

## 20 ELEMENTS FOR EFFECTIVE OUTREACH

By Melanie Stone

What is effective outreach?

*Matthew 28:18-20 “(18) And Jesus came and spoke to them, saying, ‘All authority has been given to Me in heaven and on earth. (19) Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, (20) teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age.’” NKJV*

Outreach is simply reaching out to others for the purpose of spreading the Gospel of Jesus Christ. Our primary goal is to see the lost accept Jesus as their Savior and to disciple new converts to become a mature follower of Christ.

The way to disciple someone is to plug them into our church where we can minister to them. If they are wounded or dysfunctional, we can lead them to the Lord for restoration and introduce them to God’s principles for a better life. If they are struggling with their health or finances, we can minister truth and anointing for health and provision. If they have any addictions, bondages, or religious mindsets, we can ministry liberty. As young believers, we can start them in our growth track to give them basic teaching to help them grow spiritually. Our weekend services are a place where they can be encouraged, inspired, and encounter God’s presence. We can also provide pastoral care when needed.

**The most effective outreach is when conversion is followed by discipleship.**

People may not receive Christ the first time they hear about Him. We need to understand that God is the one watching over each person and drawing each person closer to Himself. Every journey is different. We are instruments in that process. If God’s purpose for us is to simply show a person the kindness of God, then we did our part. We trust God to do His part.

We must lean on God as the Lord of the Harvest.<sup>1</sup> Only God fully knows the heart of a person. There are some people who are humble and willing to surrender their life to Jesus. There are others who struggle with being self-sufficient and are not willing to give themselves to the Lordship of Christ. God knows how to prepare a heart to receive.

*John 6:44 “No one can come to Me unless the Father who sent Me draws him...”*

Some outreach steps we can take:

- We can intercede in prayer.
- We can take authority over the enemy who is blinding their minds.
- We can demonstrate kindness and God’s love.
- We can find a need and fill it.
- We can provide a service.
- We can lead people to make a decision for Christ.
- We can plug people into a local church.
- We can get people into a discipleship class.

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<sup>1</sup> Matthew 9:38; Luke 10:2

## 20 Elements For Effective Outreach

### 1. GOD'S HEART

We have a natural heart to help others, but we also have been given God's supernatural love for others. His compassion is our motivation.

*Romans 5:5 "...The love of God has been poured out in our hearts by the Holy Spirit who was given to us."*

*2 Corinthians 5:14 "For the love of Christ compels us..."*

### 2. PRAYER & INTERCESSION

Nothing we do should be apart from our dependency on God through prayer. Prayer prepares us. Also, when we intercede for others, God is able to prepare their hearts to receive. Nothing we do should be done apart from prayer and reliance on God.

*John 15:5 "I am the vine, you are the branches. He who abides in Me, and I in him, bears much fruit; for without Me you can do nothing."*

### 3. SPIRITUAL WARFARE

Spiritual warfare isn't weird, but it is supernatural. Spirit warfare isn't complicated. We simply work together with the Holy Spirit to take authority over the enemy who is at work in a person's life. Jesus has given us authority to operate in His name, His authority. The power of the Holy Spirit will back us up. Satan is a liar who works to deceive. Satan works to blind minds. Satan works to distract. Satan works to hold people captive. We have the responsibility to bind him from working.

*II Corinthians 4:4 "whose minds the god of this age has blinded, who do not believe, lest the light of the gospel of the glory of Christ, who is the image of God, should shine on them."*

### 4. FAITH & OBEDIENCE

Faith believes and faith relies. When God shows us what to do, we need to take steps to put action to our faith. God will meet us with His grace to supply every need we might have for provision, for strength, for favor, for ability, and every other thing.<sup>2</sup>

*Mark 11:22-23 "(22) ... Have faith in God. (23) For assuredly, I say to you, whoever says to this mountain, 'Be removed and be cast in the sea,' and does not doubt in his heart, but believes that those things he says will be done, he will have whatever he says."*

### 5. BOLDNESS

We need to rely on the Holy Spirit to provide us with a supernatural boldness to be able to do and say what needs to be done and said, even when we may have reason to be anxious.

*Acts 4:29 "...grant to Your servants that with all boldness they may speak Your word."*

*Romans 1:16 "For I am not ashamed of the gospel of Christ, for it is the power of God to salvation for everyone who believes..."*

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<sup>2</sup> II Corinthians 12:9

## 6. ANOINTING

We need to be empowered by the Holy Spirit.

*Ephesians 3:20 "Now to Him who is able to do exceedingly abundantly above all that we ask or think, according to the power that works in us."*

*I Corinthians 2:4, 5 "(4) And my speech and my preaching were not with persuasive words of human wisdom, but in demonstration of the Spirit and of power, (5) that your faith should not be in the wisdom of men but in the power of God."*

## 7. WISDOM

Wisdom knows how to locate a person, what questions to ask, and how to supply the answers. Wisdom also knows what people are ready for and what they are not ready for. Wisdom knows what methods to use and how to use them.

*Proverbs 11:30 "The fruit of the righteous is a tree of life, and he who wins souls is wise."*

## 8. DISCERNMENT

To be effective, we need discernment to locate where a person is in their journey. This requires that we be focused on that individual person more than we are on our ourselves, our agenda, or our results.

