

EFFECTIVE PRE-CRUSADE WORK

Personal Audience

This emphasizes the importance of meeting and ministering to people where they are.

The NT highlights this style of evangelism:

- ✠ Nicodemus.
- ✠ Woman at the well who wasn't well.
- ✠ Zaccheaus.
- ✠ Rich Young Ruler.
- ✠ Woman caught in the act.

Why is personal evangelism extremely essential?

- 🌍 Everyone will not be able to attend the meetings.
- 🌍 Some people will never attend.

Christ used three parables to show the importance of Personal Ministry.

- ✘ The Lost Sheep – They don't find their way without help.
- ✘ The lost coin – They are family members.
- ✘ The prodigal son – Be willing to accept backsliders even if they have an unwelcome smell.

Public Audience

A careful look at the NT suggests that different approaches were used in attracting people. These approaches are still workable today.

Targeting Special Groups

1 Cor. 9:9-22 – To the Jews Paul became a Jew.

“I have become all things to all men so that by all possible means I might save some”

EGW – “The intelligent, the refined, are `all together too much passed by. The hook is not baited to catch their class and ways and methods are not prayerfully devised to teach them with truth that is able to make them wise unto salvation.” Ev. Pg. 553.

N.B. While you target a special group the door **must** be left wide open for anyone who wishes to enter.

Personal Work

This is the method the NT used in preparation for Public Meetings. Lk. 10:1-3. The disciples went out in two's indicating the importance of house-to-house work. Their personal visitation opened the door to receive the gospel.

The Witnessed and Mormons use this method with tremendous success.

For public evangelism to be successful personal work must be done leading up to the crusade and personal work should continue during the meetings to maintain the audience.

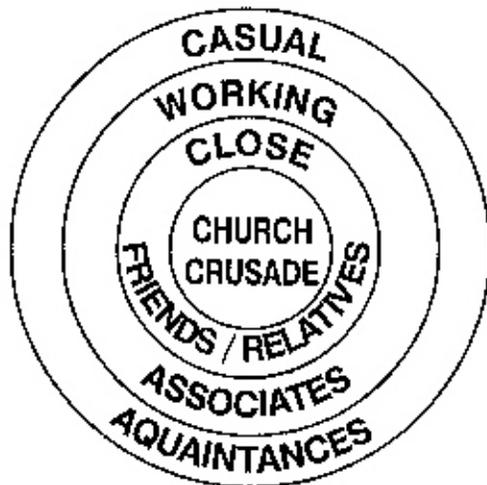
EGW – “The gospel commission is the great missionary charter of Christ’s kingdom. The disciples were to work earnestly for souls, giving to all the invitation of mercy. They were not to wait for the people to come to them; they were to go to the people with their message.” AA pg. 28.

Friendships

“Friendship is the language the deaf can hear and the blind can see.” Larry Moody.

Friendship evangelism is building a relationship of credibility and confidence in which needs can be expressed. Most people get baptized because others play a part in their decision-making.

DIAGRAM SHOWING THE INFLUENCES ON A
WIDENING CIRCLE OF PEOPLE WHO ATTEND
EVANGELISTIC CRUSADES



CIRCLE OF INFLUENCE

Personal Testimony

It is the most powerful tool for witnessing and can be used positively in bringing people to hear the Word of God.

- NT story on personal testimony – Mk. 5:1-20.
- The people of Gergesa at first did not receive Jesus.
- The man's testimony had such a tremendous impact on the community, that when Jesus returned the people were anxious to receive Him

Ministering to felt needs

Abraham Maslow, social psychologists points out that human beings have four (4) basic needs.

- Need for security.
- Need for Love, affection and a sense of belonging.
- Need for recognition and esteem.
- Need for a new experience.

Evangelism will be more effective if these areas of people's life are addressed.

“In our endeavour to reach the secular mind we must remember that people will not change until they want to change and until they see that a change is beneficial in terms of their basic needs and desires. Therefore, as we think of reaching these people, we need to find out how we can meet the needs they have...we can get their attention and awaken a desire only as we minister to their felt needs.” Cox, Kenneth. **Evangelistic Problems and Suggestions in meeting the secular mind.** 1985, Pg. 82.

Commenting on Jesus' method EGW says, “Jesus met the people on their own ground as One who was acquainted with their perplexities. His message of mercy was varied to suit His audience...He had tact to meet the prejudiced minds...that won their attention.” DA Pg. 340.

Needs-related events in the NT:

- ✦ Luke 5:1-11 Fish
- ✦ John 2 Wedding
- ✦ John 5 Invalid at Bethesda
- ✦ John 6 Feeding hungry people

Health Work

Health programs that are carefully planned by Christian Churches are making a positive impact on many communities all around the world.

Important: Health programs break down prejudice and open the minds of secular and heathen people to hear the gospel.

Jesus' Health Ministry

- ✘ Luke 5:12-15 - Healed a leper. Large crowd gathered.
- ✘ Healing of Peter's Mother-in-law. Mark 1: 29-34
- ✘ Woman with the issue of blood. Luke 8: 43-50

It is interesting to note that almost every time Jesus ministered physically to people, many were attracted to Him and listened to His message.

Training

The foundational principle of soul winning still stands. Church members, eager to increase their effectiveness, require training.

Commenting on the necessity of training the laity, David Wright says that the most urgent task he found in the work of evangelism was building up and training the lay people of the church.

The Apostle understood the importance of training. 1 Cor. 9:24-27.

Soul winning is a science in itself. It is a science of the highest order as it deals with the psychology of change. We must be trained to know how we can appeal to the human mind to effect this change.

EGW has this to say, "One worker who has been trained and educated for the work, who is controlled by the Spirit of Christ, will accomplish far more than ten labourers who will go out deficient in knowledge and weak in faith." R&H May 29th 1888 pg. 337. She adds. "In labouring where there are already some in the faith, the minister should at first seek not so much to convert unbelievers as to train church members for acceptable co-operation." GW pg. 196.

Approaches to Witnessing

1. The Shock approach - Direct
2. The Gentle approach - Kindness

3. The visitation approach - Visiting institutions
4. The conversational approach - Re-directing Conversation
5. The literature approach - Indirect approach of using our books
6. The after-meeting approach - Availability after the service.
7. The planned interview approach - Importance of talk and counsel
8. The Bible study approach - Use of the Word of God



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