

The Importance of Strategic Implementation of Evangelism

Book & Article Review | Chosen Area: Evangelism

Book: Tell Someone: You Can Share the Good News By Greg Laurie

Article: “Need-Oriented Evangelism: Encountering, Embracing, and Experiencing God”

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Thesis Statement: *Evangelism is critical to the body of Christ and must be strategically implemented into the structure of the church to reap the benefits of its function.*

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Introduction

Although it should be common knowledge, evangelism should be the center of everything the church does. Preaching and teaching those who are within the four wall of the church becomes vain if all the church ever does is take care of and feed itself. When Jesus departed the presence of the disciples, He commissioned them to “go” and share the gospel throughout the nations. Jesus states in Matthew 28:19-20, “Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, **20** and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.” Jesus’ last words had nothing to do with a lavish building and plush chairs. His last words had nothing to do with egregious productions with flashing lights. Jesus’ heart was not focused on or set on those things. His last words, last wishes, last desires were for more disciples to be made. So, while all the other functions of the church and its administration are important, there is nothing more important than seeking the lost and making more disciples. Jesus could have said anything but what He said. However, it shows us where the beat and pulse of His heart was. His heart beat for the lost. His heart beat for those who were outside the church. His heart beat for those not found within the sheep fold. Reaching the lost at any cost was His aim and it was so much His aim, that His last words would reflect it and leave clear, candid instructions for His disciples then and now to follow for ages to come. If we are to reflect the heart of Christ, we must not ever forget what His passion and His treasure was. Matthew 6:21 states, “For where your treasure is, there your heart will be also.” Jesus’ heart rested with the weary, the tiresome and those who were lost. This was His treasure, and it must be ours also.

Evangelism is critical to the body of Christ and must be strategically implemented into the structure of the church to reap the benefits of its function.

Article Review

Article Title: “*Need-Oriented Evangelism: Encountering, Embracing, and Experiencing God*”

This article explores the importance of evangelism and the need for God’s people to be willing and ready to share the gospel with nonbelievers. God wants to use His children to help make disciples out of those who do not believe. According to Činčala and Saucedo, the beauty in this is that God “desires to work with us and through us in his mission.”¹ So undeserving, we who are least than the least as Paul so eloquently states, are chosen by God to partner with Him to do His work. We, again, so undeserving, serve as the feet and hands of Jesus and God the Father that reach out to places and people across the world. According to Dickson as he writes in his book, “*The Best Kept Secret of Christian Mission*, evangelism is to promote the Gospel with more than our lips; it takes our prayers, our money, the works of the church, and our actions.”² Simply put, evangelism is work and it will require more than Christians sometimes want to give. However, if evangelism will be done right, believers must sacrifice and wholly, totally and fully give of themselves.

The value of this article for Evangelism serves as a reminder that evangelism is an honor that has been bestowed upon believers and believers must recognize it as such. This article is also valuable in helping the reader to understand that evangelism costs and these costs must be met if we are to uphold the honor bestowed upon us to carry out the message

¹ Činčala, Petr, and Allison Saucedo. “Need-Oriented Evangelism: Encountering, Embracing, and Experiencing God.” *Great Commission Research Journal*, vol. 15, no. 2, Dec. 2023, pp. 53. *EBSCOhost*, research.ebsco.com/linkprocessor/plink?id=f773d8e2-fb0a-3460-ab3d-7a2f37a0e509.

² Činčala, Petr, and Allison Saucedo. “Need-Oriented Evangelism: Encountering, Embracing, and Experiencing God.” *Great Commission Research Journal*, vol. 15, no. 2, Dec. 2023, pp. 54. *EBSCOhost*, research.ebsco.com/linkprocessor/plink?id=f773d8e2-fb0a-3460-ab3d-7a2f37a0e509.

of Jesus Christ with excellence. It is our duty. It is our mission. It is the great commission that must be carried out until the second coming of our Lord on that great day of Jesus Christ.

