

YOUR RESOURCE GUIDE TO

EFFECTIVE EVANGELISM

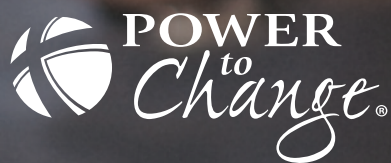


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INSTRUCTIONS FOR USING THIS GUIDE

STEP 1: Prayerfully identify 5 friends you intend to introduce to Jesus Christ.

- Write down your friends’ names at, “My Spiritually Seeking Friends” (Page 3)

STEP 2: Evaluate where your friends are spiritually.

- Read, “The Process People Go Through In Becoming a Christian” for help evaluating which spiritual thresholds your friends identify with. (Page 4)
- Mark spiritual threshold progress for each friend. (Page 3)

trusts a Christian | becomes curious | opens to change | seeks after God | enters the kingdom

STEP 3: Review resources available for each spiritual threshold.

- **Resources** - Evangelism tools custom-tailored to specific spiritual thresholds. (Pages 6 - 20)
- **Training** - Equipping you to use evangelism tools. (Pages 21 - 24)
- **Events** - Doing evangelism together with others to reach your friends for Christ. (Pages 25- 31)

STEP 4: Take action!

- Select a threshold-specific resource for each friend and write down an action step. (Page 3)
- Schedule a date and time to meet with your friend.
- Pray for your friend and actively share Christ’s love.

MY SPIRITUALLY SEEKING FRIENDS

Name:	Where is this person spiritually? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> trusts a Christian <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> becomes curious <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> opens to change <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> seeks after God <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> enters the kingdom
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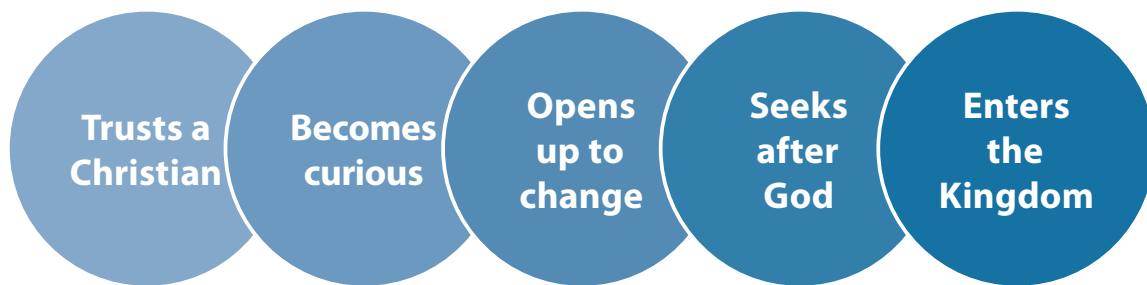
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My next steps:	

The process people go through in becoming a Christian

Research and experience have shown that in today's world, people pass through discernible phases as they come to follow Jesus. These "spiritual thresholds" trace the postmodern journey from distrust to trust, from complacency to curiosity, from meandering to seeking to finally making the choice to enter the Kingdom.¹



THRESHOLD 1: TRUSTING A CHRISTIAN

In order for postmodern people to be open to the gospel, they have to have a trust relationship with a Christian. The key to building trust is listening to and understanding the current reality of people's lives. Only in the safety of a trust relationship will today's Canadian feel comfortable exploring relationship with Jesus Christ.

THRESHOLD 2: BECOMING CURIOUS

The art of asking questions that connect people's current reality of life to God is an essential part of building curiosity. Asking questions like, "What do you crave in life?" creates opportunities for Christians to help your friend connect these realities to God.

¹ This section adapted from: Everts & Schaupp, *I Once Was Lost: What Postmodern Skeptics Taught Us About Their Path to Jesus*, Downers Grove, IV Press, 2008. Used with with permission.

THRESHOLD 3: OPENING UP TO CHANGE

Your friend will generally open up to change when they see faith being worked out in your own life. When people start considering the possibility of God, they will look at whether it is real in your life first. Does faith in Christ work for you? This is where your faith story becomes powerful; showing your friend that relationship with God is not only possible but very good indeed.

