

STRATEGIC EVANGELISM PLAN

INVENTORY - FORM 1

The *Inventory* walks you through the vital steps required to count the cost of evangelism. This must be a comprehensive and realistic look at the current position of the church as you consider making a commitment. It is very important that you provide as much information as possible. You will be challenged to state the mission of this church and determine the level of commitment the church has for evangelism. Here you will consider what you have, what you need, what it potentially may require of you to achieve the objectives. Here, you identify who you will be depending on to get these projects accomplished.

TARGET - FORM 2

The *Target* assists you in identifying targets and opportunities that give you the greatest platforms and people from which to do evangelism. Also it takes a look at what you are already doing that can be fitted to produce evangelism opportunities.

OBJECTIVES - FORM 3

The *Objectives* takes you through actual planning the work. Here you decide on and declare objectives for evangelism. At point, you will make the commitment to engage. This document will assist you to work out all the logistics that are required to reach the goals and achieve the objectives. You will provide a complete Action Plan for each of the selected objective.

RESOURCES - FORM 4

The *Resources* document requires you to think deeper about what you will need to accomplish the things to which you have committed.

PEOPLE - FORM 5

The *People* document exposes the heart of evangelism: people. This is the point of the mission that calls for a commitment and involvement from your membership.

EQUIP - FORM 5A

The *Equip* form looks at positioning your people for their place in the efforts.

MASTER PLAN - FORM 6

The *Master* form is the Master Strategic Evangelism Planning Document. It pulls together all of the parts and pieces into a complete package.

HERALD OF TRUTH - FORM 7

The *HTM* document provides an overview of the wide and various resources of the Herald of Truth Ministry available to Partner Churches, as well as MEA plan for the next two years. Suggestions of possible evangelism efforts that HTM can support. This document is how you can request ministry support from HTM.

II Corinthians 5:20

Herald of Truth

Share the story of Jesus.

STRATEGIC EVANGELISM PLAN

FORM 1 – INVENTORY

Use this page to plan the work, and continue on back if needed.

Prepared for: _____ CHURCH NAME _____

Prepared by: _____

This planning document covers the dates from _____ to _____.

Use one page for each objective.

START HERE

- Pray for it.
- Lead it.
- Encourage it.
- Equip for it.
- Engage in it.
- Fund it.
- Reinforce it.
- Celebrate it.

STRENGTHS	RESOURCES	PEOPLE
1. God	1. God	1. God
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
OBSTACLES	NEEDS	COST
1. Fear	1. Faith	1. Comfort
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.



Herald of Truth
Share the story of Jesus.

WHAT IS THE MISSION OF THIS CHURCH? _____

Circle one:

Yes or No: Is the leadership fully committed to the church's evangelistic mission?

Yes or No: Are we willing to try fresh approaches?

Yes or No: Are we committed to the participation of the entire congregation.

Yes or No: Will we align the ministries of the church to reach the lost?

Yes or No: Will we sustain the effort?

Yes or No: Will we commit to unwavering commitment to Christ and His Commission?

Yes or No: Will we commit to prayer and discipleship?

STRATEGIC EVANGELISM PLAN

FORM 2 – TARGET

Use this page to plan the work, and continue on back if needed.

Prepared for: _____

CHURCH NAME

Prepared by: _____

This planning document covers the dates from _____ to _____.

Use one page for each objective.

START HERE

Pray for it.
Lead it.
Encourage it.
Equip for it.
Engage in it.
Fund it.
Reinforce it.
Celebrate it.

TARGET IDENTIFICATION

within the community around the Church, the following locations present the greatest opportunity for evangelism. Select and list:

- ___ School(s):
- ___ Senior Center:
- ___ Community Center:
- ___ Hospital(s):
- ___ Youth Support:
- ___ Other: Jail/Prison, etc.

II Corinthians 5:20

OUTREACH OPPORTUNITIES

within the community around the Church, the following needs present the greatest opportunity for evangelism. Select and list:

- ___ Domestic –Clothing, Food:
- ___ Women:
- ___ Children:
- ___ Newcomers:
- ___ Elder Care:
- ___ Other:

Herald of Truth

Share the story of Jesus.

EXISTING MINISTRIES

within the community around the Church, the following needs present the greatest opportunity for evangelism. List here:

- 1.
- 2.
- 3.
- 4.

STRATEGIC EVANGELISM PLAN

FORM 3 – OBJECTIVES

Use this page to plan the work, and continue on back if needed.

