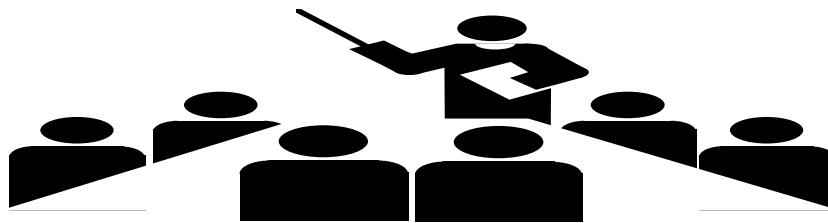


EVANGELISM SEMINAR



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Topic: **“Guidelines for Evangelism Leaders”**

Outline

- I. The Importance of a Mission Statement
- II. The Significance of Proper Church Leaders
- III. The Necessity of Organization
- IV. The Role of Evangelism Leaders
- V. A Guide for Evangelism Leaders



EVANGELISM WORKSHOP

Rev. Darryl B. Starnes, Sr., Facilitator

“Guidelines for Evangelism Leaders”



Key Verses: Matthew 28:18-20

I. The Importance of a Mission Statement

- A. Each local church should develop a mission statement.
 - 1. The Great Commission should inform this mission statement. (Mt. 28:18-20)
 - 2. The A.M.E. Zion Church’s mission statement should also inform it. (*Discipline* [2000], pp. 12-13)
 - 3. A Special Committee chaired by the pastor should prayerfully devise this mission statement.
 - 4. The congregation should have the opportunity to revise and finally adopt the mission statement.
- B. The mission statement should be kept before the church by means of church bulletins, newsletters, etc.
- C. The mission statement should impact the organization of the local church.
 - 1. The relevance of church auxiliaries should be determined by their role in fulfilling the church’s mission.
 - 2. The selection of church leaders/workers should be made in the light of their commitment to the mission.
- D. The mission statement should guide the vision, objectives, goals and plans of the local church.
- E. The mission statement should be the primary standard by which we evaluate each year’s work.

II. The Significance of Proper Church Leadership

- A. Church leaders should be appointed on the basis of their saving faith in the Lord Jesus Christ.
- B. Church leaders should be appointed on the basis of their moral character.
- C. Church leaders should be appointed on the basis of their authentic spirituality.
- D. Church leaders should be appointed on the basis of their commitment of evangelism.
- E. Church leaders should be appointed on the basis of their spiritual gifts.
- F. Church leaders should be appointed on the basis of their submission to authority.
- G. Church leaders should be appointed on the basis of their willingness to serve.
- H. Church leaders should be appointed on the basis of their willingness to be trained.

III. The Necessity of Organization

- A. The Ministry of Christian Education must be organized under the leadership of the pastor.
 - 1. Christian Educators must teach leaders and members to obey the commands of Christ.
 - 2. Christian Education must train leaders and members to serve effectively and faithfully.
- B. The Ministry of Discipleship must be organized under the leadership of the pastor.
 - 1. Class leaders must care for souls and to assist them in their spiritual growth and faith development.
 - 2. Class leaders must nurture members and make them Christian disciples.
- C. The Ministry of Evangelism and Outreach must be organized under the leadership of the pastor.
 - 1. The Local Board of Evangelism must lead the church in its evangelistic thrust.
 - a. There must be a Local Director of Evangelism.
 - b. The Board may consist of ministers, exhorters, and laity that have a gift or interest in evangelism.
 - c. The Board, in concert with Christian Education, must provide evangelism training for both clergy & laity.
 - d. The Board should plan and coordinate the church’s evangelistic services and outreach projects.
 - 2. The Outreach Ministries of the church must minister to the needs of people.
 - a. The Outreach Ministries must be organized according to the needs of the community.
 - b. The Outreach Ministries must be organized according to the gifts, talents, and resources of the church.
 - c. The Outreach Ministries must be organized in order to create opportunities to share Christ with those to whom the church ministers.

