

International Institute of Christian Ministries
PuE 103 – Preparing and Presenting
A Lay Evangelistic Series/
Using DVD Evangelism

SLIDE 1

Teaching Syllabus

Principles and Practice of Evangelism
By Bruce Johnston

Updated by May-Ellen Colón

Textbook:

Practical Evangelism Sermons & Soul-Winning Techniques for Pastors & Laymen, by
W.C. Scales, Sr. and Jr.

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INTRODUCTION

It is imperative that young men preparing for the ministry have not only a clear conception of the message they are to bear, but also a thorough training in the principles and methods of effectively bringing people into proper relationship to that message that they may be constrained to commit their lives to the living Christ and to unite with His commandment-keeping church. This course is prepared with the assumption that the knowledge of principles must be supplemented by instruction in proven methods. It is no more likely that a minister will become an effective soul-winner without laboratory experience in methodology than it would be for a doctor to become a skillful physician without training in practical methods.

This syllabus has been prepared with the practical purpose of sharing with students and young pastors methods of evangelism that have been tried and tested in the crucible of experience. It is written from the point of view of helping a young minister in charge of one or more churches to fulfill the commission of Jesus to evangelize. The role of the pastor leading his church in evangelism is emphasized throughout. It is not designed to preclude instruction for full-time evangelistic work. Though it is not slanted toward the preparation of a full-time conference evangelist, the syllabus attempts to include the essential principles and methods that form a foundation upon which it is possible to build the quality and quantity of experience necessary to enter into that important phase of ministry.

SLIDE 5 The Aims of the Course.

The primary aims of the course are fourfold: to **impart information** by lectures, demonstrations, and reading; to allow occasion for **observation** and **evaluation** of evangelistic programs in the field; to provide opportunity for learning by **participation in the activities of an actual evangelistic series** conducted along the lines suggested in the syllabus; and to **inspire** by a contagious atmosphere of enthusiastic evangelistic

concern in the classroom and in the field.

SLIDE 6 The Study Plan.

Each unit covers a separate topic with a stated objective summarizing the goals to be achieved in the study of the unit. The lesson is written in outline form with reading references supplementing the materials presented in the outline. Class lectures will expand and apply the information included in the lesson units. Projects of a practical nature intended to contribute to the students' understanding of the course content may be assigned at the discretion of the instructor.

SECTION I
PRE-CAMPAIGN PREPARATION

UNIT ONE

The Challenge of Evangelism

UNIT TWO

Creating an Evangelistic Atmosphere

UNIT THREE

Organizing the Church for Evangelism

UNIT FOUR

Preparing the Field for a Harvest

UNIT FIVE

Planning the Campaign

UNIT SIX

Securing Names and Addresses for Visitation

UNIT SEVEN

Finding the Place of Meeting

UNIT EIGHT

Preparing the Budget and Handling the Finances

UNIT NINE

Advertising and Publicity

UNIT TEN

Reviving the Church

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INTRODUCTION
TO
UNIT ONE

THE CHALLENGE OF EVANGELISM

The functional roles of the minister are many and important, but the most vital work of all is to lead men, women, and children to surrender their wills to the Lord Jesus Christ. It seems trite to reiterate something that is so obvious as this, but it is astonishing how quickly this most essential work of the ministry can be sidetracked for less important, but perhaps more insistent, demands upon the minister's time. If the challenge of evangelism does not rest heavily upon the minister's heart, it is unlikely that it shall upon the laity.

The necessities of the material world and the mundane functions of the church's institutions clamor for the undivided attention of ministry and laity alike. The keen edge of evangelistic concern is dulled by disproportionate attention to matters of policy and organization. The candid observer is forced to admit that direct evangelistic endeavor does not hold highest priority among the ministry today.

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The challenge the church faces is a staggering one that grows more complex daily. Favorable times with corresponding opportunities are passing and the work is being hedged about on every side. What is left undone today through the influence of conservatism will be much more difficult to accomplish tomorrow.

The church is in desperate need of a renewed vision of its primary task. Men are wanted who are possessed with the passion to see the work of God finished speedily—men of balance who will not shirk the responsibilities of organization and policy, but who have courage to put them in their proper places to serve the secondary roles for which they were designed.

The power of God is available in all its abundant supply for the finishing of the work now. **A concerted thrust by a million dedicated Seventh-day Adventists who are**

consumed by the desire to see Jesus return could make an immeasurable impact on the whole world in a year's time.

There are many obstacles and hindrances to impede the proclamation of the message. Humanity is greatly limited. Yet the only serious obstacle is our own reluctance to claim the promises of God. When the church moves out in response to the command of Christ, the message will spread very rapidly and Jesus will soon return.

UNIT ONE
THE CHALLENGE OF EVANGELISM

SLIDE 9 Purpose of the Study.

To confront the student with the immensity of the task of the church and to open before him the boundless resources for its accomplishment.

SLIDE 10 Study Outline.

- I. The endeavor to carry out the command of Jesus to His church to **evangelize the world** is a titanic undertaking.
 - A. The scope of the responsibility is tremendous.
 - 1. Every nation of the world is to be entered.
 - 2. The great cities of the world are to be warned.
 - 3. Every individual is to hear the invitation.
 - B. The hindrances to the task are many and complex.

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- 1. There are hindrances without:
 - a) The population explosion.
 - b) International conditions.
 - c) Ignorance.
 - d) Prejudice.
 - e) Indifference.
 - f) Intellectual obstacles.
 - g) Social ties and conformity

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- 2. There are hindrances within:
 - a) Worldliness.
 - b) Apathy.
 - c) Ignorance.
 - d) Lack of faith.
 - e) Failure to live sacrificially.

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- C. The human resources are diminutive.
 - 1. The size of the church is relatively small.
 - 2. The present financial income of the church is not sufficient for the accomplishment of the task by human means.
 - 3. Human resources at best have decided limitations.

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- II. The command of Jesus to his church to evangelize the world carries with it the assurance of power for its consummation.
 - A. Every command of God is a promise.
 - 1. God holds Himself responsible to supply all the resources for the accomplishment of His commands.
 - 2. God holds man responsible for obedience and not for results.
 - B. The presence of Jesus for power is promised to the end of time.
 - 1. God has made abundantly sufficient provision for the completion of His work.
 - 2. Through the Holy Spirit the boundless resources of the grace of Jesus are within the reach of the church.
 - 3. It is the privilege of the church to lay hold on omnipotence.

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- III. God predicts that the command will be obeyed and the objective realized.
 - A. The Bible says that the work of God will be finished.
 - 1. Jesus assured it to His disciples. (See Matthew 24:14)
 - 2. Paul was convicted of its certainty. (See Romans 9:28)
 - 3. The Scriptures throughout are positive in their assertions that God's plan will triumph.
 - B. When the church responds, God will move mightily and the message will spread with great rapidity.
 - C. Heaven is waiting for man's response.

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Required Reading.

- 1. Walker, Alan The Whole Gospel to the Whole World, pp. 20-30.
- 2. White, E.G. Evangelism, pp. 1-24; 692-707.

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Related Reading.

1. Bader, Jesse M. Evangelism in a Changing America, pp. 111-124.
2. Templeton, Charles B. Evangelism for Tomorrow, pp. 3-46.
3. Walker, Alan The Whole Gospel to the Whole World, pp. 108-116.

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INTRODUCTION
TO
UNIT TWO

CREATING AN EVANGELISTIC ATMOSPHERE

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The power in the flow of a river may be realized in two distinct ways. One may experience the exhilaration of a mighty current lifting and impelling him toward his destination, or he may encounter the helpless feeling of discouragement that comes as he attempts to swim against the overwhelming force of the stream. **The pastor's plans for evangelism are doomed if the church members do not move with him in the endeavor, but if they move in concert they become a mighty force for accomplishing the work of God.**

The evangelistic challenge that faces any church is too large for one man. The very nature of the matter demands that every person possible be enlisted for service. A united movement of laity, church officers, and ministry is God's ordained way of reaching the world, and success will elude the one who bypasses the indications of providence. It is therefore imperative that the pastor seek every avenue possible to heighten in the hearts of church members' personal concern for people and their salvation.

The power of personal influence has not yet been fully realized by the ministry or laity. Whether he possesses great or inferior gifts, every Seventh-day Adventist has a great potential in personal witness. The key to evangelistic power lies in the hands of the laity. A church giving dedicated support to the evangelistic program will realize a proportionate growth in membership and spiritual power. If, on the other hand, a church is apathetic the opposite result will be effected. The indifference of the world toward the gospel is not nearly so great a factor in evangelistic ineffectiveness as lack of concern within the church. It is incumbent upon the pastor to do all in his power to help arouse the church and guide it into concerted service for the Master.

UNIT TWO
CREATING AN EVANGELISTIC ATMOPHERE

SLIDE 20 Purpose of the Study.

To explore the avenues that a minister has access to in preparing his church psychologically for an evangelistic endeavor.

Study Outline.

- SLIDE 21**
- I. There are three processes in transmitting an evangelistic bias to the church They are:
 - A. **Education.**
 1. The most essential education is effected through the teaching and preaching of the gospel of Jesus in the setting of present truth.
 - a) An understanding of the times in the light of Bible prophecy will help our people to be aware that it is “high time to awake out of sleep” (See Romans 13:11), and to “earnestly contend for the faith that was once delivered unto the saints” (See Jude 3).
 - b) It is a vital necessity to ever keep before the people that time is short.
 2. In order to accomplish the essential education of the church members, the minister must feed the people with the diet of heaven and not be sidetracked by lesser issues.
 - B. **Inspiration.**
 1. The minister will seek to inspire by preaching in such a persuasive manner that he reaches the hearts and stirs a compassion for souls.
 2. Members are inspired when the minister shares soul-winning experiences with them.

3. One of the most effective ways of inspiring church members to engage in soul-winning is to encourage testimonies by those members who are winning souls.
 4. The minister's own life must speak eloquently that he is a winner of souls.
- C. Communication.
1. It is important to communicate sufficient knowledge to our people so that they may know how to co-operate.
 - a) This should include what the minister intends to do.
 - b) It will also reveal what is expected of the member.
 2. One sure way to fail is to take for granted that the members of the church already have sufficient understanding to co-operate intelligently
 - a) It is not enough to merely announce a program.
 - b) People are more often willing to co-operate, but need to know how.
 3. There are five ways to communicate knowledge to the church members:
 - a) By sharing plans with the church board and publishing actions.
 - b) By talking with members in home visitation.
 - c) By sending out pastoral letters.
 - d) By using the missionary service to explain plans to the congregation.
 - e) By having a Sabbath afternoon rally for explanation and inspiration.
 4. An enlightened church will more likely be a co-operative church.
- II. The church board is an important factor in transmitting a soul-winning bias to the church.
- A. The church board is the missionary board of the church.
1. The church board is more than an instrument of business

administration.

2. The primary function of the board is to encourage soul-winning endeavors by church members.
- B. The wise leader enlists the support of this organization.
1. He becomes known to the church board member as a winner of souls from the very outset.
 2. He shares and makes plans with them.
 3. He lays the organizational foundation for evangelism through them.
 4. He encourages the board members to publicize evangelistic plans to the members of the church.

Required Reading.

1. Walker, Alan The Whole Gospel to the Whole World, pp. 85-94
2. White, E.G. Evangelism, pp.25.52.

Related Reading.

1. Bader, Jess M. Evangelism in a Changing America, pp. 53-68.

INTRODUCTION
TO
UNIT THREE

ORGANIZING THE CHURCH FOR EVANGELISM

It might be said of thousands of church members that they are willing but waiting. The resources of the church have hardly been tapped and not all the blame should be laid upon the laity. There are many talented people who sincerely want to do their part in winning souls and co-operating with an evangelistic program, but they do not know how to do so. They are often urged to do more to help win souls. Officers are instructed to make their departments evangelistic, but they experience frustration in facing a general responsibility for which they have received no specific information or inspiration.

Soul-winning is not automatic and one does not become infused with knowledge and skill at conversion. Sincere and dedicated officers may lack knowledge of methods. It is well for the minister to remember the many years spent in training and the trial and error involved in forging workable methods. It will then become his burden to organize and train his church for the responsibilities he wishes them to carry.

Every department of the church has as its central responsibility the saving of souls; and every department, if properly harnessed, may become an avenue to lead some person to Christ.

Some ministers refrain from evangelism because they feel that they cannot carry on without an evangelistic team. This rationalization fails to recognize the potential of the church. If responsibilities are delegated and the church members given specific instructions they may become the evangelistic team.

UNIT THREE
ORGANIZING THE CHURCH FOR EVANGELISM

Purpose of the study.

To examine the soul-winning avenues within the structure of church organization and to suggest means of harnessing the laity for campaign responsibilities.

Study Outline.

- I. The first step in organization is to lay the responsibility of soul-winning upon the officers of the church.
 - A. A most effective way of accomplishing this is to conduct a training program for church officers right after the new ones are elected near the end of the year.
 1. The program will have added meaning if something special is planned.
 - a) An evening banquet is excellent.
 - b) A Sunday morning breakfast may prove best under some circumstances.
 2. Helpful instruction is given by the pastor following the fellowship meal.
 - B. The responsibilities of the officers are enumerated:
 1. Elders.
 - a) The elders of the church are associate pastors.
 - b) It is their responsibility to foster missionary activities among the church members.
 - c) They are men/women of counsel and insight who can assist in lifting the load of the pastor.
 2. Deacons and deaconesses.
 - a) These are the church visitors.

- b) They promote the care of the needy.
 - c) The deacons take responsibility of the physical features of the church, thus freeing the minister for soul-winning.
3. The Adventist Youth Society.
- a) The Adventist Youth Society has a two-fold objective:
 - (1) To save youth from sin.
 - (2) To guide youth in service.
 - b) The youth will be encouraged to conduct Voice of Youth evangelistic meetings.
 - c) The young people may assist in meetings conducted by the pastor.
 - d) The officers are instructed to revitalize the missionary bands.
 - e) Through wholesome social activity they may provide “something better” to attract youth to the church.
4. Public Relations secretary.
- a) This secretary may help in publicizing the coming evangelistic series.
 - b) Sermon reports can be written up and submitted for publication.
 - c) He/she can slant articles to interest people in coming to the Seventh-day Adventist church.
5. Personal Ministries department.
- a) It is the responsibility of this department to help train members to give Bible studies and conduct cottage meetings.
 - b) The emphasis of this department should be upon souls and not goals.
 - c) The pastor will suggest that all campaigns be promoted on the basis of spiritual appeals.
 - d) He will ask them to promote literature distribution and other soul-winning activities.

- e) The department will be instructed to make careful plans to follow through on all activities.
6. Clerk.
- a) The clerk will help supply names of backsliders and missing members.
 - b) The pastor may ask her to keep a file of names for evangelistic circularization.
7. Treasurer.
- a) It is the responsibility of the treasurer to keep the pastor informed of the spiritual indication of the giving habits of members.
 - b) He may be selected to keep the effort finance books.
8. Pathfinder Club.
- a) This organization may be a powerful factor in drawing children to the church.
 - b) It can help stem apostasies by a positive program of creative activity.
9. Greeters.
- a) The greeters are to create a friendly atmosphere at the church door.
 - b) They will register the names of visitors.
 - c) They will turn these names to those responsible for visiting guests.
10. Musicians.
- a) It is the privilege of the musicians to plan music that will soften the hearts of those who attend church.
 - b) They can transmit a message and testimony in music.
11. Health Ministries.
- a) Health Ministry is to be an “entering wedge” in the community.
 - b) Videos and DVDs that promote stopping smoking and/or

illegal drugs may be shown to public schools and service clubs.

- c) Health Ministries teams are to be sponsored to conduct programs.
- d) The Health Ministries organization may provide spiritual help as well as instruction for those quitting habits.
- e) The health work is to be the “right arm” of the message.
- f) Professionally trained personnel will be encouraged to give health talks and demonstrations.
- g) If there is a doctor in the congregation he will be “tactfully” solicited to co-operate with the pastor in helping those needing spiritual counsel.

12. Adventist Community Services/ Dorcas society.

- a) It is the privilege of Adventist Community Services to extend a “cup of cold water” wherever possible.
- b) They are to foster welfare among the needy.

13. Sabbath School department.

- a) The officers of the Sabbath School will be encouraged to seek to develop an evangelistic bias in all that is done.
- b) They are to emphasize the true purpose of the Sabbath School: winning souls through the study of the Scriptures.
- c) The four focus points of Sabbath School are: study of the Word; fellowship; community outreach; mission emphasis.
- d) The officers will do all within their power to attract visitors.
- e) Branch Sabbath Schools may be conducted.

14. Religious Liberty department.

- a) The secretary of this department will endeavor to acquaint professional people with the issues of religious liberty through *Liberty* magazine.
- b) He will co-operate with the pastor in inviting influential people to church when Religious Liberty is the theme of the

Sabbath program.

15. Home and School Association.

a) The church school is one of the greatest soul-winning agencies.

(1) According to a General Conference survey, Seventh-day Adventist Youth at the Mid-Century, (Review and Herald Publishing Association), approximately 88% of church youth remain in the church if they attend church related schools all the way through their education.

(2) The same survey indicates that approximately 88% drop out of the church when they attend public schools for their entire education.

b) The slogan of the church should be: "Every school age child in the church school."

II. The second step is the organization of the evangelistic committees.

A. Qualified laymen are selected to head or serve the various committees.

These committees include:

1. Music.
2. Treasurer.
3. Advertising and Publicity.
4. Literature.
5. Ushers.
6. Platform
7. Visitation.
8. Secretarial.
9. Maintenance.
10. Grounds and Parking.
11. Records and Reports.
12. Follow-up.

B. An organizational meeting of the chairmen of the committees is convened

for the purpose of outlining the specific responsibilities in careful detail.

1. Oral instructions are given.
2. Mimeographed instruction sheets are handed to each chairman.
3. Each chairman becomes responsible to meet with his committee to implement the instructions.

Required Reading.

1. Archibald, Arthur C. Man to Man, pp. 73-84.
2. White, E. G. Evangelism, pp.93-110

Related Reading.

1. Sweazy, George Effective Evangelism, pp. 183-198.

INTRODUCTION
TO
UNIT FOUR

PREPARING THE FIELD FOR A HARVEST

In the natural world there is an inexorable law of the harvest that cannot be overlooked by the one who wishes to reap abundantly. Simply stated it is this: sowing must precede reaping. One reaps what he sows; one often reaps more than he sows; one may even reap what others sow; but without sowing no one reaps anything. Common sense demands that the winner of souls follow the spiritual parallel in working toward a continuing harvest of people for the kingdom of Christ.