Tell Someone by Greg Laurie | Book Content Review

“Tell Someone” is a book about the importance of evangelism and how we can use it as a tool in the church to win souls to Christ. The subject of evangelism is explored through 10 chapters, an Epilogue and a Postscript. This book challenges the reader to think about the reason and influence of evangelism in hopes to increase evangelistic culture within the reader’s environment. Loaded with practical tips like the “How-To Jesus-Style Evangelism,” Greg Laurie widens the scope of the reader’s lenses to enhance their view of strategic implementation of evangelism within the ministry in which they serve. Grappling with successes and failures of The Great Commission, Greg Laurie embarks upon a tell-all about the simple, yet strategic application of evangelism by the reader. Never forgetting the true purpose of evangelism, Greg Laurie does not derail from the example of the life of Christ and how Jesus carried Himself while evangelizing during His ministry on earth before ascending to be with the Father. Encouraging the reader to share the good news, Greg Laurie leaves no stone unturned as he aids the reader in their understanding of the commission and their true calling as a disciple of Christ as he reminds the reader that God cares about the lost and we must care about what He cares about.

Throughout the book, Greg also reminds us that we must share the gospel and that if we don’t, it is sin as we know to do it but fail to do something we were told to do by Jesus Christ Himself. Keeping this in the forefront, we take on evangelism as our duty rather than just something casual. Knowing that we have been chosen by God to carry the gospel is an honor and we must

act like we are honored to do it. Greg also challenges the reader to remember that they must not only share the gospel and preach it, but they must also live it so as not to deter someone from wanting to follow the faith due to believing the believer to be a hypocrite. This book is valuable to the area of evangelism in that it provides impactful revelation on what evangelism is, how we are to evangelize, when we are to evangelize and the purpose for which we do it. This book is a must read for anyone seeking to understand the area of evangelism. Though this assignment was only to be 3-4 pages, I have included a full book review below to contribute to the field and to keep for my reference later should I ever need reminding of the principles of evangelism. Please see the book review in full below as 3-4 pages would not do this book justice.

Book Title: Tell Someone by Greg Laurie

Chapter One | Something Christians and Non-Christians Have in Common

A Sin Not to Share

In this section Greg Laurie reminds the reader that it is sinful for us not to share the gospel because we know that we should and as believers, we know what we were told to do. Greg bases this thought on James 4:17 which states, “To Him who knows to do good and does not do it, to him it is sin.” It is God’s intent to bring as many of His sons and daughters to their eternal home in glory with Him, but if we don’t share and if we don’t allow God to use us to share the gospel and bring others to Christ, then they just might miss heaven.

What’s Your Excuse?

Greg uses this section to remind the reader that we don’t have an excuse. No matter how tired or burned out we feel, we must share the gospel. We must prioritize sharing the gospel with others. Greg reminds the reader to remember that “you are blessed to be a blessing.”³ Greg reminds the reader that we should share what we learn with others, and we are not to keep all the information we have to ourselves. When God speaks to us, we should share it with others.

Chapter Two | Effective Sharing Starts with Caring

Be Honest: How Do You Feel About Unbelievers?

Greg reminds the reader that “effective sharing starts with a concern, a burden.”⁴ This means that we can’t effectively share the way God wants us to if we don’t have a burden or a

³ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 15.

⁴ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 17.

concern for others. Despite knowing them or not, if we don't care about them, we won't care to spend time with them and meet them where they are. We cannot be so caught up in our disgust with the actions of unbelievers that we do not see them for who God created them to be.

Jesus Cares

Simply put, God cares about the lost. Greg takes the time to explore Jesus' reflections and reminds us of scriptures that reflect God's care and compassion for the lost through comparisons of "a shepherd who lost a sheep vs. 4-7, a woman who lost a coin vs. 8-10 and a father who lost a son vs. 11-32."⁵ All these aforementioned references shine light on the heart of the Father. And because God cares, we should care. Jesus spent time speaking to us in parables about God's compassion for the lost and His time spent should not be time wasted. If we are to reflect the heart of our Savior, then we must take heed to what He cares about.

