

**GLOBAL EVANGELIST ALLIANCE**

# **WHITE PAPER**

**2023**



A WORLD-WIDE NETWORK OF **EVANGELISTS** OF EVERY RACE, NATIONALITY AND LANGUAGE, **UNITED** IN ONE GOAL: WINNING THE WORLD **FOR JESUS.**





# GLOBAL EVANGELIST ALLIANCE

**Our Identity:** The Global Evangelist Alliance is a world-wide network of evangelists of every race, nationality and language, united in one goal, winning the world for Jesus.

**Our Vision:** Every person on earth will have an authentic encounter with Jesus Christ through the power and presence of the Holy Spirit...by Pentecost 2033.

**Our Goal:** To reach nations, regions, cities, villages, people groups, and individuals for Christ.

**Our Methods:** Our strategic plan to reach everyone on earth with the Gospel is broken down into four major areas of focus.

- 1. Advocacy:** We Advocate For Spirit-Empowered Evangelism.
- 2. Equipping and Training:** We Equip Evangelists, Churches, and Movements For Spirit Empowered Evangelism.
- 3. Collaborating and Coordinating:** We Coordinate Evangelism Outreaches and Collaborate with Evangelistic Efforts.
- 4. Activation and Mobilization:** We Activate and Mobilize Spirit-Empowered Evangelists.

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# MISSION STATEMENT

**T**he Global Evangelist Alliance (GEA) is a relational network of evangelists, churches, and ministries that are passionate to tell the world about the *salvation that is found in Jesus Christ*. The GEA serves and is the outreach branch of Empowered21 (E21), a global relational network of the Spirit-Empowered movement.

The goal of the GEA and E21 is that **every person on Earth** would have an **authentic encounter with Jesus Christ** through the power and presence of the Holy Spirit by **Pentecost 2033**, which is the two-thousand-year anniversary of the **outpouring of the Holy Spirit** on the day of Pentecost.

**EVERY PERSON ON EARTH WOULD HAVE  
AN AUTHENTIC ENCOUNTER WITH JESUS CHRIST  
THROUGH THE POWER AND PRESENCE OF THE  
HOLY SPIRIT BY PENTECOST 2033**



# INTRODUCTION

**GEA**

## WHAT IS EVANGELISM?

Evangelism is sharing the good news of the Gospel of Jesus Christ in the power of the Holy Spirit for the purpose of bringing people to repentance and faith in Christ so that they might serve Him here on earth and live with Him for eternity.

Evangelism is the proclamation of good news about the death and resurrection of Jesus Christ and the salvation that is available to EVERYONE who calls on His Name.

The goal of evangelism is to bring lost people to a point of decision where they accept Jesus Christ as Lord and Savior.

## THE BIBLICAL BASIS FOR EVANGELISM

Between the time of Jesus' resurrection and the time of His ascension into heaven, Jesus gave His followers a mandate for evangelism. He commanded them to, "make disciples of all nations" (Matthew 28:19-20), to "go into all the world and preach the Gospel to every creature" (Mark 16:15), He promised that "repentance and remission of sins should be preached in His name to all nations" (Luke 24:47), He commissioned them by saying, "As the Father has sent Me, I also send you" (John 20:21), and He promised them, "You shall receive power when the Holy Spirit has come upon you; and you shall be witnesses to Me in Jerusalem, and in all Judea and Samaria, and to the end of the earth" (Acts 1:8). Collectively, these words of Jesus are known as The Great Commission and the mandate to preach good news to the ends of the earth remain to this day, the supreme task of the followers of Jesus.

## THE NEED FOR EVANGELISM

According to the United Nations, the world's population recently exceeded eight billion people. Eight billion is a big number. If one tried to count to 8 billion by counting twenty-four hours a day, it would take an entire lifetime. The amazing truth is that Jesus loves every single one of these eight billion people that are alive today.