Sowing seed is a hard and expensive part of farming. The very best of the former year's crop is seemingly wasted by being thrown into the soil. Yet there will be no harvest without the preparation. Neither will the harvest yield its optimum if the field is not cultivated and cared for painstakingly until the time of harvest. The church may tend to chafe under the expenditure of time and means that do not seem to yield immediate results, yet they will rejoice to see that the law of the harvest has unfailingly voted in their favor in the end.

A variety of possibilities present themselves for ready use in laying groundwork for a harvest and scores of other ways are waiting to be discovered.

The instruction of Unit Four should not be misconstrued as suggesting delay in beginning an initial series of evangelistic meetings in a new district. It is not necessary to be on the ground for a year getting acquainted with the problems and seeking ways to sow seeds for a future harvest. It is best to launch a series of meetings as soon as one moves into a new district. The impact of this series will rally the support of the church members far better than any other plan. It will be much easier to enlist their help in the plans suggested in this unit after they have witnessed a successful series of meetings and have experienced the joy that comes in seeing souls won to

Christ. New members will bring new life to the church and will widen the circle of the church's influence. There will be an eagerness to see others won and the church will more readily become enthusiastic about laying the groundwork for another harvest.

A cautious approach will actually work against the new minister in the end. Problems will multiply and become magnified. Habit grooves become more fixed with passing time, making it exceedingly difficult to allow time for the additional burden of an evangelistic series. Church members build an image of their preacher in a pastoral role and will not as readily become enthusiastic about the prospect of meetings.

The ways of sowing suggested in this unit will prove invaluable to increase the harvest, not by sporadic, short-lived spurts of activity before a coming series, but by a continuing process of sowing that will mature through the years, ever insuring a harvest for periodic public series of reaping meetings.

UNIT FOUR
PREPARING THE FIELD FOR A HARVEST

Purpose of the Study.

To explore a variety of possibilities for a continuous program of preparation for a harvest.

Study Outline.

- I. A careful preparation of the field precedes a harvest.
 - A. A large harvest can be expected if the field is prepared in advance
 - B. The law of the harvest will be revealed in the results.
 1. Much seed=much harvest.
 2. Little seed=little harvest.
 3. No seed=no harvest.
 - C. The ideal preparation of the field consists of four steps:
 1. Every church organized for soul-winning.
 2. Every church member assigned his post of duty.
 3. Every home visited by the church members.
 4. Every person acquainted with the Advent message.
- II. The most successful preparation will include several different methods.
 - A. The religious interest survey is a successful way to open homes for Bible studies.
 1. The purpose of the survey is to discover all those in the community who are interested in learning more about the Bible.
 2. The church members are carefully instructed before visiting the homes in the area.
 - a) The procedures and materials are thoroughly explained.
 - b) Printed canvasses are supplied for the members to memorize.

3. The visiting teams are given the survey sheets and territory is assigned.
 4. When a person is found who is interested in studying the Bible, he is invited to receive studies or to enroll in a correspondence course.
 5. It is imperative that this plan be followed through with Bible studies or follow-up visits.
- B. The Bible Chain Class plan developed by Elder J. B. Church has been very successful in laying a groundwork for evangelistic meetings.
1. A list of names is secured over a period of time.
 2. The pastor visits the homes and sets up appointments for lay instructors.
 3. Instructors all begin the same week so that a unified program can be terminated with a graduation on a pre-determined date.
 4. The book, Bible Readings for the Home, (Review and Herald Publishing Association), and the Bible Chain Class booklet are the materials for the class.
 5. The Bible Chain Class continues for ten weeks.
 6. Twelve weeks after the date of opening, a graduation is planned to coincide with the beginning of a short series of decision meetings.
 7. The whole plan may be followed by the pastor's Advanced Bible Chain Class.
 - a) This class is conducted at the Sabbath School.
 - b) The lessons are planned to cover the fundamentals of Adventist belief in preparation for baptism.
 - c) If the pastor cannot conduct the class, a qualified layman may be selected.
- C. One of the best ways of breaking down prejudice and securing friends for the church is the Friendship Team plan.
1. The pastor secures names for the Friendship Teams to visit from various sources:
 - a) Backsliders.

- b) Bible course interests.
 - c) Relatives of members.
 - d) Friends of church members who are favorable to the teaching of the church.
2. An organizational meeting is conducted six weeks before the opening of the evangelistic series.
- a) Three o'clock on Sabbath afternoon is a good time for organization.
 - b) The entire group is allowed to divide into teams of two.
 - c) Groups of ten teams are assigned to a responsible church leader called a Group Captain.
 - (1) He will be responsible for assigning names to the teams under his direction.
 - (2) He will check each week to receive reports from the teams and to encourage lagging members.
 - d) Four names are assigned to each team.
 - (1) Some enthusiastic teams will want more, but four will be the limit.
 - (2) If more names are assigned, the teams will find it difficult to make all the calls each week and may become discouraged.
 - (3) It is stressed that there may be several call-backs necessary in order to find a person at home.
 - e) The pastor explains the approach to the teams.
 - (1) Each name is to be visited once each week for four weeks.
 - (2) The date and time of the call are to be recorded along with any pertinent information that may prove helpful on subsequent calls.
 - (3) Calls should be brief and very friendly.
 - (4) Every call should have a reason. The reason may be

stated on arrival to help put the host at ease.

3. Each Friendship Team makes four weekly visits to the four names on its list.

- a) The purpose of the first call is to become acquainted.
 - (1) The first step is to smile and introduce each other.
 - (2) After the introduction one of the team members may say, "We are a team from the Seventh-day Adventist church. Our pastor asked us to visit four people. We chose you because we understand you used to be a member of the church (or are a person who is interested in the Bible, or whatever is appropriate to the particular case). We just want to drop in to say hello."
 - (3) Visit with the person for not more than five minutes on any current topic of interest.
 - (4) No religion is discussed, no invitation is extended, and no prayer is offered unless requested.
 - (5) The purpose of the visit is to be friendly and to make a friend if possible.
- b) The second visit one week later drops a seed-thought concerning a coming series of meetings.
 - (1) In the course of conversation the team mentions that the church is having an expert in Bible prophecy give a series of lectures in a few weeks.
 - (2) The mention of the meetings is woven into the conversation casually as a news event.
 - (3) Nothing more is said about the meetings and no invitation is given to attend.
 - (4) The visit is just another friendly five-minute call with no discussion of religion.
- c) On the third call the team takes a handbill that announces

the coming series of meetings.

- (1) The spokesman for the team may say, "We just received some printed material on the Bible lectures that will begin in a couple of weeks. We just stopped by to leave one with you in case you should be interested."
 - (2) Another friendly five-minute visit follows.
 - (3) Religion is not discussed and no invitation is given to attend the meetings.
 - (4) The team keeps uppermost in their minds that they are seeking to win this person by friendliness.
- d) From one to three days before the opening meeting the fourth visit is made with the express purpose of inviting the friend to the meeting.
- (1) If there are printed formal invitations, one is left.
 - (2) The friend is given a very enthusiastic invitation to attend.
 - (a) The team lets him know that it means a great deal to them personally for him to attend.
 - (b) The team offers to provide a ride if he has no way to get to the meeting.
 - (3) This visit is very short and the team does not stay to talk.
- e) In the following weeks, friendly calls are continued to encourage attendance at the meetings.
- (1) If the individual shows real interest in the meetings, the team will report it to the evangelist.
 - (2) If the party manifests no interest, the calls may be terminated as it is deemed advisable by the team.
 - (3) As long as there is a bond of friendship, the visits should be continued.

4. The Group Captain calls each team each week to get a report and he in turn reports the progress of his group as a whole to the pastor.
 5. It is sometimes desirable to continue the three o'clock meeting each Sabbath afternoon to keep the program rolling.
 - a) Discouraged or backward team members can be encouraged.
 - b) Experiences related by the various teams will be inspiring to all.
- D. The printed page is always an important means of preparing the field.
1. There are two approaches to preparing the field through literature.
 - a) The long range approach consists in delivering literature to the door or sending it to a mailing list for a long period of time.
 - b) The short range plan is used as an immediate interest arouser.
 - (1) Five selected tracts are secured in quantity sufficient to cover the area desired.
 - (2) The members are assigned territory for weekly distribution to the same homes.
 - (3) The plan is launched six weeks before the evangelistic series is to begin.
 - (4) The members go to the same homes and attempt to become acquainted with the people.
 - (5) On the sixth visit a handbill is taken and an invitation is extended to attend the opening meeting.
 - (a) The invitation must be specific and enthusiastically extended.
 - (b) It is important to offer a ride to the meeting.
 - (6) The public series begins the same weekend and preferably the same day that the sixth call is made.

- E. The “It is Written” television series is proving to be an outstanding feeder for public meetings.
1. The initial thrust of the program is the telecasting of thirty-nine full message films which present an evangelistic series via TV.
 2. After the program is under way, a study guide entitled “Take His Word” is offered to the public.
 3. There is a unified lay participation in this plan.
 - a) The first six study guides are sent by mail two at a time in ten day intervals.
 - b) The seventh and eighth are delivered in person by a trained layman.
 - c) The next three sets of two are sent by mail at the usual ten day interval.
 - d) The fifteenth and sixteenth are delivered personally by the same layman.
 - (1) The enrollee has now had three lessons on the subject of the Sabbath.
 - (2) The layman will be prepared to answer questions that may be asked.
 - (3) The layman evaluates the interest.
 - (4) He gains the confidence of the enrollee and seeks to become a friend.
 - (5) If the enrollee indicates a favorable response, he is invited to attend church.
 - e) The study guides are continued alternately by mail and by person according to a pre-arranged pattern.
 4. There is a special course entitled “Paths to Decision” designed to teach the lay visitors the techniques of soul-winning.
 5. Near the completion of the series of the telecasts a public series of decision meetings is conducted.
 6. The “It Is Written” program is a conference project and should be

planned only in counsel with the conference president and the local conference committee.

7. Further materials describing the program in detail may be secured from "It Is Written" (<http://iiw.org>)
- F. Radio and television programs conducted by the one who will present the series of meetings will prove helpful in building an interest for the meetings to come.

Required Reading.

1. Chastain, Theron We Can Win Others, pp. 90-92.
2. Dean, Horace F. Visitation Evangelism Made Practical, pp. 67-76.

INTRODUCTION
TO
UNIT FIVE

PLANNING THE CAMPAIGN

Hesitation and indecision will cripple the effectiveness of even the most talented individual. Groping one's way through a campaign wondering just what will happen next will prove a prodigal expenditure of nervous energy with little or no returns to justify the expense. It is especially important for the beginning worker to decide upon plan of action that incorporates the entire series and then begin at once to implement it.

It will be found wise to follow the plan of a successful evangelist who has discovered through experience workable methods for winning souls. An evangelistic series that utilizes the total potential of the church is a complex operation involving many details not easily perceived except by experience. It is therefore best for the beginner to pattern his plans for the entire series on those of the experienced man. By so doing he will avoid delay which is an ever present temptation plaguing the ministry. Like the doctor in training who spends many years practicing the techniques developed by other skilled men, he will develop as he gains in experience, adapting and applying originality to improve.

A view of the total series in perspective will help ease the tensions by anticipating needs before the pressure of the campaign forbids careful, unhurried attention to them. Day by day, or even week by week planning keeps the worker in a constant state of anxiety. It is much better to plan them in advance of the opening night. Emergencies may arise, contingencies may dictate change, but it will be easier to adapt than to invent when a crisis does occur.

UNIT FIVE
PLANNING THE CAMPAIGN

Purpose of the Study.

To help create an awareness of the total needs of the effort by viewing it in perspective.

Study Outline.

- I. The first step in planning is to select a workable plan of evangelism.
 - A. It is necessary to choose the type of series to be conducted.
 1. Two-week series.
 2. Three-week series.
 3. Long series—three months or more.
 - B. For the beginner it is well to follow a successful evangelist's plan.
 1. A false sense of originality will delay and hinder.
 2. Originality may be used in adapting methods that have been tried and found successful.
 3. The beginner will seek to discover the reason why a man's methods work.
 4. That which is built around another man's personality alone should be eliminated.
 5. The beginner will develop as he gains in experience, adapting and using originality to improve.
- II. Every detail of the entire series should be carefully planned ahead.
 - A. A perspective view of the entire series will insure the inclusion of all the significant areas requiring advance planning.
 1. The needs of the community are examined.
 2. The condition of the church is considered.
 3. Advertising needs are ascertained.

4. The need for progressive topics leading to a climax is studied.
 5. Equipment and supply needs are determined.
 6. Dates for baptisms are considered.
 7. Methods for binding off and following through are explored.
- B. Specific plans for the entire series are made in advance.
1. Every aspect of the series must be coordinated.
 2. Needs must be anticipated before deadlines approach.
 3. Supplies should be ordered with sufficient time to allow for unavoidable delay.
 4. It is necessary to purchase or build equipment before the pressure of the campaign forbids.
 5. Wise planning is a solid basis for smooth and harmonious teamwork.
 6. Careful planning spells success.
 - a) It helps the evangelist to think success.
 - b) It builds confidence to plan an aggressive assault on the enemy of souls.
 - c) It helps avoid a feeling of frustration when the campaign is actually in progress and time is limited.

Required Reading.

1. Detamore, F.W. Evangelistic Methods Step by Step, pp. 58-87.
2. White, E.G. Evangelism, pp. 53-85.

INTRODUCTION
TO
UNIT SIX

SECURING NAMES AND ADDRESSES FOR VISITATION

Almost all successful salesmen today work on the contact method and do not rely on the chances of incidental sales by customers on the floor. The preferred list of top prospects is the key. The salesman takes the initiative in seeking and contacting the individual prospective customer personally. While evangelism should not operate on high pressure sales techniques it may nevertheless learn an invaluable lesson from the principle involved. The evangelist, too, may operate with purpose and direction rather than from an attitude of hopeful chance.

The members of our churches form a liaison between a large number of prospective but unknown interests and the evangelist. A rich field of endeavor is opened to him before the campaign actually gets under way publicly. To ignore this is to court defeat unnecessarily from the very outset. To capitalize on it will insure a harvest even if few non-members should attend the series.

Well-attended meetings have sometimes failed to produce a harvest because the one in charge neglected to secure the names of those attending. Such an attitude tempts one to believe that the party in question regards his magnetic personality as invincible in securing decisions. Some do make decisions for Christ without previous personal contact, but it will soon become apparent that the optimum harvest will be secured through a union of public preaching and personal visitation.

UNIT SIX
SECURING NAMES AND ADDRESSES FOR VISITATION

Purpose of the Study.

To impress the importance of building a key list of prospects and to suggest ways of securing names for the purpose of mailing and visitation.

Study Outline.

- I. The extreme importance of gathering names cannot be overstressed.
 - A. Many beginning evangelists fail because they do not secure the names and addresses of interested people.
 1. Even in meetings with few in attendance it is possible to overlook an interested person.
 2. It is not safe to rely on sight or memory.
 - a) A good interest may have to drop out because of illness or some other cause early in the series.
 - b) Some are mistaken for church members.
 - c) It is never safe to take chances on souls.
 - B. The evangelistic worker must take the initiative for visiting the interested.
 1. People sometimes ask the evangelist to visit them, but most do not take the initiative.
 2. Some under conviction will avoid the evangelist, yet they are on the verge of decision and their hearts will melt quickly under an appeal of love.
 3. Some will not or cannot attend the public meeting.
 - C. Visiting people personally plays a vital role in evangelism.
 1. The work of preaching or singing is only half the soul-winning process.

2. The warm, personal contact in the home will often break down reserve or prejudice in a way not possible in the public meeting.
 3. People need to be encouraged to attend.
 4. Their interest and needs can be ascertained in a private conversation.
 5. Prayer in the homes is a vital point of contact for the Holy Spirit to bring conviction. People cannot be visited if we do not know who they are or where they live.
- II. A majority of the names to be secured are gathered before the campaign begins.
- A. There is a two-fold purpose in securing names and addresses.
 1. To make up a mailing list for advertising.
 - a) This assures that the best interests will be invited.
 - b) A special letter may be sent to these prospects.
 2. To provide a list of top prospects known to the church members.
 - a) An excellent group of people may be visited at the very outset or even before the campaign.
 - b) Even if only a few attend, the evangelist has a key list of prospects to work for.
 - (1) These names will yield a high percentage of harvest.
 - (2) No effort needs to be a failure for lack of attendance.
 - B. General names are secured for the mailing list.
 1. Voice of Prophecy.
 - a) The Voice of Prophecy will supply their mailing list for the area of your meetings.
 - b) Write to the manager of the Voice of Prophecy requesting these names well ahead of the time for the meetings to begin. Give the names of all the towns you plan to cover and include the date, time and place of the opening meeting.
 - c) Remember that there will be church member's names on this list that must be culled out by the pastor or church clerk.
 - d) Hold this list in strict confidence and do not give it to any

unauthorized person.

2. Faith for Today. (Follow the same procedure outlined above.)
 3. Signs of the Times (Pacific Press)
 4. Union Bible Correspondence School.
 5. Colporteur lists.
- C. The most important names to be gathered are those of backsliders and definite interests for mailing and visitation.
1. These are the most important names.
 - a) They are either acquainted with the message or favorable to it.
 - b) They are several times better in prospect than general names gathered from other sources.
 2. They are supplied by church members on visiting information blanks.
 - a) From three to six weeks before the meetings begin, the visiting information blanks are distributed to the church members.
 - b) They are instructed to fill them out at home and return them the following week.
 - (1) This will take much promotion.
 - (2) The church Personal Ministries leader may have to organize a committee to call all church members reminding them and encouraging them to turn in the information.
 - (3) Names turned in after the meetings are well under way may not get visited.
 - c) The pastor explains each item on the list carefully and asks for complete information.
 - (1) The complete address is a must.
 - (2) A Sketch-map of the location of rural addresses is a great help.

- (3) The time a person may be found at home is very important.
 - (4) It is essential that the classification be very carefully designated: i.e. backslider, relative of SDA, interested person, etc.
 - (5) All backsliders and Seventh-day Adventists' children should be listed regardless of their interest.
 - (6) Only those who are definitely interested should be classified as interests.
3. The visiting information sheets are to be given to the pastor.
- a) He will visit the people if he is conducting the meetings by himself or will share them with the visiting evangelist during a special series.
 - b) He will keep a careful account of the interest.
 - c) He will make a special point to get the best interests to the meetings when invitations for surrender are given.
- III. As soon as the public series opens it will be necessary to secure the names of those attending the meetings.
- A. There are several methods for securing these names.
- 1. Literature request card.
 - a) This may be a specially printed card or printed on the opening night program.
 - b) Envelopes may be passed out to be addressed by the audience.
 - 2. Attendance record card for book award or Bibles, etc.
 - 3. Special offering envelopes.
 - 4. Gift registration card.
 - a) This is one of the most effective means of securing new names.
 - b) A large picture of Christ is given to each person attending for

the first time.

