

Evangelism timeline



Mark
GREENWOOD

making connections - changing perceptions

Events, courses and resources
that present, equip and inspire

Evangelism timeline



It is estimated that it takes people between four and five years to come to faith. This timeline reflects that journey, but we are happy to work with your church for whatever period of time is needed to help with your personal evangelism timeline.

Here is a suggested flow of events for a four-year evangelistic programme.

Other than year one, all the other years' events can be programmed into years two, three or four. Year one is very much seen as a preparation year, including an evangelistic event at Christmas, as this type of event is easy to invite people along to.

For this reason I would suggest building some good momentum with a focus on equipping during the first year. That said, I am very flexible and want to serve you and your church in the best possible way, so if you feel a different approach is needed we can chat about that. In terms of the 'year' we refer to, this doesn't necessarily mean January to December. It can be any 12-month period.

These events are built on the **'big yes'**, **'little yes'** and **'healthy maybe'** approach to evangelism (see next page). Below you will see thumbnails of all the events we recommend hosting each year.

Evangelism timeline



‘Big yes’

These events are opportunities for people to become Christians – to say the ‘big yes’ to God – which enables us to use a more direct preaching style.

‘Little yes’

These events enable people to dig around and investigate the Christian faith, giving them opportunities to find out more. Although they are less direct, they still provide a way for people to become Christians.

‘Healthy maybe’

These events are perception-changing events. They enable people to come along and have their view of the Christian faith and church challenged in an indirect way, creating in them a desire to look closer.

We colour code these events in **red**, **amber** and **green** to create a framework of understanding for the people in your church.

Year one



My experience shows that spending a decent amount of time with a church enables me to build a healthy relationship and has a positive impact on any evangelistic events we organise; not least on the numbers that attend. I would suggest introducing a few motivational Sunday services through which we inspire your church family to reach out, showing them that they *can* do it rather than that they *must* do it. Alongside these Sunday sessions, I would encourage churches to host the events below, which help to equip people and provide easy opportunities to reach out.



Year two



In year two we usually introduce a series of comedy-based events that change people's perceptions about the Christian faith and church. I would also suggest towards the end of this period that we run my Reason to Believe series. If you already run the Alpha Course that can still go ahead, but Reason to Believe starts further back in the conversion process, so it's worth considering. We normally continue with motivational Sundays in year two, but are flexible in terms of how often you feel they need to happen.



Year three



It takes about three years to embed this new evangelistic culture, but the motivational Sundays may not be needed in year three as momentum will be building. Having said that, it is possible that there will be people who haven't yet engaged with where we are heading, and there also will be new people attending your church, so you may wish to keep inspiring them on Sundays with further motivational talks.

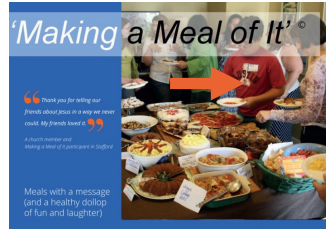


It may be worth considering running the Life Series on Sundays, enabling those who have come to midweek events to connect with the rest of the church. Some churches have run Making A Meal Of It as a Sunday morning or evening event (creatively calling it Making A Meal Of Sundays!) as another way of doing this. It's important to keep a good balance of 'big yes', 'little yes' and 'healthy maybe' events.

Year four



Often in year four I host 50 tips in 50 minutes, a one-off refresher event focused on personal evangelism. This is a good event to introduce new Christians to so that they can learn how to share their faith. It's worth considering how many new people are coming along to church and possibly running our Boot Camp and Prayerfully Invite events again so they can understand the culture of evangelism that has been established.



Other important events:



Leadership-led events

Leadership-led events are the ones that are detailed in this timeline brochure. They are strategic events based on the process through which a person comes to faith.

Small-group-led events

These events are organised by the small groups in your church, for example mid-week home groups. We can help them adopt an evangelism pattern in the same way the wider church has.

Individual-led events

These events are led by individuals in your church who would like to reach out to their friends. Ideas might include hosting a barbecue, quiz night or gig.

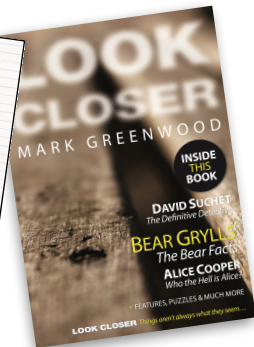
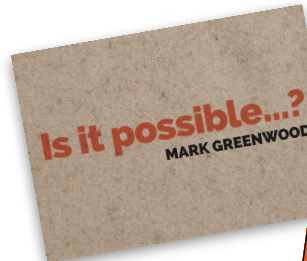
It may take some time to establish the latter two groups, but they really do complement the leadership-led events and help to build a healthy evangelism rhythm across the church.

Resources



To help you understand the **Big Yes**, **Little Yes**, **Healthy Maybe** framework, which is all about understanding the process by which people come to faith, we would recommend you the book and study guide. It would also be a good idea to take your church through it. Bulk discounts are available so email in.

I have also written 3 books that resource **Big Yes**, **Little Yes**, **Healthy Maybe**. A **Big Yes** book (for those who have become a Christian, or on the verge of doing so; a **Little Yes** book for those investigating and a **Healthy Maybe** book to gently challenge people to be open minded about it.



To buy these resources visit my shop at revmarkgreenwood.com.
If you would like to discuss bulk prices email revmarkgreenwood@gmail.com

Finally...



Alongside the events mentioned above, we would encourage you to introduce perception-changing projects such as money management and debt advice, after-school clubs, cleaning up your community, family fun days and community barbecues.

We also encourage events that may not directly engage the services of Mark (or even an outside speaker) but would fit into the 'big yes', 'little yes' and 'healthy maybe' rhythm, and therefore continue to establish a healthy culture of evangelism. We would recommend Alpha, Christianity Explored, Sunday Night Live and Messy Church. All these events have a proven track record when it comes to engaging with people who aren't Christians.

We also have a document called Recommended for You, which we are confident will positively contribute to the outreach activities of your church. It features artists we have worked with and/or know lots about, and who we can confidently recommend to you. Please feel free to chat to us about any of these artists so we can recommend the best ways to use their talents.



'Many will see and fear, and put their trust in the Lord'
(Psalm 40:3, ESV)

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