

# DOMINO EFFECT

## DEEPER DIVE

**IBSA** | Evangelism





*The Domino Effect: Deeper Dive*  
was created by the Evangelism Team  
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# INTRODUCTION

***Followers of Christ are clearly **called** to make disciples.***

Jesus describes our mission in Matthew 28: “Go therefore and make disciples of all nations, baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you; and lo, I am with you always, even to the end of the age.”

As a leader in the local church, the main goal is to lead God’s people to accomplish the mission of Jesus. Jesus makes a promise that He will be with the church in a unique fashion that focuses on this mission. For a disciple to be made, a person must first come to faith in Jesus Christ. Therefore, a local fellowship must be intentional about developing a culture of evangelism.

The simple question is, “How?” Pastoral leaders worth their salt have a desire to reach more people with the gospel. While God is the One who saves, He gives us the great opportunity to join His redemptive work. Knowing this, we must be intentional about helping develop a culture that makes Jesus known to others. That is the driving purpose behind this concept known as *The Domino Effect*.

*The Domino Effect* is described as the cumulative effect produced when one event initiates a succession of similar events. If you have ever lined up dominos before, you know that if you push one over, each will follow. The aim of this material is to show you the dominos. As you walk through this material, you may see that you’ve already pushed over or are pushing over some of these dominoes. This is great! However, you may also see a few that you haven’t pushed over.

***Let this document be a guide and prompt for your ministry.***

Praying for the lost and unchurched by name is the best starting place for removing every challenge, fear, and hesitancy a church member may have for sharing the gospel. There are two big reasons this is true.

First, it helps church members intentionally identify those around them who need Jesus. Let's face it. Most of our church members have relationships with people already a part of the family of God, while also living in a world where over 75% of the people in it are far from God. Prayer evangelism brings focus, burden, and compassion for those around us who desperately need Jesus.

Then, prayer evangelism brings people into partnership with the power of the Word and the power of the Holy Spirit. Praying for the lost by name is not only scriptural; it is also a Spirit-empowered discipline.

One scriptural foundation is found in Paul's words of Romans 10:1: *"My heart's desire and prayer for them is that they be saved."* It expresses his compassion for his unbelieving friends and his desire to see them saved by God's grace.

The Grove, pastored by Dallas White, has seen a tremendous increase in the number of church members who are actively sharing the gospel in their community. The reason? White said, "When our church members started praying for lost people by name, they grew in confidence for sharing the gospel." He cited Acts 4:31: "And when they had finished praying, the place where they were praying was shaken, they were all filled with the Holy Spirit, and they spoke the Word of God with boldness."

Compassion and confidence are two traits that will encourage and empower your church family to reach the people in your community with the gospel.

### **Where do we start?**

While there are many ways to weave prayer evangelism into the fabric of your church life, every good strategy starts with a few simple, intentional steps.

**Communicate.** As a pastor, you may want to start this ministry from the pulpit, but you should start with your key leaders. Casting the vision and getting buy-in with staff, deacons, and Sunday school/small group leaders first will help pave the way for effectiveness. You will then have a strong group of cheerleaders and practitioners to help get the ball rolling when you start preaching and teaching about this from the pulpit.

**Integrate.** Think of ways to weave this important discipline into the fabric of your entire church. The Sunday school/small groups can each have their own list of three to five people they pray for each Sunday as well as during the week. The deacon ministry team should have this as a focus of their meetings. You should encourage members of your church to come to the altar during the invitation to pray specifically for lost people by name. Every group in your church could implement praying for the lost into their programs. This practice will weave this important discipline into the DNA of your church.

**Celebrate.** Every time a person being prayed for trusts Christ, celebrate by having those praying for them join them as they share their decision and at their baptism. If you have cards with names of individuals listed, present that card to the new believer with a special gift of encouragement as they begin their new walk with Christ.