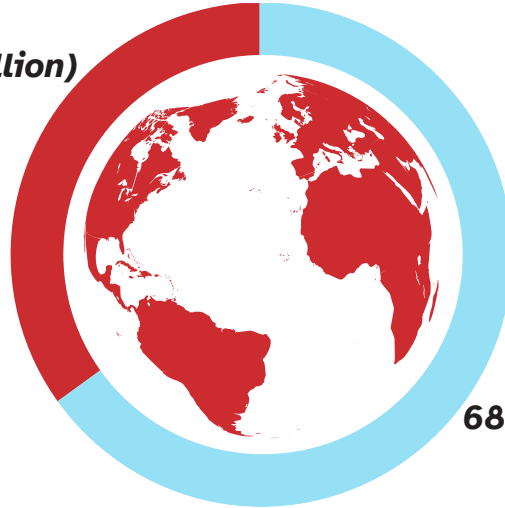
In 2020, approximately 2.5 billion people are identified as Christian.<sup>1</sup> This leaves 5.5 billion people who need to have an encounter with Jesus. Two thirds of the world's population is unreached. This is a tragedy of epic proportions because all of these precious souls are in danger of going to hell.

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<sup>1</sup> Todd M. Johnson and Gina A. Zurlo, World Christian Encyclopedia, (University Press, Edinburgh, 2020), 6.

## THE URGENCY OF THE HOUR

**31.3% (2.5 Billion)**  
Christians



**68.8% (55.5 Billion)**  
Unreached People

\*World Population = 8 billion people

### THE URGENCY WE FEEL ABOUT THE GREAT COMMISSION

The urgency the GEA feels about the Great Commission lies in the fact that there are still so many people in the world who have not heard the message of salvation, and without hearing it, they cannot put their faith in Christ. “How then shall they call on Him in whom they have not believed? And how shall they believe in Him of whom they have not heard? And how shall they hear without a preacher? And how shall they preach unless they are sent?” (Romans 10:14-15).

As followers of Christ, we have a responsibility to share the good news with those around us and to reach out to those around the world who have not yet heard the Gospel. In our modern times, the world is constantly changing, and with new technologies and cultural shifts, opportunities to share the gospel often arise or disappear quickly. We feel an urgency to act and fulfill the Great Commission before these opportunities pass.

Fulfilling the Great Commission is not just a duty, but also a privilege and an act of love towards those who are lost.

The message of salvation offers hope and meaning to those who hear it, and by sharing it, we participate in God’s work of bringing redemption and healing to the world.



## **THE CALL FOR EVERY BELIEVER TO BE INVOLVED IN EVANGELISM**

The Great Commission is not only for pastors, evangelists, and missionaries but for every believer. As Paul told Timothy, we are all called to, “do the work of the evangelist” (2 Timothy 4:5).

It is the fundamental responsibility of every Christian to share the message of salvation with others. We cannot simply rely on others to do this work for us. Our faith should be visible and contagious, inspiring others to come to know Jesus Christ as their Savior.

Every believer should be intentional and proactive in efforts to reach out to those around us, whether it be in our workplace, schools, neighborhoods, or in a nation on the opposite side of the world.

## **THE GIFT OF THE EVANGELIST**

The gift of the evangelist is a specific role and gifting within the church. While it is the responsibility of every believer to share the Gospel, some individuals are specifically called by God to be evangelists. (See the story of Philip the Evangelist in Acts 6:1-7; 8:1-8; 8:26-40; 21:8-9).

Evangelists are gifted in sharing the message of salvation with others, and they have a passion for seeing people come to know Jesus Christ as their Savior.

They have a deep understanding of the Gospel and the ability to communicate it in a clear and powerful way that resonates with others.

They have a burden for the lost and are willing to go to great lengths to reach them with the love of Christ.

This special and unique calling requires a deep commitment to prayer, a strong reliance on the Holy Spirit, and a willingness to sacrifice personal comfort and security for the sake of the Gospel.

The evangelist is also gifted in the ability to inspire, train, and mobilize other believers to share their faith. “[Jesus] gave some to be...evangelists... for the equipping of the saints for the work of ministry...” (Ephesians 4:11-12 NKJV). Evangelists are called to equip the saints to do evangelism. Evangelists cooperate with the other ministry gifts until the entire body of Christ is “*mature, attaining to the whole measure of the fulness of Christ.*”

The ministry of evangelism is critical to the growth and vitality of the Church, and those called to this ministry play an essential role in spreading the message of salvation to a lost and dying world.

## WHY USE THE TERM EVANGELIST?

There are many titles that people use to describe themselves as Great Commission believers. We have deliberately decided to use the term “evangelist” because it accurately reflects the biblical mandate to share the good news of the Gospel.

The word “evangelist” comes from the Greek word “euangelistes,” which means “one who proclaims the good news.” This term is used in the New Testament to refer to those who have been specifically gifted and called to preach and share the Gospel. Using the term “evangelist” helps to emphasize the importance of the Gospel message and the urgency of sharing it with others.