THRESHOLD 4: SEEKING AFTER GOD

As your friends begin to seek after God they ask very difficult questions. "Is Jesus really God?" "Can I trust the Bible?" "If there is a God, why do so many bad things happen?" By now, your friends realize there is a void in their lives but, intellectually, they are on a quest to discover if Christianity is really true. Providing convincing and accurate answers to these questions is very important at this stage.

THRESHOLD 5: ENTERING THE KINGDOM

In order to enter the Kingdom, your friend must take the final step of repenting, believing and giving their life to Christ. In return your friend receives the immeasurable hope and love found in relationship with Jesus. There are many people who pass through the spiritual thresholds to this point but never take this final step. Yet those who come this far inherit the forgiveness, freedom and eternal life found only in Jesus Christ.

***Important Note:** Transitioning from one spiritual threshold to the next is a wonderful and mysterious work of God. It is possible to guide someone through one of these phases in one meeting. However, in today's spiritual climate, progress through all of the spiritual thresholds will likely be a process of time.*

Resources

TRUSTS A CHRISTIAN



SUGGESTED RESOURCE: *myCravings*

TARGET AUDIENCE: General audience

HOW TO USE IT: Use *myCravings* resources to start spiritual conversations in a unique way. Listen attentively and ask genuine questions. As you build trust, your new friend will naturally become curious about your perspective on the same questions. Use these opportunities to share your faith story.

RESOURCE OVERVIEW: *myCravings* resources are effective, non-threatening tools to spark spiritual conversations. Each tool features high-quality pictures cards which are great springboards for spiritual conversations, inviting people to talk about their deepest cravings. These resources train and equip Christians to engage others through asking questions and listening.

HOW TO GET IT:

Direct friends to the
FREE *myCravings* survey [here](#)

Download the *myCravings* app at
the iTunes Store [here](#)

Purchase *myCravings* cards online [here](#)



TRUSTS A CHRISTIAN



SUGGESTED RESOURCE: *Perspective*

TARGET AUDIENCE: General audience

HOW TO USE IT: Hand someone one category of *Perspective* cards. Ask them to select the card that best represents what they believe. Ask questions about why they believe that. Without being confrontational, allow the conversation to challenge the person's worldview. Don't interject your own thoughts or be judgmental. Share what you believe at the end if prompted.

RESOURCE OVERVIEW: *Perspective* is a disarming, non-confrontational tool, allowing people to share their beliefs about five important topics: **Nature of God, Human Nature, Meaning of Life, Identity of Jesus** and **Source of Spiritual Truth**. As you ask questions and focus on listening, opportunities will arise to have significant conversations about Jesus. Sharing the gospel is easy and comfortable as you identify people's barriers to faith, and converse about who God is and what He has done for us.

HOW TO GET IT:

Watch *Perspective* cards in use [here](#)

Preview *Perspective* cards [here](#)

Learn how to use *Perspective* cards [here](#)

Purchase *Perspective* cards [here](#)



BECOMES CURIOUS



SUGGESTED RESOURCE: *Soul Cravings Prequel*

TARGET AUDIENCE: General audience

HOW TO USE IT:

1. Simply give *Soul Cravings Prequel* as a gift and ask people to read it. Advise readers to connect with a mentor to continue the discussion [here](#).
2. Give *Soul Cravings Prequel* as a gift and ask to meet for lunch later to discuss the topic of cravings. Listen respectfully and allow the flow of conversation to naturally flow towards your own experience with faith.

RESOURCE OVERVIEW: This resource teaches you how to ask questions: What do you crave? Why do you crave it? Do these things satisfy you? *Soul Cravings Prequel* makes it easy to share your faith, inviting people into conversation on **destiny**, **intimacy** and **meaning**.

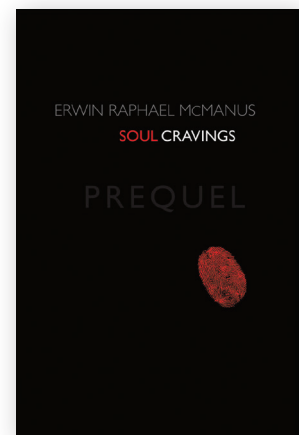
Over 80% of the people who receive this book want to engage in a faith discussion.