### What do we pray?

People pray in their own unique ways, but it is best to have a simple foundation to guide them in praying for the lost by name. Below is a guide that may help:

## *Praying for the Lost by Name*

**Opening Scripture:** Romans 10:1-4

### 1. Pray in the Power of God (Spiritual warfare)

- |   |                                |
|---|--------------------------------|
| A. Be <b><u>positive</u></b> of your own salvation. | Romans 8:16-17; John 15:8 15:8 |
| B. Be <b><u>pure</u></b> of heart.                  | Psalm 66:18, 139:23-24         |
| C. Be <b><u>persistent</u></b> in praying.          | Matthew 7:7-8                  |
| D. Be <b><u>prepared</u></b> to share the gospel.   | Acts 4:31                      |

### 2. Pray according to the Work of God

- |   |                    |
|---|--------------------|
| A. Father, <b><u>prepare</u></b> their heart.                               | Matthew 13:23      |
| B. Father, <b><u>draw</u></b> them to Yourself.                             | John 6:44          |
| C. Father, <b><u>confront</u></b> them with the truth/ power of the gospel. | Romans 1:16        |
| D. Father, <b><u>convict</u></b> them of their sin/need for a Savior.       | John 16:8          |
| E. Father, <b><u>rescue</u></b> and <b><u>redeem</u></b> them!              | Colossians 1:13-14 |

My three people are: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# DOMINO OF THE SUNDAY MORNING EXPERIENCE

## Seven minutes.

When a first-time visitor arrives at your church, seven minutes is the average amount of time it takes between parking their car and deciding if they will return or not. In that amount of time they haven't sung a song, heard a sermon, or met the pastor.

What you do to make that seven minutes a welcoming experience matters!

Let's start with terminology. Drop the word "visitor." Don't pick it back up. Think "guest." Here's the difference. Every week, the White House has over 6,000 visitors. Those visitors receive a group tour, get a souvenir, and leave – possibly never to visit again. *Guests* are treated quite differently. They are anticipated. The staff prepares for guests with special consideration so that they have the best possible experience.

Each first-time guest of your church will be making important decisions that will have eternal impact. What can your church do to make sure there are no roadblocks to each person clearly hearing the gospel and making a decision that will impact their eternity?

**Think context.** A lost or unchurched person looks through a much different lens than do your regular attendees. They don't know what to expect, where to go, or how to do the things regular attendees take for granted. They may not know anyone, know the songs, know anything about the Bible, where the restrooms are, or which door gets them to where they are supposed to be. When preparing for their arrival, think like a lost or unchurched person. You can do that with excellence *without* compromising biblical worship, biblical preaching, or biblical fellowship. Ask, "What can we do to make sure every guest is given a warm welcome that will enhance – rather than hinder – their experience with God's people?"

**Think culture.** Each church has its own unique culture defined by its own values, behaviors, and attitudes. Not only should everyone on your guest reception team have the best attitude for welcoming guests, so your entire church family should as well. This is taught, modeled, and elevated. Jason Britt, pastor of Bethlehem Church, said, "Lead your church to think reach outsiders, not keep insiders." The guest-friendly church culture is the difference between a guest being a spectator or a participator.

**Think “company’s coming,” and ask these questions.**

- Outside and inside.
- Is the campus clean and inviting?
- Is there sufficient signage to let guests know where to go?
- Are your facilities clean and uncluttered?
- Is your children’s area clean, safe, and inviting?
- Are there friendly greeters (inside and outside) who can welcome and direct guests?
- Is there a welcome hub guests can easily find and obtain helpful, quality, information?

**Before, during, and after.**

- Are greeters in place and prepared to welcome guests?
- Are Sunday School/small group leaders in place early and prepared to welcome guests?
- Are your Sunday School/small groups prepared for welcoming guests?
- Is your worship service celebrative and designed to exalt Jesus and make Him known?
- Are there trained altar counselors and is the response/invitation clear for making decisions?
- Have you nicely tried to obtain as much guest information that they are willing to share?
- Do you have a quick response follow-up team consisting of lay people?