- c) He is given a “Thanks for Coming” card as he enters.
 - (1) During the service he fills in his name and address.
 - (2) He exchanges this for the picture as he leaves.
- B. The direct method is very effective.
 - 1. Pass out paper and pencil and ask the audience to give their names and addresses if they would enjoy a visit by a member of the team.
 - 2. Workers can mingle with the people at the place of meeting engaging them in friendly conversation and tactfully discovering the necessary information.

Required Reading.

- 1. Shuler, J. L. Public Evangelism, pp. 49-58.

INTRODUCTION
TO
UNIT SEVEN

FINDING THE PLACE OF MEETING

A tour through a modern city should bring forcibly to mind that man is extremely conscious of his surroundings. No expense is spared to make hotels, motels, restaurants, and stores pleasing, attractive, and comfortable. The church may not be able to compete in degree of luxurious appointments, but modern culture demands that it be aware of aesthetic values. Whether meetings are held in a tent, a country church, or a beautifully ornate civic center, the principles of neatness, cleanliness and order apply.

One should not refrain from conducting public meetings if the most attractive auditorium is not available, but the best possible preparation should be made to make what is available pleasant, comfortable and representative.

It is imperative to perceive the reputation of a particular building, for its reputation may have more effect on the public than its location or appointments. This can work two ways. A nicely appointed auditorium may suffer a poor reputation due to the quality or lack of quality in features presented in the past or by the character of former occupants. A less attractive building may sometimes have an excellent reputation in a given city and would be the better choice. It is well to investigate this factor carefully, remembering that the more the work of the church is associated with the better class of facilities the better it will be thought of in the mind of the public.

Two psychological factors will favor a neutral building—a public auditorium rather than a church. There are always some who feel that they are identifying themselves with a particular church group if they are seen entering its church and others fear

personal embarrassment through ignorance of the procedures that may be

encountered.

This does not indicate that a church building is an inferior place for a public series, however. While the outreach may be slightly less if the meetings are held in the church, the people who come to the church, knowing what it is and what it stands for, are more likely to decide in its favor. In other words, the audience tends to be more select with no serious prejudices.

UNIT SEVEN
FINDING THE PLACE OF MEETING

Purpose of the Study

To discuss the principles to be considered in selecting a suitable auditorium and to suggest a variety of building types that may be used for evangelistic meetings.

Study Outline

- I. The first consideration is a suitable location.
 - A. Accessibility is important.
 1. A central location is usually best if several churches are participating.
 2. A sectional approach may be necessary if the church is located on one side of the city.
 - B. The reputation of the building will affect the attendance.
 1. A well-known auditorium with suitable facilities will help draw people to the meeting.
 2. The most popular auditorium will add to the prestige of the meetings.
 3. The size of the auditorium will suggest to the public what is expected in the way of attendance.
 4. A neutral building will often draw more people than a church.
 5. It is well to find out what kind of reputation former occupants have enjoyed.
- II. Types of buildings available for meetings.
 - A. Portable structures.
 1. Tents.
 2. Metal tabernacles.
 3. Air structures.

- B. Church buildings.
 - 1. Our own churches.
 - 2. Others.
 - C. Public auditoriums.
 - 1. Civic centers.
 - 2. Lodge halls.
 - 3. Ladies clubs.
 - 4. YMCA auditoriums.
 - 5. Theaters.
 - 6. Open-air amphitheatres, etc.
- III. Preparation for meetings will include making the auditorium comfortable and attractive.
- A. Decoration will contribute to the total impression.
 - 1. Above all the building should be neat, clean and attractive.
 - 2. Fresh paint where needed will enhance the aesthetic value.
 - 3. Flowers, ferns and a backdrop will help create a pleasant atmosphere.
 - 4. Adequate circulation of air should be insured.
 - 5. Drafts should be avoided.
 - B. Heating is very important to comfort.
 - 1. The building should be adequately heated in cold weather.
 - 2. It is important that the heat be turned on in time to warm the building before meeting.
 - 3. Avoid over-heating.
 - C. Lighting has much to do with the total effect upon the people.
 - 1. Make the place as bright as possible.
 - 2. Flood-light the platform.
 - 3. The outside should be well lighted.
 - 4. Keep extra fuses on hand.
 - D. For hearing comfort the public address system should be in good repair.
 - 1. Check the amplifier to see that it is in good condition.

2. Microphones should be adequately placed.
 3. A lapel mike for the speaker, if available, will be very helpful.
- E. The grounds make the first impression upon people.
1. The lawn should be in optimum condition.
 2. Signs should be tastefully placed and lighted.
 3. The impression should be an object lesson in neatness, cleanliness and order.
- F. Janitor service should be arranged.
1. It may sometimes be secured with the building.
 2. If not, it should be provided from the budget.
 3. Ushers may be detailed for cleaning the building if the budget is small.

Required Reading

1. Detamore, F. W. Pastoral and District Suggestions, pp. 3-5.
2. White, E. G. Evangelism, p. 126.

Related Reading

1. Shuler, J. L. Public Evangelism, pp. 83-91.

INTRODUCTION
TO
UNIT EIGHT

PREPARING THE BUDGET AND HANDLING THE FINANCES

The preparation of an evangelistic budget is one of the first major items in planning for an evangelistic series. For the beginner it will doubtless loom very large and mystifying for it seems impossible to determine all the financial needs and to estimate the offering income far in advance of the opening meeting. Methods will be discussed in this unit to help plan this important item, but more important than the technique are the principles of financing spiritual endeavors.

It is a serious thing to handle money for the Lord. A stewardship is entrusted to the worker and he will remember that he must render an account to his Lord. The money he handles often represents sacrifice upon the part of faithful people who have denied themselves some of the comforts that this money could have secured. He will seek to economize expenditures while avoiding a stinginess that will cripple the effectiveness of the series. It is more important to invest wisely than to hoard.

The responsibility of stewardship increases with experience. A small expenditure of means for the first campaign will test a man's ingenuity but it will also indicate to the conference committee whether he can be trusted with larger responsibilities. Faithfulness in a smaller effort will lead to wider influence and effectiveness in larger series as the worker grows in experience.

UNIT EIGHT
PREPARING THE BUDGET AND HANDLING THE FINANCES

Purpose of the Study

To establish principles of planning and handling the finances of the campaign.

Study Outline

- I. There are two extremes to avoid in effort finance.
 - A. Extravagance
 1. Maximum benefit should be realized from the Lord's money.
 2. Needless expense should be avoided.
 - a) The evangelist can reduce the cost by being conscious of economy.
 - b) Eliminating expensive features that are superfluous to soul-winning will cut down the expense.
 3. It is best to start with a small budget at first. You will be trusted with more money and larger responsibilities as you grow in experience.
 4. If no budget is available from the conference, meetings may be held in the church with the members financing the series.
 5. Determine from the outset to stay within the budget approved.
 - B. Penuriousness.
 1. It costs money to win souls and this expenditure should not be begrudged.
 2. The objective of the meetings must not be crippled by a desire to save money.
 3. The high quality of the message we bear should not be cheapened by miserly considerations.
- II. Preparing the budget is a major part of effort planning.
 - A. It is a mystifying experience for the beginning worker.

1. Ask other evangelists to help.
 2. Counsel with the conference president and treasurer.
- B. Estimated expenses should be itemized. They include:
1. Rent of auditorium.
 2. Advertising.
 - a) Handbills.
 - b) Posters and signs.
 - c) Invitations.
 - d) Newspaper.
 - e) Radio and TV.
 - f) Photos, cuts, mats.
 3. Literature and gifts for attendance.
 - a) Book awards for each week.
 - b) Bibles.
 - c) Literature for nightly distribution.
 - d) Pictures, plaques, etc.
 4. Printing.
 - a) Cards and tickets.
 - b) Programs.
 - c) Visiting information sheets.
 - d) Instruction for team.
 - e) Letters.
 5. Mailing.
 - a) Postage.
 - b) Envelopes.
 - c) Office supplies.
 6. Music.
 - a) Piano rental.
 - b) Organ rental.
 - c) Song books.
 7. Audio-Visual.

- a) Equipment rental.
 - b) Videos, DVDs, etc.
 - 8. Miscellaneous.
 - C. Sources of income should be listed.
 - 1. Offerings.
 - 2. Conference appropriation.
 - 3. Donations from church members.
- III. The evangelistic offering is a major source of income and merits special attention.
- A. A big question for the beginner is: "How can I estimate the amount of the offerings in advance?"
 - 1. This is hard for the beginner but becomes easier with experience.
 - 2. Estimate the offerings on the low side.
 - 3. A personal rule of thumb: Estimate the average attendance approximately equal to the membership of the church.
 - 4. Experience will lead a person to estimate the income very accurately without having to spend much time.
 - B. Offering appeals should be spiritual and very simple.
 - 1. Make a short, spiritual appeal each night.
 - a) A joke or funny story is out of place.
 - b) A very short recital of the boy who gave the loaves and fishes to Jesus will be far more effective than a silly story.
 - c) Lengthy pulls for the offering will disgust the audience and result in less, not more income.
 - 2. Keep the audience informed.
 - a) Share with them the financial needs.
 - b) Tell them how much they have given.
 - c) Be generous with your thanks, but don't overdo.
 - 3. Never make a person feel uncomfortable who does not give.
 - C. There are a number of ways to increase the offering.
 - 1. A special appeal may be made when there is a special feature

such as:

- a) A visiting choir.
 - b) A special movie.
 - c) A guest speaker.
2. Offering envelopes for special holidays will increase the offering several fold.
 - a) Thanksgiving.
 - b) Christmas.
 - c) Easter.
 - d) Others.
 3. The use of an envelope and blank check is very effective.
 - a) This method will triple the offering without fail.
 - b) Use this the last two Sunday nights of the campaign.
 - c) Pass the envelopes and checks to the people as they come in.
 - d) Tell the people how much has been given and how much is needed.
 - e) The song leader may sing a favorite number while people prepare their gift.
 - f) This method should not be overdone.
- IV. It is vital to keep a strict account of the finances.
- A. It may prove best to appoint a treasurer to handle the effort finances.
 - B. All the money should be promptly banked.
 1. Open a separate account for the campaign.
 2. Patronize a bank that sends a monthly statement.
 3. Make deposits promptly.
 4. Make payments by check.
 - C. Accurate records are to be kept throughout the series.
 1. Obtain a voucher and receipt for every purchase.
 2. Record each expenditure in a ledger or Effort Expense Report Book.

3. Number each voucher so that it corresponds with the number in the ledger.
 4. Record each night's offering.
- D. A report is made to the conference periodically and at the close of the series.
1. Ask the conference treasurer how he wishes this done.
 - a) A report is desired at the end of each month if it is a long series.
 - b) If the effort is shorter than one month, usually only one report is made at the close.
 2. Copies of expense and income are sent to the conference treasurer and president.
 3. A packet of expense vouchers is sent with the report to the treasurer.
 4. Any money left over at the end of the effort is returned to the conference.
 5. A copy of the financial statement is retained for your files.

Required Reading

1. White, E. G. Evangelism, pp. 85-92.

Related Reading

1. Shuler, J. L. Public Evangelism, pp. 134-141.

INTRODUCTION
TO
UNIT NINE

ADVERTISING AND PUBLICITY

Evangelistic advertising is unique and differs from regular business advertising in several respects. A large corporation may spend millions of dollars over a long period of time in order to sell its product to the public. It has the advantage of a plethora of advertising media allowing an immense coverage and repetition. The evangelist operates from a limited budget that is utterly insignificant by comparison yet he must make an impact quickly. His modest appeal is very nearly lost in the barrage of advertising that constantly bombards the public. It has become increasingly more difficult to draw people to religious meetings through the use of mass advertising media, yet most evangelists concede the necessity for publicizing meetings through these means.

In towns and small cities it is practical to use a saturation plan—full coverage by the available means. This has been demonstrated to be fairly successful in building attendance. In the larger cities, however, this plan is usually not feasible financially. Experience indicates that in cities where there is one or more Adventist churches it is best to create an awareness of the series by the various advertising means, but to work largely through church members to build attendance. Once an attendance is secured it is then possible to work through the audience to increase attendance. As in business, the best advertising for the meetings is a “satisfied customer” who enthusiastically promotes that which he has come to enjoy and appreciate.

An image of the public series is conveyed through the advertising. It is important that the copy portray a true impression of the character of the work.

UNIT NINE
ADVERTISING AND PUBLICITY

Purpose of the Study

To analyze the avenues of mass media available for informing and persuading the public.

Study Outline

- I. Evangelistic advertising should be in keeping with good taste and should appeal to human interests and needs.
 - A. The copy should be prepared in harmony with good taste.
 1. The copy should be attractive.
 - a) It should be arranged artistically.
 - b) It should have balance and proportion.
 - c) The type of print should be studied in relationship to its particular use.
 2. The copy should be striking and forceful.
 - a) There should be a balance between the extremes of conservatism and sensationalism.
 - b) The vulgar and the crude should be avoided.
 - c) Polemics are out of place in advertising.
 - (1) It should not be bombastic.
 - (2) It should not be debative.
 - (3) Governments, churches, and ministers should not be attacked.
 - d) Seek to do no harm.
 - (1) Keep in mind the impression made upon those who do not attend.

- (2) It is better to leave a favorable impression than to arouse antagonism.
 3. The advertising should be honest.
 - a) It should not be misleading.
 - b) Questions should not be raised that are not intended to be answered.
 - B. It should contain motivational factors.
 1. It should catch the attention.
 - a) By a catchy phrase.
 - b) By a picture.
 - c) By a style of print.
 - d) By its attractive layout.
 - e) By its color.
 2. It should stimulate interest.
 - a) By a bold subject heading.
 - b) By the notice of a special feature.
 3. It should arouse desire.
 - a) By an attractively worded subtitle.
 - b) By a question.
 - c) By copy worded to excite a desire to attend.
 - d) By offering a gift for attendance.
 - e) Do not tell too much; let curiosity take its natural course.
 4. It should suggest action.
 - a) By the announcement of time and place.
 - b) By an invitation to come.
- II. Advertising is both helpful and disappointing.
- A. Advertising serves useful functions.
 1. It makes the public aware of the program.
 2. It extends an invitation to attend.
 3. It gives our people a point of contact with their friends.
 4. It lends prestige and stability to the public image of the program.

- a) It serves to avoid a fly-by-night connotation.
 - b) It indicates backing by a reliable organization.
 - 5. The handbill may serve as a program guide.
 - a) It can be passed out to the audience on opening night.
 - b) It can be used for nightly announcements.
 - c) It can be used effectively in the visitation program.
 - B. Advertising is disappointing in two major respects.
 - 1. It is very costly.
 - 2. It seems to decrease in effectiveness with our changing times.
 - C. It is well to remember that advertising may help to bring a person out once or twice only. Spirit-filled preaching alone will hold him.
 - D. The best medium of advertising is the satisfied customer.
 - 1. The evangelist must secure the co-operation and loyalty of the church members. If they bring their friends the meetings will be well attended.
 - 2. The evangelist will use the audience to build attendance.
 - a) Impact advertising may build the initial crowd.
 - b) Those in attendance are encouraged to bring their friends. If they thoroughly enjoy the program they will do more than anything else to bring new people out to the program.
 - c) Gifts may be used to stimulate the audience to bring their friends. (See "Ways to Increase Attendance.")
- III. There are numerous media for advertising.
- A. Newspaper display ads.
 - 1. The newspaper is probably the best way to acquaint the most people with the series.
 - 2. The copy for the display ad should be carefully prepared.
 - a) Type the printed material if possible.
 - b) Indicate by a drawing the layout you desire.
 - c) Be certain that the printer understands everything you want.
 - d) The shape of the ad is as important as its size.

- (1) A long, narrow ad will catch attention quicker than a square or rectangular one.
 - (2) A long, narrow ad will usually receive better placement.
3. It is good policy to proof the copy before it goes to press.
 4. If your budget is very limited you can have the printer pull your newspaper ad and run additional copies to be used as handbills.
- B. Handbills.
1. Some suggestions for preparing handbills.
 - a) Collect samples from other evangelists for ideas.
 - b) Prepare the layout and copy in harmony with the principles mentioned under section number 1.
 - c) It is best for the sake of continuity to use the same style throughout the effort.
 2. Some suggestions for distributing handbills.
 - a) Send them with letters of invitation by first class mail.
 - b) Send them by bulk permit to all boxholders.
 - c) Encourage the church members to give them to all acquaintances.
 - d) Members may distribute them from door to door.
 - (1) The territory should be divided beforehand.
 - (a) Four to ten blocks are assigned to each member.
 - (b) One hundred to two hundred handbills will cover this territory.
 - (2) The handbills should be passed out the morning or afternoon just preceding the opening night.
 - e) Handbills should be kept on hand in the auditorium to hand to people as they leave the meeting.
 - f) The handbill is used extensively in visitation.
- C. Formal invitation.

1. The formal, wedding-type invitation has been acclaimed by many evangelists as the most effective type of advertising.
 2. It is sent by first class mail in an envelope that has been hand addressed.
 3. Names may be secured from the telephone directory or the city directory.
- D. Radio spot ads.
1. If the radio is used to advertise the meetings it must be used extensively.
 2. A saturation for two or three days before the campaign begins may prove to be helpful.
 3. A radio program conducted for several weeks before the campaign begins will probably be more effective than spot announcements.
- E. Postcards.
1. Postcards will prove to be effective for occasional advertising after the opening of a long campaign.
 2. The subjects for the week are printed on the card with the Saturday or Sunday night subject emphasized in larger bold print.
 3. The cards are sent by bulk permit to all the names on the mailing list. In some cases it may prove helpful to send them to the entire city or area where the meetings are being held.
- F. Posters.
1. A sufficient quantity is the most important factor in poster advertising.
 - a) Repetition is the secret of poster advertising.
 - b) The size of the town will determine the number of posters.
 - c) Do not expect a few posters to accomplish miracles.
 2. The following method will prove helpful in securing space for posters in store windows:
 - a) Introduce yourself to the owner or manager in a cordial, friendly manner.

- b) Tell him about the meetings and invite him to attend. Give him a handbill as you talk.
 - c) Ask if you may place a poster in his window.
 - d) It is best not to leave the poster for the merchant to put up.
 - (1) Carry a supply of thumbtacks and scotch tape.
 - (2) Ask the merchant to suggest the location.
 - e) Take the poster down as soon as the advertised meeting is over.
3. Some cities require permits for putting posters on trees or poles. One should check with the town clerk before putting up posters outdoors.