The term “evangelist” has a long and rich history within the Christian tradition. It has been used throughout the history of the Church to refer to those who have been specifically gifted and called to share the Gospel message. By using the term “evangelist,” we are connecting ourselves to the great evangelistic successes of the past and emphasizing the importance of this specific calling within the Church.

However, we feel this is a new day in evangelism. Now begins a new era in evangelism. We actively look for fresh approaches to sharing the Gospel. The methods of yesterday will not necessarily work. We want to do missions in a new way.



# εὐαγγελιστής

*euangelistēs / evangelist*



## THE CHURCH NEEDS EVANGELISTS

There is a need for more evangelists in the church today. At times in the past there has been a larger emphasis on evangelism in the church. For example, in the United States, during the late 1940's and 1950's, the Voice of Healing movement was made up of many great evangelists like Oral Roberts, T.L. Osborn, A.A. Allen, and Gordon Lindsey. But now, the gift of the evangelist has fallen into disfavor in much of the body of Christ. As a result many churches are anemic in the area of evangelism. This seems to be a worldwide phenomenon.

Why has the gift of the evangelist declined in the church today?

- In many churches, there has been a shift towards a more attractational or seeker-sensitive approach to ministry that focuses more on entertaining people and meeting their needs, rather than boldly proclaiming the Gospel message.
- Some churches have become more focused on internal matters such as discipleship and personal growth, and less on reaching out to those who are lost.
- Some evangelists have misused money or engaged in questionable behavior. This has brought the gift of the evangelist into disrepute.

However, there is a growing recognition among many church leaders that the gift of the evangelist is still essential for fulfilling the Great Commission and that it needs to be rediscovered and cultivated in the church today.

We believe God is bringing the gift of the evangelist back to the church. Evangelists are needed and deserve to be celebrated in the body of Christ.



# **THE ROLE OF THE SPIRIT-EMPOWERED MOVEMENT IN EVANGELISM**

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**T**he Spirit-Empowered movement has played a significant role in evangelism in the past one hundred and twenty years, but the origin of the Spirit-Empowered movement lies in the earliest days of the Church. In Acts 1:8, Jesus promises His disciples that they will receive power when the Holy Spirit comes upon them, and they will be His witnesses in Jerusalem, Judea, Samaria, and to the ends of the earth. On the day of Pentecost, after being filled with the Holy Spirit, Peter preached the Gospel and three thousand people were saved (Acts 2).

The Spirit-Empowered movement emphasizes the power of the Holy Spirit in the life of the believer and the work of evangelism. “Spirit-empowered Christians are defined as those who place an emphasis on the work of the Holy Spirit in their faith praxis.”<sup>2</sup> Johnson and Zurlo divide Spirit-Empowered Christians into three groups: Denominational Pentecostals, Charismatics who have been baptized in the Holy Spirit but remain Catholics, Lutherans, Anglicans, and Methodists, and independent Charismatics.<sup>3</sup>

The Spirit-Empowered movement has a strong emphasis on evangelism and missions. Believers who are filled with the Holy Spirit are motivated to share the Gospel with others and to see people come to a saving faith in Jesus Christ. The Holy Spirit empowers believers to boldly proclaim the truth of the Gospel, to perform miraculous signs and wonders, and to live lives that reflect the love and power of God.

The Spirit-Empowered movement has been instrumental in the growth of the global church, particularly in areas where traditional forms of evangelism have been less effective. The movement has reached many people in remote and unreached areas of the world, as well as in urban centers and other challenging contexts.

In addition to evangelism, the Spirit-Empowered movement emphasizes the importance of discipleship and equipping believers to share their faith and lead others to Christ. The movement places a strong emphasis on training and equipping pastors, leaders, and evangelists to effectively reach people with the gospel and to disciple them in their faith.

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<sup>2</sup> Significant Study on Growth of Spirit Empowered Christianity Released at ORU, [https://oru.edu/news/oru\\_news/20200219-significant-study-on-the-growth-of-spirit-empowered-christianity.php](https://oru.edu/news/oru_news/20200219-significant-study-on-the-growth-of-spirit-empowered-christianity.php) (Accessed Feb 23, 2023).

<sup>3</sup> Todd M. Johnson and Gina A. Zurlo, eds., *Introducing Spirit-empowered Christianity* (Tulsa, OK: ORU Press, 2020), Ebook, Introduction.