The full edition of *Soul Cravings* is available in French and English.

HOW TO GET IT:

Buy *Soul Cravings* online through our resource centre [here](#)

Buy a digital copy of *Soul Cravings* at [Amazon](#)



BECOMES CURIOUS



SUGGESTED RESOURCE: *Crave: The Documentary*

TARGET AUDIENCE: General audience

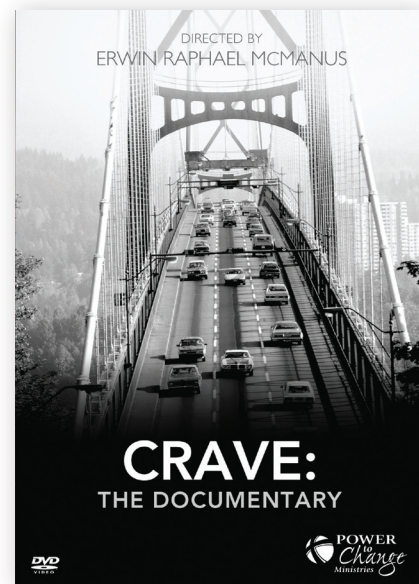
HOW TO USE IT: Give *Crave: The Documentary* to non-Christians to open up conversation. Also, use this resource to help educate yourself on how to ask questions that a post-Christian nation will engage with.

RESOURCE OVERVIEW: *Crave: The Documentary* interviewed non-Christians to prove they are open to spiritual conversation. The results confirm research that Canada is wide open to spiritual concerns. Through discussion of our intrinsic cravings for intimacy, destiny and meaning, the viewer sees clear demonstrations on how to ask questions.

HOW TO GET IT:

Buy *Crave: The Documentary* online through our resource centre [here](#)

Watch *Crave: The Documentary* for FREE [here](#)



OPENS UP TO CHANGE



SUGGESTED RESOURCE: *MyStory.me*

TARGET AUDIENCE: General audience

HOW TO USE IT: Give a person your MyStory business card, connecting them to your 3-minute testimony in written and video form. Continue the conversation through the MyStory website or in person.

Introducing people to your story is often the best way to open people up to change. When you build trust with someone who becomes curious about faith, they often want to know how it works for you.

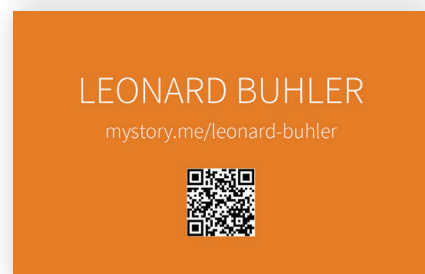
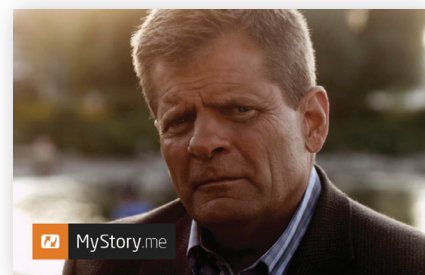
RESOURCE OVERVIEW: MyStory.me offers a short, concise way to present your faith story online. MyStory.me is an online platform where you can upload your faith story, allowing viewers to hear your message, connect with you and engage in spiritual conversations. The site even helps you produce a customized business card with an internet link to your personal story.

HOW TO GET IT:

Apply for FREE at [Mystory.me](https://mystory.me)

Upload your written and video story

Produce customized MyStory cards to share



SEEKS AFTER GOD



SUGGESTED RESOURCE: *The Thinking Series*

TARGET AUDIENCE: General audience

HOW TO USE IT: When your friend begins wrestling with questions about ultimate meaning, God's existence, evil and life after death, connect them to *The Thinking Series*. Study the topics yourself to be prepared for future conversations. Schedule a follow-up with your friend to help talk through these crucial topics.

RESOURCE OVERVIEW: The Thinking Series is a 5-part DVD resource that tackles the top five questions spiritual seekers ask today. Each section begins with a short, thought-provoking vignette, followed by teaching rooted in the biblical worldview.

