

ZIPPED!

*The top 15 reasons why 98% of
Christians don't do evangelism*

**JULIAN
BATCHELOR**

FOREWORD.

BRUCE COLLINGWOOD, SENIOR PASTOR OF THE OASIS (ELIM) CHURCH NAPIER NEW ZEALAND



Hi,

My name is Bruce Collingwood and I am the senior leader of The Oasis (Elim) Church in Napier. I also currently lead the Napier Minister's Network.

Evangelism Strategies International (ESI) asked me if I would consider writing the foreword to this booklet.

I willingly agreed to do this for one major reason.

My own church has been profoundly influenced by the Holy Spirit through taking on board the truths in this booklet and I want those who read it to have the same experience.

I encourage you to see the content of this booklet as the impartation of life changing / church changing truth from God and His Word.

I freely admit that it's 'hard truth' but it's truth nonetheless and truth we as a church needed to hear and address. I believe walking in truth aligns us with God's blessing. 3 John 1:4 says "I have no greater joy than to hear that my children are walking in the truth."

Effectively, ZIPPED is an audit of the Church's performance with respect to evangelism and audits aren't always good news.

If you can take on board the truth that is being expressed in the following pages, and act on it, you and your church will never be the same.

I only know this because of my own experience. Let me explain.

Two years ago I made a decision to make evangelism the priority in our church and I asked my senior leadership team to join me on the journey. I wanted our church to be fully aligned with Jesus' Great Commission and the New Testament Church pattern as outlined in the Gospels and the book of Acts.

After prayer, much discussion, and study they eagerly agreed to join me and take the church on this incredible journey. This journey was sparked by being exposed to the truths in this ZIPPED booklet. What did this journey entail?

First we had to **KNOW** what the issues were which were stopping us going forwards in evangelism. Then we had to **GROW** by being equipped and resourced to do evangelism. Then we had to **GO** and do it, and maintain the momentum. It's a pretty simple formula: know, grow, go!



Unity at a senior leadership level is crucial, and as the senior pastor and spiritual head of the church, I had to lead strongly.

Since we started this journey two years ago of focusing on mobilizing 100% of our church in evangelism we've seen some amazing things happen.

First, for many years we had plateaued in numerical growth as a church and now we are steadily growing. I put this growth down to our making a priority of evangelism.

We have experienced a 33% increase on the number of people attending our church, and it's mostly conversion growth. Nothing excites a pastor more than seeing his people winning people to Christ and for those people won to be assimilated and growing in the church.

Second, we thought when we made evangelism the priority we might lose some people and we were prepared for that. But in reality, absolutely no one has left for this reason.

Rather, one or two people have come to Oasis from other churches specifically because we are an evangelistic church. They heard about the life we are experiencing here and they wanted it too.

Third, there has also been a general lift in unity, life, and excitement in our church and a general increase in joy and purpose because everyone now is pulling in the same direction. Believe me, this makes a world of difference.

At present we have around 25% of our people doing evangelism at least once a week. We know this because we are accountable to one another.

By discipling my people in evangelism regularly (once a month for two years), using an evangelist with the Ephesians 4 gift to do it (in our case Renee Tobin who is the assistant leader of ESI), our goal is to eventually have 100% of our people active. Wow! That's an exciting thought.

Renee walked us through 'the 3 phases' needed to mobilise a whole church into evangelism as outlined on pages 31-32 of this booklet, and it's working. This is a pastor's road map to sustainable church wide evangelism.

Making evangelism the priority in your church is not as scary as you might think. It's been absolutely life changing and we won't turn back now. We know we are in the centre of God's will. I can't believe I didn't make this decision when I first started pastoring churches 20 years ago.

If you would like to contact me to talk about our journey, please feel free.

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**Mobilise Your Whole
Church -
Help Them Find The
Key To Life And Life
In All Its Fullness!
John 10:10**

“Making evangelism the priority in your church is not as scary as you might think. It’s been absolutely life changing and we won’t turn back now. We know we are in the centre of God’s will. I can’t believe I didn’t make this decision when I first started pastoring churches 20 years ago.”

**Pastor Bruce Collingwood,
Senior Leader
The Oasis (Elim) Church
Napier NZ.**

15 REASONS WHY 98% OF CHRISTIANS DON'T DO EVANGELISM.

Let's face it, most Christians struggle with "evangelism," even the very thought of it.

Reputable research reveals that only 2% of Christians in the Western Church now engage in this activity.

Just the sound of the word causes the vast majority to shudder and recoil in horror. Try blaspheming in a church service. Today, you'll get much the same reaction when you mention the "E" word.



There are reasons why this is so and my book '**Evangelism: Strategies From Heaven In The War For Souls**' reveals

what they are. The booklet you are reading now details the first fifteen.

Singularly, each reason has tremendous power to negatively influence an individual's evangelism activity. Collectively, they are responsible for the appalling 2% figure.

In my experience, there is usually no one 'knock out' reason why an individual does not participate in evangelism. Typically, it's a combination of reasons, and it will usually be a different combination for each person.

These reasons have spawned and multiplied because we've been careless with our exegesis of a cluster of crucially important Biblical words and phrases. The Bible exhorts us strongly to be more careful. ***"Be diligent to present yourself approved to God as a workman who does not need to be ashamed, accurately handling the word of truth."*** (2 Timothy 2:15)

In short, many of us are guilty of being sloppy, inaccurate workmen. As a result, and with respect to evangelism, confusion now reigns. 14 of the 15 reasons given in this booklet are rooted in confusion. Only the first reason is not.

So, what are the 15 reasons?

1 ■ *"I want to do evangelism but just don't know how!"*

There is a small percentage of Christians who actually want to reach the lost with the gospel but they just don't know how to do it. If someone would show them, they would do it!