While this section primarily refers to the Sunday morning experience, each of these components are applicable to every evangelistic event.

These are just a few things to consider as you seek to make your church guest friendly.

# DOMINO OF PERSONAL EVANGELISM

## IBSA | Evangelism

Personal evangelism happens when the people of the church are intentionally identifying and reaching out to lost people in their life to share the Good News of the gospel.

Statistics tell us that over 90% of Christians in church will never lead anyone to faith in Jesus Christ. We know the Bible is clear on our calling to share the Good News, but we remain stuck in this vital area. The sad reality of our condition is overwhelming, and it is imperative for church leaders to do everything possible to raise the evangelistic temperature of their members.

### How can this happen?

1. **Be the model.** If you want members to share the faith, you must be actively sharing yours outside the confines of the church. Share with your people when you share the gospel. Share when things go great and share when they don't go so great. Let your people know the win is in the sharing.
2. **Help your people identify the lost in their life and their responsibility to witness to them.** God has given every Christian spheres of influence. Help your members identify the lost in their families, at their jobs and schools, in their recreational pursuits, and even in the people who provide services to them on a regular basis. There are people in all different areas of their lives who need Jesus. Help them to see that God has placed them in their situation and position to have a gospel influence.
3. **Empower them to pray for the lost in their life by name.** Everyone can begin by praying for the lost to be saved. Use the Domino of Prayer section for reference.
4. **Train them to effectively share the gospel.** Our IBSA Evangelism staff are eager to help you train your church family to share the gospel with confidence. We have several tools to help in this endeavor, such as, The Best News, Who's Your One, and 3 Circles. You can view these resources and learn more ways that IBSA can assist you in developing your evangelistic strategy by visiting our evangelism resource page Online. ([IBSA.org/resourcecenter/evangelism](http://IBSA.org/resourcecenter/evangelism).) We have scheduled several evangelism training opportunities for your church this year. Our website contains details about these events. Feel free to reach out to Scott Harris ([ScottHarris@IBSA.org](mailto:ScottHarris@IBSA.org)) personally for more information or to schedule a training event at your church.
5. **Provide opportunities for your members to invite their lost friends to church and evangelistic events.** Make sure you are helping your members by sharing the gospel weekly and planning regular evangelistic events. Use the Domino of Evangelistic section for reference.

As you follow these steps, the evangelistic temperature will rise, and you will impact your community like never before.

What makes an event evangelistic? An event becomes evangelistic when it is used specifically for church members to attract, invite, and bring lost and unchurched people together to share the gospel of Christ.

It is not the church coming together for fellowship, food, and spiritual discipleship. The gospel must be presented and people must be given the opportunity to respond to make the event truly evangelistic.

**Here are four great reasons for doing an evangelistic event.**

1. It gives church members the opportunity to invite their friends and family to an event where they will hear the gospel.
2. It gives the lost and unchurched the opportunity to hear, understand, and respond to the message of Christ.
3. The evangelistic event will give the pastor and staff the opportunity to connect with a multitude of prospects.
4. The evangelistic event gives attendees the chance to befriend your church members and get acquainted with church facilities.

**Here are the top 10 ideas for evangelistic events that have proven success.**

1. Men's Barbecue Feast
2. Lady's Table Extravaganza and Brunch
3. Fall Festival
4. Student Sports Clinics
5. Student 3 on 3 Sports Tournament
6. Win Day or Harvest Day
7. Spiritual Birthday Parties
8. Community Thanksgiving Feast
9. Rent a Theater Movie Event
10. Community Wide Easter Egg Hunt

**Here's also a recommended timeline when doing evangelistic events.**

1. Set the date and location (6-12 months out).
2. Confirm special guests such as speakers and musicians (ASAP).
3. Select and enlist ministry team (3 months out).
4. Design and print promotional materials and attendance cards (2 months out).
5. Confirm sound equipment, decorations, tables, and chairs (4 weeks out).
6. Promote prayer for the evangelistic event (4 weeks out).
7. Enlist and train spiritual counselors (4 weeks out).
8. Start publicizing the event (3-4 weeks out).
9. Finalize all arrangements for the evangelistic event (7 to 14 days out).
10. Follow up with new converts (Immediately following the evangelistic event).

