



EVANGELISM TEAM ACTION PLAN

Develop a clear and achievable 12-month action plan for your Evangelism Team.

How to use this document

This document walks you through six steps to successfully develop an Evangelism Team Action Plan. Guiding questions, an example timeline, a fill-in-the-blank timeline and recommended resources are provided in the following pages.

This document outlines a 12-month Action Plan but feel free to adapt the principles in this document for shorter or longer timelines.

Get started in developing your Action Plan by understanding the six-step process on the next page.



The Process

1

Form an Evangelism Team

2

Assess current landscape of evangelism

3

Determine your goals + a realistic timeline

4

Clarify roles of team members as it relates to the goal(s)

5

Execute + document activity

6

Assess impact of activities + plan next steps (repeat process; start at #2)

Guiding Questions

1

FORM AN EVANGELISM TEAM

Things to consider:

1. What churches are known for evangelism in your city?
2. What non-profit organizations in your city exist to share the Gospel and train others?
3. Who are other leaders of influence (e.g. business leaders, Christian universities, local evangelists, etc.)?
4. Do these leaders represent the diversity of your city and evangelism styles?
5. For more instruction, read [The Evangelism Team Guidebook](#) (sections: The Formation, Appendix).

2

ASSESS CURRENT LANDSCAPE OF EVANGELISM

Things to consider:

1. What great evangelism activity is already occurring in your city?
2. What are areas of need around evangelism in local churches?
3. Survey pastors and ministry leaders on the current state of evangelism in your area. Consider implementing LPA's city survey on evangelism.
4. Where do you see interest for more evangelism activity, training, and conversation in your city?

3 DETERMINE YOUR GOALS + A REALISTIC TIMELINE

Things to consider:

1. What expertise and passions (e.g. proclamation/relational evangelism, gospel conversation training, etc.) are represented on the team?
2. Where are areas of greatest need around evangelism and how do these align with the expertise and passion represented on the team?
3. Who is the audience for this project (e.g. pastors, everyday believers, business people, etc.)?
4. How will this project fit into the big picture of what you hope to achieve as an E-Team, and how will you measure your impact?

4 CLARIFY ROLES OF TEAM MEMBERS AS IT RELATES TO THE GOAL(S)

Things to consider:

1. Who will be the leader(s)/project manager of this project?
2. Do you need to include other leaders who have not yet been involved with the E-Team to accomplish this project?
3. How often should you meet until the project is accomplished?
4. Who is assigned for documenting and measuring impact?

5 EXECUTE + DOCUMENT ACTIVITY

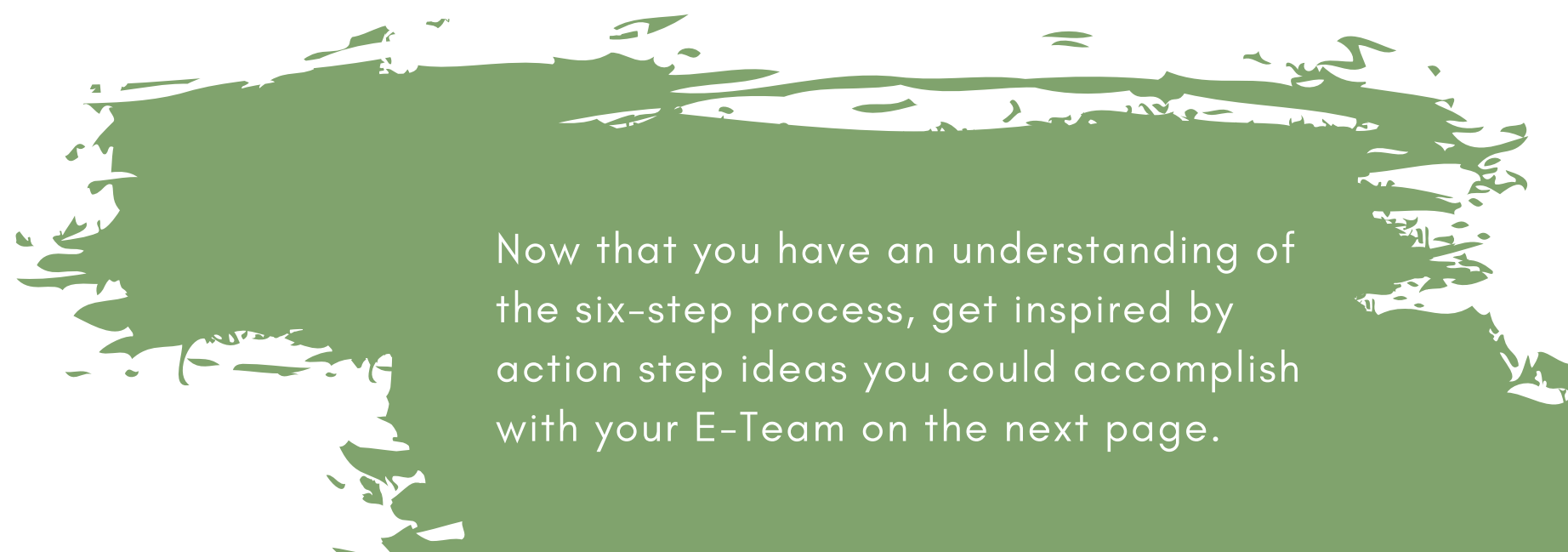
Things to consider:

1. How will you know if you have succeeded?
2. How will you know if you are getting off track?
3. Consider ways to document the project for replication.
4. How will you tell the story of the project to different audiences?

6 ASSESS IMPACT OF ACTIVITY + PLAN NEXT STEPS

Things to consider:

1. Did you stay focused on the original goal, audience and timeline?
2. Were team members in the right roles?
3. What measurable and quantitative impact did you affect?
4. How does this project point to the next project for the E-Team?



Now that you have an understanding of the six-step process, get inspired by action step ideas you could accomplish with your E-Team on the next page.



Action Step Ideas

NOW THAT YOU HAVE A TEAM,
WHAT COULD YOU DO?

CATEGORIES

LEARN YOUR CITY

EVANGELISM ASSESSMENT W/ LEADERS

EVANGELISM ASSESSMENT W/ EVERYDAY BELIEVERS

IN-DEPTH INTERVIEWS W/ PASTORS

INSPIRE AND EQUIP

CITYWIDE TRAINING W/ SPECIAL SPEAKERS

ADVANCE GROUPS

CITYWIDE TESTIMONY VIDEOS

UNIFIED SERMON SERIES ON GOD'S HEART FOR THE LOST/EVANGELISM

MOBILIZE TO EVANGELIZE

GOSPEL FESTIVAL

BILLBOARDS + SOCIAL MEDIA CAMPAIGNS

ALPHA GROUPS

GROUP EVENTS (WOMEN, MEN, YOUTH, PRISONS, ETC.)