They want to know things like:

- How to start off a conversation about the gospel with a lost person.
- The content of the gospel and how to best communicate it to people in today's culture.
- How to finish the conversation.
- How to lead someone to Christ.
- What to say if someone asks a hard question. In other words, they want to be equipped with good answers to hard questions so when they come up, they have confidence to answer them.
- What tools that are available to help me do the job? Variety is the key here. Different tools suit different people. They want to be shown how to use these various tools i.e. to be coached.
- When they have this information and training, this builds confidence. When confidence is high, fear diminishes. Many Christians are fearful of doing evangelism only because they lack confidence.

Conclusion? One of the major reasons some Christians don't do evangelism is that they are not provided with on-going evangelism training opportunities and resources. It is the responsibility of church leaders in all churches to provide training and resourcing. When they fail to do this, they unwittingly contribute to the shut down of evangelism and they rob the people they lead of the joy and purpose which comes from doing it.

Training and equipping everyone in a church for evangelism will create momentum. Creating momentum is relatively easy. Maintaining momentum is the hard bit. To achieve this, it's absolutely crucial that the next 14 reasons are also addressed. These 14 reasons explain why the bulk of the people in your church don't do evangelism.

2.

We've become confused about the phrase 'the gospel'.

Some Christians have become very confused about the difference between the words, works, and effects of the gospel.



For example, if I pray for a sick person, my prayer is a work of the gospel. If the person prayed for is healed, the healing is an effect of the gospel. But have they heard the words of the gospel? No, they have not.

Biblically, it is only when the words of the gospel have been communicated, either in writing (e.g via a booklet) or verbally, that evangelism can be said to have taken place.

Some in the Church today think that if they pray (for example) for a lost person, they are doing 'a bit of evangelism.' The truth is, praying for a lost person, or even seeing them healed (as good/ right/ biblical as those behaviours/outcomes are) are not to be equated with evangelism.

When Jesus commanded the disciples to "Go into all the world and preach the gospel" (Mark 16:15), He was referring to the words of the gospel, not its works or effects.

The result of this confusion? Very little evangelism is actually going on.

Yet we mistakenly believe a lot of evangelism is going on because we observe the Church is busy with the works of the gospel (e.g. praying, fasting, feeding the hungry, clothing the naked, visiting prisons, interacting with their community through various programs, etc) and seeing the effects e.g. signs and wonders, empty stomachs being filled, the naked being clothed, the marginalised being included again, etc. Don't get me wrong here. The Works and Effects are crucially important in the mix, and they are obviously and entirely Biblical, yet they are not to be confused with the Words of the gospel.

3. ■ *We've become confused about the words of the gospel.*

According to scholars, in order for someone to say "I have faithfully communicated the words of the gospel" certain content must have been communicated / covered, namely a clear explanation about: (1) why we must be saved, (2) how Jesus can save us, (3) what we must do to be saved, (4) the cost of being a disciple. If 'sharing my faith' and having 'God conversations' with lost people covers this content, then evangelism has taken place. If not, then no evangelism has taken place.

Some Christians have simply made up what they think the words of the gospel message should be e.g. "Jesus loves you." They think (in error) that every time they tell a non-Christian 'Jesus loves you' or they have a random conversation about God with someone which does not cover 1-4 above, they are doing some evangelism.

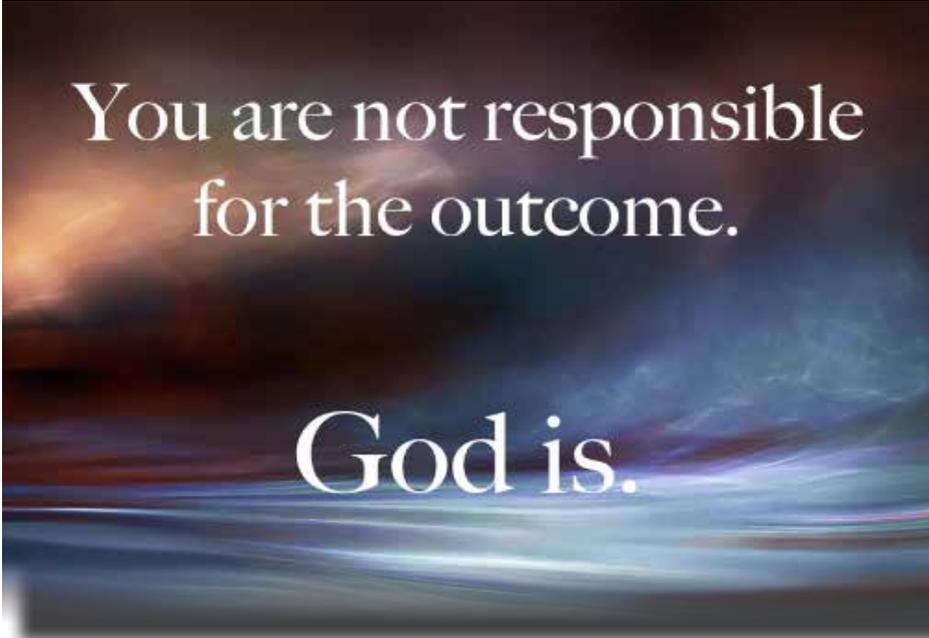
Then when the pastor (e.g. from the pulpit) exhorts them to do evangelism, those listening gleefully nod and say to themselves "*Amen pastor! I am already evangelising. I told three people this week that God loves them!*" Others say "*Amen pastor! I brought up the subject of God with a friend in conversation this week, so I too am already evangelising!*"

What's most tragic of all is that the pastor will usually not be aware that his/her congregation are not 'on the same page' as they are with respect to evangelism and the gospel i.e. the pastor will be saying one thing (hopefully saying what the Bible says 'the gospel' and 'evangelism' are and are not), but the congregation will be understanding another.

As long as a pastor and his /her congregation are out of sync in this way, evangelism will always struggle to get traction.

ERROR 404

We are NOT on the same page



You are not responsible
for the outcome.

God is.

4. *We've become confused about the word evangelism.*

A vast array of unbiblical understandings of 'evangelism' are currently circulating in the Church. Each is undermining our efforts to mobilise whole churches to evangelise.