IV. The Role of Evangelism Leaders

- A. The Local Director of Evangelism [the vital role]
1. His or her qualifications:
 - a. A qualified church leader (See *The Significance of Proper Church Leadership*)
 - b. + The gift of or passion for evangelism
 - c. + Leadership Ability
 - d. + Ability to lead evangelism and discipleship workshops
 - e. + A proven disciple maker
 2. His or her responsibility
 - a. To direct the program of evangelism in the local church
 - b. To implement the plans and strategies of the local Board of Evangelism
 - c. To chair the Board of Evangelism in the absence of the Pastor (the chairperson)
 3. His or her accountability
 - a. To the pastor
 - b. To the Board of Evangelism
 - c. To the Quarterly Conference
 - d. To the District Director of Evangelism
- B. The District Director of Evangelism [a supportive and equipping role]
1. His or her qualifications [Same as Local Director of Evangelism +speaking ability + ability to work with leaders]
 2. His or her responsibility
 - a. To serve as a resource person for the evangelism boards &ministries of the local churches
 - b. To provide evangelism training for churches and constituents of the District
 - c. To coordinate the cooperative evangelistic endeavors & events of the churches on the District
 - d. To implement the plans and strategies of the District Board of Evangelism
 - e. To chair the District Board of Evangelism if one has not been appointed
 3. His or her accountability
 - a. To the Presiding Elder
 - b. To the District Board of Evangelism
 - c. To the District Conference
 - d. To the Conference Director of Evangelism
- C. The Conference Director of Evangelism [a supportive and equipping role]
1. His or her qualifications [Same as District Director of Evangelism]
 2. His or her responsibility
 - a. To serve as a resource person for the evangelism boards &ministries of the local churches
 - b. To provide evangelism training for churches and constituents of the Conference
 - c. To coordinate the cooperative evangelistic endeavors & events of churches in the Conference
 - d. To implement the plans and strategies of the Conference Board of Evangelism
 - e. To chair the Conference Board of Evangelism if one has not been appointed
 3. His or her accountability
 - a. To the Bishop
 - b. To the Conference Board of Evangelism
 - c. To the Annual Conference
 - d. To the Regional [Episcopal Area] Director of Evangelism
- D. The Regional [Episcopal Area] Director of Evangelism [a supportive and equipping role]
1. His or her qualifications [Same as Conference Director of Evangelism + ability to travel]
 2. His or her responsibility
 - a. To serve as a resource person for the evangelism boards &ministries of the local churches
 - b. To provide evangelism training for churches and constituents of the Episcopal Area
 - c. To coordinate the cooperative evangelistic endeavors & events of churches in the Episcopal Area
 3. His or her accountability
 - a. To the Bishop
 - b. To the Episcopal Area Representative on the Connectional Board of Evangelism
 - c. To the Director of the Bureau of Evangelism

A GUIDE FOR EVANGELISM LEADERS

The following is derived from the appendix of the Evangelism Training Manual written by Dr. Darryl B. Starnes, Sr. The manual is entitled, *Not Ashamed of the Gospel* and is available at the Bureau of Evangelism of the African Methodist Episcopal Zion Church in Charlotte, North Carolina.

Bishops

Success or failure in the area of evangelism on a Connectional level begins and ends with the vision and commitment of the Episcopal leadership. A Bishop's love for evangelism and passion for souls is contagious and will eventually filter down to the ministers and laity of the Episcopal District. Among the many duties required of those who hold this sacred office are two that relate specifically to evangelism:

"To expand the Church through Missions and Evangelism by establishing new churches and enlisting local Bishops' support for World Missions."

*"To provide each Annual Conference with a program of instruction and inspiration emphasizing the necessity of evangelism."*¹

Each Bishop of the church also has the responsibility of appointing Directors of Evangelism for his Episcopal District (Region), Annual Conferences, and Presiding Elder Districts. As is the case with all appointments, these will require the "godly judgement" of the Bishop and the prayerful recommendations of Presiding Elders and other in the Bishop's cabinet. Needless to say, these appointments more than any other factor will determine the evangelistic thrusts at the various levels of the church.

Because a successful ministry is always a team effort, it is imperative that a Board of Evangelism is appointed at every level to aid the Directors of Evangelism in the projection of the program of evangelism. The persons selected to serve on these Boards of Evangelism should be ministers and laity who have spiritual vision, a commitment to evangelism, and a passion for souls.

Presiding Elders

The leadership of the Presiding Elders is indispensable to the success of any endeavor in a Connectional Church. Theirs is the task of effectively communicating the vision of the Bishop to the ministers and laity of the Episcopal District, and that of supervising the evolution of that vision into reality in the church and the community. As it relates to the all-important ministry of evangelism, the Presiding Elder is a key figure. According to *The Discipline*, they are to fulfill the following duties:

To assist the Bishop in establishing new churches and enlisting local support for World Missions.

*To motivate Pastors and Congregations to be witnessing Christians in their daily life; and to develop new Churches for the study and the practice of the faith.*²

*To bring the subjects of Church Extension and Home Missions before each Quarterly Conference.*³

"While the office brings the Presiding Elder largely in contact with the temporal economy of the Church, his sermons and instructions should be appeals for men to be saved. He should stress this thought above all others in his Quarterly Conferences and sermons. He might leave a lasting impression upon the people, which might eventuate in souls being saved. In each Quarterly Conference let him seriously inquire of the number of conversions."⁴

¹*The Book of Discipline of the A.M.E. Zion Church* (Charlotte: A.M.E. Zion Publishing House, 1992), pp. 88,89.

