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| Filter a potential strategy through these four lenses:* **Target** - Consider how unchurched people will get there.
* **Goals & Purpose** - Identify the purpose of the ministry activity.(equipping, praying, sowing, reaping)
* **Measures & Success** - Outline precisely how the gospel will be shared or how the ministry plays a role in sharing the gospel.
* **Follow-Up** - Design a follow-up strategy for prospects.
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| **Evangelism Strategy Worksheet** |
| **Strategy Header** |  |
| **Strategy Description** |  |
| **Detail the Strategy's Target****(Community, Congregation, Core)** |  |
| **Identify the Strategy's Purpose****(Praying, Equipping, Sowing,****Reaping)** |  |
| **Outline the Strategy's Evangelism Components** |  |
| **Give an Approximate Numerical Attendance Goal** |  |
| **Detail the Strategy's Follow-Up Plan** |  |
| **Brainstorm a Quick "Action Plan" for This Strategy** |  |