'Having gentle conversations with the lost about God is evangelism' and 'engaging in social action is evangelism,' are two examples. The most damaging of all is defining evangelism as 'the winning of souls'. This puts pressure on Christians to think that every time they share the gospel *they must* 'win a soul'.

Quite rightly, most people dislike the thought of having to become like a high pressure second hand car salesman in order to 'win a soul', so they shudder at the thought of doing evangelism.

They have forgotten that it is only God who can 'win the soul' (e.g. John 6:65). Because the line between our responsibility and God's has become very blurred (2 Timothy 2:15), people run a mile when the "E" word is mentioned.

5. *We've become confused about the mission of the Church.*

The mission (i.e. the ultimate goal / the main thing / the bull's eye/ the raison d'être) of the Church is to evangelise the world for the glory of God.

That is to say, the priority of the Church (and that means every individual in the Church) is to ensure that every person on the earth hears and understands the words of the gospel, delivered with love and grace, at least once (better still, multiple times). This is what I mean by 'evangelise the world.'



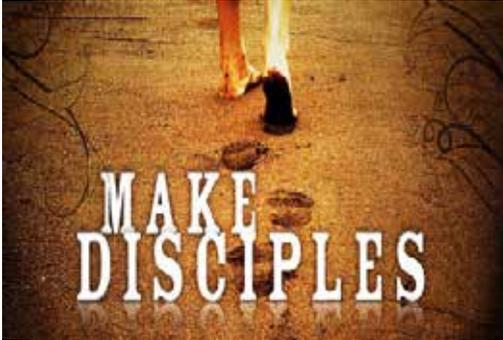
Put another way, all our camps, conferences, sermons, studies, reading, worship, prayer, social action initiatives, fellowship, fasting, intercession, tithing, discipleship programs, and crusades for justice etc were never meant to be ends in themselves. In most churches, sadly, this is what they have become. Biblically, they were meant to be means to one great end, which is the evangelisation of the world. This, more than anything else we do, is the job Jesus wants done. It's at the top of His 'to do' list.

Some Christians, including some leaders, simply don't know that this is our mission. And not knowing this, they have not made it the priority in their churches. In turn, the people in their church have no idea that it's the priority, so they have little or no concern for evangelism.

Sure, there **are** many pastors who are very aware of the mission, but even some of these have simply chosen to either put it out of mind (deny it), shelve it (avoid it), toss it into the 'too hard' basket (run from it), wait for an outpouring of the Holy Spirit and revival to hit (find a Biblical sounding substitute for it), or put it into the 'I'll do it one day' file (procrastinate about it). Really, all of these responses are, ultimately, just disobedience (1 Samuel 15:22). The result? The 2% figure.

6. *We've become confused about 'the Great Commission'.*

The Great Commission has four parts: (1) go (2) proclaim the gospel (3) baptise those who are saved and (4) disciple those who are baptised.



Some Christians today have, in error, come to believe the Great Commission is only about (4). This is because most pastors are focusing only on (4). They get this from Matthew 28:19 “..make disciples...”

They think that if they focus on discipling their people, they are fulfilling the Great Commission.

Other leaders are well aware of all four parts.

They hope that if they disciple their people for long enough, one day they will mystically ‘break out’ (i.e. experience a revival) and start doing 1-3 (i.e. go, proclaim, and baptise).

This plan has as much chance of succeeding as climbing to the moon on a rope of sand.

I visited churches 20 years ago who had this plan. Today if you visited them again, they are still ‘discipling their people, getting them ready to evangelise the world!’

The result? 20 years worth of lost people who could have been reached by that church have perished (or are



perishing) without hearing the gospel and the people in the church missed 20 years of spiritual growth - the tremendous growth which comes from doing evangelism.

Most alarming of all, some churches have simply replaced 'proclaim the gospel' with something else, most notably social action, social justice, or signs and wonders. That is to say, they have redefined the historical definition of the Great Commission which has stood for 2000 years.

At the root of this is confusion between the Words, Works, and Effects of the gospel.

Furthermore, most contemporary discipleship courses / programs (including Bible College courses) give little or no ink to the need to mobilise all believers for evangelism.



Instead of evangelism being the centre piece of today's 'discipleship' courses, at best it's become an appendix, at worst, it's completely omitted.

Ultimately, the whole point of Jesus' command to '..make disciples...' was to multiply the number of people who would go, proclaim, baptise, and disciple for His glory.

The more people evangelising, the sooner Jesus' mission will be completed. And when it's completed, one of the conditions for the Second Coming will have been fulfilled. (Matthew 24:14). This is why it's called 'The **GREAT** Commission.'

**KEEP THE GREAT COMMISSION
THE GREAT COMMISSION!**

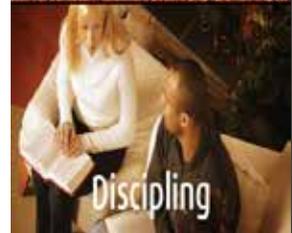
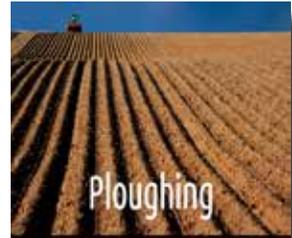
7. We've become confused about how the lost are drawn to Christ.

There are six steps in the process of drawing the lost to Christ. Each step is crucially important:

1. **Ploughing** i.e. Christian behaviours which soften the hearts of non-Christians, making them more receptive to the words of the gospel e.g. prayer, social action, showing kindness / love, befriending the lost, being generous, praying for someone to receive a miracle, etc.
2. **Sowing** - communicating the words of the gospel.
3. **Watering** - the same as 'ploughing' behaviours, except they occur after 'sowing'.
4. **Growing** - the sovereign work of God (e.g. John 6:65; 1 Corinthians 3:7)
5. **Harvesting** - when the lost believe, repent, & receive Christ e.g. 2 Corinthians 5:11
6. **Discipling** - maturing the saved (e.g. Matthew 28:19).