HOW TO GET IT:

Preview *The Thinking Series* for FREE [here](#)

Buy the complete *Thinking Series* DVD [here](#)



SEEKS AFTER GOD



SUGGESTED RESOURCE: *Jesus: Fact or Fiction*

TARGET AUDIENCE: General audience

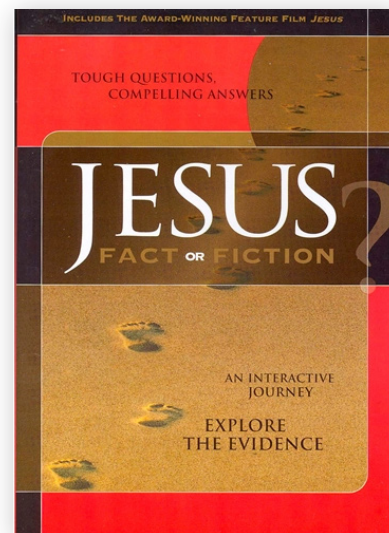
HOW TO USE IT: When people ask you difficult questions about faith, find answers from credible authors and experts at *Jesus: Fact or Fiction*. Use the answers provided in future conversations, or show the video clips directly to others. You can even refer people directly to the *Jesus: Fact or Fiction* site or gift them a DVD for further investigation. Make sure to follow-up to continue the conversation.

RESOURCE OVERVIEW: The most common questions on Christianity, God and the Bible are addressed online at *Jesus: Fact or Fiction*. Experts in their respective fields offer clear, concise answers in short vignette form.

HOW TO GET IT:

Watch *Jesus: Fact or Fiction* videos for FREE [here](#)

Buy the complete *Jesus: Fact or Fiction* DVD [here](#)



SEEKS AFTER GOD



SUGGESTED RESOURCE: *The JESUS Film & The JESUS Film Media*

TARGET AUDIENCE: General audience

HOW TO USE IT: For friends that are actively seeking God, the JESUS film and a number of other short films are available to watch or send by email. Use this mobile media as a springboard for spiritual conversation and a means of interacting with the living Word of God.

RESOURCE OVERVIEW: *The JESUS Film Media Mobile App* includes all 1,100 translations of the JESUS film, Magdalena, the Story of Jesus for Children and related resources in one easy-to-use mobile package. Now you can simply download this wealth of information in app form to a smart device and select your language preference from the map provided. *The JESUS Film & The Story of Jesus for Children Combo DVD* is also available for both younger and adult audiences.

HOW TO GET IT:

Download *The JESUS Film Media Mobile App* for FREE [here](#)

Buy *The JESUS Film, Magdalena and the Story of Jesus for Children* [here](#)



ENTERS THE KINGDOM



SUGGESTED RESOURCE: *Knowing God Personally* booklet

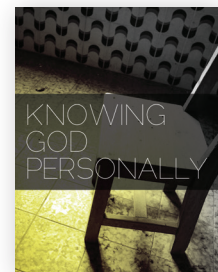
TARGET AUDIENCE: General audience

HOW TO USE IT: When your friend is ready to receive Christ, simply read through this booklet together. At the end of each section there are questions to ask your friend to confirm their understanding and commitment.

RESOURCE OVERVIEW: *Knowing God Personally* is a small booklet that takes people through the steps to become a believer – A simple way to pray with someone and begin their faith journey.

Four spiritual principles include:

- God loves you and has a plan for your life
- People are sinful and separated from God
- Through Jesus Christ alone can we know God personally
- We must individually receive Jesus Christ as Savior and Lord



HOW TO GET IT:

Buy the *Knowing God Personally* booklet [here](#)

Buy the *Knowing God Personally: My Cravings* booklet [here](#)

Buy the *Backstory Gospel* booklet [here](#)

Buy the *Connecting with God* booklet [here](#)

Get the FREE “*God Tools*” app for iPhone [here](#)

Get the FREE “*God Tools*” app for Android [here](#)

ENTERS THE KINGDOM



SUGGESTED RESOURCE: *Knowing God Personally* (DVD and magazine)

TARGET AUDIENCE: People near or having just accepted Christ

HOW TO USE IT: The *Knowing Jesus Personally* DVD and magazine are most effectively used immediately after someone accepts Christ. Four simple lessons will help your friends develop their relationship with Jesus Christ.

