



C-ME Grow Six Weeks Series Building an Evangelism Culture Tuesday, August 18, 2026

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Learning Objective: To help every CME church develop a culture where evangelism becomes the responsibility of every believer, and reaching people, building relationships, sharing the Gospel, and making disciples become part of the everyday life of the church.

1. Biblical Foundation

The Great Commission — Matthew 28:18–20 (NIV)

Evangelism and missions are multifaceted. There is no single approach; reaching people and making disciples requires multiple approaches working together to fulfill the Great Commission.

2. Building an Evangelism Culture is Built on a Spiritual Foundation

When we talk about building an evangelism culture, think about a church building. A strong building requires a blueprint, a foundation, structure, systems, access, and continuous development. The same is true of evangelism.

- Our foundation is **prayer and Scripture**.
- **Strategic evangelism** is our blueprint that guides how we reach people.
- **Community engagement** represents the doors that open us to the people and communities we are called to serve.
- **Training and development** are like the electrical wiring that equips people to share their testimony.
- **Collaborative leadership** is the framing that brings leaders and ministries together around the mission.
- **Innovative Outreach** is the skylight that opens the church to new opportunities for sharing the Gospel through digital ministry, social media, technology, and creative outreach approaches.



3. Understanding Church Culture

Church culture is “the way we do things here.” It is formed by what a congregation consistently values, practices, celebrates, prioritizes, and expects. Culture is visible in worship, programs, ministries, events, and hospitality—but it is also shaped beneath the surface by unwritten rules, expectations, traditions, relationships, communication style, decision-making, resistance to change, what we value, and what we tolerate.

4. Can a Long-Established Church Culture Change?

Yes. Culture can change, but deeply rooted culture changes through intentionality, leadership, consistency, and time. The goal is not to erase a church's history; it is to ensure that its practices continue to serve Christ's mission.

- **Preserve** what is biblical and strengthens the mission.
- **Evaluate** traditions and practices that may no longer serve the mission.
- **Change** behaviors and systems that create barriers to reaching people.
- **Build** new habits until evangelism becomes part of "the way we do things here."

5. What Is an Evangelism Culture?

An evangelism culture exists when every member sees sharing the Gospel of Jesus Christ as their responsibility, not the work of a few members. It is effective when:

- Reaching people is part of the church's identity.
- Evangelism is everyone's responsibility, not just the pastor's or evangelism team's.
- Members intentionally build relationships with people beyond the church walls.
- New people are welcomed, connected, followed up with, and discipled.
- Outreach and evangelism are integrated into the ongoing life of the congregation.

6. The Theology of Building an Evangelism Culture

Biblical Truth	Scripture
Jesus commands it.	Matthew 28:18–20
Jesus came to save the lost.	Luke 19:10
Jesus' love compels us.	2 Corinthians 5:14–15
Every believer is called to be a witness.	Acts 1:8
The Gospel must be shared with others.	Romans 10:14–15

7. Building an Evangelism Culture Is a Progression

1. Leadership models evangelism.
2. The congregation understands the "why."
3. Evangelism becomes everyone's responsibility: from "That's their job" to "Evangelism is part of my discipleship."
4. Members are equipped, not just encouraged.
5. Every ministry develops an outward focus: "How does our ministry help reach people?"
6. Outreach creates opportunities for evangelism.
7. Stories of changed lives are shared and celebrated.
8. We measure what matters: "How many people did we reach?"

8. Evangelism as a Ministry vs. Evangelism as a Culture

Evangelism as a Ministry	Evangelism as a Culture
A committee does evangelism	The congregation embraces evangelism
Occasional outreach event	Ongoing relationships
Focuses on attendance	Focuses on people
Invitation to church	Invitation to Christ and discipleship
Follow-up may be inconsistent	Follow-up is intentional
Evangelism is an activity	Evangelism becomes part of church identity

9. What Does an Evangelism Culture Look Like in the Local Church?

- Prayer walks
- Community partnerships
- Invite-a-friend to church opportunities
- Personal testimony training
- Visitor follow-up
- Digital evangelism
- School partnerships
- Community service projects
- New believer mentoring
- Community outreach

10. The Pathway from Visitor to Disciple

Evangelism does not end when someone walks through the church doors. Think of this as the journey from first contact to becoming an active disciple. The following is the pathway:

1. **Visitor:** Someone walks through our doors or connects with us online.
2. **Welcome:** We warmly greet and make everyone feel seen, valued, and accepted.
3. **Connection:** We connect people to others and help them find a place to belong.
4. **Follow-Up:** We follow up with care and intention. No one falls through the cracks.
5. **Build Relationship:** We build authentic relationships that reflect Christ's love.
6. **Discipleship:** We help people grow in their faith through teaching, mentorship, and community.
7. **Outreach:** We empower disciples to serve others and share the Gospel.

Call to Action

Pray intentionally for lost people.

Invite someone to church within the next 30 days.

Engage your neighbors, schools, families, community organizations, workplaces, and people who may never initially enter the church.

Equip every believer to participate in sharing the Gospel

Evaluate one church process that creates a barrier to reaching people.

Evangelism Reflection Questions:

1. What is a church culture?
2. Is what is beneath the surface helping us reach people or creating barriers for reaching people?
3. What needs to change in our churches for evangelism to become everyone's responsibility?
4. If someone visited your church this Sunday, what happens next?

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