Most Christians today think all six steps are 'a bit of evangelism' when Biblically, only step 2 (sowing) is to be equated with evangelism.

For example, they subconsciously reason *"Verbalizing the words of the gospel is only one way of evangelising. There are other ways. I'll stick to handing out food parcels or running programs for unsaved mothers. These are more in line with my gifting."* This confusion is causing some to think that they are doing evangelism, when in fact they are not.



8. *We've become confused about whether evangelism is a process or an event within a process.*

As already stated, drawing the lost to Christ is a six step process.

Evangelism (i.e. step 2, sowing) is an event within this process.

It's an event because when a Christian explains the words of the gospel to a non-Christian (i.e. why they must be saved, how Jesus can save them, what they must do to be saved, and the cost of being a disciple) the explanation has a beginning, a middle, and an end e.g. like a 100m running race - it's an event with a beginning, a middle, and an end.

Again most Christians in error have come to believe that the entire 6 step process is to be equated with evangelism.

Hence, very little evangelism is actually going on.

**DRAWING A LOST PERSON
TO CHRIST IS A PROCESS.
EVANGELISM IS AN EVENT
WITHIN THIS PROCESS.**





9. *We've become confused about our chief motive for doing evangelism.*

The chief motive for evangelising is to glorify God, not to win souls.

How does evangelising glorify God?

As the gospel is being explained by a Christian to a non-Christian, Jesus is being exalted, honoured, and esteemed. Jesus is being glorified because the words of the gospel are all about Him. The message is literally pregnant with His excellencies, merits, and accomplishments.

For this reason, say scholars, no other Christian activity matches evangelism when it comes to glorifying Jesus. Evangelism, they say, is the highest form of worship.

Some Christians are not aware that this is the chief reason / motive for doing evangelism.

Rather, they ask questions like *"How many souls have you brought into the church?" "How many people have been won over?" "What fruit are you seeing?"* and so on.

This usually betrays the fact that they erroneously view the chief motive for evangelising as the winning of souls.

Please don't misunderstand me here. 'Fruit', 'souls', 'conversions' etc are all highly desirable (and Biblical) outcomes of evangelism (e.g. Luke 19:10), but they are not, Biblically speaking, our **chief** motive for doing it.

Please think this through.

If (hypothetically) the whole world heard the uncompromised words of the gospel, delivered tenderly with love and grace, and no one was saved, we'd have to conclude that this outcome must have been God's will, since **only** He can win souls (e.g. John 6:65; 1 Cor.3:7). If He wanted those who heard the gospel saved, or even a percentage of them, He would have saved them.

The points I want us to grasp as we go out to evangelise the world are twofold. First, we must go primarily to glorify God, not to save souls. "Man's chief end is to glorify God, and to enjoy Him forever."¹

"For the earth will be filled with the knowledge of the glory of the LORD as the waters cover the sea."(Habakkuk 2:14) ***"So whether you eat or drink or whatever you do, do it all for the glory of God."*** (1 Corinthians 10:31)

Second, expect to win souls, pray for souls, and cry out for souls. And when we see souls won, we must never think it's our doing / skill / or cleverness that caused the result. You and I are only conduits of His infinite mercy and grace. Nothing more, nothing less.

Let's be clear. Our job description, and solemn responsibility before God, is to evangelise the world (e.g. Mark 16:15), primarily for His glory.

His job description, if it so pleases Him, is to cause our efforts to be fruitful i.e. for us to experience the joy and wonder of seeing people saved.

Let's not continue to be confused about our motives for doing evangelism, or our job description. The confusion is stopping some Christians from evangelising.

¹ The Westminster Shorter Catechism

10. We've become confused about the word 'witnesses' in Acts 1:8

Acts 1:8 says "...you shall be My witnesses..." Some Christians have come to think that 'witnessing' simply means letting others know we are believers (e.g. not mowing our lawns on Sunday, not drinking alcohol or smoking, dressing up on Sunday with a Bible under our arm, sporting a 'Jesus loves you' bumper sticker on our car, using expressions like "Praise the Lord" or "God bless you" in conversation, engaging in social action in the name of Jesus, going on mission's trips, etc).

But this is not at all what the Greek word 'witness' means in Acts 1:8.

So what is 'witnessing'?

The English word 'witness' comes from the Greek word *martueo*. Dr Michael

"...AND YOU SHALL BE MY WITNESSES.." ACTS 1:8

Green explains its meaning: "It is primarily a legal term, and was frequently used in Greek to denote a witness to facts and events on one hand, and truths vouched for on the other."² What does this mean? If we are 'witnessing for Christ' we'll be like a witness in a courtroom, explaining the facts of Jesus' life and the salvation significance of those facts. In other words, we'll be communicating the words of the gospel.

Martueo has a secondary meaning which is to tell our testimony i.e. the difference Jesus has made in our lives.

We see this biblical understanding of the concept of 'witnessing' lived out in the book of Acts. After Jesus announced in Acts 1:8 "you shall be My witnesses" the rest of the book literally overflows with accounts of believers proclaiming the gospel.

'Witnessing' and 'evangelising' are therefore the same thing. If we let people know we are believers in some way, which is good, but do not communicate the words of the gospel at the same time, we have not engaged in evangelism. This confusion is causing some Christians to think they are evangelising, when in fact they are not.

² Dr Michael Green. *Evangelism In The Early Church*. Highland Books, 1970, p.83

11. Church Leaders (i.e. all leaders at all levels of leadership in a church) not leading by example in evangelism.

If leaders in a church aren't being seen by their congregation to be obviously and visibly evangelising regularly, the people in their churches (with a few rare exceptions) will not do evangelism either. Evangelistic fire must start with church leaders, and be fueled by them.