Prepared for: _____ CHURCH NAME _____

Prepared by: _____

This planning document covers the dates from _____ to _____.

Use one page for each objective.

START HERE

Pray for it.
Lead it.
Encourage it.
Equip for it.
Engage in it.
Fund it.
Reinforce it.
Celebrate it.

OBJECTIVES

what you will do.

#___ Objective Description: We will....

Action Plan: How will you do it?

TRACKING

Goal(s) what you must do:

- 1.
- 2.
- 3.
- 4.

Resources: What will you use?

Needs: What will you need to provide?

People: Who will do this; who is in charge?

Cost: What funding is required?

How to write an action plan in seven easy steps:

- Step 1: Define your end goal.
- Step 2: List down the steps to be followed.
- Step 3: Prioritize tasks and add deadlines.
- Step 4: Set milestones.
- Step 5: Identify the resources needed.
- Step 6: Visualize your action plan.
- Step 7: Monitor, evaluate and update.

Date: When do we start? When do we are the goals? When are we finished?

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Share the story of Jesus.

II Corinthians 5:20

STRATEGIC EVANGELISM PLAN

FORM 5 – PEOPLE

Use this page to plan the work, and continue on back if needed. Plan one task per objective below.

START HERE:

Pray for it.

Lead it.

Encourage it.

Equip for it.

Engage in it.

Fund it.

Reinforce it.

Celebrate it.

Prepared for: _____ CHURCH NAME _____

Prepared by: _____

This planning document covers the dates from _____ to _____.

PERSONS ASSIGNMENTS AND TASKING

A. Objective No. _____ Date: _____ POC: _____

Project Name: _____

Person(s) Assigned with Tasking:

- 1.
- 2.
- 3.
- 4.
- 5.

Description of the Project and Expectation of each person.

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B. Objective No. _____ Date: _____ POC: _____

Project Name: _____

Person(s) Assigned with Tasking:

- 1.
- 2.
- 3.
- 4.
- 5.

Description of the Project and Expectation of each person.

STRATEGIC EVANGELISM PLAN

FORM 5A – EQUIP

Use this page to plan the work, and continue on back if needed.

Prepared for: _____ CHURCH NAME _____

Prepared by: _____

This planning document covers the dates from _____ to _____.

EQUIP
 Matthew 28:19-20
 1 Peter 2:9
 Matthew 4:19
 John 14:12-14
 Matthew 7:24

“to equip the saints for the work of ministry.”

– Ephesians 4:12

<p>PERSONAL TALENT ASSESSMENT</p> <ul style="list-style-type: none"> • Skills • Abilities • Personality • Gifts • Other 	<p>CONTACTS/PROSPECTS</p> <p>A.</p> <p>B.</p> <p>C.</p> <p>D.</p> <p>E.</p> <p>F.</p> <p>G.</p> <p>H.</p> <p>I.</p> <p>J.</p> <p>K.</p> <p>L.</p> <p>M.</p> <p>N.</p> <p>O.</p> <p>P.</p> <p>Q.</p>	<p>MINISTRY STRATEGY</p>
<p>PERSONAL PLATFORMS FOR MINISTRY</p> <ul style="list-style-type: none"> • Employment • Charity • Small Groups • Church • Associates • School • Social Circles • Social Media • Other 	<p>II Corinthians 5:20</p> <p>Herald of Truth</p> <p>Share the story of Jesus.</p>	
<p>PERSONAL SPHERES OF INFLUENCE</p> <ul style="list-style-type: none"> • Family • Mentorships • Friends • Neighbors • Co-Workers • Children/Youth • Students • Other 		
<p>ENGAGED IN EVANGELISM</p> <p>OBJECTIVE: Helping People Trust and Follow Jesus</p> <p>A MATURE DISCIPLE OF CHRIST WILL:</p> <ul style="list-style-type: none"> • Surrender to Christ • Submit to Christ’s Teaching • Support Christ’s People • Serve Christ’s Ministries • Share Christ 	<p>EQUIPPED FOR SERVICE</p> <ul style="list-style-type: none"> • For the work of ministry • Building up the body of Christ • Attain to the unity of faith • The knowledge of the Son of God • To mature manhood • The fullness of Christ • No longer children tossed to and fro • Speaking the truth in love • Grow up into Christ • Build itself up in love 	

STRATEGIC EVANGELISM PLAN – EQUIP (Form 5A – continued)

EQUIPPING FOR SERVICE

ENGAGED IN EVANGELISM

I will seek out the following resources to prepare for ministry:

I will commit to the following ministries:

I will commit to the following to prepare myself for ministry:



Herald of Truth

Share the story of Jesus.