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evangelistic.*

Service evangelism is designed to meet a physical need in the community in order to build a bridge to share Jesus. The goal of serving others through evangelism isn't simply to make earth a better place, it is to see people come to faith in Jesus.

Service evangelism is the act of doing the work of **modeling GOD's love** to others with a willing heart. The primary purpose is to provide an **opportunity** for **sharing** the gospel by serving other people and meeting a tangible need.

1. Serving others gives Christians the opportunity to **show compassion, demonstrate love, and tell** the amazing story of God's love.
  - It's an opportunity to point those we are serving to Christ.
2. Help your members **develop** a servant's heart by offering various opportunities to serve in their community.
  - Find a real felt need in the community (food bank, pregnancy center, etc.).
  - Start with a small group to get a solid win and then expand as you go.
  - Give volunteers ownership to grow and expand the ministry.
  - As people's hearts develop, you can add more opportunities.
3. Train your volunteers to be **gospel minded** as they go to serve.
  - Prepare them to share their testimony.
  - Supply them with tracts to give as the opportunity arises.
  - Train them to be sensitive to opportunities to share as they serve.
4. The purpose of service is for God to reach others **through our hands**.

1 Corinthians 12:4-6 explains that there are different kinds of **gifts**, different kinds of **service**, and different kinds of **working**. Yet, each variety is associated with the same Spirit, the same Lord, or the same God. They help us to identify the many ways to provide **service** to others.

How did Jesus demonstrate Service Evangelism?

- **He performed miracles.**
- **Met physical needs.**
- **Met emotional needs.**



God **expects** those who love Him to **provide service to others**.

“For the ministry of this service is not only supplying the needs of the saints but is also overflowing in many thanksgivings to God. By their approval of this service, they will glorify God because of your submission that comes from your confession of the gospel of Christ, and the generosity of your contribution for them and for all others.”

### **Follow Up Discussion Questions**

1. Do you feel that Service Evangelism is a priority for you? If so, how are you modeling Service Evangelism personally outside of your church context?
2. Where do you see opportunities for your church to serve intentionally in the community?
3. How are you empowering and equipping your missionaries to do Service Evangelism?
4. How are you empowering your leaders and members to use their gifts to provide service to others?

*The primary purpose  
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Jesus built the most famous team in history to help Him fulfill the Great Commission. The twelve disciples multiplied both the impact and influence of Jesus' ministry. No one was better at building evangelism teams than Jesus. Gene Wilkes, in his book *Jesus on Leadership*, observed that the power of teams is not only evident in today's modern business world, but it also has a deep history that is evident in biblical times. Wilkes writes:

- Teams involve more people, thus giving more resources, ideas, time, and energy.
- Teams provide multiple perspectives on how to meet needs.
- Teams share the credit for victories and losses which helps to build community.
- Teams can simply do more than an individual.

**The team approach is a very intentional approach to evangelism.** Team evangelism is best done through small groups. Every church has some form of small group ministry. Teams are created for the game you want to win and the goal with this domino is to leverage the groups for evangelism. This concept empowers small groups to focus on praying for those who are far from God and intentionally seeking to reach them with the gospel. For this to work, a process must be designed so that the small groups plan to do evangelism, do evangelism, check on the progress of evangelistic efforts, and adjust accordingly.

