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Communicating the Gospel Effectively

Purpose of Living on Mission: Equip students to walk by faith, communicate their faith, and multiply their faith. Top 20 things to help you not just survive but thrive in your faith for a lifetime!

Goal of Seminar: What is the Gospel? Help students understand that if they desire to "live on mission" they must know the gospel and be able to communicate it.

Discuss what evangelism looks like in the Bible, how to use the KGP tool (and Backstory) to effectively articulate and dialogue about the gospel, and why we don't need to be ashamed or fearful of sharing our faith. Briefly highlight modes of evangelism - ministry, natural, body and how all of them require initiative and rapport in relationships.

HOOK: What is evangelism? How do you feel about sharing your faith on campus and with family and friends?

ILLUSTRATIONS:

Add your own thoughts and illustrations in this column.

Evangelism is simply communicating to somebody else what you believe and how to respond to God's gift of eternal life. Though often, evangelism brings many emotions to a believer. And sometimes, these emotions are major obstacles to actually sharing one's faith.

What are some obstacles for you to share your faith?

To lay a foundational framework for evangelism, we're going to start today with the Modes of Evangelism. In His Word, God has demonstrated three ways, or modes, through which the gospel is communicated.

3 MODES OF EVANGELISM - ALL REQUIRE RELATIONSHIP AND INITIATIVE, ALL NECESSARY TO REACH A CAMPUS!

- 1) **Ministry** - Taking the gospel to people we don't know, cultivating relationships with the purpose of sharing God's love, sharing your faith at Bear Share
- 2) **Natural** - Taking the gospel to people we already know, friends, family, classmates, roommates, co-workers, acquaintances
- 3) **Body** - Inviting a lost person into the believing community to experience God at a small group, social event, weekly meeting, church or when you hang out with your Christian friends

Where do you see these modes of evangelism in the Bible?

(allow students to answer first, before sharing these passages)

- 1) **Ministry** - Mark 6:7-13 (Jesus sends out the 12)
- 2) **Natural** - John 4:28-30, 39-42 (the woman at the well)
- 3) **Body** - Acts 2:42-47 (fellowship of the early church)

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Effectively**How does each mode require initiative?****How does each mode employ relationships?**

Often, we think only the Natural Mode employs relationships, and all other types of evangelism are awkward, robotic, and strange. Don't worry - this is a common obstacle to overcome! But really, each mode, every time we share our faith, we must take the initiative and build a relationship, whether it is for 10 minutes, or deepening one we have had for 10 years. Calling ministry mode evangelism "initiative evangelism" is really a misnomer and not remembering that even having a spiritual conversation with your best friend takes great initiative. In fact, sometimes Natural Mode evangelism can be much more challenging because you are taking the relationship to a new, vulnerable place.

TRANSITIONING TO A SPIRITUAL CONVERSATION

Now you want to transition to a spiritual conversation - with a friend, on campus, with your mom - you'll need to bring up spiritual things! Here are some ideas...

"So _____, tell me, what is your spiritual background?"

Or you could ask, "What do you believe about God?" "Did you grow up going to church with your family?" "Do you ever think about all this God stuff?" "Do you think spiritual life is important?" "Do you ever read the Bible?" "Do you consider yourself a truth seeker?" "What has your spiritual life been like so far?" "Who do you think Jesus is?" "Do you think there is meaning and significance to this life?" "Where do you think people go after they die?"

WHAT IS THE GOSPEL?

Once you have begun a spiritual conversation, it may be appropriate to share the gospel. Sometimes, it's not the right time or place. But if it is, you will want to be ready for whatever God has in store.. In order to communicate the gospel effectively, there is one major thing you must know, what exactly is the gospel??

What would you tell a friend if they asked you, "What do you believe?"

(Tell the class you have 3-5 minutes to explain the central points of the gospel. Write down their ideas for a "gospel presentation.")

HELPFUL TOOLS

There are a number of different tools Campus Crusade has put together in order to communicate the gospel message effectively. (Use *Sharing the Gospel in This Generation* from the Training Notebook.)

The KGP and Backstory

Campus Crusade has two great tools for sharing the Gospel. One is the *Knowing God Personally* booklet (KGP) and the other is called *Backstory*. The KGP is the tool used the most for it's simplicity and clarity. Backstory is another great tool more geared to a post-modern and artistic audience. It does not come from the assumption that there is a God, so in certain situations, this might be the better tool for your conversation. It does lack a few key Scriptures so know how to add them in, if necessary. For the sake of this training, we're going to walk through the KGP.