## THE WORLD-WIDE GROWTH OF SPIRIT-EMPOWERED CHRISTIANITY

Since the birth of the Modern Global Pentecostal Movement in the early 1900's, Spirit-Empowered Christianity (SEC) has grown by leaps and bounds.

According to Johnson and Zurlo, SEC now comprises 644 million individuals worldwide, with particularly significant growth in the Global South. <sup>4</sup> By 2050, it is projected that Pentecostal/Charismatic expressions of Christianity will have more than one billion adherents. <sup>5</sup>

In Latin America, Pentecostals and Charismatics have increased from 4 percent to 29.4 percent of the Christian population. <sup>6</sup>

In 2020, Spirit-Empowered Christianity made up 35.7 percent of Christians in Africa, 30.3 percent in Latin America, and 19.5 percent in Asia. <sup>7</sup>

These global trends have led to SEC becoming the fastest-growing religious movement in the world. Johnson and Zurlo write, "Over the period 1900–2020, Spirit-empowered Christianity grew at over four times the growth rate of both Christianity and the world's population. From 2020–2050, it is expected to grow twice as fast as both." <sup>8</sup>

### HISTORY OF EMPOWERED21

In 2006, 50,000 people from 115 nations gathered together for a centennial celebration of the Azusa Street Revival. From this Azusa Centennial a new movement of Spirit-Empowered believers was birthed named Empowered21 (E21). <sup>9</sup> This is a relational network of ministers from around the world who believe in the power of the Holy Spirit and are united together by a mission to reach everyone on earth for Jesus.

Empowered21 wants everyone on earth to have a relationship with Jesus and to encounter the Holy Spirit. Right before Jesus ascended into heaven, He gave the church the Great Commission to "Go into all the world and preach the Gospel to everyone." We believe it is actually possible for us to fulfill this mandate in our generation.

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<sup>4</sup> Todd M. Johnson and Gina A. Zurlo, eds., *Introducing Spirit-empowered Christianity* (Tulsa, OK: ORU Press, 2020), Ebook, Chapter 2.

<sup>5</sup> Todd M. Johnson and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 5.

<sup>6</sup> Todd M. Johnson, and Gina A. Zurlo, eds., "Latin America," *World Christian Encyclopedia Online*, 2022, n.p., [http://dx.doi.org/10.1163/2666-6855\\_WCEO\\_COM\\_0102](http://dx.doi.org/10.1163/2666-6855_WCEO_COM_0102) (27 June 2021).

<sup>7</sup> Todd M. Johnson and Gina A. Zurlo, eds., *Introducing Spirit-empowered Christianity* (Tulsa, OK: ORU Press, 2020), Ebook, Chapter 2.

<sup>8</sup> Todd M. Johnson and Gina A. Zurlo, eds., *Introducing Spirit-empowered Christianity* (Tulsa, OK: ORU Press, 2020), Ebook, Chapter 2.

<sup>9</sup> For information about the birth of E21 see: Isgrigg, Daniel D. (2022) "The Unfinished Task in North American Evangelism and its Impact on Spirit-empowered Christianity"; *Spiritus: ORU Journal of Theology*: Vol. 7: No. 2, Article 5., 156. DOI: <https://doi.org/10.31380/2573-6345.1274>,

That is why we have adopted the vision that: Every person on earth will have an authentic encounter with Jesus Christ through the power and presence of the Holy Spirit by Pentecost 2033, the two-thousand-year anniversary of the first Pentecost when the Holy Spirit fell on one hundred and twenty disciples in the upper room.

The task of reaching everyone will require everyone in the church to be involved. We are calling pastors, evangelists, missions minded people, and anyone who wants to be involved in the Great Commission to join us in this divine mandate. By working together, it is possible that over the next decade we could have the greatest Great Commission effort in the history of Christianity, and perhaps, by the grace of God, we can reach everyone for Jesus Christ.

## **THE BIRTH OF THE GLOBAL EVANGELIST ALLIANCE**

The Global Evangelist Alliance was birthed at an Empowered21 meeting in Johannesburg, South Africa in 2018. Daniel Kolenda, President of Christ for all Nations and the successor to Reinhard Bonnke, was asked by the Global Council of E21 to organize a gathering of evangelists. At Kolenda's invitation, leading evangelists from around the world came together with a heart to see a generation arise that would lead the way in sharing the Gospel of Jesus Christ around the world. In the formative years, meetings were held in Bogota, Colombia in 2020, Dubai, UAE in 2021, and Seoul, South Korea in 2022. Currently the GEA is Co-chaired by Jean-Luc Trachsel, Director of International Association of Healing Ministries and innovator of Europe Shall Be Saved, and Nathan Morris, Founder and President of Shake The Nations Ministries.