If leaders don't lead by example, it will literally be impossible to mobilise everyone in their church for evangelism. Trust me, after 30 years of experience, this is **the** great truth I have come to learn. There is no way around it. Church leaders - if you have a personal break through in evangelism, your people will too. If you don't, they won't either. It's that simple. It's just the price leaders must pay if they want to liberate everyone under their care into the joy of obedience in evangelism. Leaders, are you willing to pay the price? As Albert Schweitzer said "*Example is not the main thing in influencing others. It's the only thing.*"

Furthermore, what some church leaders don't realise is that when they talk / preach about the importance of doing evangelism but don't do it personally, they unwittingly inoculate their people against evangelism (John 13:15; 1 Corinthians 11:1; James 1:22).

How so? The people in their congregation will subconsciously reason: "*I am confused. If it's so important, why aren't our leaders doing it? We never see them out on the street or going door to door. They don't come to church each week fizzing with excitement about their evangelism encounters, speaking about them in their sermons and casual conversations. Obviously, they are not doing it. If they are not doing it, it can't be as important as they make out, so we won't make it important either. If it's a theory for them, I'll make it a theory too.*"



Together with Acts 1:8 (i.e. “by my witnesses”) these are viewed by scholars as Jesus’ five Great Commission announcements.

While only Mark is explicit about proclaiming the Gospel, the other three Gospel writers do so implicitly.

In Matthew, Jesus commands us to ‘make disciples’. A disciple is an apprentice or learner, someone who imitates his/her Master or Teacher. So, if all genuine Christians are disciples of Jesus (and they are), and Jesus spent a lot of time speaking to the lost about who He was and why He came (i.e. evangelising), then it follows that all genuine Christians today would imitate Jesus by going to the lost and explaining who Jesus was and why He came. We can’t pick and choose which bits of Jesus we want to imitate, and which we don’t just as the disciples in Jesus’ day didn’t pick and choose.

In John 20:21, Luke 24:46-49, and Acts 1:8 Jesus is talking to His disciples. Since we too are His disciples, these verses are a command to us as well.

Conclusion? The Bible is clear that the task of evangelising the world is the responsibility of all believers. This is why as a ministry we are unashamedly seeking to mobilise 100% of the people in every church. Our priority is His Priority, and His priority is our priority.

Believe it or not, over the years I have met people who have studied the Scriptures to find reasons **not** to do evangelism, but really, this is oxymoronic in the extreme i.e. how can a genuine believer furiously search the Bible for reasons **not** to speak to the lost about the salvation which they have personally experienced?

I can’t think of a plausible answer. Maybe you can.



13. *No accountability in evangelism.*

Another reason why evangelism in the West has all but ceased is that we are not accountable to each other for our evangelism. We are not measuring objectively week by week, who in our church is active in evangelism and who is not. We are driving blind.

For example, in business, making money is usually the priority - balancing the till, reconciling bank statements, stock takes, profit and loss statements, records of debtors and creditors etc - what are all these about? Ultimately, they are about financial accountability. In churches we count:

- how many people attend the services each Sunday
- how much money is given each week

These are the two 'big' ones for most churches. But there are others including:

- how many new people are coming to the various ministry programs
- how many people are coming back
- how many people are being saved
- how many people are being baptised
- how many people attend training

These are all good, desirable, and completely understandable, even Biblical, but none are measuring the priority.

What we currently measure in our churches dramatically illustrates how our priorities have become out of sync with His priorities. If Jesus was our pastor, His first priority would be to know how we were progressing with His priority, the evangelisation of the world.

Research reveals that if we want to mobilise all the people in our church for evangelism, we won't progress much past ground zero if we are not accountable. Researcher Thom Rainer writes "If there was a single characteristic that separated the pastors of effective evangelistic churches from other pastors it was the issue of accountability in personal evangelism."¹ When was the last time someone in your church asked you "How's your evangelism going?" You know the answer.

I Thom S. Rainer. *Evangelism And Church Growth*. Zondervan. 2001, p.162

14. *Not living under the authority of Scripture.*

This is the mother of all reasons. When one 'drills down' to examine why a person does not evangelise, the root reason is usually that they do not accept the Bible as the final authority for the life and conduct of a Christian. Many people think they do, but really they don't (Matthew 7:21-23). One of the marks of someone who doesn't truly believe in the authority, infallibility, and inerrancy of the Bible, is that they have never personally made Jesus their Lord (Romans 10:9-10). As such, they view the commands of Jesus like a smörgåsbord, picking and choosing what to obey and what not to obey. For them, Jesus' command to evangelise the world will always be a dish to pass over.

**CHRISTIANS ALWAYS
HAVE REASONS
FOR NOT DOING
EVANGELISM...**

**EXPRESSED
REASONS
AND REAL REASONS.**

15. *"I don't like being told what to do!"*

Some Christians claim to have been put off evangelising, so they say, because they object to being told what to do by evangelists or their pastor. What are we to make of this?

The truth is, that even when they were **not** being told to do evangelism by anyone, they were still not doing it i.e. their 'reason' is a cop out.

For some, the real reason for not evangelising has to do with pride and fear. Pride is the root of fear. Fear is the fruit of pride.

That is to say, they don't want to look silly, or be embarrassed by their Christianity (**pride**). They fear what people would think of them if they were seen in public giving the gospel i.e. they fear rejection and /or ridicule (**fear**). Evangelism is perceived as a risky / scary and potentially highly embarrassing exercise.

When pride and its fruit (fear) are operative, we become ashamed of the gospel (Romans 1:16). And when shame for the gospel and fear of going public with it continually dominates a person, and they never find victory over it, you can be sure that they have never made Jesus their Lord. How so?

Those who have made Jesus Lord care little what the world thinks of them. For this reason, they have no problem going public with their faith. Sure, they still feel fear, but their desire to glorify God and to lovingly, gently, and graciously tell others of the salvation they have personally experienced is greater than their fears and pride. Their eyes are fixed on things above, not on things below (2 Corinthians 4:18). They feel the fear and do it anyway.