²*The Book of Discipline*, pp. 91, 93.

³*Ibid.* p. 99.

⁴*Ibid.* p. 316.

Pastors

For the most part, Evangelism is the work of the local church. Consequently, the leadership of the Pastor in Charge is the single-most important factor in the evangelistic thrust of that entity to which the Lord, Jesus Christ gave the Great Commission. Most of the directives from *The Book of Discipline* concerning evangelism are addressed specifically to the pastor and the local church. His or her duties are as follows:

To enlist the congregation in the support of World Missions through the A.M.E. Zion Church.

To encourage the membership, by precept and example, to employ all available means of witnessing to Christ and His Church.

To encourage our members to give generously of both talents and funds, for the spreading of the Gospel of Jesus Christ through the establishment of new Churches.

To nominate a Committee on Church Extension at the first Quarterly Conference. To nominate a Committee on Home Missions at the first Quarterly Conference. To provide for the diffusion of Missionary intelligence among the members of the Church and congregation, to hold meetings whenever practicable for the purpose of informing the people respecting Overseas Missions work, to offer prayer for Missions and Missionaries, and to raise what means he or she can for the Missions cause.

The Pastor who stresses his salary and finance to the exclusion of the salvation of souls need not be surprised if there is a decreasing of interest in his or her sermons on the part of the congregation. He should not only preach evangelistic sermons and conduct revivals constantly, but should organize a local Bureau of Evangelism among the devout members of his or her church to assist him or her in prayer meetings, in special services for the unsaved at the church or in their homes. Local Preachers, Exhorters, Deaconesses, Class Leaders and others can render great service in this way.⁵

Every pastor is directed to undertake an annual evangelistic quota. Lay evangelism is to be emphasized in every parish and the Lay Council is to make evangelism its primary program. Every Sunday Church School is to emphasize "Decision Day" annually, in October and also to undertake an evangelistic quota for active membership in the church school. Every class leader is to be appointed and sustained in office on the basis of his or her individual evangelistic efforts. There is to be an annual crusade for a month or more for new church members. Coaching, literature, promotional material and uniformity of approach are to be furnished by the Department of Evangelism.⁶

"Neither the Board of Evangelism, the Director of Evangelism, nor any General Evangelist shall force an evangelistic campaign upon a Pastor against his advice. However, a Pastor who is not possessed of this spiritual gift should stand ready to welcome a good Evangelist to conduct a revival for and with him, yet it is his privilege to object to such service if he prefers to conduct his own revival."⁷

Directors of Evangelism

Local Directors of Evangelism

We begin with the Director of Evangelism of the local church because it is in the local church that the real work of evangelism must take place. It is in the nurturing environment of the local church that disciples of Christ are made. Dr. Dallas Jenkins, the former Director of the Bureau of Evangelism, gives excellent guidelines for local Directors of Evangelism.

Local Directors are selected and nominated by the Pastor, and confirmed by the Quarterly Conference. They should be persons of high character, deep commitment to our Lord, and filled with a passion for the souls of men. They should be aware of the need to create throughout the church what we call "the evangelistic climate." They should be persuaded of the need to extend the spiritual influence of the church throughout the community. They should be ready to respond to the call of the Department to attend sessions for training, spiritual enrichment and evangelistic challenge. When such a person has been nominated and confirmed, his or her name, address and

⁵Ibid. pp. 98-100.

⁶Ibid. pp. 312-313.

⁷Ibid. p. 315.

telephone number should be forwarded to the District Director of Evangelism, who in turn files the name, address and telephone number with the Conference Director of Evangelism, [who reports it to the Regional (Episcopal District) Director] who reports it to the Director of the Department of Evangelism. Along with the Local Director of Evangelism a limited number of persons should be selected to aid in the projection of the program of evangelism within the church. The number of persons on the Board will, of course, vary with the size of the church, the interest in evangelism and the will of the pastor. The size of the Board (Committee or Commission), it is to be hoped, will also be influenced by the number of committed persons available to serve.”⁸

District Directors of Evangelism

Dr. Jenkins gives excellent guidelines for District Directors.