G. Billboards.

- 1. The billboard is an effective adjunct to saturation advertising.
- 2. A full coverage should be secured in any given area.
 - a) This is determined by the size of the city or area.
 - b) The advertising company will advise how many will be needed.
- 3. There are two major types of billboards.
 - a) Thirty poster size.
 - b) Junior poster, 6 x 12 feet.
 - (1) They are much smaller but eye-catching.
 - (2) They are much less expensive.
- 4. There are companies that specialize in printing posters for billboard advertising.
 - a) They do a professional job on the art work.
 - b) The billboard company will help you get in touch with the proper agency.
 - c) The posters are secured in bulk and then used as needed.
 - d) The time and place is printed in by the billboard display company and the poster is put up by them.

H. Letters of invitation.

1. Letters may be copied and sent to everyone on the master file.
 - a) The letter will be worded persuasively giving the minimum details of the program and inviting the person to attend.
 - b) A handbill may be included in the letter.
 - c) The letter is sent by first class mail.
 2. Personally written letters sent by our doctors to their patients are very effective.
 - a) Talk with the doctor personally, explaining the procedure and asking him to participate.
 - (1) Show him a copy of a letter some other doctor has used in the past.
 - (2) Ask him to write a one page letter of invitation.
 - b) The letter is written in black ink on the doctor's letterhead.
 - c) The copy is printed by offset press resulting in letters that appear to be handwritten.
 - d) The envelopes are addressed from the office files.
 - (1) Suggest that help from the church be secured to relieve the doctor's staff from the extra work.
 - (2) Those addressing the envelopes will use black ink.
 - e) After inserting a handbill, the envelopes are sealed, stamped and sent by first class mail.
- I. Doorknob announcements.
1. Specially prepared announcements are printed on a light cardboard with a hole and slit designed to fit over a doorknob.
 2. These are distributed widely throughout the city.
- J. Banner signs.
1. Canvas or plastic banners attractively printed may be hung across prominent thoroughfares.
 2. Permission must be secured to erect banners.
 3. High winds are usually destructive to this type of sign.
- K. Bumper posters.

1. Your printer can put you in touch with a company that specializes in bumper strips.
 2. The copy should be very simple and uncluttered.
 - a) The evangelist's name should appear on it.
 - b) The place of meeting is usually included.
 3. Repetition is an important factor.
 - a) The church members should be given two for each vehicle.
 - b) Church members can take extras and ask their friends to help advertise the meetings.
 - c) On opening night they can be distributed to visitors who attend.
 - d) Suggest that people take an extra one to put in a window of their home or business.
 - e) Bumper strips make excellent posters for store windows.
- L. Television.
1. A television program put on by the evangelist is a very effective way to build a crowd.
 2. Spot announcements are helpful in advertising.
 - a) Repetition here is an important factor. There must be a saturation in order for them to be effective.
 - b) There are two ways to make spot announcements.
 - (1) A slide or poster can be supplied to the TV station with the script to be read by one of its own announcers.
 - (2) The live announcement is much more effective.
 - (a) The evangelist appears in person.
 - (b) An interview with another member of the evangelistic group or a prominent church member adds viewer interest.
 - c) The announcement to be effective should include:
 - (1) The place and time of the meeting.

- (2) The title of the lecture and a catchy phrase to arouse interest.
 - (3) An invitation to attend.
 - (4) Repetition of the place and time.
- 3. It is well to keep in mind that TV advertising is so expensive that it is prohibitive for most campaigns
- M. Shopper's News.
 - 1. The total coverage of this special medium makes it significant in considering saturation advertising.
 - 2. Similar copy to the regular newspaper display ad may be used.
- N. Denominational programs and publications.
 - 1. The union conference publication is a more important medium of advertising than is often thought.
 - a) It acquaints our church members with the facts of the meetings.
 - b) It rallies prayer support.
 - c) Many members will drive considerable distance to attend evangelistic meetings.
 - 2. *Signs of the Times* magazine (from Pacific Press) will send a letter of invitation to all subscribers in the area.
 - a) Send the necessary information about the meetings well ahead of time and include handbills, if possible.
 - b) Give the names of the towns and zip codes you wish included.
 - c) This service is \$0.75 per letter (2005 price).
 - d) An interest list based on the local subscribers can also be generated and made available.
 - 3. It Is Written, the Voice of Prophecy, and La Voz have a similar advertising service.
 - a) The same procedure is followed as for *Signs of the Times*.
 - b) The cost of this service is \$10 for address access, plus

postage for each letter.

- c) A local interest list based on It Is Written, Voice of Prophecy, or La Voz interests can also be generated and made available for \$10 for those who wish to send their own invitations.

O. The telephone.

- 1. The telephone gives ready access to many homes.
- 2. Church members can be recruited for this important task.
 - a) It is usually best to ask individuals personally to engage in this program.
 - b) A specific page or pages of the current telephone directory are assigned to each participant.
 - c) A sheet of instructions including the canvass is given to each.
 - d) A sample canvass:
 - (1) Good morning. The welcome committee is calling some of the homes in _____ to give a personal invitation to come out to the Bible messages by Mr. Bruce Johnston beginning Sunday evening here in _____. These lectures have been heard by thousands in other cities and we here in _____ are thankful indeed for the privilege of hearing the series. We are hoping for a large turn-out at the big opening meeting. Mr. Johnston will speak on "Sinister Forces That Are Shaping Your Future." Dr. Wayne McFarland will give a short prescription for healthful living entitled "Why Germs Love People." The meeting begins at 7:45 p.m. A musical program will precede the evening address. The meetings will be held in the Griswold Auditorium on the corner of Hubbard and Walnut. We

surely hope you can be out for the special opening service at 7:45 Sunday.

- IV. Much free publicity is desirable to acquaint the public with the evangelistic program.
 - A. Free publicity is available from at least three sources.
 - 1. Newspapers.
 - a) Advance news releases.
 - b) News of coming features.
 - c) Opening night write-up.
 - d) Sermon reports.
 - 2. Radio stations.
 - a) News casts.
 - b) Announcement service.
 - 3. Television stations.
 - a) News casts.
 - b) Interviews.
 - B. Some principles to follow in securing publicity:
 - 1. Become acquainted with the station managers and newspaper editors.
 - 2. Prepare copy carefully using good news writing techniques.
 - a) The first essential is a striking lead.
 - b) Include the essential facts only.
 - c) Avoid personal opinions in the article.
 - d) Cut out the superfluous adjectives.
- V. Revealing our identity as Seventh-day Adventists is considered to be the wisest policy in most circumstances.
 - A. It is difficult to secure any free publicity without so identifying.
 - B. When we do not identify our opponents often severely and publicly criticize us for it.
 - C. There may be some circumstances where it would not be advisable to identify.

1. If there is undue prejudice in a certain area it would probably be unwise to identify.
2. In strong Catholic areas it may prove unwise to identify.
- D. In many areas the name Seventh-day Adventist is highly respected and will prove advantageous in the advertising and publicity.
- E. There are two suggestions for identifying:
 1. Prepare an attractively phrased paragraph identifying the meetings.
 2. Make the identifying paragraph inconspicuous.
 - a) The type can be small.
 3. The location should not be prominent.

Required Reading

1. Detamore, F. W. Evangelistic Methods Step by Step, pp. 7, 8.
2. Walker, Alan The Whole Gospel to the Whole World, pp. 63-73.
3. White, E. G. Evangelism, pp. 119-138.

Related Reading

1. Bader, Jesse M. Evangelism in a Changing America, pp. 125-136.
2. Sweazey, George E. Effective Evangelism, pp. 264-271.
3. Walker, Alan The Whole Gospel to the Whole World, pp. 117-128.

INTRODUCTION
TO
UNIT TEN

REVIVING THE CHURCH

It is necessary to make a clear distinction between revival and evangelism. Revival has to do with renewal of life upon the part of the church while evangelism is primarily directed toward those outside the church.

Since total evangelism depends upon the church for its impact, it is essential that every endeavor be made to help the church reach a high level of new spiritual life. The science of soul-winning is based on a spiritual foundation and its effectiveness is increased or limited by the total measure of spiritual power possessed by the church.

God uses human beings to reach and influence other human beings. If the channels of communication are not clear the witness will be negative. A lukewarm Christian has no attraction and often transmits a definitely negative impression to others. He thus becomes a hindrance to evangelism—an obstacle whose inertia must be overcome and whose low spirituality must be transcended. If the spiritual life of the church member is strong, he will be an effective agency in drawing others to Christ.

It therefore becomes necessary to revive, as far as possible, the slumbering spiritual faculties of the church. The measure of the church's revival will be reflected in the extent of the evangelistic outreach.

UNIT TEN

REVIVING THE CHURCH

Purpose of the Study

To stress the need of new spiritual life within the church and to explore the ways in which revival may be accomplished.

Study Outline

- I. The revival of the church will have far reaching effects upon the campaign.
 - A. The response of the church members to the campaign will spell failure or success.
 1. The work of the laity will be more important than the advertising.
 - a) The evangelist depends upon them to attend and bring their friends.
 - b) Failure here cannot be overcome by advertising.
 2. The attendance of members has a strong psychological effect on others.
 - B. The spiritual condition of the church members will attract or repel.
 1. The preaching of the revival will impress upon the members the importance of living up to the high standards of the message that will be urged upon new believers in the coming series.
 - a) Lukewarm members are a negative influence against acceptance of the gospel.
 - b) A loving and lovable Christian is the strongest argument in favor of Christ.
- II. Reviving the church is primarily accomplished through preaching.
 - A. Preaching of the true witness is needed.
 1. The church members need to be confronted with their sins.
 2. Total surrender to Christ is the only answer to the problem of sin.

- B. Claiming the promises of God is to be encouraged.
 - 1. The mighty power of God in winning souls is to be presented.
 - 2. The promise of the baptism of the Holy Spirit is to be claimed.
 - C. Suggested topics or series:
 - 1. Evangelism, God's plan for winning souls.
 - 2. The power of prayer.
 - 3. The Holy Spirit.
 - 4. The worth of a soul.
 - 5. Christ our righteousness.
 - 6. The crisis hour.
 - 7. The second coming of Jesus.
 - 8. The high standards of the Christian life.
 - 9. The meaning of total surrender.
 - 10. Facing sin honestly.
 - 11. Repentance.
 - D. The time of the church revival will be decided upon with due consideration of the particular circumstances.
 - 1. Some prefer four or five successive Sabbaths preceding the campaign.
 - 2. Other set aside every night for an entire week.
 - 3. For the short campaign it is probably best to hold the revival on Sabbath, Wednesday night, Friday night and Sabbath morning immediately before the campaign begins.
- III. Reviving the church may be effectively supplemented through visiting.
- A. Organize the church membership list for effective visiting.
 - B. Make the calls very spiritual.
 - 1. Avoid making a merely social call.
 - 2. Go with the purpose of helping the members to come closer to God.
 - C. Ask questions to find their needs.
 - 1. "You folks are enjoying your Christian experience, aren't you?"

2. "Do you have family worship?"
 3. "When were you baptized?"
 4. "Well, then everything is clear to you about our message, isn't it? You understand the Sabbath, don't you? I don't suppose you have a problem with Sabbath work? Friday night?"
 5. "I don't suppose you have any problems with unclean meats, tea or coffee?"
 6. If they have a problem with a habit, say, "That's understandable; you probably never have heard it explained fully. Do you have a Bible?"
- D. Use the Bible to find the answer to their problem.
- E. Determine their missionary fervor.
1. Ask, "Who lives next door?"
 2. Ask if they have any relatives or friends who are interested or if they know any backsliders.
- F. Gather names of their relatives, acquaintances, etc., who are interested.
- IV. Revival of the church cannot be effected without prayer.
- A. Encourage the members to make prayer lists for private devotions. They should pray for:
1. Their own spiritual condition.
 2. A burden for souls.
 3. The baptism of the Holy Spirit.
 4. Specific people by name.
 5. The pastor and evangelistic group.
- B. Organize the church into neighborhood prayer cells.
1. Families living in close proximity can meet together.
 2. A specified day and time for united prayer may be set for the whole church.
- C. The prayer chain is instituted the weekend the public series begins.
1. From Friday night sunset until the meeting begins on Saturday or Sunday night there is an unbroken succession of prayers.

2. Ask members to volunteer for a specific hour that will be theirs.
 - a) The time is divided into one-hour periods.
 - b) Each hour is called and members raise hands to indicate what hour will be theirs.
 - c) Some will have to set the alarm for the early hours of the morning.
- D. The all-night prayer vigil is a most effective medium of revival and spiritual power.
1. Members are invited to come to the church to pray through the hours of the night before the campaign opens.
 2. The night is divided into two-hour periods.
 - a) Members pledge to come to one specific period during the night.
 - b) Qualified persons are asked in advance to be in charge of each period.
 3. The members are encouraged to turn in names for prayer.
 4. The service may be varied from time to time during the night.
 5. Following is a suggested schedule for a two-hour session:
 - a) A brief (5 minute) talk by the one in charge.
 - b) Prayer for personal cleansing from sin.
 - c) Song.
 - d) Testimonies.
 - (1) "How I became a Seventh-day Adventist."
 - (2) "How I overcame a habit."
 - (3) "How I helped someone to Christ."
 - (4) "How I was healed by prayer."
 - e) Five or six volunteers pray for specific people.
 - (1) One person prays a short, Spirit-filled prayer for one specific individual.
 - (2) This may be repeated often until all the names have been prayed for at least once.

6. It is well to have a room in the church carefully prepared to set the atmosphere.
 - a) Table with white linen cloth.
 - b) Large Bible open.
 - c) Bouquet of flowers behind the Bible.
 - d) Room for slips of paper with prayer requests.

Required Reading

1. Dean, Horace F. Operation Evangelism, pp. 65-75, 85, 86.
2. Richards, H. M. S. Feed My Sheep, pp. 404-446.
3. White, E. G. Evangelism, pp. 110-118.

Related Reading

1. Bader, Jesse M. Evangelism in a Changing America, pp. 137-156.
2. Harding, William Henry Finney on Revival, pp. 33-48.

SECTION II
CONDUCTING THE PUBLIC SERIES

UNIT ONE

The Opening Night

UNIT TWO

Evangelistic Music

UNIT THREE

Ways to Increase Attendance

UNIT FOUR

Order of Subjects

UNIT FIVE

Evangelistic Preaching

UNIT SIX

Visitation Evangelism

UNIT SEVEN

Drawing in the Net

UNIT EIGHT

Laboring for Special Classes

UNIT NINE

Conducting the Bible Class

UNIT TEN

Baptizing the Candidates

INTRODUCTION
TO
UNIT ONE

THE OPENING NIGHT

The church and evangelistic team have worked hard to set the stage for the upcoming evangelistic series. The opening night has arrived. There will be only one opportunity to make a good first impression. This first impression must be favorable, for people will pre-judge the entire series by the impression they receive on opening night.

The team of workers all play a role in cooperating with the Holy Spirit and the evangelist to create an atmosphere conducive to making decisions for Christ. Obvious lack of planning is inexcusable. One-half hour spent with the corps of workers explaining and running through the procedures will instill confidence and insure a smoothly co-coordinated team. Under the tension of the first night there may be some mistakes, but they will not have an adverse effect upon the audience if it is apparent that they are not due to lack of general planning. An audience is alert to tell the difference between a slip and overall confusion.

Timing and precision without stuffiness and formality are important to achieve. Warmth and friendliness are especially important on the opening night. The audience must be polarized and set at ease. When people are recognized, not as a crowd, but as individuals, they will warm to the occasion and respond to the spirit of the evening.

The pattern of efficiency that is set on opening night will be followed on succeeding nights with special care to avoid becoming slipshod by overconfidence.

UNIT ONE

THE OPENING NIGHT

Purpose of the Study

To consider in detail methods of programming designed to make the most favorable impression on the opening night.

Study Outline

- I. First impressions are lasting.
 - A. People will pre-judge the entire series by the impression they receive on opening night.
 1. Advertising may bring them out but what is done in the first meeting will determine whether they return.
 2. Every endeavor should be made to make a favorable impression from the very start.
 - B. The character of the message we bear is worthy of the most careful preparation.
- II. Opening night jitters may be minimized by thoughtful planning.
 - A. The evangelist will prepare carefully.
 1. Think through every detail. Use a check list to be sure that nothing has been forgotten.
 2. See that important details are not left until the last minute.
 3. Do not take anything for granted.
 - a) If a responsibility is delegated be sure it is carried out.
 - b) Check and double check.
 - B. He will give careful instructions to team and helpers.
 1. The team should meet one and a half hours before the announced time of the opening meeting.
 2. Every detail of the service should be written out.

- a) The song leader and evangelist must have an understanding of each other's program and must carefully co-ordinate.
 - b) The pianist and organist must know when to play prelude, interludes, specials, offertory, appeal music and postlude.
 - c) Ushers must know when to take the offering, pass out pencils, cards, and when to show people to their seats.
 - d) Instructions for turning lights on and off and for operating the projector are carefully and clearly outlined to those responsible.
 - e) Associates on platform will avoid embarrassment by knowing what they are to do and when they are to do it.
3. A rehearsal will insure a smoothly functioning team.
- a) Call the entire group together and give instructions.
 - b) Go through a simulated program.
 - c) Check all equipment under actual operating conditions. See if fuses will hold and that the lighting is adequate.
 - d) Be sure to know which light switches operate which fixtures. (It is well to rehearse at night to be certain of lighting factors.)
- C. By giving attention to timing, the program will flow smoothly and quickly.
- 1. Urge the necessity of clockwork precision.
 - a) The program must start exactly on time.
 - b) Watches should be checked for correct time.
 - c) The audience should not be kept too long.
 - (1) A short program will be greatly appreciated.
 - (2) Letting the people out on time will mean much in getting them to return.
 - 2. The program should be relaxed outwardly.
 - a) The audience is naturally tense on opening night.
 - b) This can be relieved by creating a free, friendly atmosphere.
- D. It is the best policy to keep the program simple.

1. Opening night is not a good night for complicated features.
 - a) If team is new it is best to dispense with any gadgets that are complicated to run.
 - b) After meetings get underway it is much easier to add special features.
 2. Avoid extravagant use of choir, orchestra and other special musical features on opening night.
 - a) Theatrical display is not necessary at any time.
 - b) Remember that large groups can take much time in getting into place, returning to seats.
 3. Do not feel that you must give the audience every special feature available on the opening night.
 - a) The opening program has a tendency to be too long.
 - b) The program will appear cluttered if there are too many features.
 - c) There should be something special held in reserve with which to allure the audience back.
- E. An opening night program attractively printed will help the flow of the service.
1. It will simplify the announcements.
 2. It will serve as a guide to the participants.
- III. The following is a suggested order of service:
1. Organ prelude or recorded music.
 2. Moving picture (if one is to be shown).
 3. Pastor introduces song leader.
 4. Song service.
 5. Theme song.
 6. Prayer.
 7. Announcements.
 8. Offering.
 9. Musical feature.

10. Sermon.
11. Prayer-appeal
12. Appeal song.
13. Short closing announcement of next subject, etc.
14. "Good night."
15. Postlude.