We also need to be sensitive to the leading of the Holy Spirit. The Holy Spirit draws; He doesn't push or manipulate. If someone isn't ready, then we need to trust God to continue to reveal Himself to that person. If someone's decision is to reject Christ, we need to accept that as well. God honors our will, so we need to honor the will of the people we are trying to reach.

*I Corinthians 2:11 "Now we have received, not the spirit of the world, but the Spirit who is from God, that we might know the things that have been freely given to us by God."*

## 9. EFFORT & SACRIFICE

Anything that is done well takes work. Outreach often requires a lot of effort and sacrifice, but it is not without a cause.

*Colossians 3:23 "Whatever you do, work at it with all your heart, as working for the Lord."*

## 10. MISSION

Jesus gave us a mission to go win the world.<sup>3</sup> That is all the permission we need. It isn't necessary to have more instruction to start reaching out to the lost or the poor. However, we can be led by the Holy Spirit on any specific assignments He is giving to us as a church and as individuals.

*Acts 8:26, 27 "(26) Now an angel of the Lord spoke to Philip, saying, 'Arise and go towards the south along the road which goes down from Jerusalem to Gaza...' (27) so he arose and went..."*

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<sup>3</sup> Matthew 28:19-20

## 11. VISION

We need to have a plan on how the outreach will accomplish the mission. Our vision should include knowledge on how to manage our team and our resources, as well as the strategy for how the plan will be carried out.

It is important to know that different methods will be more effective than others when reaching out to various people. We need to understand that different personalities will reach different people. Using natural wisdom as well as spiritual discernment will help us to know what to do and how to do it for each situation.

*I Corinthians 9:22 “(19) For though I am free from all men, I have made myself a servant to all, that I might win the more; (20) and to the Jews I became as a Jew, that I might win Jews; to those who are under the law, as under the law, that I might win those who are under the law; (21) to those who are without law, as without law (not being without law toward God, but under law toward Christ), that I might win those who are without law, (22) to the weak I became as weak, that I might win the weak. I have become all things to all men, that I might by all means save some. (23) Now this I do for the gospel’s sake, that I may be partaker of it with you.”*

## 12. TARGET

We will be more effective when we know specifically the people we are aiming to reach. Jesus was sent to Israel, Paul was sent to the Gentiles, etc.

*Matthew 15:24 “...I was not sent except to the lost sheep of the house of Israel.”*

## 13. TIMING

While we know the fields are ripe for harvest, there is wisdom in consideration of the preparation necessary to do an outreach effectively. Follow God on the right timing to do a specific outreach.

*Proverbs 24:27 “Prepare your outside work, make it fit for yourself in the field; and afterward build your house.”*

## 14. LEADERSHIP

There should be tiered leadership with specific responsibilities to assign, manage, complete, and follow up.

*Romans 12:6-8 “(6) Having then gifts differing according to the grace that is given to us, let us use them: if prophecy, let us prophesy in proportion to our faith; (7) or ministry, let us use it in our ministering; he who teaches, in teaching (8) he who exhorts, in exhortation; he who gives, with liberality; **he who leads, with diligence**; he who shows mercy, with cheerfulness.”*

## 15. TEAM

We must choose people with a willing heart to serve. Their talents, skills, and strength should be utilized.

*Luke 10:2 “...The harvest is great, but the laborers are few; therefore pray the Lord of the harvest to send out laborers into His harvest.”*

## 16. TRAINING

We need to train our teams so they know what to expect and how to respond. We need to show people how to lead someone to Christ.

*II Timothy 2:15 "Be diligent to present yourself approved to God, a worker who does not need to be ashamed, rightly dividing the word of truth."*

*I Peter 3:15 "But sanctify the Lord God in your hearts, and always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear."*

## 17. RESOURCES

Outreach requires funding. It takes money and resources to reach people, meet a need, promote an event, etc. God is able to supply what is necessary to fund His kingdom, but we also are responsible to be good stewards of His supply.

*I Corinthians 4:2 "Moreover it is required in stewards that one be found faithful."*

*Luke 14:28 "For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it?"*

## 18. DETERMINATION AND CONSISTENCY

Some outreach will require a proven faithfulness before a community will give you their trust. It's okay – be faithful.

*Galatians 6:9 "And let us not grow weary of doing good, for in due season we will reap, if we do not give up."*

## 19. FOLLOW UP

Effective outreach will have a plan on how to connect with people after an outreach event. There should be a way to collect contact information and a procedure for follow up.

*Mark 4:15 "And these are the ones by the wayside where the word is sown. When they hear, Satan comes immediately and takes away the word that was sown in their hearts."*

## 20. DISCIPLESHIP

There should be a plan for placing people in a discipleship program. We need to be ready to help establish and grow new converts.<sup>4</sup>

*II Timothy 2:2 "And the things that you have heard from me among many witnesses, commit these to faithful men who will be able to teach others also."*

The difference outreach can make is the difference between heaven and hell, the difference between light and darkness in a community, the difference between apathy and zeal in a church, and the difference between an open or shut door in our hearts. Let's work together and reach out to make that difference!

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<sup>4</sup> Ephesians 4:11-17