District Directors of Evangelism should meet the same high standards of Local Directors, but in an even advanced degree, if possible. The District Director is normally nominated by the Presiding Elder in Cabinet at the Annual Conference and appointed by the Bishop who presides over the Conference. As in all other appointments, of course, where there is a vacancy the Bishop may appoint District Directors at any time during the Conference Year. And, as is well known, the Bishop need not accept the nomination of the Presiding Elder, but reserves the right and privilege to appoint whomsoever, in his godly judgement, he may see fit as the District Director. As in other appointments, the Presiding Elder may appoint a District Director in the interim of an appointment by the Bishop, which may or may not be confirmed by the Presiding Bishop. The District Director should have a District Board of Evangelism with whom he can consult, plan and implement the program of evangelism in the Presiding Elder District. In the absence of such a Board, he should consult freely with both the Pastors and lay leaders to be assured of their support and cooperative leadership. At the District Conference an opportunity should be provided by the Presiding Elder for the District Director to make his report, to conduct evangelistic seminars, workshops and/or clinics. He should work closely with the Conference Committee on Evangelism to see that the emphasis of the General Church is reflected in their reports. He should, together with his Board, utilize every opportunity to make the spirit of evangelism felt throughout the worship experiences of the Conference. In some instances it may be possible for him to conduct an evangelistic service during the District Conference. Presiding Elder District Revivals should be held. In some cases it may be necessary to sectionalize these Revivals where the District is large or widely scattered. The Director may plan and direct a District Convocation and such other projects for redeeming the world in his area as may be feasible. He should report all activities to the Conference Director, [to the Regional Director] and to the General Director.⁹

Conference Directors of Evangelism

To the Conference Directors of Evangelism Dr. Jenkins gave the following words of insight and wisdom:

Conference Directors are an important Cog in the wheel of evangelism. Either the work will prosper under his hand or wither and die depending upon his commitment, acceptability, passion and training for the herculean task laid upon his shoulders. He should, therefore, be chosen carefully and after much prayer for divine guidance in the selection. It is important to realize that a viable program of evangelism is more than the noise, emotionalism and revivalism that have stereotyped evangelism to the detriment of the church for so many years. Therefore, the Director will not only be a religious person, but also a competent administrator, organizer and teacher of men. He will be a person capable of making intelligent reports, conducting schools of evangelism, representing the Conference in ecumenical gatherings, and giving guidance to the District Directors and Pastors in developing programs on the District and local church levels. The Conference Director is expected to develop and give guidance to the Conference Convocation and to serve as a resource person to the District Director for the District Convocations. He should work closely with the Conference Committee on Evangelism to see that the emphasis of the General Church is reflected in their reports and should, himself, make a report to the Annual Conference. In some instances it will be possible to have an entire worship service during the course of the Conference with an evangelistic thrust under his leadership. He should check with the Conference Program Committee on such opportunities. Of course the Conference Director will make his annual report to the Director of the Department [And the Regional Director of Evangelism]. Such reports should show the number of accessions, conversions, revivals, evangelists, clinics, convocations, etc. within the bounds of the Conference. The Presiding Bishop of the Conference appoints the Conference Director. He should see that his name, an address [telephone number], as

⁸Dr. Dallas Jenkins, *A Guidebook For Directors of Evangelism in the African Methodist Episcopal Zion Church* (Dayton, Ohio: Department of Evangelism, 1985), pp. 15-16.

⁹ Ibid. pp. 11-12.

well as District Directors in his Conference are registered with the Director of Evangelism [And the Regional Director of Evangelism]. This registration should also include the names of all Conference Evangelists.¹⁰

The Regional Directors of Evangelism

The Title, Regional Director of Evangelism, now denotes that individual who will be responsible for the Evangelism program of an Episcopal District. This office is now synonymous with Episcopal District Director of Evangelism, because the Regions of the Bureau of Evangelism are now identical to the 12 Episcopal Districts. The Bishops of the Episcopal Areas or Regions appoint the Regional Directors. The Regional Directors are most effective in this office, when there are Regional Boards of Evangelism with whom they may consult concerning the work. They should meet the same high standards of the Conference Directors of Evangelism and must utilize many of the same skills and abilities. Always working in line with the vision of the Bishop, Regional Directors may help plan and implement the special evangelistic initiatives of the Episcopal District or region, such as convocations, crusades, revivals, workshops and seminars. The Regional Directors will serve as the key contact persons for the Director of the Bureau of Evangelism and will be heavily relied upon to keep the Bureau informed concerning the work of evangelism in the region. Their reports should come annually to the Bureau along with the yearly updates concerning the names, addresses, and telephone numbers of the Conference, District and Local Directors in their region.

