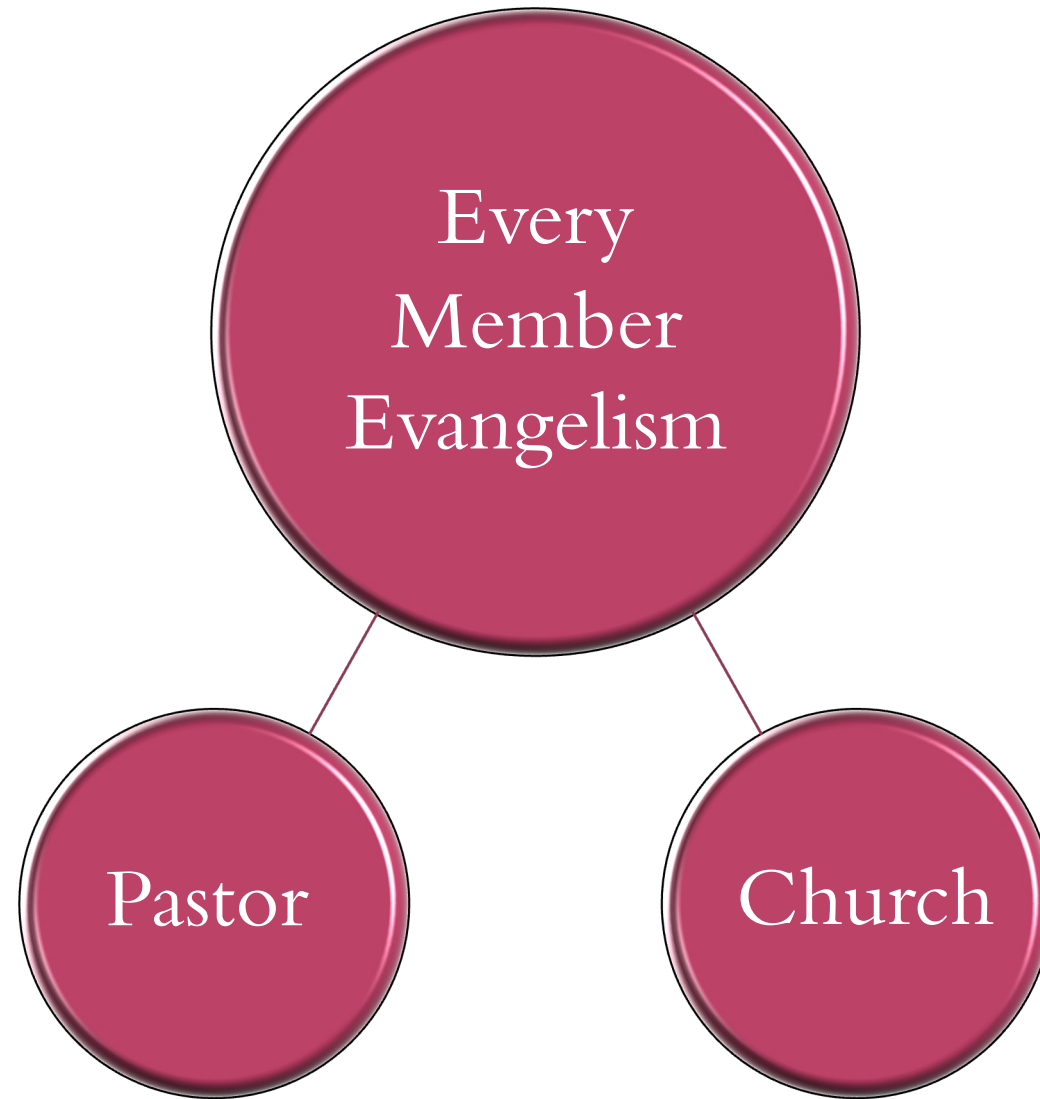


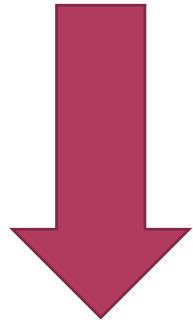
TOP 10 PREDICTIVE FACTORS OF “CONVERSION GROWTH”

1. Church invites, includes and involves the unchurched
2. Pastor regularly teaches a next-steps class
3. Pastor regularly attends evangelism training
4. Pastor regularly personally evangelizes
5. Church puts its money where its mouth is, into outreach
6. Members (not just pastor) are reaching out
7. Pastor translates sermon to unchurched people and their lives
8. Church ministry engages community
9. Church culture attracts transfers as well as unchurched people
10. Pastor blocks out time in calendar to personally reach out

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Outreach Culture



TOP 10
PREDICTIVE
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How many of the 10
predictive factors have to do
with the pastor?

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*NUMBER FOUR:
PASTOR REGULARLY
PERSONALLY
EVANGELIZES*

Why is this important to
every-member evangelism?

Discuss how active your
pastor is in personal
evangelism.

Discuss ways to help him
become more active.



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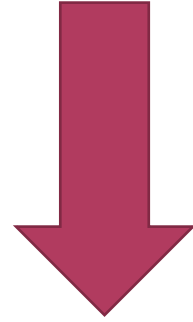
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NUMBER FIVE:
PASTOR TRANSLATES
SERMON TO
UNCHURCHED PEOPLE
AND THEIR LIVES

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NUMBER ONE:
CHURCH INVITES,
INCLUDES AND
INVOLVES THE
UNCHURCHED

What do you think this means?

How does this support every
member witnessing?

Share at least three ways your
congregation could invite,
include and involve the
unchurched.



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EVERYONE OUTREACH

BUILDING A CONGREGATIONAL OUTREACH CULTURE

www.everyoneoutreach.com



LET'S GO
LOVE · LISTEN · LEAD



www.welscongregationalservices.net

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