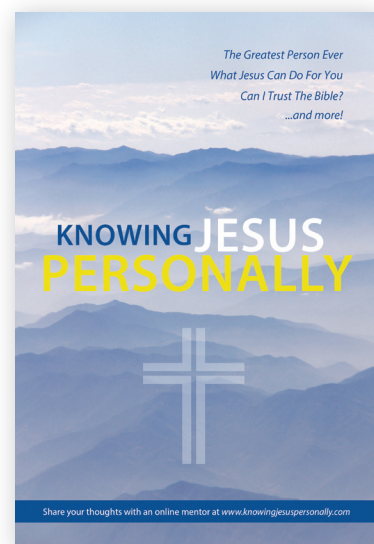
RESOURCE OVERVIEW: The *Knowing Jesus Personally* DVD and magazine will help you develop your relationship with Jesus Christ:

1. Understanding Your Relationship With Jesus Christ
2. Experiencing God's Love
3. Power for Living
4. Growing In Your Relationship With Jesus Christ

HOW TO GET IT:

Buy the *Knowing Jesus Personally* DVD [here](#)

Buy the *Knowing Jesus Personally* magazine [here](#)



LIVING IN THE KINGDOM



SUGGESTED RESOURCE: *Satisfied?* booklet

TARGET AUDIENCE: Christians who have left their first love

HOW TO USE IT: When your friend is ready to return to right relationship with God, simply read through this booklet together. At the end of each section there are questions to ask your friend to confirm their understanding and recommitment.

RESOURCE OVERVIEW: The *Satisfied?* booklet helps other Christians understand what it means to walk in the power of the Holy Spirit, and enjoy a free, abundant life! This booklet challenges Christians to consider if they are satisfied with their current spiritual walk, and presents the spirit-filled life as the source of our deepest satisfaction. This tool is also available as *The Spirit Filled Life* booklet.

HOW TO GET IT:

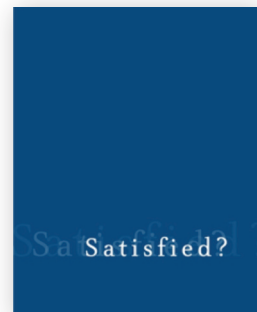
Read the *Satisfied?* booklet online for FREE [here](#)

Buy the *Satisfied?* booklet [here](#)

Buy the *Spirit-Filled Life* booklet [here](#)

Get the FREE "God Tools" app for iPhone [here](#)

Get the FREE "God Tools" app for Android [here](#)



LIVING IN THE KINGDOM



SUGGESTED RESOURCE: **The Life card**

TARGET AUDIENCE: Christians desiring deeper spirituality and in pursuit of the abundant life in Christ

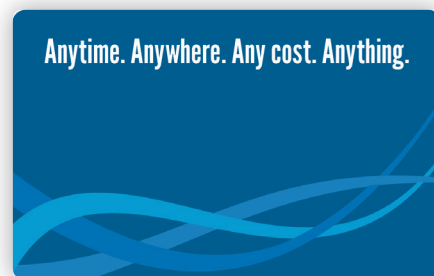
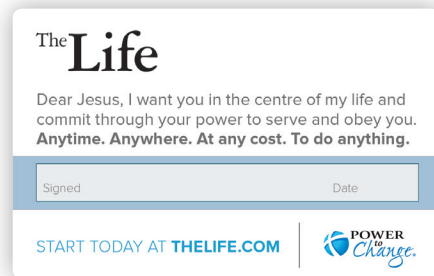
HOW TO USE IT: Prayerfully consider The Life challenge. Consider signing a Life card as a symbol of your total commitment to God. Simply giving this card to others and briefly discussing its meaning can be a powerful tool for spiritual change. Without any hostile confrontation, The Life card challenges Christians to turn from sinful practices and commit wholly to a deeper walk with God.

