

Tool #8 Evangelism Types

Evangelism Type	Nature of relationship with recipient	Nature of evangelistic activity (Examples)		Ministries fitting this type in your church
		Verbal (explicit)	Modeled (implicit)	
Network Evangelism	Natural relational network (friends, family, co-workers, etc.)	share your testimony with a colleague, invite your cousin to church, offer to pray with a neighbor	"lifestyle evangelism": live in such a way that the people who know you will see you are different	
Contact Evangelism	Intentional personal contact for the purpose of evangelism with little or no prior relationship	tract distribution, street witnessing, door-to-door visits	"kindness evangelism": giving out cold water at fairs, free car wash at the church (with no explicit or extended verbal message)	
Service Evangelism	Contact in context of service provision or community development	sermon at a soup kitchen, devotional at youth basketball practice, prayer with a GED student	"kindness evangelism": Habitat work project, painting over graffiti (no explicit or extended verbal message)	
Sanctuary Evangelism	Contact in context of regular church activities	altar calls in worship services, gospel presentation at a youth group, seeker-friendly worship services	regular church activities that draw people to God, e.g. exuberant worship	
Special Event Evangelism	Contact via a special event to which non-Christians are invited	evangelistic crusade, open-air worship service, play or concert with a spiritual message	"pre-evangelism": church-sponsored housing seminar or health fair (with no explicit or extended verbal message)	
Media	Contact via broadcast media	sharing the gospel via television, radio, newspaper, or Internet	"pre-evangelism" parenting film series based on a biblical worldview without an explicit call to faith	
Prayer	Prayer (with or without recipients' knowledge)	intercessory prayer on behalf of non-Christians	silent prayer-walking through neighborhoods	

Adapted from Ronald J. Sider, Philip N. Olson and Heidi Rolland Unruh, Churches That Make a Difference: Reaching Your Community with Good News and Good Works (Grand Rapids: Baker Books, 2002), 69-70.