Required Reading

1. Detamore, F. W. Evangelistic Methods Step by Step, pp. 14-20.
2. White, E. G. Evangelism, pp. 139-147.

INTRODUCTION
TO
UNIT TWO

EVANGELISTIC MUSIC

Music has played a vital role in all cultures of people since the world began. Music has been used to stir a tribe or army to a fever pitch of hatred against the enemy; it has been used to calm and soothe jangled nerves and to restore equilibrium. Music has been used to hurt and cut; it has been employed as a powerful comforter to heal the hurts of life. It has expressed sinful passions and desires and led to immorality and sin; it has welled up from grateful hearts in adoration to God. On the one hand, music has been a tool of darkness to effect degradation and ruin; on the other, it has been a most powerful medium in the hand of good to promote right thinking and doing. It has moved upon the minds, emotions and wills of people to effect great changes in their lives. In short, music is inseparable from human existence.

Evangelism is not only enhanced by the beauty and pathos of musical expression, it is strengthened and supported by the power of song in its influence upon the audience. To ignore it is to misunderstand its power over human nature. To neglect it is to detour from one of the most effective avenues to the soul.

There has existed unnecessarily an antipathy toward the gospel song upon the part of some music critics. Artificial canons of music criticism are not sufficiently realistic to pronounce judgment on the music of an evangelistic campaign. That which makes a hymn truly great as an expression of worship to God does not negate the sweet influence of a song that witnesses to personal experience. Both have an important function. The hymn expresses adoration, appreciation and love for God while the gospel song witnesses to a concern for souls and a desire to share with others from the treasure of personal experience with God. A knowledge of the function and purpose of evangelism will help avoid the pitfall of this misunderstanding.

In the light of the vital role of music in effecting changes upon human personality, it will be recognized that the singing evangelist is more than an entertaining, time-filling performer who is handy to have around for the execution of some of the more menial responsibilities of the campaign. The singer and speaker will stand side by side in a united endeavor to win souls to Christ, sharing together in the drudgery and the glory of the campaign. The team concept will go far in keeping a strong bond of fellowship between the two in their inter-personal relationships.

UNIT TWO

EVANGELISTIC MUSIC

Purpose of the Study

To define the place and purpose of evangelistic music and to set forth principles for its most effective use in winning souls.

Study Outline

- I. The music of the evangelistic service is a powerful instrumentality to draw souls to Christ.
 - A. The witness of a message in song will speak to the hearts of the people.
 1. It will help them resist temptation.
 2. It will be a connecting link with God.
 3. It will impress spiritual truth upon their minds.
 4. It will help people decide for truth.
 - B. The emphasis in evangelistic music should be the science of the cross.
 1. This should be the theme of every song.
 2. A Christ-centered song service will soften and subdue the hearts of people and make them more sympathetic toward the message of God.
 - C. The character of the performer of a special musical number will either influence people for or against the message.
 1. Technical excellence alone is not sufficient to touch the heart.
 2. A premium should be placed on songs sung by consecrated musicians.
- II. There is a difference between hymns of worship and gospel songs.
 - A. There is a difference in occasion.
 1. The hymn is primarily for a congregation of worshipers.
 2. The gospel song is especially appropriate for a public audience.

- B. There is a difference in objective.
 - 1. The gospel song is addressed to people.
 - a) It appeals to personal experience.
 - b) It emphasizes a facet of the plan of salvation.
 - c) It fixes truth upon the mind.
 - d) It appeals to personal decision.
 - 2. The hymn is addressed to God.
 - a) It is an expression of praise and adoration.
 - b) It is an offering of one's self to God.
 - C. There need be no antagonism between the two.
 - 1. The gospel song should be accorded the pre-eminent place in the music of the campaign.
 - 2. Great hymns of the church intermingled with gospel songs will supplement the song service and will satisfy those who love more stately music.
 - D. There is a type of religious song that should be avoided as unworthy of use in evangelistic meetings.
 - 1. The "barn dance" brand of religious song is a degeneration of gospel music that depreciates rather than uplifts the science of the cross.
 - 2. This type of music has brought disrepute upon the gospel song.
 - 3. It is unworthy of the high character of the gospel message.
- III. The singing evangelist serves a vital role in the evangelistic team.
- A. He shares an equal place with the preacher in winning souls.
 - 1. He wins souls through music.
 - a) His concept of music is not that of an entertainer or performer.
 - b) Through the music he seeks to draw souls to Christ.
 - 2. He wins through personal influence.
 - a) His radiant Christian enthusiasm is a witness to the religion he professes.

- b) He seeks to become acquainted with people.
 - (1) After the evening service he will mingle with the people, alert to learn their names.
 - (2) From his place on the platform he will be able to watch for people who attend regularly.
 - c) He visits them in their homes.
 - B. He shares in the responsibilities of the campaign.
 - 1. He has carefully outlined responsibilities for which he is solely responsible.
 - 2. He seeks to lighten the load wherever possible.
 - C. A team relationship will promote harmony between the evangelist and singing evangelist.
 - 1. Friction can be minimized by sitting down together to talk over all plans for the campaign.
 - a) Major decisions should be finalized together.
 - b) The responsibilities of each man should be clearly understood.
 - 2. By upholding each other they can present a united front.
 - 3. By praying together they may resolve differences and cement a sweet relationship that will last for life.
 - 4. By taking time for recreation together they can release the psychological tensions that tend to build up during the heavy pressure of the campaign.
 - 5. Neither should feel jealous of friendships formed outside the team.
- IV. The evangelistic song service merits careful preparation.
- A. The song service is one of the most important functions of the evangelistic program.
 - 1. It is not a time-filler.
 - 2. It is designed to soften the hearts of the people for the reception of the Word of God.
 - 3. It will have a marked effect either positively or negatively on the

audience and the speaker.

- B. Careful preparation will effect the purpose of the song service.
 - 1. The singing evangelist begins his preparation in prayer.
 - 2. He selects the music for a particular song service with the subject for that evening in mind.
 - a) He does not attempt to “preach” the sermon through music.
 - b) He seeks to prepare the way for the reception of the sermon.
 - 3. He seeks to have variety in the service.
 - a) He occasionally uses song slides.
 - b) He has the audience sing antiphonally.
 - c) He includes varied musical features.
 - d) He tells a story about a song.
 - 4. He thinks through what he will say during the transitions between songs and in introducing special numbers.
 - 5. He goes over the song service with the pianist and organist.

Required Reading

- 1. Wells, Robert J., and John R. Rile (Eds.) How to Have a Revival, pp. 387-393.
- 2. White, E. G. Evangelism, pp. 496-512.

INTRODUCTION
TO
UNIT THREE

WAYS TO INCREASE ATTENDANCE

It seems superfluous to say that it is not possible to preach to people who do not attend. And it is not easy to draw an audience in a day when a host of activities bid for every moment of leisure time. It is with deep concern that the evangelist studies how to reach the largest number possible, for the message he bears has eternal implications for all who will hear. It will be his desire to use every legitimate means to increase the attendance so that more may hear.

Some have refrained from using gifts and awards to build the audience, fearing they were using a cheap bag of tricks to induce people against their own desires. An understanding of certain psychological dispositions of the mind will help clear up confused thinking in this respect. Some people would like to come to hear the message but pride forbids any indication that they might be interested in listening to an Adventist preach. Helping a friend win a gift will be justification for attending. Church members report that friends will often promise to attend with them but are evasive about committing themselves for a particular night; the campaign passes and they never settle on a time. A gift for bringing friends on a given night will crystallize the invitation by calling for a specific response. Offering a gift gives the one in regular attendance another point of contact with a friend. He may have invited the friend repeatedly and is embarrassed to ask again, but now he has a new approach that makes it easier to once more extend an invitation to attend.

The giving of a gift for attendance on a particular night also brings into sharper focus the importance attached to that program. It makes it easier to publicize the meeting in a way that will be remembered by those in attendance.

UNIT THREE
WAYS TO INCREASE ATTENDANCE

Purpose of the Study

To investigate aids for building attendance after the series has begun.

Study Outline

- I. Interest is sustained through preaching.
 - A. Advertising may attract a person once or twice but will not hold him.
 - B. “Ordinary” preaching will not hold an audience.
 - C. Earnest, Spirit-filled preaching will draw.
 1. Seek to develop the speaking gift so well that you may become known as an interesting speaker.
 2. Preach with such conviction that people will come back night after night and bring others with them.
 3. Pray daily for a baptism of the Holy Spirit.
- II. The audience may be increased by the use of awards.
 - A. Awards may be given for faithfulness in personal attendance.
 1. A Bible or some other dignified gift can be given for attendance on a given number of nights out of the total.
 2. An attractive book is given for faithful weekly attendance.
 - a) Current and past missionary books are excellent gifts.\
 - b) A card for the attendance record is used.
 - c) Those attending six nights out of seven will be awarded the book of the week.
 3. Other.
 - a) Illuminated picture.
 - b) Religious wall plaques.
 - B. Awards are given for bringing others to the meetings.

1. A large picture of Christ may be given for bringing a friend on a given night.
 - a) Appropriate and inexpensive pictures may be secured from Joseph Hoover and Sons, Philadelphia, Pennsylvania.
 - b) Frames may be ordered from Reliance Picture Frame Co., Dover, New Jersey.
 2. A white Bible given for bringing five new friends above 12 years of age is one of the most effective builders of attendance.
 - a) A “new friend” is a non-Adventist who has not been in attendance previously. (This must be explained to church members during revival week for it would be indiscreet to mention it in the public meeting.)
 - b) This method is very effective in building an audience.
 - c) An excellent quality Bible can be secured from the World Publishing Co., 2231 West 110th St., Cleveland, Ohio.
 3. A CD of favorite hymns by the evangelistic group or soloist will be very effective as an incentive to bring friends.
- C. It may be necessary to answer objections to gift offers: “Commercializing, bribing.”
1. The message cannot be given to those who do not come.
 - a) It is true that many people will come without incentive.
 - b) Some members need no urging to bring friends, but not all will.
 2. A gift offer gives a point of contact making it easier to invite and get a friend out on a given night.
 3. Many people are like children.
 - a) They are likened to sheep by Jesus.
 - b) They will respond enthusiastically for some small incentive.
- D. Great care must be used lest the program be cheapened.
1. Avoid a spirit of commercialism.

2. The words “prize” and “premium” have a tendency to depreciate the program.
- III. The audience may be increased through special features.
- A. Movies/videos/DVDs or scenic slides.
1. Personal movies of mission lands or the Holy Land are especially effective.
 2. Moody Bible Institute science films are helpful.
 3. There are many helpful films teaching a strong moral lesson that can be secured through the film catalog.
 4. The various departments of the denomination put out films occasionally.
 5. “Martin Luther” has drawing appeal.
 6. “It Is Written” films may prove helpful.
 7. Health films such as “Second Chance: One in Ten” will be an attraction as well as a most effective medium to help people break habits. (For more information on obtaining health films, see www.healthconnection.org and www.adventistwellness.org)
 8. A caution:
 - a) Do not expect films to make a big difference in attendance.
 - b) Films take up valuable time.
 - c) They are costly if used every night.
- B. Musical features.
1. Guest soloist, duet, trio, quartet or small musical group.
 2. Choir from college or the academy.
 3. Black light artist.
 4. “Drama of the Ages” program.
- C. Special program features.
1. Altar of fire.
 2. Candlelight service.
 3. Mission pageant.

Required Reading

1. White, E. G. Evangelism, pp. 148-167.

INTRODUCTION
TO
UNIT FOUR

ORDER OF SUBJECTS

It will be profitable for the prospective evangelist to analyze what he is attempting to accomplish by the series of meetings before he decides on the order of presentation of the evangelistic topics. Only when the objective is clearly in mind will he be in the position to view the series as a means to a particular end in which the order plays a very significant part.

Primarily, the function of evangelistic preaching is two-fold: (1) to acquaint people with God and His comprehensive plan for saving people through Jesus Christ, and (2) to lead people to make a decision upon the basis of the evidence presented in the Bible. It is apparent that the point of approach should not center in an invitation to unite with God's commandment-keeping church. The time for decision follows a series of progressive steps that begins where the people are. Each sermon should forge another link in the chain of truth. Each sermon should lead the audience a step closer to the major decision of full surrender.

It is not meant to be implied here that one must wait until the very last night of the series to ask for a decision upon the part of those attending. In addition to progressive decisions that are called for each succeeding night there will be decision subjects that are included in the series at strategic places.

Not everyone in the audience is at the same level of understanding at any given point in the series. Some have heard the message before. Others find it overwhelmingly new. Since some interests ripen faster than others, careful attention should be given for an early harvest. People should be asked for decisions when they are ready. Delay beyond this point is dangerous. Therefore, because the needs of the audience differ, it is important to give opportunity for decision before the last nights of the series.

Those who are ready to respond will be a great encouragement to those who are now giving serious thought to the truths they are hearing but have not yet come to the point of decision.

UNIT FOUR

ORDER OF SUBJECTS

Purpose of the Study

To study principles that relate to the logical and psychological order of presentation of the evangelistic topics.

Study Outline

- I. The speaker will seek to find the most effective order possible.
 - A. The counsel of successful people will be very helpful.
 1. Successful evangelists have learned through experience an effective psychological order.
 2. Do not force originality at the expense of effectiveness.
 - B. Reflection on the response to the subjects presented will help correct a misjudgment in the order of presentation.
 1. Charting attendance from one campaign to another will show the drawing power of a given subject.
 2. Listening for comments by auditors after the service may suggest a better order.
 3. Be alert for reactions when visiting.
 - C. Be willing to change if a better order may be developed.
 1. There is no single method that can be called the best.
 2. Changing circumstances may demand a fresh approach.
 3. Do not be slavish to one way but do not change merely for the sake of change.
 4. Pray for God's guidance in developing better ways.
- II. There are principles that should be considered in preparing the order of presentation.
 - A. A progressive sequence that will motivate should be sought. The following

factors are very important in the order listed:

1. Attention.
 2. Interest.
 3. Desire
 4. Conviction.
 5. Decision.
 6. Action.
- B. The presentation should seek to lead the people from where they are to where God wants them to be.
1. Non-controversial subjects are presented first.
 - a) Jesus Christ is presented as Savior and Lord.
 - b) Practical Godliness will help the people with personal problems.
 - c) Points of common interest should be emphasized.
 - d) Prophecy is an avenue to the peculiar teachings of present truth.
 2. Testing truths are presented next.
 3. Decision subjects come near the close of the series.
- C. The subjects should be linked together to form a logical chain of truth.
- D. In the long campaign Sunday night topics form a logical and complete series of subjects.
1. Some people can attend only one night per week.
 2. The essential truths of the Advent faith may be heard by attending on Sunday nights only.
 3. Week night subjects may deal with aspects of the main subject for the week.
- E. The subjects are presented as an unfolding of the special message of Revelation 14.
1. This will form a theme for the entire series soon after the meetings begin.

2. People should see the Advent movement in the framework of present truth.

Required Reading

1. Detamore, F. W. Evangelistic Methods Step by Step, pp. 88-93.
2. White, E. G. Evangelism, pp. 168-216.

Related Reading

1. Detamore, F. W. Evangelistic Methods Step by Step, pp. 94-208.

INTRODUCTION
TO
UNIT FIVE

EVANGELISTIC PREACHING

The pulpit is found at the very core of evangelism; it still affords the supreme opportunity to reach the lost. Effective methods have been devised to supplement the pulpit but it is perilous to think that any has relegated preaching to the status of the obsolete. Preaching is God's chosen medium for proclaiming the gospel. The Christian church was launched with a powerful preaching appeal; its closing work is symbolized by three mighty angels proclaiming a great last appeal to the human race.

History bears a powerful lesson in its witness to a cyclical experience upon the part of the church. The church has had its periodic times of revival followed by times of decline in primitive power. It is more than accidental that the profile of preaching follows the same curve: periods of decline are marked by introspective preaching—emphasis on the edification of church members as the sole object of the pulpit—while each fresh spiritual awakening has been aroused by the fervent appeal of Spirit-filled men whose hearts burned with a passion for the lost.

The present tendency to neglect evangelistic preaching in favor of a type of preaching notable for its lack of evangelistic tone is to ignore the lesson that history is attempting to tell. It is thought by many today that a teaching program centered in the edification of the church members is the better way that modern scholarship has indicated for our times. This work of God is for Spirit-filled men/women to preach Spirit-filled sermons making central the everlasting gospel of Jesus Christ in the framework of present truth.

UNIT FIVE
EVANGELISTIC PREACHING

Purpose of the Study

To give direction to and a frame of reference for the preparation and delivery of the message of evangelism.

Study Outline

- I. Preaching for decisions is the primary objective of the evangelistic series.
 - A. The Holy Spirit draws people through the preaching of the Word of God.
 1. We are not giving men our own opinions.
 2. The Word of God alone can convict of sin and lead to righteousness in Christ.
 3. We must preach the Word of God with single-mindedness.
 - B. The gospel confronts mankind with Jesus Christ.
 1. True preaching brings a person to the place where he must say “yes” or “no” to Jesus.
 2. It is our purpose so to present Jesus Christ that men, women, and children will be led to take their stand on His side.
 - C. The real heart of evangelistic preaching is the everlasting gospel.
 1. It is the good news of what God has done to reconcile men to Himself.
 2. It carries with it the divine imperative that all who hear must either accept or reject what God has done.
 3. It gives the assurance of power for all who say “yes.”
- II. The evangelistic sermon merits the most thoughtful preparation.
 - A. The essence of the evangelistic sermon content will be constantly kept in mind by the preacher.
 1. The sinner’s need.

2. The Savior's atonement.
 3. Steps to Christ.
 4. An invitation to respond.
 5. The whole is set in the framework of present truth.
- B. Avoid a legalistic approach in evangelistic preaching.
1. The message is to be presented as the doctrine of Christ.
 2. It is the "truth as it is in Jesus."
- C. Necessity is the best incentive to get started in evangelistic sermon preparation.
1. Start holding meetings.
 - a) One cannot learn without a need to preach.
 - b) Someone has said, "A person learns to swim not on the bank but in the water."
 2. Use some successful evangelist's sermon series as a basis to begin.
 - a) There is much theory about originality for a beginning evangelist.
 - (1) Experience tempers theory.
 - (2) True wisdom is not embarrassed to learn from those who have by trial and error found the way to reach hearts with God's last-day message.
 - b) One should not be a mere reflector of other people's thoughts.
 - (1) Study the message until it is your own.
 - (2) Do not preach what you do not believe.
 - c) Avoid that which is built around another man's personality
 3. Get started in evangelistic preaching at once.
 - a) Do not wait for perfection.
 - b) Apply your God-given originality as you grow in experience.
 4. Remember that God has 1,000 ways we have never discovered.
 - a) Seek for new avenues to reach people.

