

UNDERSTANDING THE EVANGELISTIC

EVANGELISTIC (RECRUITING AND CONNECTING)

This function involves the proclamation of the Good News at the core of the church's message. It's all about the core message and its reception in the hearts of people and cultures. The evangelist is a storyteller, the recruiter to the cause, the naturally infectious person who can enlist people into what God is doing in and through the church.

THEOLOGICAL ROOTS IN GOD

Saviour, Redeemer, Gracious Giver, Lover, merciful. The Evangelistic aspects of God are seen in his saving, redeeming and celebratory nature

JESUS THE EVANGELIST

When we look at Jesus's life and ministry, we see that he was the greatest evangelist. In his earthly ministry he was the light of the world, the one who always lived in a way that was pleasing to his Father. Therefore, he was the one above all others who made the truth about God beautiful and lived in this world attracting those around him to the Father.

Jesus proclaimed good news to the poor, forgiveness for all sinners, and salvation for the lost. Signs and wonders confirmed his witness. He opened doors to all those previously excluded through religion and politics. The masses experienced him as genuine good news. Ultimately, he paid for this redemption with the sacrifice of his life. He is the Greatest Evangelist ever.

Jesus is:

- Saviour
- Redeemer
- Good news
- The fulfilment of the Old Testament prophecy concerning the Messiah (Isaiah 53)

Jesus functioned evangelistically:

- Jesus' encounter with Nicodemus (John 3: 1-21)
- Jesus' encounter with the Samaritan woman (John 4: 7-29)
- Jesus' Matthew 11:4-5

THE EVANGELISTIC IN THE CHURCH

The authentic EVANGELISTIC church is the witness to, as well as a demonstration of, the presence of good news in the world. The church is an experience of Good News to the world; a community that arises from the Good News of salvation. As a community, the EVANGELISTIC church is redemptive, infectious, culturally relevant, and always hopeful. The desired social impact of the EVANGELISTIC in the church is for a redeemed community, a growing movement, a thriving society built on restored relation to God; and a grace economy built on sharing.

Evangelistic Functioning in the Early Church

It's clear from the New Testament and from other historical documents that one of the main centres of Christian evangelism was in the *oikos* — the 'household.' When the head of a household became a



UNDERSTANDING APEST

believer, the entire home became a ministry centre (Lydia Acts 16:14-15, and the Philippian jailer Acts 16: 32-34), where the gospel was taught. Simple friendship was one of the main carriers of the gospel - John 1 when Philip passes his knowledge of Jesus to his friend Nathaniel (John 1: 43-51).

In the early church, the apostles, joined by evangelists like Philip (Acts 8:4-40) and Saul (Acts 9:20-22), along with 'ordinary' members of the church were involved in evangelism. After the persecution in Jerusalem, the scattered disciples went everywhere preaching the word (Acts 11:19-21).

Other examples: George Whitfield, Billy Graham, Rick Warren

EVANGELISTIC				
Theological Roots (Evangelistic in the doctrine of God)	Archetypes and Heroes (Evangelistic patterns laced in and throughout creation)	Reconstituted APEST (Redeemed and exemplified by Jesus)	Evangelistic Functions (Given to and coded into the church)	Evangelistic Callings (Individuals)
Saviour Redeemer Gracious giver Lover Merciful	Messenger Achiever Believer Guerrilla Leader Champion Storyteller Examples: Mobilisers Recruiters Negotiators Marketers Organisers Communicators Dealers Journalists Motivational speakers Networkers Sales PR	Saviour Messenger Redeemer The way/life Proclaimer of the Gospel Embodies Good News Demonstrates the reign of God Recruits followers Bearer of love and hope (Israel's Messiah) Seeks and saves the lost	Recruit culture Maintain commitment to Gospel theology and ethos Invitational Maintain cultural relevance Inspirational	Recruiters to the movement Storytellers Spreaders of message Communicators Apologists

SOURCE: Activating 5Q A Users' Guide, Alan Hirsch & Jessie Cruickshank

THE EVANGELISTIC AND THE INDIVIDUAL

In an individual, he or she senses the urgency of the moment and engages what needs to be changed now for what must happen in the future. Often, evangelistic people are comfortable around believers and non-believers alike. He or she will make great sacrifices to achieve a genuine response. He or she is a communicator / recruiter, taking the organization's message to the outside, and convincing people of it. The evangelistic person impacts the community through expansion. They influence others by calling for greater personal response and sacrifice to a greater cause and purpose.



EVANGELISTIC				
Archetype	Hero-Expression in General Culture	Categories of Intelligence	Domains of Society	Universal Examples
Messenger Achiever Believer Guerrilla Leader Champion Storyteller	Mobilisers Recruiters Negotiators Marketers Organisers Communicators Dealers Journalists Motivational speakers Networkers Sales PR	engaging enthusiastic storytelling relational communicative existential emotional genuine inspirational; optimistic	media and communication business politics advertising marketing	Malcolm Gladwell Oprah Winfrey Bill Clinton Tony Blair Richard Branson Tony Robbins Zig Ziglar Trinity (The Matrix)

SOURCE: Activating 5Q A Users' Guide, Alan Hirsch & Jessie Cruickshank

What does this mean for the individual?

- X
- X
- X

How the evangelistic function might show up in the work place:

The evangelistic individual in the work place will be the person who naturally develops an invitational and welcoming culture. They will be the one who develops 'stickiness' and simplicity of the core message (marketeer). They are also the ones who reach out and include everyone, connecting outsiders to insiders, to the product or service. They are at the centre of the network. Within the organisation, they are the individuals who maintain positive, life-affirming and redeeming 'vibes' and are consistently championing the cultural relevance of the organisation.

Discipling others and building the kingdom requires building ongoing relationships. The **EVANGELISTIC** can learn from **TEACHING** and **SHEPHERDING** individuals how to better care for those they bring into the fold, on an ongoing basis.

QUESTIONS TO ASK YOURSELF

- X
- X
- X
- X

FURTHER READING

5Q: Reactivating the Original Intelligence and Capacity of the Body of Christ (Paperback): Alan Hirsch

The Pulse of Christ: Nathan Brewer