The Director of the Bureau of Evangelism

“The General Conference shall elect a Director of Evangelism, whose tenure of office shall be for four years and until his successor is elected. He shall be an Ex-officio member of the Board of Evangelism, and shall be the chief Executive Officer of the Board, and shall under the direction of the Board and the provisions of the Discipline, have the general Directorship of Evangelism, conduct the general correspondence and tentatively pass upon the qualification and fitness of Evangelists to be appointed by the Board. He shall make a survey of the field from time to time and under the direction of the Board and upon the invitation of Pastors, assign Evangelists to certain territory. He shall confer often with the Board as to the best method of regulating support for the Evangelists both in cities and in rural districts, the length of time an Evangelist should spend at any given place and how he is to be entertained while there. He will be expected to call a meeting of the Evangelists when convenient so as to exchange opinions as to the best methods of conducting evangelistic campaigns where several churches may combine to that end.”¹¹

Evangelists

General Evangelists

According to *The Book of Discipline*, the Board of Evangelism has been given authority to hire General Evangelists to serve across the Church. However, in the words of Dr. Jenkins, “The Evangelists must meet the high standards set by the Board for this ministry and, as a result, persons who might qualify are difficult to find. Added to this is the problem of setting a method of adequate support for such helpers.”¹² The Discipline states that:

*Evangelists employed by the Bureau of Evangelism shall be known as General Evangelists, provided their whole time is given to the field, and the Board shall regulate their support. No one hereafter shall be styled a General Evangelist, nor shall any particular support be provided for anyone who is not employed and recognized by the Board and who does not give his whole time to the work. Once a Minister decides to become a General Evangelist and is employed by the Board, he must subscribe to and abide strictly by the regulations of the Board, or he will be dismissed.*¹³

¹⁰Ibid. pp. 10-11.

¹¹*The Book of Discipline*, p. 314.

¹²Jenkins, p. 7.

¹³*The Book of Discipline*, p. 315.

Conference Evangelists

The Discipline directs that “A Minister of an Annual Conference who desires to give part of his time to Evangelism subject to an appointment to a Pastoral Charge by the Bishop, shall be styled Conference Evangelist, whose sphere of operation shall be confined to his Conference Territory, except when the Director of Evangelism invites him to assist in an effort.”¹⁴ Dr. Jenkins shares invaluable insights that will inspire and enlighten Conference Evangelists.

*It is expected that those who are appointed Conference Evangelists by their Bishops will take an active part in promoting the work of evangelism “within the bounds of the Annual Conference.” Numerous opportunities will, no doubt, be provided for them to exercise their gifts in the several pulpits. However, he should not feel limited by the number of invitations coming from the pastors. “The fields are white unto harvest” and many possibilities will emerge as he prayerfully surveys the many areas of possible service. The Conference Evangelists should be near the top of the Conference and District Directors’ lists of human resources. The Director should channel his talent into neglected fields of need. Homes for the aged, convalescent homes, prisons, jails, parks, playgrounds, industries, streets, civic and fraternal bodies are but a few of the places where an intelligent sharing of the message can pay large dividends. Conference Evangelists should see that their names and addresses [and telephone numbers] are registered with the Director of Evangelism in order that he may be reached for us in those United Crusades where he can serve. During the District and Annual Conferences, the Conference Evangelists can be quite helpful in setting the spiritual tone of the worship services by his voluntary leadership in prayer and praise, spiritual life groups and in informal cell discussions on the grounds. All Conference Evangelists should be ready to take the leadership in inspiring attendance and participation at all Evangelistic Convocations, whether on the District, Conference, Regional or General Church level. Of course he should expect to be in attendance himself and participate in all sub-groupings where he might both make a contribution and receive help in his own development.*¹⁵

Lay Evangelists

Dr. Jenkins has a word of encouragement and instruction for the Lay Evangelists as well.

*Students of church history are aware that the Christian Church began as a Lay Movement. It is significant that the A.M.E. Zion Church, following this historic line, also began as a Lay Movement. Methodism generally, and Zion Methodism particularly, owes a great deal of its numerical growth and evangelistic fervor to the effective labors of thousands of unheralded lay evangelists. The Department of Evangelism stands ready to register those lay workers who wish to be more clearly identified as evangelists. Such persons should write a letter of intent, countersigned by their pastors, . . . Pastors will find in their congregations many lay helpers who, while not ready to take on Holy Orders or register with the General Church as a Lay Evangelist, will nonetheless be ready to give invaluable service at the local level. The Department encourages the use of such exceptional persons to all the fields of service ready to receive their unique ministry.*¹⁶

¹⁴Ibid.

¹⁵Jenkins, pp. 7-8.

¹⁶Ibid. pp. 8-9.