Working together, the Global Evangelist Alliance built a network of Spirit-Empowered evangelists around the world, created an online video training course for evangelists, and published two books on evangelism.

Amsterdam23 launched a decade of evangelism leading up to 2033, the two-thousand-year anniversary of the day of Pentecost.

Reinhard Bonnke, Billy Graham, Oral Roberts and countless others revolutionized the work of the evangelist in the 20th Century. In 1983, in Amsterdam, Billy Graham sponsored the first International Conference for Itinerant Evangelists. A generation later, evangelists, missionaries and Great Commission focused ministries converged on Amsterdam again for the dawn of a new era of evangelism. We gathered with a new vision: taking the Gospel to every person on earth in the next decade.

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<sup>10</sup> E21 Launches Historic Global Evangelist Alliance, <https://globalevangelistalliance.com/e21-launches-historic-global-evangelist-alliance-2/> (Accessed Feb 23, 2023).

## THE EVERYONE VISION

The goal of Empowered21 (E21) and the Global Evangelists Alliance (GEA) is that every person on Earth would have an authentic encounter with Jesus Christ through the power and presence of the Holy Spirit by Pentecost 2033.

Dr. Billy Wilson, the Chairman of E21, asked God, “How are we going to reach everyone?” He felt the Holy Spirit replied, “One at a time.” If we focus on the one, God will help us to ultimately reach everyone. We want to re-personalize the Great Commission and put the focus on the individual.

Over and over again in Scripture, we see both God’s heart for EveryONE as well as the ability of God to use ONE person to change a city, a nation or even a continent.

- Jesus told us in Mark 16 to “Go and preach the gospel to EveryONE.” (Mark 16:15)
- Paul tells us that “God our Savior wants EveryONE to be saved.” (1 Timothy 2:4)
- The Shepherd leaves the 99 sheep to go and find the ONE. (Matthew 18)
- Jesus meets with ONE Samaritan woman at the well, and her town was changed. (John 4)
- Philip meets with ONE Ethiopian on the road, and Africa is opened to the Gospel. (Acts 8)
- Peter visits the house of ONE Roman centurion, and the Holy Spirit is poured out on Gentiles. (Acts 10)

Jesus died for EveryONE of the eight billion people on earth. And it is going to take EveryONE of us to reach them with the Gospel.

We need everyone to help reach everyone for the glory of God. The GEA is calling everyone in the church to get involved with sharing their faith, loving people, and praying for the lost.

Over the next decade, we believe God wants to accelerate evangelism. The world population is accelerating, knowledge is accelerating, technology is accelerating, and the Holy Spirit can accelerate us and help us get this task done. With this acceleration our generation can complete the Great Commission for our generation.



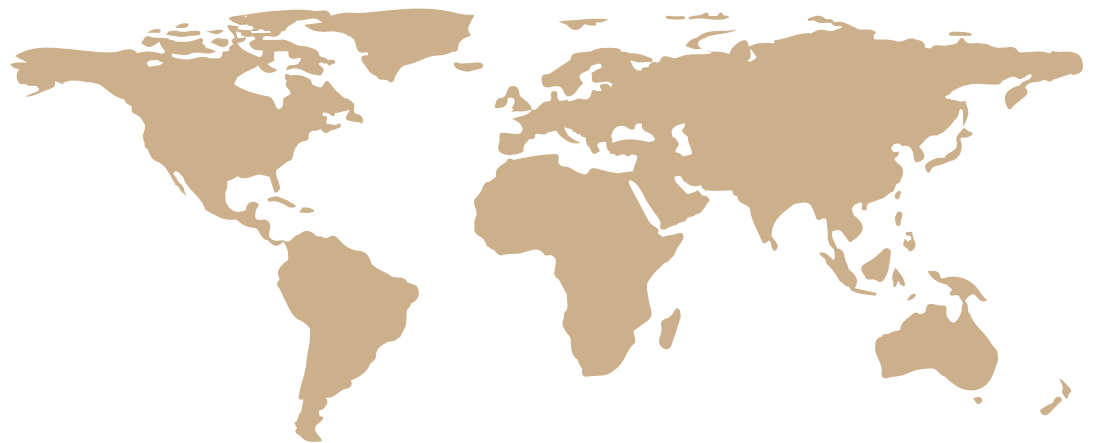
E21 and the GEA are calling together Spirit-Empowered believers from around the world to unite in an effort to lead people to Jesus. We are dedicated to spreading the Gospel to everyone around the world.