OTHER IDEAS

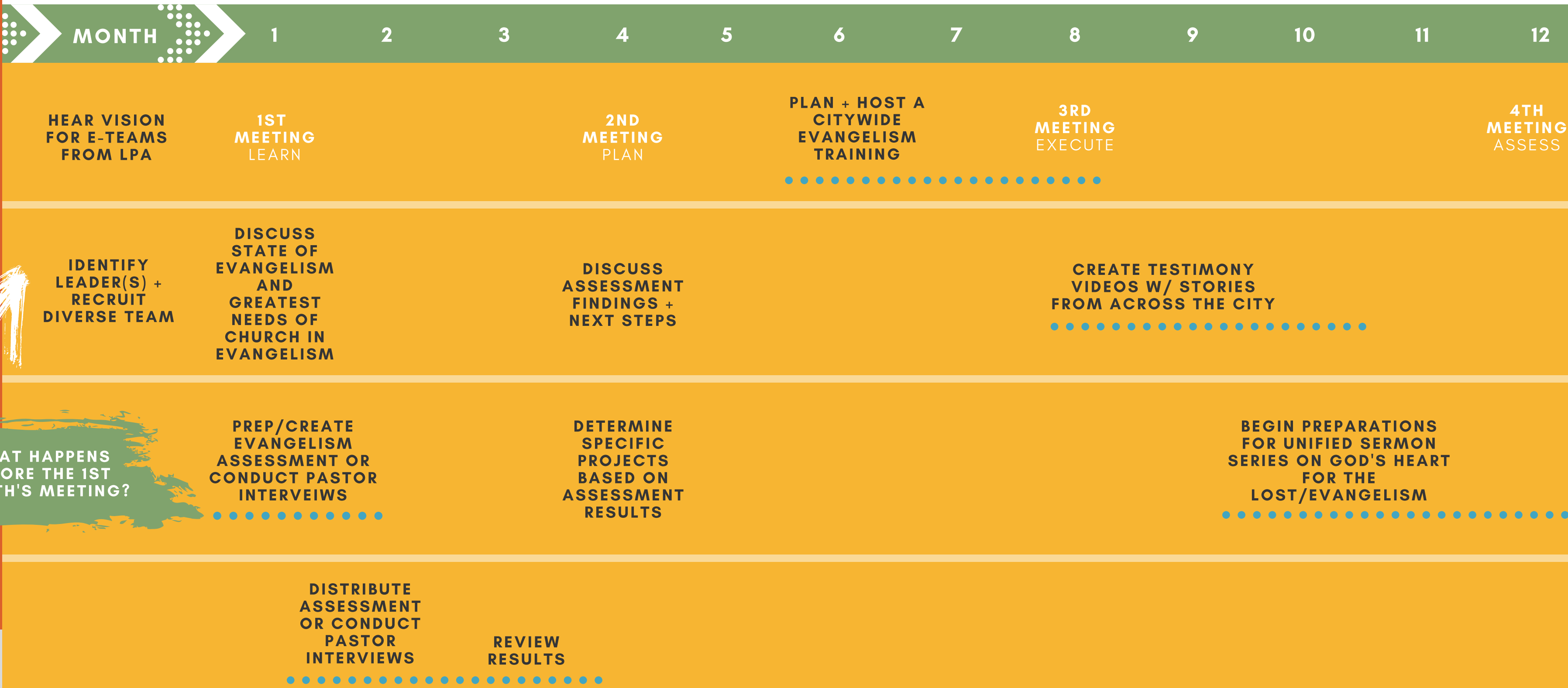
PASTOR COHORTS

ONLINE FESTIVAL

PRAYER CARDS + APPS

Example Timeline

NOW THAT YOU HAVE GOALS,
WHAT'S A REALISTIC TIMELINE?



Your Timeline

FILL OUT THE CHART WITH YOUR MEETING RHYTHM AND PROJECTS.

MONTH	1	2	3	4	5	6	7	8	9	10	11	12
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HEAR VISION FOR E-TEAMS FROM LPA

IDENTIFY LEADER(S) + RECRUIT DIVERSE TEAM

WHAT HAPPENS BEFORE THE 1ST MONTH'S MEETING?

Some of our Favorite Resources

PEOPLE AND ORGANIZATIONS WE RECOMMEND TO CONSIDER IN YOUR ACTION PLAN



LEARN ABOUT EVANGELISM

- Reviving Evangelism (Barna, Alpha)
- The Exchange w/ Ed Stetzer
- Ravi Zacharias International Ministries



INSPIRE + EQUIP

- Shaila Visser
- York Moore
- Eric Tim (artist/evangelist)
- Nick Hall
- Greg Stier (youth)
- Jordan Whitmer (youth)
- Bob Lenz (youth)
- Jose Duran
- Ricky Bolden
- Carrie Headington
- Hannah Gronowski
- Mark Mittelberg
- Jeremy + Audrey Roloff
- Hope with God
- Organic Outreach
- Advance Groups

Ideas from Other Evangelism Teams:

- Show + Tell Training
- Neighborhood Engagement Talks



MOBILIZE TO EVANGELIZE

- Stories of Hope - Palau Online Festival
- Palau Festival*
- Alpha
- How to Life Movement
- Dare 2 Share
- Life Promotions*
- Good News Initiative
- Generation Distinct
- Pulse
- InterVarsity
- CRU
- Young Life
- LifeLight



OTHER IDEAS

- All.America App
- 2+ Prayer Card (InterVarsity)
- Life in 6 Words App
- Bless Every Home
- Check out your own local organizations and resources!
- City Gospel Movements for podcasts and articles

*Potential costs may be associated with some resources.



CONTACT

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www.citygospelmovements.org/team

Website:

www.palau.org

www.citygospelmovements.org



checklist

- Form an Evangelism Team
- Assess current landscape of evangelism
- Determine your goals + a realistic timeline
- Clarify roles of team members as it relates to the goal(s)
- Execute + document activity
- Assess impact of activity + plan next steps
- BONUS:** celebrate a job well done!