They know they have been bought with a price, and their lives are not their own (Galatians 2:20). They have died to self (e.g. John 12:24-25) and have found "life" in obeying the commands of Jesus (John 14:21).



These are just 15 of 83 reasons why 98% of Christians in the West now don't do evangelism. Please can you evaluate your own life - what is stopping you from evangelising each day? Which, if any, of the 15 reasons given in this booklet, is your root cause? Whatever you discover, the fastest way to victory is to learn how to evangelise. Sign up at www.zipped.church.

If you would like to know the other 68 reasons, we'll give you access to a free digital copy of Julian's book. To receive this or a PDF file of this ZIPPED booklet so you can email it to others, or to receive a hard copy, please contact us. Details are on pages 32-33.

WHAT DOES ALL THIS MEAN FOR EACH OF US PERSONALLY?



There are many Biblical reasons why every Christian should be active in evangelism, but here are 6.

(1) The greatest command is to love God (Mark 12:30). Jesus defines 'loving Him' as doing His will (John 14:21). If the priority

of His will is the evangelisation of the world (and it is), then when we evangelise we are loving God the way He most loves to be loved i.e. it's His primary love language.

(2) When we evangelise we also loving our neighbour (Mark 12:31). One of the giants of Church history, Charles Spurgeon, said we don't truly love our friends and neighbours if we don't share the gospel with them. "We are to seek our neighbour's conversion because we love him, and we are to speak to him in loving terms God's loving gospel because our heart desires his eternal good."¹ All our friends and neighbours are ultimately destined for eternal heaven, or eternal conscious torment in hell. There is no third place.

(3) Many Christians are bored and their Christian experience is dry and

Charles H. Spurgeon. The Soul Winner. Focus Publications, 1992. p.14

barren. Doing evangelism brings life to the believer. In John 10:10 Jesus said “I have come to give you life and life in all its fullness.” Mark 8:35 says “For whosoever will save his life shall lose it; but whosoever shall lose his life for My sake **and the gospel’s**, the same shall save it.” So if you are a bored, barren, dry Christian, here’s your answer.



(4) When we die, all of us will have our lives evaluated by God, one person at a time. (Hebrews 9:27).

It seems that a vital component of the evaluation will be how much time we put aside in our lives to share the gospel with the lost with whom we brushed each day. This includes not just sharing the benefits of turning & surrendering to Jesus, but also lovingly and gently warning people about the consequences of rejecting Him.

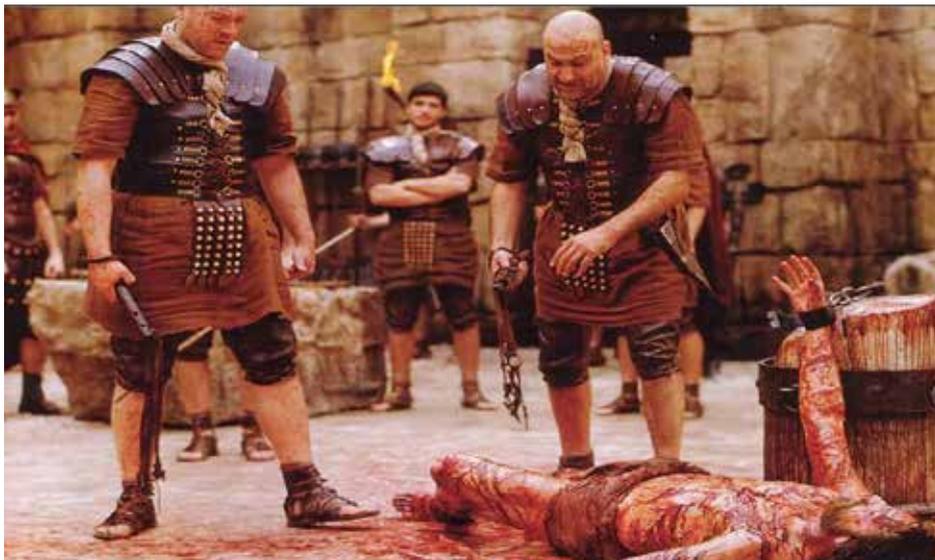
Ezekiel 33:7-9 says “Son of man, I have made you a watchman for the house of Israel; therefore you shall hear a word from My mouth and warn them for Me. When I say to the wicked, ‘O wicked man, you shall surely die!’ and you do not speak to warn the wicked from his way, that wicked man shall die in his iniquity; but his blood I will require at your hand.

Nevertheless if you warn the wicked to turn from his way, and he does not turn from his way, he shall die in his iniquity; but you have saved your soul.”

(5) Jesus suffered many deep and terrible trials during His three year ministry, culminating in an excruciating painful death.

Who can forget the whipping scene in the movie “The Passion Of The Christ?” He suffered like He did, among other things, to secure for us





our salvation and our eternal life.

His death on the cross and his resurrection are the high points of Church history.

If I were Jesus, and My followers, the very people I'd drawn and saved, went silent about Me to the world around them, I'd be devastated. I'd feel very let down. I'd feel like My beating, crucifixion and resurrection had been in vain.

Furthermore, if I observed My people gathering on Sundays to honour Me, sing songs about My merits and excellencies, and preach messages about how great I was, yet on the six days following each Sunday they were silent about Me with the lost people they brushed with each day as they went about their lives, I would have to conclude that in their relationship with Me, something was seriously and terribly wrong. Theologically, how does one reconcile adoration of Jesus on Sunday in the privacy of church, and silence about Him the other six days of the week out in public? You might come up with a plausible explanation. I couldn't.

To be honest, I think Jesus would see this particular behaviour as an hypocrisy of Mt Everest size proportions. I don't think we should accept this gulf between Sunday adoration of Jesus and silence the other six days of the week as the 'new normal' way Christians live.

(6) Non-Christians want to hear the words of the gospel.