RESOURCE OVERVIEW: The Life card is simply a symbol, a reminder of your total availability to God – *Anytime. Anywhere. At any cost. To do anything.* The card itself is not important; it's the deeper spiritual impact of making yourself totally available to God. Upon signing The Life card one also becomes part of the online community at TheLife.com, with access to spiritual challenges, series and daily devotions.

HOW TO GET IT:

Receive a FREE digital Life card [here](#)

Buy extra Life cards [here](#)



LIVING IN THE KINGDOM



SUGGESTED RESOURCE: *The Life* DVD

TARGET AUDIENCE: Christian who wants to make a difference

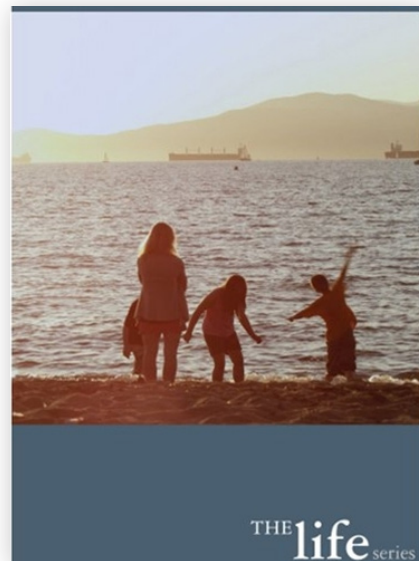
HOW TO USE IT: Allow The Life challenge to inspire yourself and your friends to be totally and radically committed to Jesus Christ. Gift the DVD to Christian friends to inspire them as well.

RESOURCE OVERVIEW: A 15 minute film designed to help you make a full and total commitment to Jesus Christ. *The Life* (DVD) is ideal for use in a small group, local church or with friends to challenge others to join you in the cause for Christ.

HOW TO GET IT:

Watch *The Life* for FREE [here](#)

Buy *The Life* DVD [here](#)



LIVING IN THE KINGDOM



SUGGESTED RESOURCE: *The Life Daily Devotion*

TARGET AUDIENCE: Christians desiring deeper spirituality and in pursuit of the abundant life in Christ

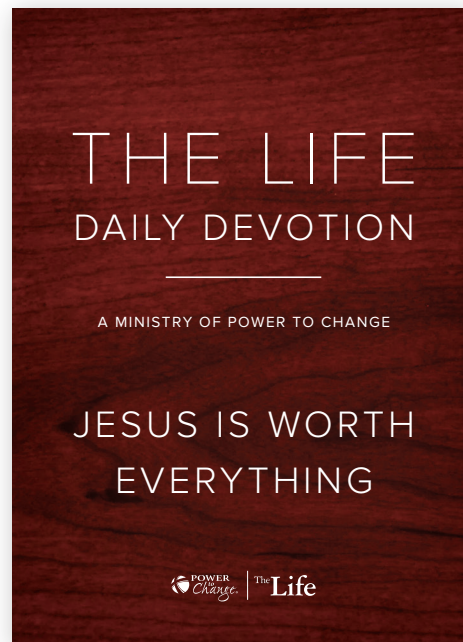
HOW TO USE IT: Encourage yourself by getting a daily devotion and challenge. You can also gift copies of *The Life Daily Devotion* to others, strengthening their walk with Jesus Christ.

RESOURCE OVERVIEW: *The Life Daily Devotion* is a simple and effective resource to inspire Christians towards spiritual activism. Through 31 quality devotionals, readers are encouraged to renew the centrality of Christ in their lives and equipped to spiritually multiply. Also available are online spiritual challenges and daily devotional emails to kick-start your day. This service can be subscribed to online at TheLife.com.

HOW TO GET IT:

Buy *The Life Daily Devotion* [here](#)

Subscribe to FREE daily devotions [here](#)



Training Material

TREASURE: JESUS IS WORTH EVERYTHING

TARGET AUDIENCE: Christians pursuing deeper spirituality and the abundant life in Christ

HOW TO USE IT: Use this material in a small group or church setting. *Treasure* is designed to expand on the commitment people make in signing The Life Card. Engaging with *Treasure* challenges Christians to renew the centrality of Christ, and inspires spiritual multiplication.