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General Principles

- Personalize the conversation. Use their name and make eye contact. Write their name down if you have to while you're talking. It's really meaningful if you remember it!
- Involve them in the discussion by asking questions and allowing them to respond. Avoid the monologue! Ask thoughtful questions.
- Don't skip the Scriptures. Share them. God's Word is powerful and brings the "points" to life. It is the Scripture that will pierce their hearts, so we shouldn't skim over it.
- Give them an opportunity to accept Christ and pray with you. Unless the conversation is going nowhere and it is obvious they are totally not interested, bring the student to a point of decision.
- If you're not familiar with the book, just read through it. It's ok. But, it would be to your best interest to learn the Gospel and know how to share it with anyone you meet.
- Engage their hearts in the conversation. Help them take the next small step in believing God and trusting in Christ. Try to move past just an intellectual conversation about the facts of the Bible, but get their thoughts and opinions and even their feelings regarding what Christ has done for them. There's a good chance many people have never had a conversation like this before where a Christian truly listened and cared.
- Give the booklet to them so they can read it later!

KGP: Knowing God Personally

The KGP is built on the premise that God is offering eternal life, and that eternal life is to know Him and Jesus Christ whom He has sent. It breaks the good news down into 4 points:

God's Love - Creation
Man's Condition - Sin
God's Response - Christ
Our Response - Faith

It's possible to simply read through the booklet out loud with someone, but it would be best to not give a monologue, instead presenting the gospel in a conversation... through asking questions along the way. Follow along in the KGP, and write in these questions in your booklet. That way, you can remember them and practice dialoguing with a friend as you share the gospel.

Questions to ask when sharing the gospel.

Check out "The Big Six Questions" on www.crupressgreen.com. The ** below represent the Big 6.

GOD'S LOVE (3)

What is Eternal Life? (to know him, the only true God, and Jesus Christ...)
 What prevents us from knowing God personally?

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MAN'S CONDITION (4-5)

** How would you define sin?

What is a wage? (what you earn)

** Have you ever sinned before?

In your opinion, how can we bridge the gulf between God and man?

GOD'S RESPONSE (6-7)

** Why did Jesus have to die on the cross?

What is the significance of the resurrection?

Why do you think Jesus can make the claim that He is the only way to God?

OUR RESPONSE (8-9)

** What does this Ephesians 2:8-9 mean? What is grace? What is faith?

** What is the main difference between the circle on the left and the circle on the right? (not a good life, but Jesus' complete forgiveness)

Which circle best describes your life?

Which circle would you like to have represent your life?

According to the Bible, what percentage of each person's sin are forgiven?

THE PRAYER (10)

** What is the main thing this prayer is saying?

Does it express the desire of your heart?

What is holding you back from making this decision?

ASSURANCE AND GROWTH (11-15)

How does 1 John 5:11-13 give you confidence and assurance?

Now practice using the KGP for 5 minutes with your neighbor. Switch off sharing the 4 points and asking the questions.

Encouragement for Evangelism

Read **Romans 1:14-17**

14 I am **obligated** both to Greeks and non-Greeks, both to the wise and the foolish.

15 That is why I am so **eager to preach the gospel** also to you who are at Rome. **16**

I am **not ashamed of the gospel**, because it is the power of God for the salvation of everyone who believes: first for the Jew, then for the Gentile. **17** For in the gospel a righteousness from God is revealed, a righteousness that is by faith from first to last, just as it is written: "The righteous will live by faith."

Why it makes no sense to be ashamed of the Gospel.

A) It glorifies God

B) It rescues lost people!

C) It is a blessing to believers who proclaim it

Why we are ashamed of the Gospel.

A) We listen to our own feelings

B) We listen to a few lost people

C) We listen to a majority of believers

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Consider Open Door Evangelism: the biblical alternative to “bossy” or passive evangelism.

Read **Colossians 4:2-6**

2 Devote yourselves to prayer, being watchful and thankful. **3** And pray for us, too, that God may **open a door** for our message, so that we may proclaim the mystery of Christ, for which I am in chains. **4** Pray that I may **proclaim it clearly**, as I should. **5** Be wise in the way you act toward outsiders; **make the most of every opportunity**. **6** Let your conversation be always full of grace, seasoned with salt, so that you may know how to **answer everyone**.

What do these verses exhort us to do?

Be eager to preach the Gospel
Be not ashamed in sharing the Gospel
Call on God to open up doors for the Gospel
Clearly speak forth the Gospel whatever the results
Conduct ourselves with wisdom towards others
Let our speech always be with grace

APPLYING THIS TO YOUR LIFE TODAY!

- 1) Initiate a Conversation with a Quest Survey, Soularium, Perspectives, or simply as a friend a Question
- 2) Ask Good Questions to Get to Know Them, Find Common Ground, Build Rapport
- 3) If they are willing to listen and dialogue, Share the Gospel
- 4) Master the basics - read it straight through at first to build confidence in sharing
The goal is to help understanding, not win a debate
Use questions rather than illustrations to clarify
Share the gospel from memory if possible or necessary, though don't be embarrassed of the “Cliff Notes Guide to the Bible”
- 5) Pray for opportunities to be used by God and take part in building His Kingdom!