The Father Cares

Greg spends time using this section to reflect on the parable of the prodigal son. Though it is a parable about a father and son, this story is about "the father who missed his son."⁶ Careful not to misplace the meaning of the story, Greg reminds us that the Father represents God and God misses those who stray away from Him, like a father would miss his son. Knowing this, Greg encourages the reader to care for the lost just as the Father does.

Chapter Three | Why Share Your Faith?

The Problem

⁵ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 19.

⁶ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 22.

Greg reminds the reader that seasoned Christians can be the problem when it comes to stalled or ineffective evangelism. Many times, the problem is that believers who have been in church for a very long time lose their zeal. They lose their love for the church and the things of God, and they often begin to become stale in their passion. This happens over time as adults age.

A Solution

Greg tells the reader that the solution is to bring a non-believer to church and experience the perspective of church through a fresh set of eyes. Then and only then can the believer get a fresh view and perspective on the Kingdom of God. Leading others to Christ sometimes renews our salvation and Christian faith journey.

My First Opportunity

Greg shares his first opportunity to share the gospel as he lets in on a glimpse of his failure. When he was mocked and ridiculed for sharing about Christ, he matched evil for evil and then stormed off. Greg reminds the reader that when God gives us the opportunity to share with nonbelievers, we must take that opportunity and exercise love and grace when talking to those who may not yet believe.

Chapter Four | Where To Preach The Gospel?

Are You Running?

Greg takes a moment to ask the reader to ponder whether they are running from sharing the gospel. Many times, we don't share the gospel because we either don't like the person or just don't want to talk to a particular person in general. God hold us accountable to share the gospel whether we like the person He's sent us to or not. Greg reminds the reader to be obedient.

There for A Purpose

Greg reminds the reader that we may be placed in a place for a reason. Though we may not like that person, we are still called to speak to them. Greg asks the reader, “Did it ever occur to you that you are right where God wanted you to be?”⁷ Sometimes God places us in positions or places to help others. Though difficult it may be, sometimes, God is using us to help bring others to Him and we must remain available to Him for His perfect and good purposes.

Bridge or Barrier

Greg takes a pause to ask the reader a very intriguing question to help the reader search his or her heart. Greg asks, “Are you a bridge or a barrier to people coming to know Jesus Christ?”⁸ Sometimes, as believers, we can get in the way and do more harm than good when it comes to helping others and bringing others to the feet of Jesus. While we may want to be a bridge, sometimes we can create a gap and become a barrier that keeps the very person we were supposed to witness to from coming to Jesus.

Live The Gospel or Preach The Gospel

We must not only preach the gospel, but we must live it as well. Jesus gave His disciples a command to preach the gospel, but anyone who preaches that which he does not live shall

⁷ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 37.

⁸ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 39.

preach in vain. Greg brings the reader to the bottom line of the answer; we must preach the gospel and live it too.

Songs in The Night

Greg uses this section to remind the reader of how Paul and Silas' actions were a testament to Jesus that eventually led the jailer to Christ. Greg ponders on Paul and Silas' praying and singing that broke their chains and set captives free as the jailer watched on. Greg reminds us that we are being watched and that our testimony could be the very thing that brings someone to Jesus.

You are Being Watched

Greg reminds the reader that people are watching them. Greg states, "You are being watched by nonbelievers. They are often wanting—even hoping – you will slip up or do something inconsistent so they can hide behind their argument."⁹ We should always remember that people are watching us. They are watching to see how we respond. They are watching to see how we respond to them. They are watching to see if we are living what we preach just so they can verify their excuse not to choose to follow Jesus. When we don't live up to what we preach, we ultimately are doing more harm to the Kingdom. Nonbelievers are much more prone not to believe if they see Christians who are hypocrites and do not do what they believe. As believers, we must carry the name of Christ with every good intention of making a positive impact upon

⁹ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 44.

those who do not believe. We must be the example, and we must set a good one if we are to win the lost. Our character as believers is key in the business of evangelism and winning souls.

Chapter Five | When Should We Share The Gospel?