- b) Do not be afraid to venture out.
 - c) Pray for ability to reach the lost in greater numbers.
- D. The outline of the evangelistic sermon should include:
1. A logical sequence.
 - a) Proposition stated.
 - b) Proposition defined.
 - c) Proposition applied.
 2. An emotional sequence.
 - a) Arouse a need within the individual personality.
 - b) Show how Christ can meet the need.
 - c) Make the issue real.
 - (1) Illustrate how people have found satisfaction in responding.
 - (2) Point out vividly the danger in rejection or procrastination.
 - d) Make an earnest appeal for the individual to respond favorably.
- E. The relationship of emotion to the will in evangelistic preaching should be clearly understood.
1. The message must be based solidly on Bible truths.
 - a) An attempt is made to clear away the debris of ignorance and prejudice
 - b) We must supply a person with reasonable evidences for faith.
 - c) We probe a person's conscience with truth.
 2. The appeal should address the will.
 - a) The will is the governor of action.
 - b) No decision is legitimate unless the will is enlisted on the side of truth.
 3. The preacher will aim at the heart as well as the mind.
 - a) The emotions are the spring of action.

- b) No great decision is made without emotion.
- F. Truth must be vividly illustrated in order to impress the mind.
 - 1. Hearts are reached through the pathway of familiar associations.
 - 2. Life situations are far more meaningful than canned illustrations.
Do not be afraid to share out of your own experiences.
 - 3. Bible illustrations may be used with good effect.
 - 4. It is well to keep in mind that the attention span of an audience is short.
- III. Preaching present truth is a special challenge to the Seventh-day Adventist preacher.
 - A. There are five pillars of present truth:
 - 1. The second coming of Jesus.
 - 2. The binding claims of the Sabbath.
 - 3. The three angel's message.
 - 4. The ministry of Christ in the heavenly sanctuary.
 - 5. The non-immortality of the soul.
 - B. The warning message must be given to the world.
 - 1. We must not shun to declare the whole counsel of God.
 - a) We prostitute our call when we are afraid to present the distinctive truths.
 - b) People must know the true issue in the final scenes of the great controversy between Christ and Satan.
 - 2. Seventh-day Adventists have a complete message.
 - a) We relinquish our claim to be distinctive when we preach it only in part.
 - b) The need of the hour is for a balanced message.
 - 3. Subjects such as "the Mark of the Beast" should not be left out.
 - a) It is a part of the message that must be preached.
 - b) It is to be preached in a Christ-like manner.
 - c) When preached rightly it will have a powerful appeal to lead people to decisions.

- d) To refrain from preaching it will weaken the series.
 - C. The manner of presentation will make the difference between reaction or response.
- IV. Presenting the Sabbath truth calls for special tact.
 - A. There are two extremes to avoid:
 - 1. Making the Sabbath our primary point of approach to the people.
 - 2. Deferring the Sabbath till everything else is presented.
 - B. A drop-off in attendance may be avoided.
 - 1. Prepare the way for the Sabbath carefully.
 - a) Scripturally.
 - (1) The Sabbath is founded in Christ and in prophecy.
 - (2) The blame for the change is laid on anti-Christ.
 - (3) The true issue is not between Catholics and Seventh-day Adventists.
 - (4) Sympathy may be built up for Jesus.
 - (5) It is well to present the change of the Sabbath first.
 - b) Psychologically.
 - (1) If tactfully handled the audience will request it.
 - (2) The audience is asked to commit themselves to stay by.
 - (3) It is not best to take the audience by surprise.
 - 2. It is the privilege of the preacher to preach convincingly, earnestly and with deep conviction.
 - 3. If he preaches lovingly and with sympathy, the people will continue to attend.
 - a) He is not as a lawyer declaiming.
 - b) He never preaches as one who is provoked with audience.
 - c) A sympathetic attitude will warm hearts. Say, "I have no desire to be selfish or unkind. I do not want to take the attitude that I am right and everyone else is wrong."
 - d) People will not stay away if they know you love them.

- C. A Christ-centered approach is especially necessary in presenting the Sabbath.
1. The music will be especially centered in Christ on this night above all
 - a) The temptation should be resisted to put on an extravaganza to get a crowd
 - b) The messages are to be sung from the heart and centered in the cross of Jesus.
 2. The appeal is made to follow the example, teaching and command of Jesus.
 - a) The Sabbath should never be presented as a legalistic requirement apart from love and loyalty to Jesus Christ.
 - b) Present the messages as the truth as it is in Jesus.
 - (1) "If Jesus is in the Sabbath, I want it"
 - (2) "If He is not, don't want to have anything to do with it"
 - (3) "The Bible will tell us; there is nothing to fear in our search for truth.
 3. The best approach begins with Christ and the New Testament.
 - a) Christ was a Sabbath-keeper. Luke 4:16
 - b) The Lord has a special day in the New Testament times.
 - (1) It is called the Lord's Day. Revelation 1:10
 - (2) The day of which Christ is Lord is the Sabbath.
Matthew 12:8
 - (3) The Sabbath day is linked with the seventh day in the New Testament as well as the Old. Hebrews 4:4, 9
 - c) The Sabbath is related to Jesus all through the Scriptures.
 - (1) Jesus made the Sabbath in the beginning. (See Ephesians 3:9, Colossians 1:15-17, Hebrews 1:1-3, John 1:1-3, 10.)

- (2) Jesus is the Law-giver. (See James 4:12, Matthew 1:21, Acts 4:12, Nehemiah 9:9-14, 1 Corinthians 10:1-5.)
- (3) Jesus was a Sabbath-keeper. (See Luke 4:16.)
- d) The real Sabbath issue is between Christ and tradition.
 - (1) Avoid an issue between the Seventh-day Adventist church and the Catholic church.
 - (2) The real issue is the sacred, binding claims of the Lord Jesus vs. errors and delusions of the anti-Christ.
 - (3) The whole question centers in relationship and loyalty.
 - (a) There are two alternatives to choose between.
 - (b) People settle their destiny by choosing to whom they will yield their allegiance.
- D. It is important to include an emotional sequence.
 - 1. Occasionally relax the audience with an illustration that throws floods of light on the texts used.
 - 2. There must be an element more subtle than logic if our sermons are to win—the element and emotion of love.
 - a) A learned exegesis from a college syllabus will not suffice.
 - b) There must be logic mingled with an emotional sequence.

Required Reading.

1. Detamore, F. W. Evangelistic Methods Step by Step, pp. 20-22.
2. Detamore, F. W. Pastoral an District Suggestions, pp. 19-24.
3. White, E. G. Evangelism, pp. 217-278.

Related Reading

1. Autrey, C. E. Basic Evangelism, pp. 125-140.
2. Richards, H. M. S. Feed my Sheep, pp. 9-60.
3. Sweazy, George E. Effective Evangelism, pp 159-182.
4. Templeton, Charles B. Evangelism for Tomorrow, pp 129-142.

5. Walker, Alan The Whole Gospel for the Whole world, pp 95-107.

INTRODUCTION
TO
UNIT SIX

VISITATION EVANGELISM

The term mass evangelism is a misnomer. People are not saved as a mass but as individuals. No matter how large the campaign it will be productive of little fruit if, for any reason, individuals are neglected. Preaching that overlooks the individual with all his prejudices, feelings, and problems will be theoretical and impractical. Indeed, preaching itself is a mirror reflecting a preacher's attitude toward and contact with people. If there is pulpit warmth and power it will be due in a large measure to the quality and quantity of the preacher's personal contact with individual people.

Beyond the pulpit power that is heightened by personal contacts, is the need for helping people privately find victory in Christ. Many people are groping in the dark. Even though they hear the truth presented they do not see the way clearly. In many cases there is no background of faith for a foundation under their feet. They have no past experience upon which they can build. They are strangers to the protocol of the kingdom. Some love the message but fears of financial or social consequences hold them back from decision. Others are confused by contradictions suggested by former erroneous beliefs. Still others have not allowed truth to make a serious claim upon their loyalties. Self-recognition of a record of past human weakness can discourage a person to the point of despair.

These people need personal help. No amount of preaching will suffice. Just to know that somebody cared enough to call is often enough encouragement to tip the scales on the side of a favorable decision. The visitor who is in vital touch with God will be an agent to diffuse light and dispel darkness. As a witness to the power of the gospel he will help people establish contact with heaven, whence comes the power to enjoy a life of surrender and victory.

It is very important that the prospective interest's understanding of and relationship to truth be ascertained. It is most essential to recognize awakening conviction so that individuals will not be overlooked at that time when the evangelistic invitation is given. The minister usually works shorthanded and another practical result of ascertaining the interest is the economy of time which allows for concentration on the better interests.

Experienced evangelists consider the ability to ascertain the degree of interest one of the most valuable assets in evangelistic work. If the evangelistic visitor does not develop this ability to discriminate his prospects, he will be seriously handicapped in his soul-winning work. He will spread himself thin and will spend countless hours nurturing people who are friendly but have not the slightest inclination to accept the truth. When he has developed the ability—which is largely the art of asking questions—he will increase his soul-winning potential several fold.

UNIT SIX
VISITATION EVANGELISM

Purpose of the Study.

To relate the principles and methods of personal ministry to that of the public effort.

Study Outline.

- I. The need for personal work has increased with changing times.
 - A. Failure of mass communication media to draw crowds demands personal labor.
 1. The support of our people must be secured by the evangelist from the very outset.
 2. People invited and brought by our people are by far the best prospects.
 3. The audience can be used to build attendance.
 - B. To draw people across the line of decision demands personal labor.
 1. Of equal importance with the public effort is house to house visitation.
 2. A few words spoken in private will often do more good than the whole discourse has done.
 3. Logic may fail, but the love of Christ revealed in personal ministry may soften the stony heart so that the seed of truth can take root.
 4. House to house labor searching for souls, hunting for the lost sheep, is the most essential work that can be done.
 5. Five minutes spent in the home is often of more value than thirty minutes in the pulpit; thirty minutes in the home may prove to be more effective than several months of meetings.
 - C. Skill as a personal worker is the mark of a successful soul-winner.
 1. The skilled visitor seeks to develop the ability to determine the

measure of interest of each person on the visiting list.

2. After discovering the genuinely interested, he will concentrate on the best prospects.
3. The skilled visitor seeks to bring the better prospects to a full surrender to Christ and His present truth message.

II. Visiting teams are selected and the territory organized.

A. Visiting teams form the basis of the visiting program.

1. Teams of two are selected.
 - a) Two by two is the most effective plan of organization.
 - b) If personnel is limited, each worker will visit alone.
2. The number of teams is determined.
3. The teams are instructed in visiting principles and methods.

B. The area is divided into districts.

1. Maps are secured to assist the organization.
 - a) One large city and one large country map are used for masters.
 - b) Smaller maps with street index are secured for teams.
2. Districts are clearly outlined.
 - a) The number of districts corresponds to the number of teams.
 - b) Districts usually divide along well-defined geographical contours, such as rivers or principal streets, roads, and railroads.
3. Each district is assigned to one visiting team.

C. The names are grouped with their addresses according to their respective districts.

D. The names are given to the visiting teams.

1. Each team numbers its name cards.
2. Each team marks its maps for organized visitation.
3. Day calls should be distinguished from evening calls.

III. A visiting plan is important to economize results.

A. There are four types of people to be visited.

1. General contact.
 - a) Voice of Prophecy.
 - b) Faith for Today.
 - c) It is Written.
 - d) Amazing Facts.
 - e) Signs of the Times Subscribers.
 - f) Colporteur list.
 2. Definite interests.
 - a) Bible course graduates.
 - b) People who have had studies with our people.
 - c) Those who have attended previous meetings.
 3. Relatives of members.
 - a) Children not yet baptized.
 - b) Husbands, wives.
 - c) Others
 4. Backsliders.
 - a) Hunting the lost sheep is the most essential work
 - b) When the storm of persecution really breaks upon us, the true sheep will hear the true Shepherd's voice and many who have strayed from the fold will come back to follow the Good Shepherd.
- B. The objective of the visit is six-fold:
1. Acquaintance; to melt the ice.
 2. To learn how many are attending in the family.
 3. To determine the degree of interest.
 4. To get the people out to the public meeting.
 5. To touch the heart through prayer.
 - a) Be on the alert during the conversation for the subject matter of prayer.
 - b) Remember the ill, unsaved loved ones, and the children.
 6. To begin a process that will lead to a decision.

- IV. Visiting in the longer campaign series differs in the approach.
- A. The basic principles of personal witness will apply in both the long and short series.
 - B. The initial visit in the long campaign usually does not begin as soon as it does in the shorter series.
 1. In the short campaign it is necessary to begin the very first week or even the week before the opening night if possible.
 2. Some evangelists prefer to begin the visitation about the third week in the longer series.
 - C. There are three phases in longer campaign visitation.
 1. First visit:
 - a) The objective is acquaintance.
 - b) The method:
 - (1) Take literature that has been requested or “drop by” to see if they have received it through the mail.
 - (2) Do not go in.
 - (3) It is a very short, disarming visit.
 2. Second visit:
 - a) The objective is to determine interest
 - b) The method:
 - (1) Get inside the home.
 - (2) Ask questions to determine the interest.
 - (3) Have prayer.
 3. Third and subsequent visits:
 - a) The objective is to clear up questions, answer objections and ask for a decision.
 - b) A suggested method for securing home decisions:
 - (1) By getting the person out to a call for surrender.
 - (2) Appeal in the home if he does not take his stand in the public meeting or is unable to attend.
 - D. The visiting method is suggested as follows:

1. Secure an entrance into the home if possible.
 - a) Smile and be especially cheerful in appearance.
 - b) Give your name and state the general purpose of the call.
2. Establish a friendly, relaxed atmosphere.
 - a) A firm, cordial handshake will do wonders to “melt ice.”
 - b) Put the individual at ease by talking for a few minutes on a topic of common interest.
3. The secret if affective visitation lies in the art of asking questions.
 - a) Questions should be asked discreetly and very casually.
 - b) Do not give the impression that you are “pumping” the individual for information.
 - c) Do not be officious.
4. Questions to ask one who has heard the Sabbath presentation:
 - a) “Have you ever attended Adventist meetings before?”
 - b) “Do you have any relatives who are Adventists?”
 - c) “What do you think of the Sabbath truth?”
 - (1) If the Sabbath is not clear, one may ascertain what points are in question and clear them up with a short Bible study. Have prayer, invite the person to attend the meetings and leave.
 - (2) If the interest believes the Sabbath, the next question may be:
 - d) “Have you ever thought of keeping the Sabbath?”
 - (1) If the answer is “No”, do not press the issue, but kindly urge the party to give it urgent study and prayer. Leave a copy of the printed sermon on the subject and by all means seek to get him out to hear the sermon on “The Mark of the Beast.
 - (2) If the answer is “Yes”, express your happiness and your desire to be of help in any way.
 - e) A further question may be: “Have you ever thought of

uniting with the church?”

5. Questions to ask a backslider.
 - a) “Have you heard about the meetings? Did you receive the invitation? Have you had a chance to come out yet?”
 - b) “Have you ever attended Adventist meetings before?”
 - (1) Usually the backslider will open up with a recital of his former relationship to the church.
 - (2) One may wish to use a more direct approach: “I understand you used to be a member of the church.
 - c) “How long ago? Where....?”
 - d) “Who baptized you?” (These questions are designed to recall old associations. The party will usually indicate either nostalgia or indifference.)
 - e) The most significant question: “Have you ever thought of coming back into the church?”
 - f) If necessary: “Would you care to tell me what it is that stands in your way?”
 - (1) Counsel kindly with no hint of censure.
 - (2) Assure the backslider that you are not here to put pressure upon him but that you will always be ready to help him if he so desires.
6. There are cautions to be remembered in working for backsliders.
 - a) Do not reprimand the backslider or scold him for past or present faults.
 - b) Do not try to defend faults and stumbling blocks in the lives of church members that he may mention.
 - c) Do not act surprised or shocked at anything he might tell you that he has done since leaving the church.
 - d) Do not make the visit too long.
 - (1) Ten to fifteen minutes is usually long enough.
 - (2) Leave immediately after prayer is offered.

Required Reading.

1. Bader, Jesse M. Evangelism in a Changing America, pp. 1-12.
2. Bryan, Dawson C. A Handbook of Evangelism for Laymen, pp. 26-34.
3. Detamore, F. W. Pastoral and District Suggestions, pp. 12-18.
4. Dobbins, Gaines S. Evangelism According to Christ, pp. 54-57.
5. White, E. G. Evangelism, pp. 429-455.

Related Reading

1. Archibald, Arthur C. Establishing the Converts, pp. 98-108.
2. Archibald, Arthur C. Man to man, pp. 39-49.
3. Sweazy, George E. Effective Evangelism, pp. 88-135.

INTRODUCTION
TO
UNIT SEVEN

DRAWING IN THE NET

Carefully laid plans with every detail of the campaign carried out with efficiency and precision will not effect the conversion of people if the minister does not work specifically to lead them to surrender their wills to the Lord Jesus Christ. It is true that some people under isolated circumstances may make decisions entirely on their own without any human assistance, but it is not the usual way. Under sin, the human mind will normally avoid making a decision, if it possibly can do so. Procrastination has caused many people to be lost simply because they did not exercise their wills to be saved. The dividing line between eternal life and eternal death is narrow.

The really big difference between the saved and the lost lies in the matter of decision. Christ died for both and has provisionally pardoned all, but every person must decide whether or not he/she will accept the provision that has been made.

People must be confronted with the necessity of making a decision. The claim of Jesus Christ must be brought forcefully to their minds. Most people make decisions at a moment of crisis when confrontation allows the mind no delay. The minister cannot supplant the Holy Spirit in the process of bringing conviction, but he is the instrument that God uses to bring the crisis.

Specific invitation to respond must be extended before conviction passes. This, by and large, is done in the public meetings; but in those cases where this is not possible or where the meetings closed before a decision was secured, it is especially important to extend a personal invitation that will call for a specific response. A person will usually not respond unless specifically invited to do so. An invitation to unite with the church on a given date, for instance, places the individual in a situation of crisis. He cannot generalize about future plans to unite with the church. He may desire to be

baptized sometime but now he must decide concerning a particular baptism. He can no longer remain neutral.

UNIT SEVEN
DRAWING IN THE NET

Purpose of the Study.

To analyze the processes of persuasion leading to decision.

Study Outline.

