



# EVANGELISTIC MOVEMENTS

## AN OUTCOME-BASED ANALYSIS



Strategic planning should always be informed by strategic analysis. Current priorities should be determined by current realities. One powerful tool for strategic analysis is an Outcome-Based Assessment. The following Outcome-based Assessment has been developed for use with evangelistic movements (or communities).

### EVANGELISTIC MOVEMENTS

What is an evangelistic movement? How would you know if you have one? An evangelistic movement can be characterized by five primary outcomes:

1. Believers are experiencing the spiritual dynamics of witness.
2. Gospel conversations are common.
3. Believers are growing in their ability to communicate the gospel with clarity and relevance.
4. Leaders and laborers are working together in effective outreaches.
5. New believers are being established in the faith and engaged in the movement.

Together these five desirable outcomes provide a balanced description of the type of evangelistic movement we seek to build. They also provide the basis for evaluating the evangelistic health and momentum of our current movements. Honest evaluation provides the critical insights needed for identifying the most effective plans and tactics.

[For the philosophical framework of these outcomes, see the article “Evangelism Design” at Crupress Green.]

### INSTRUCTIONS

In the accompanying table, three to four key indicators accompany each outcome to help assess its relative strength or weakness. Rate each indicator on a scale of 1 to 7. When doing the evaluation as a missional team, have each member evaluate individually. After tabulating the team’s answers for each indicator, discuss the movement’s strengths and weaknesses.

Based on the movement’s stage of development and capacity, identify the two or three areas that need priority and focus. Brainstorm new ideas; seek out best practices from other leaders and teams; consider national resources and opportunities. [See: “Outreach Strategies” category at [www.crupress.com/green](http://www.crupress.com/green), and particularly “Gospel for Every Student – Resource List”.]

Your evangelism plan should include priorities and action plans that address two or three of the areas of weakness, while sustaining the areas of strength.



**EVANGELISTIC MOVEMENTS**

**An Outcome Analysis**

Three or four indicators delineate each of the five primary outcomes of an evangelistic movement below. Rate on a scale of 1 to 7 each indicator for your movement.

**RATING THE INDICATORS**

- 7 – Fully Developed Strength
- 6 – Very Strong
- 5 – Somewhat Strong
- 4 – Minimally Acceptable
- 3 – Somewhat Weak
- 2 – Very Weak
- 1 – Absent

<b>1. Believers are experiencing the spiritual dynamics of witness</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
• Intrinsically motivated by love for God and others							
• Actively dependent on the power of the Spirit in witness							
• Intentionally participating in the Great Commission							
• Commonly praying for the campus and the lost							
<b>2. Gospel conversations are common</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
• Witness is occurring as a way of life, as believers take advantage of unexpected opportunities and initiate within relationships. (Natural Mode of Witness)							
• Gospel conversations are occurring as part of ministry outreach initiatives. (Ministry Mode of Witness)							
• Believers are faithfully bringing others into the experience of gospel-centered community. (Body Mode of Witness)							
<b>3. Believers are growing in their ability to communicate the gospel with clarity and relevance</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
• Believers are able to engage in significant conversations to discover the spiritual interest and experience of others (Explorer Role)							
• Believers are able to communicate the gospel with clarity and relevance (Guide Role)							
• Believers are able to constructively address the issues and obstacles in the spiritual journeys of others (Builder Role)							
• Believers are able to encourage others along their spiritual journey (Mentor Role)							
<b>4. Leaders and laborers are working together in effective outreaches</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
• Opportunities to hear and consider the gospel are being provided to others through regular ministry outreaches							
• Ministry outreaches are effective in engaging individuals across a broad spectrum of spiritual interest and openness							
• Opportunities to hear, understand and respond to the gospel are provided through a variety of venues or initiatives (i.e., gospel on-line; gospel bearing gifts; gospel events; gospel conversations; gospel in action; gospel groups)							
<b>5. New believers are being established in their faith and engaged in our movement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
• Our movement/community is made up of a healthy percentage of new believers							
• We know who are the new believers are and their level of interest and involvement							
• We are intentional in establishing new believers in the foundational concepts of the Christian life							