STRATEGIC EVANGELISM PLAN

FORM 6 – MASTER

Use this page to plan the work, and continue on back if needed.

Prepared for: _____ CHURCH NAME _____

Prepared by: _____

This planning document covers the dates from _____ to _____.

OBJECTIVES What you will do:	OBSTACLES What you must overcome:
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RESOURCES Consider what it will take to accomplish the objective to which you have committed.	TRACKING Goal(s) what you must do:
---	--



COST What funding will you need?	PEOPLE Assignments and tasking:
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Herald of Truth
Share the story of Jesus.

STRATEGY How you will accomplish the objectives?
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STRATEGIC EVANGELISM PLAN

FORM 7 – HERALD OF TRUTH INFORMATION

Use this page to plan the work, and continue on back if needed.

Prepared for: _____

Prepared by: _____

This planning document covers the dates from _____ to _____.

Requested by: _____

Contact info: Email: _____

Phone: _____

II Corinthians 5:20

HERALD OF TRUTH

- NextGen Ministry
- Herald of Truth Evangelism Academy
- Mission: Evangelize Spanish America
- Media Resources
- Products
- Publication
- Event Support
- Campaigns
- Digital Missionary
- Online Bible Study
- Ministry Marketplace
- Geofencing
- Broadcasting

EVANGELIZE AMERICA CHURCH PARTNERSHIPS

How can your church get involved in this life-changing, groundbreaking endeavor?

SUPPORTING PARTNER – \$50/month

- Evangelize America website listing with church name, address, phone, email and contact information
- Partner data exchange from website contact forms
- Lease agreement for Mission: Evangelize America media use
- Ministry support for media (including graphics for your use online, social media, announcement slides, bulletin, etc.), seminars, etc.

CHARTER PARTNER – \$200/month

- All listed above, plus:
- Link to your church website
- Video welcome message for your website that is themed/branded with Mission: Evangelize America
- Follow up reports from online forms. We want churches to have the access to the people who are seeking.
- Limited modifications to the commercials and/or the ability to add on to the existing commercials per lease agreement requirements
- Two vinyl banners themed/branded with Mission: Evangelize America
- A set of 20 yard signs branded with Mission: Evangelize America
- Event support for an event you will host to bring people to your church

SPONSORING PARTNER – \$500/month

- All listed above, plus:
- Map with directions on our webpage to your building
- Link to your Sunday live stream
- Social media support with Mission: Evangelize America themes
- Billboard graphic for you to purchase billboard space in your area that is themed with Mission: Evangelize America
- Updated data reports and analysis as we receive more information from our Mission: Evangelize America partners
- Preferred first run of new commercials
- Church communication resources/support
- Increased number of signs to help spread the word about the campaign
- A video for your worship service announcements that is branded for your congregation and Mission: Evangelize America.

CONTACT

Ready to partner with us to save the souls of America? Perhaps you have more questions? Don't hesitate to contact one of us to find out more or discuss in more detail:

Greg Swindle
President
325-260-3836
gswindle@heraldoftruth.org

Joey Roberts
Vice President
325-201-8184
joey@heraldoftruth.org

MISSION: EVANGELIZE AMERICA



NEXT STEPS
A GUIDE TO WHAT TO DO NOW
THAT YOU'VE HEARD OUR PLANS



HERALD OF TRUTH
Share the story of Jesus!