After reaching literally tens of thousands of people in Western countries one on one with the gospel, I can tell you from first hand experience upward of 99% of lost people have absolutely no idea about the issues raised in the words of the gospel. For example, that:

- Heaven is a possibility for them, not a given (John 3:16).
- They need to be forgiven by God (e.g. Romans 6:23).
- In and of themselves, 'being a good person' or 'believing in God' are not a sufficient basis for entry to heaven (e.g. Mark 10:18)
- Sin is a serious issue with God (e.g. Isaiah 59:2).
- Forgiveness from God requires our repentance and surrender (e.g. 2 Corinthians 7:10)
- Jesus Christ is the Lord and Creator of the entire universe and He is the One true God. He requires that we make Him Lord (Romans 10:9-10)
- That a relationship with Him is possible (John 10:27).
- All religions are not the same (John 14:6).
- God's chief attribute is His holiness not His love (Isaiah 6:3).
- All unsaved people are condemned to death and hell by God (John 3:18).
- And so on.

Lost people are not going to know about these and other crucially important gospel Truths unless we actually go to them and explain them.



They will not get them from driving past our church each Sunday, reading the Church notices in the local paper/on line, by observing us being 'nice' people, by being the recipient of our social action, or by people in our Church praying for them (as good/Biblical/right/essential as all these things are).

They might possibly hear the gospel on Christian TV or radio, but most non-Christians don't watch Christian TV or listen to Christian radio.

It's obvious, as far as hearing the gospel is concerned, if non-Christians don't hear the gospel from our lips, they will most likely never hear it.

Paul had this very thought in mind when he wrote in Romans 10:14-15

"How then will they call on Him in whom they have not believed?"

How will they believe in Him whom they have not heard?

And how will they hear without a preacher?

How will they preach unless they are sent?

Just as it is written,

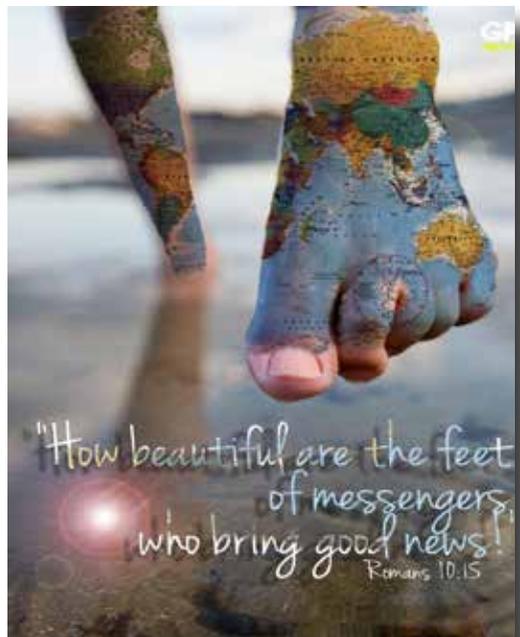
"How beautiful are the feet of those who bring the gospel!"

As I said, the majority of non-Christians are extremely interested in the gospel when it's presented to them clearly, lovingly, succinctly, and logically. It's a complete myth that '... no one out there in the big bad world is interested' which is often what one hears Christians saying to each other (Numbers 14:36).

In summary, I've provided six Biblical reasons why all Christians ought to be active in evangelism. There are many others.

Why don't you personally get going in evangelism by taking the first step?

Visit www.zipped.church and sign up for training today.



After reading this booklet, you will have realised that the Church in the West is in crisis with respect to The Great Commission. You can be part of the solution, and help build the Kingdom of God, by getting this booklet into the hands of every Christian you know. The appalling state of evangelism will not change unless Christians become aware. Awareness is the first step towards change. If the Holy Spirit lays it on your heart to help, please visit www.zipped.church and sign up as a distributor. We can supply hard copies of ZIPPED to you, free of charge.

So, where to from here for churches? After 30 years of experience, I have found that to mobilize the 98% in a church who don't do evangelism, a church must navigate through three distinct phases.

Phase 1: PREPARE your church for evangelism.

This involves teaching the people in your church the reasons why Christians don't do evangelism. The first 15 are detailed in this booklet.

Phase 1 is like running anti virus software through a computer to eliminate all the bugs and viruses. With respect to evangelism and churches, this crucial first phase is to create a new wine skin (Mark 2:22). Jesus clearly taught the need for this.

Generally speaking, people won't start evangelising (and keep going with it) until and unless they become aware of what has been stopping them in the first place. As I have said, awareness is the first step in the change process. This is why this booklet was written - to bring awareness and offer proven solutions that work.

Phase 2: EQUIP and resource the people for evangelism

This involves not only giving the people in your church the tools and resources to do evangelism, but also showing them how to use them. Phase 2 is like loading new programs onto fresh, clean, virus free, hard drives.

There is little point in exhorting Christians to evangelise if we don't provide the tools, resources, and hands on training to do it.

Leaders, if you exhort the people in your congregations to do evangelism but don't at the same time tool, resource, and up-skill them, all you'll do is make them feel frustrated / exasperated / demoralised / discouraged. In

turn, this will consolidate their non-desire to do evangelism.

Phase 3: MAINTAIN momentum by implementing specific strategies.

Just what are these strategies? Here's an example. One of the strategies shows a church how to objectively measure each week (anonymously) who has been active in evangelism and who hasn't. Without this, you won't know how you are progressing with the goal of mobilising everyone in your church. It's vital to objectively measure progress. Accountability is crucial.

Here's the point. It's one thing to prepare a church for evangelism and to resource/equip them to do it. It's quite another to keep the momentum going. What's the point of going to the effort of pulling off phases 1 and 2, if you can't achieve 3? There is little point. Why waste precious time and money by only doing phases 1 and 2? Gaining momentum is easy. Maintaining it is not so. It will not happen unless we deliberately implement specific strategies to make sure it happens.

How many times have you seen a seminar or DVD teaching series pass through your church doors that initially excites everyone, then three or four months later, you notice the excitement has faded? And everything has returned to 'normal' and your church is on to the next 'thing'? You know the answer.

