



C-ME Grow Six Weeks Series

Equipping Churches and Leaders for Evangelism

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Learning Objective: To help churches and leaders develop the skills, confidence, systems, and strategies needed to equip every believer to participate in evangelism and disciple-making.

1. Biblical Foundation

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

2. Preparation: Equipping Churches and Leaders for Evangelism

- Equipping is more than encouraging people to evangelize. It is preparing churches to share the Gospel and make disciples.
- Healthy churches create systems, training, and opportunities that help members grow from being spectators to participants in ministry.
- Leaders equip others by modeling evangelism, developing leaders, providing training, and empowering people for ministry.
- An equipped church is a church that is prepared to reach people, follow up with visitors, and make disciples.

"A great leader does not just tell you what to do but models how to do it with grace and humility." ~Rev. Kenneth L. Hollingshed, Outreach is the Architecture of Evangelism (Chapter 8, pg. 118)

3. What Does It Mean to Equip?

An equipped church:

- Prepares members to share their faith
- Trains leaders to develop other leaders
- Creates pathways for discipleship
- Follows up with visitors intentionally
- Provides opportunities for ministry and outreach
- Helps people move from spectators to participants in ministry

4. Equipping Everyday Disciples

Members should be equipped to:

- Pray with and for others
- Understand the Gospel
- Share their testimony
- Start spiritual conversations
- Listen to people's stories
- Share their faith confidently
- Invite others to take a next step
- Follow up and build relationships

5. Equipping Evangelism Leaders

Effective evangelism leaders:

- Cast an evangelistic vision
- Mobilize members
- Identify community needs
- Develop outreach opportunities
- Train others to share their faith
- Build community partnerships
- Create follow-up systems
- Measure ministry impact

6. Equipping Happens Through

- **Training:** Provides knowledge and skills.
- **Coaching:** Offers guidance and encouragement.
- **Mentoring:** Builds long-term spiritual growth.
- **Modeling:** Demonstrates evangelism in action.
- **Practice:** Develops confidence through experience.

7. Collaborative Leadership and Evangelism

"No one person fulfills the Great Commission alone." Different gifts strengthen the mission. Teams multiply impact. Churches reach more people when ministries work together.

8. The Theology of Equipping Churches and Leaders

Christ calls leaders to equip the saints → Ephesians 4:11-12

The Harvest requires workers → Matthew 9:37-38

Ministry is Multiplied through others → 2 Timothy 2:2

9. Why Churches Fail to Equip

Common barriers include:

- Leaders doing all the ministry
- Lack of evangelism training
- No pathway for volunteers
- Fear of delegation
- Lack of accountability
- No discipleship process

10. The Evangelism-Ready Church Toolkit

Every church should have:

- Contact/Information Cards
- Gospel-Sharing Resources
- Prayer Request Cards
- Community Resource Information
- Invitation Materials
- Social Media Information
- Visitor Connection Forms
- Follow-Up Process
- Outreach Calendar
- Trained Volunteers

11. Is Your Church Ready for the People You Are Praying For?

Preparation includes:

- **Welcome:** Do guests feel welcomed?
- **Environment:** Is the church clean, safe, and accessible?
- **Worship:** Are ministry teams prepared for guests?
- **Connection:** Can guests easily connect with the church?
- **Follow-Up:** Do you intentionally contact guests?
- **Discipleship:** Is there a clear next step?
- **Belonging:** Are we prepared to build relationships with people who may not look, think, dress, or live like us?

12. Five Essential Evangelism Skills

Learn	Show Empathy	Ask	SHARE	INVITE
Listen intentionally to learn the person's story, experiences, and needs.	Demonstrate genuine care for the person's experiences, concerns, and needs.	Ask meaningful questions that help you understand the person's story and spiritual journey.	Share your testimony and the Gospel naturally as the conversation provides an opportunity.	Invite the person to an appropriate next step: prayer, further conversation, worship, or a relationship with Christ.

13. Romans Road to Salvation

1. **Romans 3:10** — No One is Good Enough
2. **Romans 3:23** — All Have Sinned
3. **Romans 5:8** — Christ Died for You
4. **Romans 6:23** — Eternal Life
5. **Romans 10:9–10** — Believe & Confess
6. **Romans 10:13** — You Are Saved!
7. **Romans 10:14–15** — The Equipping Mandate

14. From Training to Action

1. **Identify** and empower at least one person with gifts for evangelism.
2. **Equip** at least three members to learn and practice evangelism skills.
3. **Develop** a simple process to train and involve new evangelism volunteers.
4. **Delegate** an evangelism responsibility to someone and provide support and accountability.
5. **Activate** your training by putting it into action through an outreach opportunity.

Outreach is the Architecture of Evangelism by Rev. Kenneth L. Hollingshed is available through all major book retailers:

Amazon
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