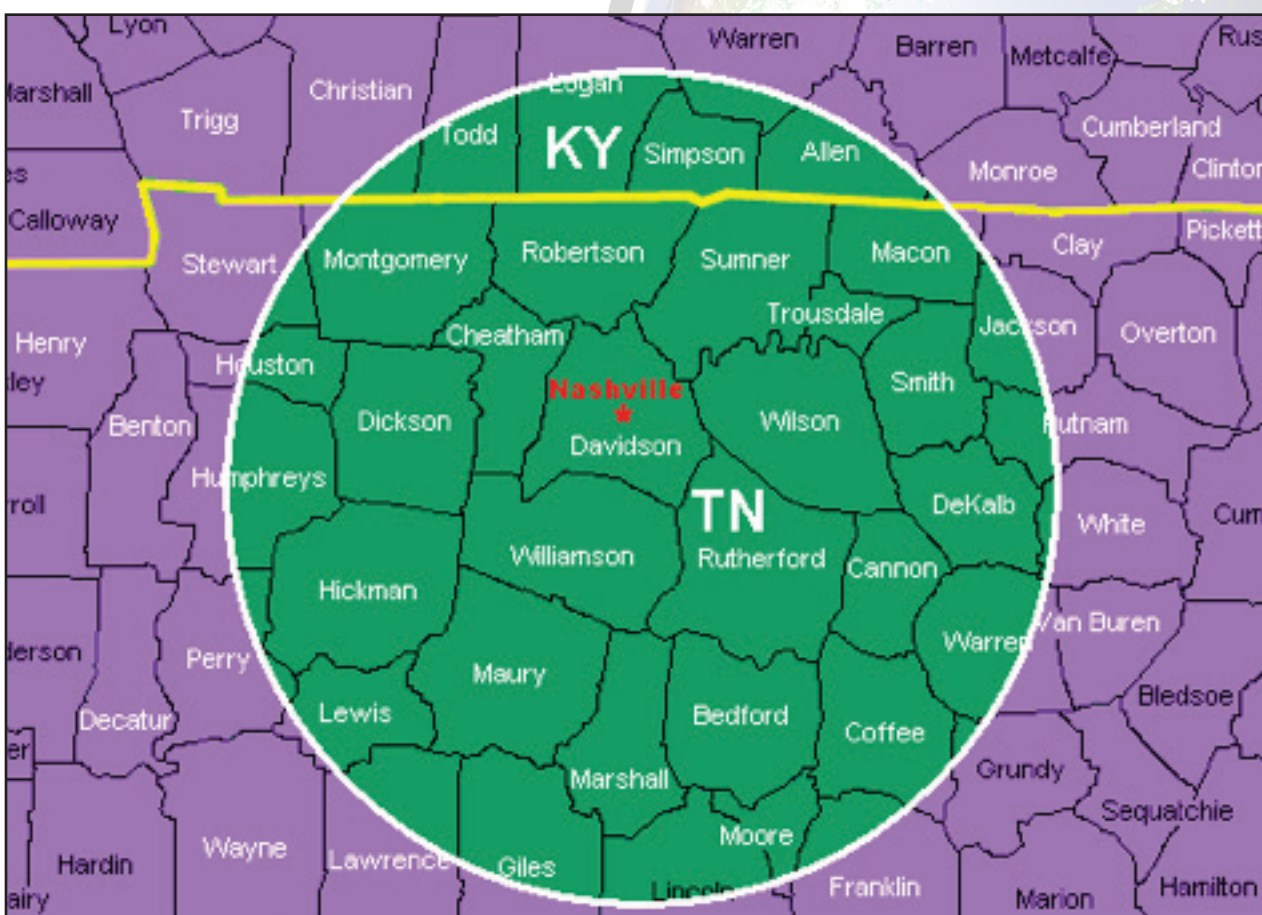
STRATEGIC EVANGELISM PLAN

CONSOLIDATED MEA STRATEGIC EVANGELISM PLAN – NASHVILLE (CONTINUED)



GEOFENCING

- Bethany
- Brentwood Hills
- Clarksville Highway
- Hillsboro
- Kingwood
- Mill Creek
- Northview
- Rivergate
- Salem Creek
- White Bluff



MISSION: EVANGELIZE AMERICA CHURCHES NASVILLE MARKET

- Wartrace Church of Christ, Wartrace, Tenn.
- Salem Creek Church of Christ, Murfreesboro, Tenn.
- Cross Point Church of Christ, Florence, Ala.
- Bethany Church of Christ, Ky.
- Graymere Church of Christ, Columbia, Tenn.
- Madison Church of Christ, Madison, Ala.
- Jefferson City Church of Christ, Jefferson City, Tenn.
- Bethel Church of Christ, Murray, Ky.
- Theta Church of Christ, Theta, Tenn.
- Clarksville Highway Church of Christ, Joelton, Tenn.

MONTHLY DONORS – CHURCHES NASHVILLE MARKET

- Knobb City Church of Christ, Russellville, Ky.
- Moss Church of Christ, Celina, Tenn.
- Martin Church of Christ, Martin, Tenn.
- Antioch Church of Christ, Readyville, Tenn.