RESOURCE OVERVIEW: *Treasure* is a journey of discovery—a call to explore your relationship with Christ. You will follow stories of several people, both in the films and through Scripture as they learn and discover what it truly means to be fully committed to Jesus.

YOU'LL BE EQUIPPED TO:

- Solidify your life commitment to Christ
- Challenge others to do the same
- Understand contemporary evangelism



HOW TO GET IT:

Find all *Treasure* resources online [here](#)

Sample *Treasure* online for FREE [here](#)



BURSTING YOUR BUBBLE

TARGET AUDIENCE: Christians who want to share their faith

HOW TO USE IT: Use this training material in a small group or church setting. *Bursting Your Bubble* is a training program designed to give you the skills necessary to become an effective witness for Christ. As you and your group engage *Bursting Your Bubble*, together you will experience a faith adventure as you burst your bubble!

RESOURCE OVERVIEW: *Bursting Your Bubble* is a 7 week series designed to help you discover the joy of engaging others in spiritual dialogue. Meaningful relationships are the foundation for all effective evangelism. However, many Christians find that they have few non-Christian friends and are afraid to engage in spiritual dialogue.

YOU'LL BE EQUIPPED IN:

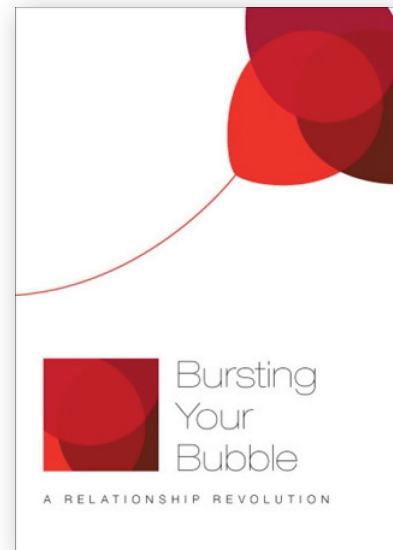
- How to deal with sin as a Christian
- The process of evangelism
- How to share your faith story
- How to lead someone to Christ

HOW TO GET IT:

Buy the *Bursting Your Bubble* DVD [here](#)

Buy the *Bursting Your Bubble* manual [here](#)

Preview *Bursting Your Bubble* for FREE [here](#)



MY STORY

MY STORY

TARGET AUDIENCE: Christian students who want to share their faith

HOW TO USE IT: In a small group, study together how to share your faith story through social media. Find themes of cravings in your life and craft a story to share with your friends.

RESOURCE OVERVIEW: The *My Story Faith Adventure Kit* is an 8-week training series designed to invigorate your evangelism through the powerful intersection of social media, personal story and the gospel.

YOU'LL BE EQUIPPED TO:

- Find themes of craving in your life
- Craft your faith story
- Launch your story online
- Engage with viewers

HOW TO GET IT:

Buy the *My Story Faith Adventure Kit* [here](#)

Preview the *My Story Faith Adventure Kit* for FREE [here](#)



Events

ONLINE MENTORING

The **Life**

TARGET AUDIENCE:

1. Mature Christians who want to make a difference through online ministry
2. Non-Christian/New Christian online seekers

PROJECT DETAILS: Complete training to be an online mentor.

Select which area of interest you want to work with (Eg. Teens, family, spirituality, sexuality, etc.)

Receive emails from people seeking prayer and support.

Engage 2 to 5 emails per week, depending on your availability.

Follow-up with mentees.

EVENT OVERVIEW: The Internet presents a fantastic opportunity for ministry.

Working online gives us the ability to reach hundreds of millions of people at anytime, anywhere in the world.

Everyday people just like you engage with 2 or 3 online seekers who are looking for answers to spiritual questions. Currently, we receive tens of thousands of emails from searching people that go unanswered.

Would you commit to being an online mentor, helping searching people find answers to their deepest spiritual needs?

HOW TO PARTICIPATE:

Sign up to become a mentor [here](#)

TARGET AUDIENCE:

1. Christians who want to make a difference in marriages and families
2. People in your community who want strong marriages and need Christ at the centre

PROJECT DETAILS: Complete training to become a *HomeBuilder*.

Invite couples into your home to create a *HomeBuilder* group.