**There are several benefits of doing evangelism through small groups:**

- It is the primary purpose of Sunday school and most small groups.
- It is usually designed for specific age groupings. Singles are great at reaching singles, young couples at reaching young couples, etc.
- It is the most effective assimilation tool.
- It is the first line of discipleship.
- It is easier to organize due to the small size.
- The leaders are specialists.
- It is designed for follow-up.
- It is biblical.
- It raises up leaders.
- It changes the culture of evangelism in the church.


## Four Principles for Evangelistic Small Groups

1. The small group requires a skilled leader.
  - Invest in discipling your leaders just as Jesus disciplined His.
  - Have intentional times of productive training for your leaders.
  - Implement a structure of accountability by creating a leader's covenant agreement and ask group leaders to sign. Keep a copy and give the leader a copy.
2. The small group requires lost people to attend.
  - Create a culture of inviting people.
  - Create a list of prospects and be intentional in reaching out to them.
  - Create a list of people who have attended and use it as a ministry list of people the small group is committed to caring and ministering to.
3. The small group must be intentional.
  - Intentional in praying for lost people by name.
  - Intentional in inviting lost people to attend the small group.
  - Intentional in sharing the gospel with lost people in their circle of influence.
4. The small group requires God's hand on them.
  - Enlist a Prayer Leader for the group.
  - Are you praying for God to move and bless?
  - Are you praying for the lost by name?

Raise up an **Evangelism Champion** for each small group. The small group teacher/facilitator should delegate responsibility to this person to devise a game plan to reach out to those who are mentioned when praying for the lost. Encourage these champions with phone calls, emails, and cards.

**Celebrate** the victories when people share the gospel, receive Christ as Savior, and those who are baptized. Video testimonies can be recorded and showed in services by those who are sharing the gospel with others. Intentionally share testimonies of witnessing encounters of those who had gospel conversations that didn't lead to a profession of faith. This reinforces that obedience to the Great Commission is being faithful to share the gospel. During baptisms, inform the church that certain people were saved through the witness and prayer of a small group.

The Domino of Team Evangelism will change the culture of the church by leveraging small groups to do evangelism. Lay people will be unleashed to reach lost people in their circles of influence by sharing the gospel and inviting them to attend the small group. You will mobilize the many who already attend small groups and reap the highest evangelistic impact in your community.



*This concept empowers  
small groups to focus  
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with the gospel.*

Baptism is a big deal! We know from the beginning of the early church, on the Day of Pentecost, those who were saved were immediately baptized. The Bible records about 3,000 were baptized on that day. We want baptism to continue to be a big deal in our churches today. As church leaders, we are responsible for how this is accomplished.

## Why is baptism important?

- It is commanded and modeled in the New Testament.
- It is a physical expression and beautiful picture of what has happened in salvation.
- It is a public testimony that a person is saved and is connecting to Christ's body, the Church.

The process of making baptism a big deal:

## Have a baptism plan. What are the different elements of a baptism plan?

- Set a goal.
- Plan to baptize every week.
- Plan strategic Baptism Sundays quarterly.
- Make sure every salvation in every area and at every event is followed up with a baptism emphasis.
- Create a database of everyone who makes a decision and follow up until they are baptized.
- Create a baptism team that includes those who can counsel and follow up with decisions and those who can help with the physical baptism part.

## Talk about baptism regularly. How can we consistently speak clearly about baptism?

- Who needs to be baptized? Those who are saved, those who were saved but never baptized, those who were baptized early but got saved after they were baptized.
- Tell the congregation why baptism is important.
- Encourage all your attenders to consider baptism.
- Every time a baptism happens, encourage others to follow through and be baptized.

**Make the most of each and every baptism.** What could we do to maximize the impact of every baptism?

- Make sure the person's salvation story is told.
- Make sure the one being baptized invites all of his or her family and friends to the service.
- Have special seats for the guests of the one being baptized.
- Share the gospel when you baptize.
- Give people a chance to respond during the service.
- Train your people to celebrate every baptism with great joy.
- Share a gift/memento with each person being baptized.