It's very discouraging for church leaders to experience this over and over again in their churches. It need not be so with evangelism. If you skip any of these 3 phases, your plan to mobilise your church for evangelism will shrivel and die over time. Unfortunately, this is guaranteed.

- 1. PREPARE.**
- 2. EQUIP.**
- 3. MAINTAIN.**

**A CHURCH LEADER'S ROAD MAP TO
SUSTAINABLE EVANGELISM.**

ABOUT THE AUTHOR

Julian Batchelor M.ED (Hons), B.Th, Dip T'ching.

Julian has spent over 30 years mobilising churches around the world for evangelism.

In 2006 he published the best seller **“Evangelism: Strategies From Heaven In The War For Souls.”** This 800 page classic details what stops Christians from evangelising and what church leaders can do to get them going (i.e. Julian offers solutions).

He has made a digital copy of his book available, free of charge. This scholarly, yet easy-to-read work also answers crucially important questions such as:

How do we know that the evangelisation of the world is the mission (i.e. the main thing) of the Church? Who says so? What well known respected scholars have come to this conclusion? What Scriptures have they used to back their arguments?

What is ‘the gospel?’ And what is ‘evangelism?’ Who says so? Again, what do the scholars say? What Scriptures have they used to back their arguments?

Why is evangelising the key to finding life in Christ (John 10:10)?

Why will a church not be able to experience the fullness of Christ, the fullness of the Holy Spirit, and the fullness of God’s blessing, unless it is first and foremost an evangelistic church (John 14:21)?

Why are leaders the key to mobilising their church for evangelism?

And much more!

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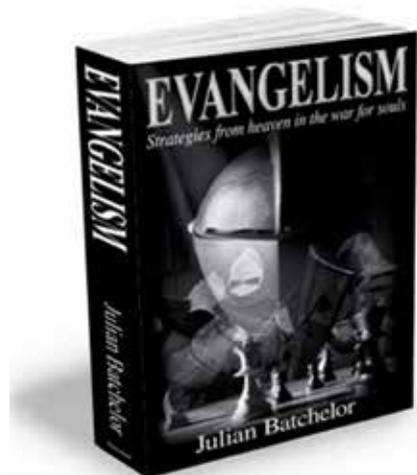
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WANT RESOURCES TO HELP GET YOU STARTED IN EVANGELISM?

- * Resources for absolute beginners who are terrified at even the thought of evangelising. You'll be surprised how easy it can be! We have great resources for newbies
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- * A home group DVD series with study guides. These resources focus on phase 1.
- * Daily devotionals with a focus on evangelism and the Great Commission.
- * Booklets which explain simply and clearly to non-believers what Christianity is all about.

To receive more information about these and other resources, please contact us.

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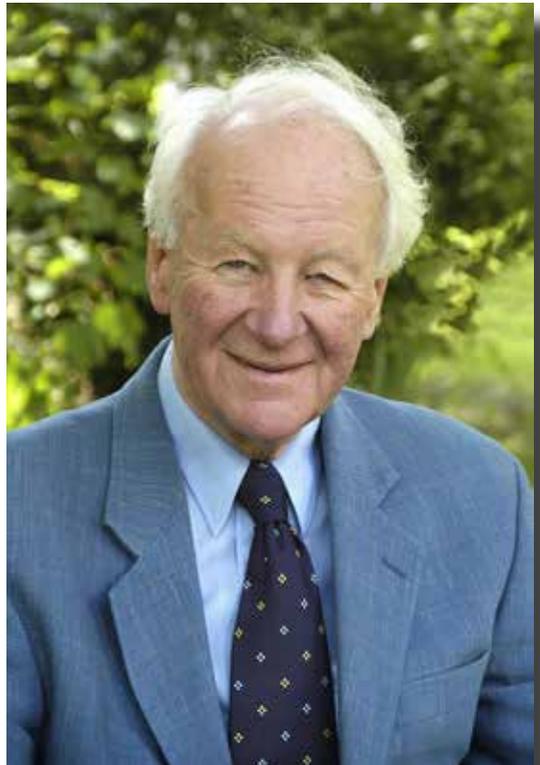
A FINAL WORD FROM DR JOHN STOTT.

Is there a link between the social decline we are seeing in society (e.g same sex marriage, record suicides, record abortions, record teenage pregnancy, the break down of the family, binge drinking, etc) and the Church's failure to make evangelism a priority?

Dr John Stott is a man well qualified to answer such a question. He says "yes." The words of the gospel change people, he says, and people change society: "We have seen that society needs salt [preservation] and light [reformation], but only the [words of the] gospel can create them. This is one way which we may declare without embarrassment that evangelism takes primacy over social action. Logically speaking, Christian social responsibility presupposes socially - responsible Christians, and it is [the words of] the gospel which produces them."

He goes on to say that when the words of the gospel are faithfully and widely spread or proclaimed, it brings not only renewal to individuals, but produces in society what has been termed an 'antiseptic atmosphere' - "in which blasphemy, selfishness, greed, dishonesty, immorality, cruelty, and injustice find it harder to flourish. A country which has been permeated by the [words of] the gospel is not the soil in which these poisonous weeds can take root, let alone luxuriate." ¹

¹ Dr John Stott, *Issues Facing Christians Today*. Marshall Pickering, 1984, pp.69-70



? WHAT NEXT?

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the solution.***

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....and much more!

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After you have evaluated ZIPPED on line, please pass this booklet onto someone else and ask them to do what you did. Try and keep ZIPPED circulating. Post it on social media.

Thanks.



EVANGELISM.

**AIM TO DO IT AS YOU GO ABOUT YOUR
DAY EACH DAY.**

**DO IT GENTLY, ACCURATELY, WITH
GREAT LOVE, FOR GOD'S GLORY,**

**TRUSTING HIM ALONE
FOR THE RESULTS!**