Engage the *HomeBuilders* Couples Series in your small group.

Be available to encourage, challenge and pray with group members.

Introduce couples to Christ through the felt need of the family.

EVENT OVERVIEW: A *HomeBuilder* is someone engaged in trying to help marriages and families succeed. The *HomeBuilders* Initiative is designed to call, connect and equip people, churches and organizations. These individuals intentionally seek to bring help and hope to marriages and families.

HOW TO PARTICIPATE:

Sign up to become a HomeBuilder [here](#)

Purchase HomeBuilder resources [here](#)



SUMMER SPORTS CAMPS



TARGET AUDIENCE:

1. Non-Christian athletes interested in becoming a “total athlete”
2. Christian athletes who want to spiritually engage athletes in their community

PROJECT DETAILS: Complete training to be a *Summer Sports Camps* coach.

Invite your community to *Summer Sports Camps* events and activities.

Engage in spiritual conversations with attendees.

Follow-up to encourage, challenge, disciple and pray with players.

EVENT OVERVIEW: Invite a friend or a child to attend a Summer Sports camp. *Summer Sport Camps* provide athletes the opportunity to improve their skills from top college/university players and coaches while at the same time developing



physically, mentally and spiritually to become a “total athlete.”

HOW TO PARTICIPATE:

Purchase the “*Total Athlete*” DVD resource [here](#)

Support *Summer Sports Camps* [here](#)

Sponsor a child [here](#)

Learn more about *Summer Sports Camps* [here](#)

TARGET AUDIENCE:

1. Non-Christian business leaders
2. Christians who want to bring Christ into the workplace

PROJECT DETAILS: Receive training from LeaderImpact to host a forum in your area.

Use your training to invite non-Christian business leaders in your community to a forum.

At the forum, a well-known and certified LeaderImpact speaker will share their faith story and the relevance of Christianity.



Form a small group with the friends you have invited to continue the conversation.

EVENT OVERVIEW: LeaderImpact Forums are held in various cities, lasting 90 minutes.

At each Forum, a LeaderImpact-certified speaker and proven marketplace leader shares lessons learned from a lifetime of rich experiences. These influencers speak candidly about how they've navigated struggles and triumphs in finding success and balance, and how faith has made a difference.

Each Forum includes the opportunity to explore important life questions about leadership principles, significance and legacy, the roles of faith and values, family leadership, and more.

HOW TO PARTICIPATE: Learn more about LeaderImpact [here](#)

EXPEDITION TEAMS



Students

TARGET AUDIENCE:

1. Universities with no Christian presence
2. University students desiring to spiritually engage other students

PROJECT DETAILS: Spend up to a year travelling to different campuses.

Share the gospel on campus & find Christians who want to reach their university.

Teach and equip them how to connect their friends to Jesus.

Bring students you meet to conferences and inspire Christians on campus to lead the movement once you and your team leave.

EVENT OVERVIEW: Invest a year to pioneer and establish student-led movements. Help students discover Jesus, and raise up student leaders on each campus to be instruments of change. God will use you and your team to spark campus movements that could one day engage tens of thousands of students with the life-changing message of Jesus and send thousands of labourers to other parts of the world.

HOW TO PARTICIPATE:

Get involved with *Expedition Teams* [here](#)



TARGET AUDIENCE:

1. Inner city, artistic audience at public venues
2. Christians who are passionate about sharing Jesus through drama and the arts

PROJECT DETAILS: Use *DRIME* resources to train a team in drama-based evangelism. Schedule opportunities to perform in public, at churches or at other venues. Look for opportunities to share the gospel message with viewers curious about your presentation.



EVENT OVERVIEW: *DRIME* exists to equip people to share the Gospel in a creative and powerful way. *DRIME* performers have found that its non-threatening message of hope crosses language barriers, allowing performers to easily engage in spiritual dialogue with curious onlookers.

HOW TO GET IT:

Learn more about DRIME [here](#)

Access DRIME resources [here](#)



INSPIRE MULTIPLICATION



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Christians embracing
the centrality of Christ
in their lives



A Contemporary Approach

Believers being equipped for
evangelism that connects current
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