## Massive Clarity Worksheets

Now that you have looked at the Dominos, let me encourage you not to get overwhelmed. Instead, the challenge is for you to choose one domino to focus on pushing over. Use the “Massive Clarity” worksheet to help you work through a step-by-step strategy to push your domino over. Take a look at the example provided to help get you started. Also remember, your evangelism team at the Illinois Baptist State Association is only one email or phone call away. We are here to help.

*We want baptism to continue to be a big deal in our churches today. As church leaders, we are responsible for how this is accomplished.*

# The Illinois Baptist Evangelism Strategy

*building an evangelistic culture in your fellowship using “The Domino Effect”*



## The Dominoes

- ▶ Domino of \_\_\_\_\_: Lead them to \_\_\_\_\_ for people by name.
- ▶ Domino of the \_\_\_\_\_ morning experience:  
Act like you knew they were coming.
- ▶ Domino of \_\_\_\_\_.
- ▶ Domino of \_\_\_\_\_.
- ▶ Domino of \_\_\_\_\_ evangelism.
- ▶ Domino of \_\_\_\_\_ evangelism.
- ▶ Domino of \_\_\_\_\_: Making \_\_\_\_\_ a BIG deal.

## Four Easy Steps

- 1.
- 2.
- 3.
- 4.



# The Illinois Baptist Evangelism Strategy

***building an evangelistic culture in your fellowship using “The Domino Effect”***

The One Domino that I want to push over is \_\_\_\_\_.

List 5 “Must Do’s” for your domino to be pushed over:

- ▶
- ▶
- ▶
- ▶
- ▶

M:

M:

M:

M:

M:

List 3 to 5 things you can’t focus on right now.

- ▶
- ▶
- ▶
- ▶
- ▶

Using a category of 3, 6, 9, or 12 months: How long do you believe it will take you to push your domino over? Rewriting your statement from number 1, finish the sentence, “The one domino that I want to push over is \_\_\_\_\_ by \_\_\_\_\_ date.

Now looking at your “must do” list, assign each statement to a given month. If you chose three months to push over your domino, that means that you may have more than one ‘must do’ statement assigned to one month.

Complete this sentence: The first month I must \_\_\_\_\_. In order to accomplish this, I must:

- |   |      |   |      |
|---|------|---|------|
| ▶ | when | ▶ | when |
| ▶ | when | ▶ | when |
| ▶ | when | ▶ | when |



# Massive Clarity Exercise



The One Domino that I want to push over is Praying for Lost people by name.

List 5 "Must Do's" for your domino to be pushed over:

- ▶ Research how others have done it in their church for ideas
- ▶ Get key leaders to brainstorm 'how to' tools to make this practical
- ▶ Develop 2 Week series training people to do this
- ▶ Share with other key leaders how we plan to roll this out to church
- ▶ Schedule times in worship to pray for lost by name

M: September 2019

M: October 2019

M: November 2019 (preach in Feb)

M: December 2019

M: January 2020

List 3 to 5 things you can't focus on right now.

- ▶ Reworking bylaws
- ▶ Taking time to start new outreach ministry
- ▶ Seeking to improve check-in process for preschoolers
- ▶
- ▶

Using a category of 3, 6, 9, or 12 months: How long do you believe it will take you to push your domino over? Rewriting your statement from number 1, finish the sentence, "The one domino that I want to push over is praying for lost people by name by February 2020 date.

Now looking at your "must do" list, assign each statement to a given month. If you chose three months to push over your domino, that means that you may have more than one 'must do' statement assigned to one month.

Complete this sentence: The first month I must research how others have done it in their church for ideas. In order to accomplish this, I must:

- ▶ Call 7 pastors I want to talk to when Sept. week 1
- ▶ Collect top 5 ideas to share with key leaders when Sept week 4
- ▶ Web search 'how to's' when Sept. week 2
- ▶ Contact *the Illinois Baptist State Association* when Sept. week 3