- I. The purpose of our preaching is to lead people to decide for Christ.
 - A. The minister is to persuade souls for Christ.
 1. It is not flowery discourses that people need.
 2. Our ministers must preach for decision.
 - B. In every audience there are people in the valley of decision.
 1. The minister must sense a responsibility that has eternal consequences.
 2. Some may be listening to the last sermon they will ever hear.
 - C. In every sermon an appeal should be made for personal commitment.
 1. People need to decide while conviction is present.
 2. The convicted one may not have another favorable opportunity.
- II. Most decisions may be secured in the public meeting.
 - A. The evangelist should work on the principle of progressive decisions.
 1. Every night an appeal is to be made.
 - a) At the close of the sermon heads are bowed for prayer.
 - b) The evangelist asks for a response.
 2. The appeal is made on the basis of the messages of the evening but may not be a direct appeal for the acceptance of that particular truth.
 3. The audience is conditioned night by night for the major decision.
 - a) The individual raises his hand for prayer at first.
 - b) He may later stand to indicate his desire for God's help.

- c) He comes forward for special prayer with the audience.
 - d) Later he is invited to come forward to signify his decision to surrender to Christ.
- B. The altar call is the climax of progressive appeals.
1. Most people in the short campaign will make their decision in the public meeting.
 2. Altar calls are one of heaven's ordained ways of leading souls to decision.
 - a) The atmosphere is favorable for decision.
 - b) The preaching of the Word brings conviction.
 - c) Many people are praying.
 - d) The Holy Spirit works in a special way.
 3. The altar call is aided most by a quiet waiting for the Holy Spirit to work.
 - a) It takes time for some people to make decision.
 - b) The call should not be closed prematurely.
 - c) Feel no embarrassment if no response.
 4. The wording of the invitation must be specific and clear.
 - a) The basic appeal is to follow Christ all the way in full surrender.
 - b) It must be made clear that this includes uniting with God's commandment-keeping people by vote of the church (no negative vote to be asked).
 5. The call is three-fold:
 - a) For those who have never been baptized by immersion.
 - b) For those who are Christians but who have not yet united with God's commandment-keeping people.
 - c) For those who were once members of the church but for a time drifted away.
 6. A small group sings appeal songs while the call is in progress. (A recorder tape may be used).

7. Those deciding come to the front of the auditorium and are seated in the front pews.
8. The way is opened for personal work among those who should decide.
9. Each person coming forward is given a decision card and pencil when the call is ended.
10. At the close of the service they remain for a few words of instruction.
 - a) They are instructed concerning the decision card.
 - b) Instruction is given concerning the time and place of the Bible class.
 - c) Each is given a copy of *Steps to Christ*, by Ellen G. White.

C. An alternate way of making an altar call is called the "Quiet Time."

1. At the close of the second week in the short campaign a short altar call is conducted lasting but ten minutes.
 - a) The invitation is given.
 - b) The organ plays softly while people come forward.
 - c) After about eight minutes, the audience sings, "Pass Me Not, O Gentle Savior".
 - d) The call ends approximately ten minutes after it is begun.
2. The "Quiet Time" concludes the nightly meeting for the rest of the series.

D. Decisions may be secured at the close of the Bible class

1. All non-members may be invited to join the preparation class on the night it begins.
 - a) This will give opportunity for those to join who were not present when the call was made.
 - b) Some who attended the call but did not respond will attend the special class and make their decision at its close.
2. An opportunity is given for people to make their decision on the closing night of the class.

- a) A “Decision Card” with a decision paragraph included may be used. (See appendix for sample decision cards from Amazing Facts. Adapt to your situation.)
 - b) Each is invited to put his name to the decision.
 - E. The final commitment for church membership is made at the close of the class.
 - 1. On the last night of the Bible class, after the lesson, the points of faith are briefly reviewed.
 - a) A “Decision Card” may be used for this review.
 - b) Care should be exercised so that those who have already made their decisions will feel that they are truly one in the faith and not outsiders facing their first decision.
 - 2. After an explanation and demonstration of the coming baptism, the people are encouraged to be included in the baptism.
 - 3. Cards are given to each one and all are asked to fill in the information needed to prepare their baptismal certificates. (The “Decision Card” may be used)
 - 4. It may be necessary to speak to some privately after the class is dismissed.
 - a) Some may need to be encouraged to go ahead with baptism.
 - b) Some may need to wait if further help over sin or habit is necessary.
- III. Getting decisions in the home calls for special consideration.
- A. If interested people have not responded to the altar calls or have not been able to attend the public appeals, the decisions will be sought in the home.
 - B. The essential considerations for home decisions:
 - 1. A spirit of earnestness.
 - a) The personal worker must not let his visit become merely social.

- b) Genuine earnestness will make itself felt in the heart of another.
- 2. Dependence upon the Holy Spirit.
 - a) No man/woman can take the place of the Holy Spirit.
 - b) Pray that the Holy Spirit will bring conviction.
 - c) Co-operate with heavenly agencies.
- 3. The Bible is a soul-winning weapon.
 - a) Reading of carefully selected Scriptures will help lead to decision.
 - b) Get the interested person to read the Bible.
 - c) The Word of God will do what human words cannot do.
- 4. Prayer opens the resources of power.
 - a) Pray often and earnestly for the conversion of another.
 - b) Pray with the interested party.
 - c) Many will be brought under deep conviction through prayer.
- 5. Love is a drawing force.
 - a) The warm-hearted and understanding individual will be a more effective soul-winner.
 - b) Do not be afraid to put your arm around a person and tell him how much you want him in the church.
- C. The personal worker must ask for the decision.
 - 1. When confidence is gained and conviction is present, the personal worker should not hesitate to ask for the decision.
 - 2. A "Decision Card" may be used to help secure the decision.
 - a) Review the message.
 - b) Repeat the decision together.
 - c) Ask the person to put his name to the decision.
 - d) Avoid a negative answer.
 - (1) Do not ask for a decision prematurely.
 - (2) A negative answer makes it harder to say "yes" in the future.

3. Seal the decision in prayer.
4. Follow through with preparation for baptism.

Required Reading.

1. Detamore, F. W. Pastoral and District Suggestions, pp. 10-12.
2. White, E. G. Evangelism, pp. 279-306.
3. Whitsell, Faris D. 65 Ways to Give Evangelistic Invitations, pp. 11-77

Related Reading

1. Detamore, F. W. Evangelistic Methods Step by Step, pp. 26-37

INTRODUCTION
TO
UNIT EIGHT

LABORING FOR SPECIAL CLASSES

The classes of society and the number of varied religious influences are legion. The Seventh-day Adventist minister is in debt to every class, for his commission demands that he bear the message to every person regardless of race, class or creed. While his work primarily concentrates on the vast middle class of society, he must avoid exclusive pre-occupation with only one class.

Some workers become so burdened for the outcasts of society, for instance, that they pass by hosts of intelligent, industrious people while they are reclaiming a few derelicts. Facts indicate that the rich and influential are probably neglected more than the poor. The danger here is not one-sided. Another worker may become unduly concerned with the intellectual stratum and completely ignore the multitudes of people with ordinary capacity that make up the bulk of society and especially the lower class that are considered inferior.

Public evangelism has largely reached the lower and middle classes. It is a mistake to pass judgment upon it as an inferior medium because the higher classes have not been reached by the means in greater number. This fact reveals the great gulf between classes and points up the need for additional, specialized, personal approach---not the scrapping of methods that are successful in reaching other levels.

An awareness that society is made of many classes will make the minister sensitive to the varied needs of humanity and his responsibility to work for all.

UNIT EIGHT
LABORING FOR SPECIAL CLASSES

Purpose of the Study.

To examine the peculiar needs of the various classes of people with the view of discovering ways to reach them with the Advent message.

Study Outline.

- I. The worker for Christ is to work for all classes of people.
 - A. The example of Christ forbids an exclusive pre-occupation with one class.
 - B. The example of Christ inspires the worker to be aware of the peculiar needs of all classes of people everywhere.
- II. There are many different classes of people to be reached with God's last day message.
 - A. Men and women of means and influence are to be reached.
 1. The personal qualifications of the worker are extremely important in reaching this class.
 - a) The worker will endeavor to reach a high level of intelligence.
 - (1) He/she will constantly study to improve his/her mind.
 - (2) He/she will seek to master the Scriptures.
 - (3) Through the proper use of time he/she can become an intellectual giant.
 - b) The worker will seek to be a truly humble servant of Christ.
 - (1) He/she will never display his/her learning before others to draw attention to himself/herself.
 - (2) He/she will remember that the simplicity of a Godly life is the most effective argument with the higher classes.

2. The higher classes are to be contacted personally.
 - a) The approach to this class should be straightforward.
 - b) The impact of a living witness will have a telling effect upon this class of people.
 - c) If an opening is secured, the gospel should be presented in its simplicity.
- B. The ministers of other denominations are not to be neglected.
1. Our ministers should not stand aloof from other ministers.
 - a) We are to pray for them.
 - b) We are to pray with them
 2. Many ministers of other churches are honest shepherds.
 - a) They need our encouragement and not our censure.
 - b) Some of these men of large capacity will one day preach the Advent message.
- C. There are many among the fallen and degraded who can be reached.
1. Christ died to save the whole world.
 2. Some workers must work in the most unpromising places.
 3. Some of the most degraded will break with lifelong enslavement to sin and join the ranks of the redeemed.
- D. There is a wide field of labor among the foreign-speaking people in America.
1. Especially in the large cities there are many who are strangers in our midst and who will respond to our interest in them.
 2. Centers for this work are to be established in the great cities.
 - a) We now have many foreign language speaking churches in the larger cities. These can serve as bases for working among this class.
 - b) In some cases buildings that have facilities for a restaurant, auditorium, and an educational program could be established.
 3. Our foreign language publications should be distributed widely.

4. Public evangelistic efforts should be conducted in the various languages.
- E. Roman Catholics form a large field of special evangelistic concern.
1. We should make no unkind thrust at this group.
 - a) Personal thrust and condemnation will cause reaction.
 - b) Kindness and tact will favor a response.
 2. In working for this group one should avoid a frontal attack on their cherished beliefs.
 - a) It is better to present the positive evidences of truth.
 - b) When the Word of God claims their loyalty, cherished, but erroneous beliefs will fade away in the light of the Scriptures.
 3. The prophecies of Daniel and Revelation with their symbolic representations have power to attract the attention and hold the interest of Catholics.
 4. The truth of the sanctuary system is especially effective in helping Catholics see the fallacy of the papal system.
- F. Among the Jews are many who will respond to the gospel invitation.
1. The Old Testament Scriptures are a special point of contact with Jews.
 - a) The Jewish people respect the Old Testament highly.
 - b) The Old Testament is the key to an understanding of the New.
 - c) The New Testament is to be blended in showing the fulfillment of the Old Testament prophecies.
 2. Excellent literature is available for working with the Jews.
 3. Christian kindness is a language that the Jewish people will understand.

Required Reading.

1. White, E. G. Evangelism, pp. 552-627

INTRODUCTION
TO
UNIT NINE

CONDUCTING THE BIBLE CLASS

The Bible class fills a vital role in the public series, for it is a special medium of indoctrination and preparation for church membership. If handled rightly it can also be the means of securing additional decisions.

Every fundamental point of faith is reviewed during the course of this informal class, and people are given opportunity to ask questions on points that are not clear. The class is complete in its coverage of the fundamental teachings of the church, but is not exhaustive. A solid foundation is laid upon which the new member may build in the process of Christian growth and maturity. Nothing essential is left for a surprise awakening after baptism.

The candidate is tactfully made aware that the church with which he is uniting is not made up of perfect people. Those entering the church should do so with eyes open so that they not be shocked and discouraged by inconsistencies in the lives of members of longer standing.

The class is not concerned with doctrine alone, but also with people and the problems that they face. It becomes an effective means of helping them detach from habits and practices of sin while forming an attachment for the new life in Christ.

It is better not to call the class a baptismal class for this will discourage a number of people from attending who have not yet registered a decision but who should have the benefit of the class. By giving it a more general name it becomes possible to invite everyone in attendance at the evangelistic meetings. Many thus have an opportunity to hear the message repeated. A number among those who have been holding back from making their decisions will do so when the opportunity is extended at the close of the class.

UNIT NINE
CONDUCTING THE BIBLE CLASS

Purpose of the Study.

To suggest methods of indoctrinations and preparation for new converts prior to baptism.

Study Online.

- I. The Bible class is a medium of preparation for baptism.
 - A. The word baptism should not be used in the name of the class if best results are to be realized.
 1. If it is called a baptismal class, many who have not yet made their decisions will avoid attending.
 2. It is better to stress that the class is designed to review the fundamental teachings of Christian faith.
 - B. Everyone attending the meetings should be encouraged to attend the class.
 1. It is especially designed for new converts as a preparation for baptism.
 - a) At the time decision, the new converts are told of the class and urged to attend.
 - b) It is imperative that the candidates attend the class.
 2. The class will be of benefit to church members.
 - a) They will benefit by repetition of the message.
 - b) By their attendance, they will encourage others to attend.
 - c) They will know that the converts are thoroughly indoctrinated.
 3. Those who have not made their decisions to unite with the church are especially encouraged to attend.

- a) Some people who are not ready to make their decisions at the time of the altar calls will do so at the close of the Bible class.
 - b) A large number of people will receive the benefit of special instruction for membership in the remnant church.
- C. Careful planning for the class will include a convenient time and suitable place.
 - 1. The Bible class should begin after the first altar call of the series.
 - a) If the altar call is held early in the week, the class should begin the next night.
 - b) If the call is held on the week end, it is best to begin on Monday night.
 - 2. The specific time for the class may be set immediately before or just following the regular nightly evangelistic service.
 - 3. It is best to conduct the class in the same building as the regular meeting.
 - a) There will be no time between the evening service and the class to permit transfer to or from a more distant place.
 - b) An adequate side room is preferable to the main auditorium if one is available.
 - c) An auxiliary tent would be helpful if one is conducting the evangelistic series in a tent.
 - d) If no other place is available, the class may be conducted in the front pews or chairs of the main auditorium.
- D. Consideration of teaching materials is important.
 - 1. The Bible is the textbook.
 - 2. Lessons covering the basic teaching of Seventh-day Adventists will serve as a study guide. Several aids in this area are available.
 - a) Seventh-day Adventists Believe. . . : A Biblical Exposition of 27 Fundamental Doctrines, by the Ministerial Association, General Conference of Seventh-day Adventists.

- b) Discover Bible Lessons, available from the Voice of Prophecy. (www.vop.com)
- c) Search for Certainty, Bible lessons available from It is Written. (www.iiv.org)
- d) Amazing Facts Bible Study Guides, available from Amazing Facts. (www.amazingfacts.org)
- e) The Bible Speaks. (By Calvin Smith. Available from the General Conference Sabbath School & Personal Ministries Department. E-mail Jonathan Kuntaraf at KuntarafJ@gc.adventist.org)
- f) The teacher may wish to prepare his own lessons.
- g) It is usually difficult to follow someone else's prepared lessons.
- h) Preparing one's own set of lessons gives the teacher more freedom to arrange the order of presentation.

II. There are three prerequisites for baptism.

A. Conversion.

- 1. Entrance into the church is based primarily on a spiritual experience with the Lord Jesus.
- 2. Only those giving evidence of having experienced the new birth should be baptized.

B. Victory over sin.

- 1. The candidate will surrender sinful habits before baptism.
- 2. The candidate will break with any violations of God's commandments.
- 3. Evidence of true conversion, not time, is the test.

C. Willing acceptance of all the doctrines and principles of conduct as taught by Seventh-day Adventists and outlined in the baptismal certificate.

III. Tactful ways should be sought for handling special problems that arise in the class.

A. A kindly understanding of the struggle that some candidates experience in

giving up habits will go a long way in helping them overcome.

1. Empathy should be manifest and encouragement given at every opportunity.
 2. Those who are struggling with habits should be visited and prayed with in their homes.
 3. The teacher of the class will avoid making a big issue out of habits.
 4. Problems such as tobacco or standard of dress should not be made an issue until after the big decision has been reached to surrender to Christ.
 5. When dealing with touchy subjects the teacher will endeavor to keep the candidates relaxed.
 6. The candidate will need to be taught how to claim victory.
 - a) They need to be helped to an understanding of righteousness by faith.
 - b) They need to be taught how to pray and grow strong through claiming the promises of God.
- B. A number of candidates will need instruction in how to quit smoking and drinking.
1. Showing the film, "Second Chance: One in Ten", is an excellent way to begin.
 2. They should next be taught how to apply the "3-Ds of victory" to their own lives.
 - a) Desire.
 - b) Decision.
 - c) Divine help.
 3. After the candidate has made his decision to stop smoking, it is well to ask him to give you all his cigarettes.
 4. Once the decision has been made, the candidate should be visited every day until victory is complete.
 5. Counsel on related health measures will aid victory.
 - a) Drink much water and liquids.

- b) Take hot baths or showers every day.
 - c) Eat plenty of fruit.
 - d) Refrain from coffee and spices.
 - 6. The candidate may be counseled to use tobacco-quitting drugs if the struggle is severe.
 - 7. Gum or mints in the shirt pocket will provide a “substitute” for cigarettes.
- IV. The closing night will include an appeal for decisions and specific instruction for the baptism.
 - A. A “Decision Card” is very helpful in securing decisions.
 - 1. After the lesson, two cards are passed to everyone present.
 - 2. The teacher reads each point aloud without comment.
 - 3. The listeners are invited to read the decision paragraph together.
 - 4. Ask each one to put his name on one of the cards if it is his desire to make the decision his own.
 - 5. After giving an explanation of the baptismal procedure, ask those planning to be baptized at this baptism to place an “X” in the margin.
 - 6. Collect the signed cards, allowing them to keep the other for their Bibles.
 - B. Specific instruction about the details of the baptism will include.
 - 1. A list of items to bring to the baptism.
 - a) A change of undergarments.
 - b) A white handkerchief.
 - c) A bath towel.
 - d) Discourage the use of bathing caps for it detracts from the beauty of the occasion.
 - 2. A demonstration of the baptismal procedure.
 - a) Show them how to stand in the baptistry.
 - b) Show them how to hold the minister’s arm.
 - c) Instruct them to look at the minister as he addresses them

and speaks the committal.

- d) Tell them at what point to hold their breath.
- e) Show them how to get back onto their feet gracefully.
- f) Allay any lingering fears by allowing them to ask questions.

Required Reading.

1. White, E. G. Evangelism, pp. 306-321; 372-375.

INTRODUCTION
TO
UNIT TEN

BAPTIZING THE CANDIDATES

A wedding is a service of beauty, pathos and deep meanings for in it two lives are being united. Just as every thought is directed to see that its beauty is heightened and every caution is taken that no careless oversight mars the sacredness and solemnity of the holy service, so should the baptismal service be planned and conducted for it is a time of sacredness when lives are united with the life of Christ.

Angels are the unseen witnesses of this holy union as they join with the worshippers on earth in giving praise to God for this miracle of His regenerating power. Heaven and earth draw very close together as new members are added to the family of God. The very nature of the baptismal service merits a worshipful atmosphere of solemn joy. Never should shoddiness or crudeness spoil this sacred service.

