

Strategic Plan for Church Growth Through
"Evangelism, Witnessing and Discipleship Training at First Baptist
Church"
Spring/Summer 2025 (March - June)

By: Rev. Donald D. Robinson

Introduction

Evangelism and discipleship form the heartbeat of the Christian mission, directly responding to Jesus's Great Commission in Matthew 28:19-20. In today's rapidly changing society, effective outreach requires both timeless biblical principles and contemporary approaches that meet people where they are.

This enhanced training program aims to equip every member of **First Baptist Church** with practical skills for sharing the gospel, while fostering a sustainable team-based approach to community outreach.

Biblical Foundations of Evangelism and Discipleship

Key Biblical Passages

- **Matthew 28:19-20** - "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you."
- **Acts 1:8** - "But you will receive power when the Holy Spirit has come upon you, and you will be my witnesses in Jerusalem and in all Judea and Samaria, and to the end of the earth."
- **2 Timothy 2:2** - "And what you have heard from me in the presence of many witnesses entrust to faithful men, who will be able to teach others also."
- **1 Peter 3:15** - "But in your hearts honor Christ the Lord as holy, always being prepared to make a defense to anyone who asks you for a reason for the hope that is in you; yet do it with gentleness and respect."

Modern Application of Biblical Principles

- Recognizing evangelism as both proclamation and demonstration of God's love
- Understanding discipleship as a relational journey, not just information transfer
- Embracing the Holy Spirit's empowerment for effective witness

Current Best Practices in Evangelism

Relationship-Based Evangelism

- Building authentic connections before presenting the gospel
- Investing time in community spaces and activities
- Using personal storytelling to share faith experiences

Digital Evangelism Strategies

- Leveraging social media platforms for outreach
- Creating shareable content that addresses spiritual questions
- Using video testimonies and live streaming to extend church reach
- Developing a church app or optimized website as an entry point

Cultural Relevance Without Compromise

- Understanding the specific needs of the Petworth and Columbia Heights communities
- Addressing practical concerns alongside spiritual needs
- Contextualizing the message without diluting biblical truth

Team-Based Outreach Structure

Evangelism Teams (4-6 people per team)

1. **Prayer Warriors** - Dedicated to consistent, specific prayer for outreach efforts
2. **Welcome Team** - Specialized in greeting visitors and follow-up
3. **Community Connectors** - Focus on establishing relationships with local organizations
4. **Digital Outreach Team** - Managing online evangelism efforts
5. **Service Project Coordinators** - Organizing hands-on community assistance

Team Leadership and Accountability

- Monthly team leader meetings
- Clear goals and metrics for each team
- Celebration of milestones and testimonies

Training and Development Path

1. **Foundations** (Weeks 1-2): Basic evangelism principles
2. **Specialization** (Weeks 3-4): Team-specific skills
3. **Practicum** (Weeks 5-6): Supervised outreach experiences
4. **Multiplication** (Ongoing): Training others to evangelize

Practical Application Strategies

Personal Evangelism Methods

- The "Three-Minute Testimony" approach
- Question-based conversation starters
- Addressing common objections with grace
- Prayer walking neighborhoods

Group Outreach Initiatives

- Neighborhood block parties
- Community service projects addressing local needs
- "Friend Day" church services
- Pop-up prayer stations in community spaces

Follow-Up Systems

- 48-hour contact protocol for new connections
- 6-week integration pathway for new believers
- Mentorship pairing for discipleship

Training Program Schedule

Monday Evenings, 6:00-7:30 PM (Starting April 7, 2025)

Week 1: Foundations of Biblical Evangelism

- Biblical basis and motivation
- Prayer as the foundation

Week 2: Understanding Our Community

- Demographics and needs analysis of Petworth and Columbia Heights
- Cultural sensitivity training

Week 3: Personal Testimony Development

- Crafting your 3-minute testimony
- Practice sessions in pairs

Week 4: Conversation Skills

- Asking meaningful questions
- Active listening techniques
- Transitioning to spiritual matters

Week 5: Team-Based Approaches

- Finding your role in outreach
- Team formation and strategy development

Week 6: Discipleship Fundamentals

- Moving from evangelism to discipleship
- Resources for new believers

Week 7: Practical Outreach Day

- Community application of learned skills
- Debrief and learning session

Week 8: Revival Preparation

- Final training for May 26-28 revival
- Team assignments and prayer focus

Revival Strategy (May 26-28, 2025) (TBD?)

Pre-Revival Phase

- Targeted prayer mapping of neighborhoods
- Personal invitations to community contacts
- Digital advertising campaign
- Yard signs and community posters

During Revival

- Strategic welcome team deployment
- Response team training
- Childcare provision to remove barriers
- Transportation assistance

Post-Revival Follow-Up

- 24-hour new believer contact
- "Next Steps" class offering
- Small group integration plan
- Baptism preparation

Frequently Asked Questions (FAQs)

On Personal Evangelism

1. **"What if I don't know enough Bible to evangelize?"**
 - Remember you're sharing your experience, not teaching theology
 - Start with "I used to think... but now I know..."
 - It's okay to say "I don't know, but I'll find out"

2. **"How do I start spiritual conversations without being awkward?"**
 - o Begin with genuine interest in the other person
 - o Look for natural bridges from everyday topics
 - o Ask permission: "Would you mind if I shared something important to me?"

3. **"What if someone rejects the message?"**
 - o Understand rejection isn't personal
 - o Respect their decision without argument
 - o Maintain the relationship for future opportunities

On Team Approaches

1. **"What if I'm introverted? Do I still need to do direct evangelism?"**
 - o Various roles exist for different personalities
 - o Behind-the-scenes support is equally valuable
 - o Prayer ministry has tremendous impact

2. **"How often should our teams meet?"**
 - o Weekly during initial training
 - o Bi-weekly for ongoing ministry
 - o Monthly for leadership coordination

3. **"How do we measure success in evangelism?"**
 - o Faithfulness to the calling is primary
 - o Relationships built is a key metric
 - o Conversions are God's work, not our achievement

On Follow-Up and Discipleship

1. **"What resources should we provide to new believers?"**
 - o Simple Bible reading plan
 - o Connection to a mature believer
 - o Clear next steps for church involvement

2. **"How soon should follow-up happen after initial contact?"**
 - o Within 48 hours for first contact
 - o Weekly for first month
 - o Integration into regular church rhythms after initial period

3. **"What if someone shows interest but isn't ready to commit?"**
 - o Maintain relationship without pressure
 - o Invite to non-threatening church activities
 - o Provide resources that address their specific questions

Conclusion

The harvest truly is plentiful in our Petworth and Columbia Heights communities. Through intentional training, team-based approaches, and reliance on the Holy Spirit, First Baptist Church stands at the threshold of significant kingdom impact.

As we sharpen our evangelism and discipleship skills, remember that our ultimate goal is not merely church growth, but faithful witness to the transforming power of Jesus Christ. Let us move forward with both strategic wisdom and humble dependence on God's leading.

"The one who calls you is faithful, and he will do it." (1 Thessalonians 5:24)

For Registration and Information: Contact Rev. Robinson, the ministerial staff, or the Church Office Classes will be offered both in-person and through virtual platforms.