Go Into All The World, Even The Restroom

Greg reminds His readers to share the gospel everywhere they go. We cannot pick and choose where and when we share it. We must be led by the Holy Spirit and share the gospel with whomsoever He chooses. We must be available and ready for His use and purpose.

Chapter Six | The How-To (Jesus-Style Evangelism)

The Jesus “Style” of Evangelism

In this chapter, Greg speaks of the woman at the well in John 4 and her encounter with Jesus. Jesus simply has a conversation with her. He doesn’t dispute, argue or create a huge disagreement, He willingly spends time speaking to her, helping her understand who He is. Perhaps, it is because of His patience and kindness that she was willing to listen. Greg Laurie ventures to say that today, we don’t always use the same temperament that Jesus did. Sometimes, believers are found arguing and fighting, disagreeing over the very Bible that was created to

bring unity and peace. Greg extends a resolution that maybe we should use the same style of evangelism that Jesus did because “a person can say the right thing the wrong way.”¹⁰

Chapter Seven | The How-To (The Big One That Got Away)

The Big One That Got Away

Greg reminds us that we must not be deterred when Jesus has sent us to witness to someone. Though they may not want to hear it, we must persist as if our life depended on it. We must also persist as if their life depended on it. It cannot be certain when we will leave this earth, therefore, we must ensure that we share the gospel as we have been commanded to do so.

I Don’t Want to Talk About It

In this section, Greg shares and recants a personal story about sharing Christ with his mother that always ended in “I don’t want to talk about it”¹¹ until one day it didn’t. Greg proceeded to try to share Christ with his mother, and one day, she finally listened and accepted Christ, yet dying one month later. It is imperative that we share the gospel when God places a burden on our hearts to do so.

Chapter Eight | The Power of Your Personal Story

What’s Your Story

Everybody has a story, and our story is very relevant when we are trying to witness and bring others to Christ. Greg reminds us that our personal stories provide a testimony to the nonbeliever that might help them believe and draw them to Christ. Greg also reminds us not to

¹⁰ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 66.

¹¹ Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 79.

place much emphasis on the darkness of our past, but to place more emphasis on what God has done for us and how Jesus' work on the cross saved us. Rather than dwell on our past when speaking to a nonbeliever, we must rather dwell on our future and where we're going. We must not get so caught up in telling our story, that we forget to tell His. As Greg so eloquently states, "our story is the bridge, not the destination."¹²

Chapter Nine | What Is The Gospel?

What is Sin?

Before we witness about the solution, we must be brave enough to explore the problem set. Greg spends time helping the reader to understand that there would be no need for the gospel if it wasn't for our desperate need to be delivered from sin. Because human creatures are sinful by nature, we are in need of a Savior. The problem of sin poses a need for the gospel. When witnessing to unbelievers, we must not forget to disclose that it was the fateful power of sin that brought death and damnation to our souls and that it was Jesus' work of the cross that brought everlasting and eternal life to all those who believe. In other words, when sharing the gospel, we must not sugar coat and forget to shed God's light on the darkness of sin and their desperate need for Jesus.

Chapter Ten | Closing The Deal

Popping The Question

Upon sharing our testimony, how do we proceed to ensure that we win the soul? Greg poses a great question, "How do we make that transition from sharing our testimony and the

¹² Laurie, Greg. Tell Someone: You Can Share the Good News. B&H Books. 2016. Pg. 87.

essential gospel message to actually leading another person to Christ?”¹³ It’s one thing to share, but it’s another thing to win a soul to Christ. This is sometimes difficult for believers to do because they are so afraid to ask the question for fear of being rejected. If believers could somehow muster up the courage that they have in Jesus, they would remember that they have the boldness to ask. Closing the deal when witnessing and evangelizing can present a challenge, however, if the believer trusts and relies on God to help them through the leading of the Holy Spirit, winning a soul will be done not in their own strength or because of something that they did, but because of what God did.

BIBLIOGRAPHY

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¹³ Laurie, Greg. *Tell Someone: You Can Share the Good News*. B&H Books. 2016. Pg. 103.

External Resources

Holy Bible. King James Version.