Baptism is memorial of the resurrection power of God. Great care should be exercised to make it a memorable occasion for the ones being baptized. The candidates in many cases are breaking old ties and forming new ones. It is so important that they sense the reality of the family atmosphere of the church. Special attention will insure a warm atmosphere of Christian fellowship and acceptance. The memory of their baptism may be for them a strong bond with the church. For some who drift away the memory of baptism may be the tie with the past that will lead them to look winsomely to the church once more.

Another special group usually present during a baptism are those who have not yet themselves followed the example of Christ in baptism. If the baptism service is conducted reverently, it will have a powerful influence upon them. Prejudice is often broken down and some quietly make their decisions to follow the Savior in this sacred rite.

UNIT TEN
BAPTIZING THE CANDIDATES

Purpose of the Study.

To consider the baptismal service with special emphasis upon the aesthetic values that make it a true act of worship.

Study Outline.

- I. A baptism is a time of solemn joy and sacredness.
 - A. It is an occasion of joy
 1. Candidates are stepping through the gateway into the family of God on earth.
 2. There is rejoicing in heaven as they unite with the family of God above.
 - B. It is a time of solemnity
 1. There is a solemn renunciation of the world upon the part of the candidates.
 2. Baptismal vows are renewed by members of longer standing.
 3. The presence of heavenly guests has been promised.
 - C. It often becomes a sacred time of commitment for those not yet baptized.
- II. Every physical preparation should be made with the view of capturing the atmosphere of such a sacred occasion.
 - A. The baptistery should be carefully readied.
 1. It should be spotlessly clean.
 2. Curtains may be installed to shield the candidates as they enter and leave the baptistry.
 3. The water should be brought to the correct depth and adequately heated (Bluing and chlorine put in the water before the baptism will prevent the water from becoming murky.)

4. An attractive setting should be created.
 - a) Flowers and potted plants will lend a natural effect.
 - b) A special lighting effect will heighten the beauty of the service.
 5. Beautiful portable baptisteries are available if other facilities are lacking. Brochures relative to a very attractive baptistery may be secured from Wiedemann Industries, Box 776, Muscatine, Iowa.
- B. Dressing rooms should be readied.
1. If there are no rooms available, booth can be arranged by putting up wires and hanging curtains for privacy.
 2. Facilities for the convenience of the candidates should be provided.
 - a) Hangers should be provided for clothes.
 - b) A container for wet garb will be helpful.
 - c) A mirror should be available for grooming after the baptism.
 3. If the passageway from the dressing room to the baptistry is in the open, it is best to hang curtains to avoid any embarrassment on the part of the candidates.
- C. The baptismal robes should receive careful attention.
1. Robes should be made from non-clinging material and weighted at the bottom.
 2. It should be determined that there will be an ample supply of robes in the various sizes needed.
 3. The robes should be laundered, repaired or replaced.
 4. In securing the robes initially it is not necessary to have them in a somber color.
 5. After the baptism the deaconesses should give immediate care to the wet robes.
- III. Advance instructions preceding the service will insure a well ordered and worshipful program.
- A. It is imperative to instruct and review the responsibility of each one participating in the service.

1. The deacons and deaconesses will understand their several responsibilities.
 2. The song leader and musicians will appreciate knowing how they are to fit into the service.
- B. The candidates are instructed in advance concerning the details of their participation.
- IV. The service should be carefully planned.
- A. The following order is suggested for an indoor baptism.
1. Song service.
 2. Theme song.
 3. Prayer
 4. Special music.
 5. Sermon.
 - a) A short, spiritual, fervent message setting forth the significance of baptism is appropriate.
 - b) It should be designed to encourage and strengthen the candidates and lead to renewal of vows by members and decision on the part of those in attendance but not yet baptized.
 - c) Fifteen to twenty minutes is long enough.
 6. An affirmation of faith by the candidates.
 - a) The candidates may stand at their seats in the front rows.
 - b) The affirmation should be brief, including at the most the main points of faith listed as a baptismal vow on the baptismal certificate.
 - c) Since the candidates have already been examined in the Bible class the number of questions can be reduced. The following are suggested:
 - (1) Do you believe in Christ as your personal Savior?
 - (2) Do you believe that God has forgiven your sins?
 - (3) Are you willing to forsake all known sin and live for

Christ from this time forward?

- (4) Are you in harmony with all the teachings of the Seventh-day Adventist church?
- d) The purpose of the examination is two-fold:
 - (1) That the new converts may have an opportunity for a public witness of their faith and consecration.
 - (2) That the church members may have the assurance that the candidates have been properly instructed in all points of faith.
- 7. Church vote.
 - a) The candidates may be voted into the fellowship of the church subject to their baptism.
 - b) It is best to have the vote taken orally.
 - (1) The candidates are facing the rostrum and cannot see the enthusiastic vote of the church if it is taken by the uplifted right hand.
 - (2) To hear the members give a resounding “aye” will greatly encourage the candidates.
- 8. Right hand of fellowship
 - a) Some prefer to extend the right hand of fellowship at this point, while others wait until the candidates are baptized and return to the auditorium.
 - b) If there is a large crowd and the choice is to extend the right hand of fellowship before the baptism, it is proper for the ministers and elders only to do so.
 - c) If after the service, the whole congregation can welcome the new members.
 - d) A very beautiful atmosphere may be created by the choir or church members singing “Blest Be the Tie that Binds” while the right hand of fellowship is being extended.
- 9. Song service or music intermission while minister and candidates

prepare.

10. The baptism.

- a) Deliberate, careful baptizing indicates the sacredness and conveys the spiritual meaning of the symbol.
- b) A few words about the experience of the candidate are appropriate.
 - (1) This makes the baptism a warm, personal, joyful occasion.
 - (2) It has a tremendous tug on the heart-strings of all present.
 - (3) Someone may take his stand for Christ because of the witness of some candidate.
- c) It is well to keep in mind that the commitment is not a prayer.
 - (1) Rather than close the eyes and look up toward heaven, it is good to look into the face of the candidate.
 - (2) The words of the commitment may vary to avoid sameness.
- d) A little attention to the order of the candidates will insure a smoother flow in the service.
 - (1) The minister should make out a list with a pre-arranged order and give it to the head deacon or deaconess.
 - (2) Ladies and elderly people should be baptized first since it takes more time for them to dress afterward.
 - (3) Children may be interspersed.
 - (4) A family should enter the baptistry together. It is best to baptize the man and boys first. They usually do not mind standing with dripping hair or clinging robe before the congregation. This can be embarrassing to a woman.

- e) Music is interspersed between the baptism of each candidate.
 - (1) It is pre-arranged that the congregation sing one stanza between each immersion. (Except when a couple or family are being baptized together.)
 - (2) Never should a song be trailed off in the middle of a stanza.
 - (3) An instrumental background will be best if no qualified song leader is available.
 - f) The curtain should be closed after each candidate is immersed and raised from the water.
11. Benediction.
- a) The benediction is offered from the baptistry by the officiating minister.
 - (1) After the last candidate is immersed, the curtains are closed while the candidate is helped from the baptistry.
 - (2) The curtains are then re-opened and the minister indicates that the audience should stand while he prays the closing prayer.
 - b) A short call or appeal for others to plan to be ready for the next baptism is appropriate and may result in further decisions.
12. An alternate ending to the service.
- a) Hymns are sung while waiting for the minister and candidates to re-assemble.
 - b) Newly baptized members return to front seats and kneel for dedication prayer remembering that Jesus kneeled on the river bank after coming up out of the water.
 - c) Minister presents the candidates with their baptismal certificates.

- d) The members of the church greet the new members at the close of the service.
- B. The outdoor baptism follows much the same order but is adapted to the conditions.

Required Reading.

1. White, E. G. Evangelism, pp. 313-315.

SECTION III

POST-CAMPAIGN FOLLOW THROUGH

UNIT ONE

Conserving the Gains

UNIT TWO

Following Through on the “Almost Persuaded”

INTRODUCTION
TO
UNIT ONE

CONSERVING THE GAINS

It is remarkable how many people stay by the church regardless of the treatment they receive after baptism. It is a testimony to the fact that most people who unite with the Seventh-day Adventist church do so because they are deeply committed to Christ. It would be naïve, however, to take the position that it makes no difference how the church relates to new converts. There are many every year who are lost to the church because of the lack of attention, care, and love who might have been conserved if they had only known that the church cared.

Many of those who remain in the church are nearly overcome by discouragement for the same reason and it is not possible to estimate the loss to the cause when zeal and ardor are cooled by the indifference of the church members.

This is a very critical problem that must be faced by the church. It is partially due to ignorance of the church's role in the plan of God. There is a tendency for members to look upon the church as a society of the sanctified rather than the garden of the Lord where new plants are nurtured and older ones mature in a constant and never ending process of growth. It is not the providence of this syllabus to discuss the doctrine of the church, but a misunderstanding here has led to a severe spirit of criticism on the part of many members of longer standing.

There is little tolerance manifested for the mistakes of new members. There seems to be no sympathetic understanding of the severe trials to which they are often subjected as they make the transition from the old life to the new. The sharp stab of criticism that inevitably follows a public series does much to destroy the blessing of revival that the church experiences while the series is in progress.

The ministry faces this serious problem and must come to grips with it in a

positive way. It is in the hands of the minister to institute a program of conservation that will enlist the help of the church and curb, at least partially, the spirit of criticism.

Almost more important than the factor of fellowship that will be treated in this unit is the trust of the messages preached by the pastor after the public series closes. If during the public meetings the Advent message is proclaimed with earnest urgency and afterward the people are fed a nominal diet of inspirational chit-chat the contrast will be great; and worse—the new members will never quite understand why they hear so little of the message that warmed their hearts and laid upon them, under the power of the Holy Spirit, the conviction that they should unite with the true people of God who have the last warming message to give to the world with haste.

The Advent message is the great heart-beat of the church. When the church throbs with the urgency of the imminent return of Jesus, a long sure step will have been taken toward conserving the gains.

UNIT ONE
CONSERVING THE GAINS

Purpose of the Study.

To impress the vital necessity of providing for the integration of new believers into the social and spiritual life and activities of the church.

Study Outline.

- I. Conservation is one of the most important responsibilities of the evangelistic program.
 - A. New members cannot be expected to survive if they are left to shift for themselves.
 1. New members are considered to be the “babes” of the flock.
 2. Babies will die if they do not receive adequate attention.
 - B. It is necessary that our concept of evangelism extends beyond baptism.
 1. Baptism is the gateway, the beginning of a new life in the church.
 2. The new convert needs helpful, loving guidance after baptism in order to make the transition from the old to the new life.
 3. Baptism signifies birth, not maturity in Christian understanding and practice.
 - C. It is the official responsibility of the church to take careful steps to help the new members become integrated.
 1. It is the responsibility of the church board to inaugurate plans for education and integration.
 2. It would be helpful to establish a New Member Committee to follow through on plans for care of new members.
 3. The church board should review the names of new members every quarter for eighteen months.

- a) This will allow careful reflection on the spiritual condition of the new members.
- b) It will become less likely that someone will slip out of the church unnoticed.
- c) It will help keep the new members on the heart of the church.

II. There are five helpful avenues of conservation.

A. Preaching.

- 1. Spirit-filled preaching is especially necessary after public meetings have closed.
- 2. The great message of the third angel that brought converts into the remnant church will be the message that will hold them.
- 3. The new members will need to hear preaching on practical Godliness.

B. Teaching.

- 1. The Sabbath School will have a special class for the new members taught by one who understands their special needs.
- 2. It would be well to have a community Bible class taught by well-qualified members of the church where new members can come and bring their friends.
 - a) The message will be repeated for the member.
 - b) It will prove an avenue for immediate soul-winning.
- 3. Wednesday evening prayer meeting could include a series of studies from Daniel and Revelation.
- 4. The new members can be encouraged to enroll in the Spirit of Prophecy Bible Course.
- 5. They should be introduced to Seventh-day Adventist books and encouraged to subscribe to church periodicals.
 - a) All new members receive a free introductory one-year subscription to the weekly Adventist Review.

b) They are sent the Union periodical.

C. Fellowship.

1. It is in the area of the social life that the greatest changes are experienced by new members.
 - a) They often cut the ties with former friends.
 - b) They sometimes suffer persecution in their families.
 - c) There is a need to form new friendships within the church.
2. The church will help new members form friendships and to enjoy fellowship with all through wholesome social programs.
3. The church will seek to introduce the new members into bands and organizations of the church that will provide association with others near the same age and with the same interests.
4. Individual members will seek to become acquainted with new members helping them to feel at home in the church.
5. The sponsor plan is one of the most effective organized ways to insure integration of new members.
 - a) The New Member Committee assigns a spiritually mature member as a special friend of one or two new members.
 - (1) Age and social status should correspond as closely as possible.
 - (2) A whole family may be assigned to sponsor a new family.
 - (3) It is best not to use the name "sponsor" or "guardian" in the presence of the new members.
 - b) The sponsors are notified and carefully instructed. The following suggestions are made:
 - (1) At every service of the church make it a point to speak a few friendly, cheerful words to the one in your charge.
 - (2) Visit him in his home often; at least twice a month.
 - (3) Invite him to your home for a meal occasionally

- (4) Call him on the telephone frequently.
- (5) Invite him to sit with you in church from time to time.
- (6) Introduce him to others.
- (7) If he is absent on a Sabbath, do not let the week pass without calling to inquire if he was ill.
- (8) Care for him when ill.
- (9) Avoid discussing church problems with him and never gossip or criticize others in his presence.
- (10) Take him with you on missionary endeavors.
- (11) Pray for him daily. Pray with him frequently.
- (12) Report any dangerous spiritual signs in him to the pastor.
- (13) Avoid monopolizing him and do not feel slighted if he forms an intimate friendship with another member.
- (14) Get the new members out to secular, social functions of the church.

- c) It is well to call the sponsors together occasionally for reports and suggestions.
 - (1) An occasional report will indicate whether the sponsor is doing his work.
 - (2) It will give an opportunity to share ideas for more effective integration.
 - (3) It will make it possible to make changes if the relationship is not working out too well.

D. Activity.

- 1. Just as a growing baby needs exercise, so the new members need activity for wholesome growth in the church.
- 2. Missionary activity should be organized for the new members.
 - a) A training class should be conducted for help in soul-winning.
 - b) Various lines of service will be suggested.

- (1) Literature distribution.
 - (2) Religious interest survey.
 - (3) Branch Sabbath School.
 - (4) Bible studies.
3. Minor responsibilities can be given to new members from the very beginning.
 - a) They can offer prayer, give the mission reading, etc.
 - b) If they have musical talents these may be enlisted.
 - c) One must exercise care in handling the timid,
 4. Heavier responsibilities may be delegated as the new members grow in experience.
- E. Evangelism.
1. Another short series of meetings conducted soon in a nearby community will be of tremendous help to new members.
 - a) They will enjoy attending and fellowshiping with others at the meeting.
 - b) They will have opportunity to bring their friends to hear the message that means so much to them.
 - c) They will hear the message repeated and this will help to ground them more deeply in the faith.
 - d) They can assist in ushering, greeting, music, etc.
 2. The urgency of evangelism will confirm the belief that they are members of a great movement giving the message to the world, in preparation for the soon coming of Jesus.

Required Reading.

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2. Chastain, Theron. We Can Win Others, pp. 90-92.
3. White, E. G. Evangelism, pp. 334-383.

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INTRODUCTION
TO
UNIT TWO

FOLLOWING THROUGH ON THE “ALMOST PERSUADED”

A public series not only reaps but it also sows. There will be many fine interests to develop after the series formally terminates. A significant group is those who come under conviction during the series, yet do not register a decision. They are placed on a high priority list for they are, in most cases, friendly to the church and in sympathy with its teaching.

This group cannot long be left to themselves, for interest that is not followed through at once is quickly cooled. A plan for nurturing this group should be ready to institute immediately at the close of the public series.

Pastors who wish to encourage lay soul-winning activity will find a fruitful field for Bible studies and cottage meetings among these good interests.

UNIT TWO
FOLLOWING THROUGH ON THE “ALMOST PERSUADED”

Purpose of the Study.

To explore ways of continuing the harvest after the close of the public series of meetings.

Study Outline.

- I. After a series of meetings closes there are still people to work for who have attended but have not yet made a decision.
 - A. There are three classes of people to consider.
 1. The almost persuaded.
 2. The casually interested.
 3. Those not interested.
 - B. There are reasons why some do not respond quickly.
 1. They are conservative by nature.
 2. They are suspicious of mass response.
 3. Some have unsolved problems.
 4. Some have not heard enough to bring conviction.
 - C. A number of these will eventually respond if they are worked for.
- II. There are five ways to follow through on the almost persuaded:
 - A. Visit them often.
 1. The best interest should be visited regularly by the pastor or qualified layperson.
 2. An earnest endeavor will be made to discover what holds them back.
 3. If there are objections, questions that are not clear, or unsolved problems, the visitors will attempt to help resolve them.
 - B. Flood them with literature.

1. Place the best prospects on the mailing list.
 2. Send literature every week.
- C. Give them Bible studies.
1. Community Bible classes will provide opportunity for these people to study further into the message.
 2. Bible studies in the home on subjects that will meet the individual's needs will often lead to decision.
- D. Invite them to the services of the church.
1. The Sabbath School will be an effective means to bring them into church fellowship.
 2. Baptism services have a powerful appeal toward decision for this group.
- E. Invite them to social functions of the church.
1. Social functions help people understand that Seventh-day Adventists enjoy wholesome recreation.
 2. The more people identify themselves with the activities of the church, the better the chances of securing their decision to unite.
- III. A second series of meetings is very effective in securing decisions from the almost persuaded and the casually interested.
- A. There are three objectives in conducting a second series:
1. To extend the message to those who have not heard it before.
 2. To repeat it for the sake of grounding new members.
 3. To deepen conviction and lead to decision those who become interested in the previous series.
- B. There are several factors to be kept in mind while planning a second series:
1. The meetings should be conducted in close proximity to the place of the previous series so that the group you are to reach can attend.
 - a) It is sometimes advisable to hold the second series in the same place.

- b) A different section of the city may be selected if a hall is available.
 - c) A nearby city will often be the best selection.
 - 2. The series should be a full-fledged campaign.
 - a) New advertising should be prepared.
 - b) It should be promoted with as much enthusiasm as the previous series.
 - c) It will be difficult to engender enthusiasm on the part of the church to support anything less.
 - 3. A new approach to the message may be desirable.
 - a) Subjects not included in the previous series may be included.
 - b) Different aspects of the message may be emphasized.
 - c) The approach may be different but the series should contain the full message of present truth.
- C. The same series can be repeated with good success if a new location is secured.

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