We are driven by the question: What can we do to take the Gospel to the whole earth?

## **THE ROLE OF THE GEA IN E21**

The GEA works in conjunction with the other initiatives of E21, including “Next Gen,” the Discipleship Commission, and the Scholars Consultation.

- The **GEA** considers itself to be the “*tip of the spear*” of E21.
- The **GEA** will provide and train front-line troops for accomplishing the vision to reach *EVERYONE* on earth.
- The **GEA** plans and leads *collaborative evangelistic efforts* in countries around the world.
- The **GEA** champions the *gift of the evangelist* in the church.
- The **GEA** inspires and trains believers to *engage in personal evangelism*.





# **GEA STRATEGIES FOR EFFECTIVE EVANGELISM**

**GEA**

# GEA STRATEGIES FOR EFFECTIVE EVANGELISM

The GEA focuses our efforts in four primary areas:

- 1 Advocacy**  
We Advocate For Spirit-Empowered Evangelism
- 2 Equipping and Training**  
We Equip Evangelists, Churches, and Movements For Spirit-Empowered Evangelism
- 3 Collaborating and Coordinating**  
We Coordinate Evangelism Outreaches and Collaborate with Evangelistic Efforts
- 4 Activation and Mobilization**  
We Activate and Mobilize Spirit-Empowered Evangelists

Let's examine these strategic areas in more detail and look at some specific tactics we can use to achieve these strategic goals.

# **1 | ADVOCACY: WE ADVOCATE FOR SPIRIT-EMPOWERED EVANGELISM**

- We increase awareness across the body of Christ about the need for evangelism.
- We communicate the urgency of the Great Commission.
- We champion those who are called to be evangelists.
- We emphasize the role the Holy Spirit plays in evangelism.
- We bring evangelism to the forefront of church consciousness over the next ten years.
- We want a seat at every table so we can remind the church about the importance of evangelism.
- We help the church to think about and be involved in evangelism.
- We ignite a passion for evangelism in local churches around the world.

## **THE NEED FOR THE GLOBAL EVANGELIST ALLIANCE TO BE A VOICE FOR EVANGELISM**

The Great Commission is a monumental task that requires an united effort by the Church.

It is important to have a network of evangelists like the Global Evangelist Alliance because they play a critical role in reaching the world for Christ.

The GEA provides a platform for evangelists to collaborate, receive training and resources, and gain support for their evangelistic efforts.

With the rise of globalization and the increasing complexity of the world, evangelism requires a strategic approach and a deep understanding of the diverse cultures and languages of the people being reached.

The GEA brings together a diverse group of evangelists with different backgrounds and experiences, allowing for a more comprehensive and effective strategy for evangelism.

The GEA also provides a network of prayer support and encouragement to evangelists, who may often feel isolated and unsupported in their work.

The GEA has a vital part to play in completing the Great Commission and bringing people from every nation, tribe, and language into the Kingdom of God.

## **STATISTICS ABOUT ATTITUDES TOWARDS EVANGELISM**

When looking at statistics about the attitudes of believers towards evangelism, there is a clear need for an organization like the GEA to advocate for evangelism.

According to Barna's research, young people in the United States are less likely to evangelize than previous generations. "Nearly half of Millennial practicing Christians say it is wrong to evangelize (47%). At the same time, two out of three Millennials believe being a witness about Jesus is part of their faith (65%)." <sup>11</sup>

"Just one in 10 Christians in 1993 who had a conversation about faith believed evangelism was the job of the local church (10%). Twenty-five years later, three in 10 said so (29%). Nine out of 10 agreed in 1993 that "every Christian has a responsibility to share their faith" (89%). Only two-thirds said so in 2017 (64%)." <sup>12</sup>

This data indicates a downward trend in evangelism among younger generations, which may have significant implications for the future of the Church. There are several reasons why today's generation may not like to evangelize. One possible reason is the fear of rejection or criticism, as sharing one's faith can be a vulnerable and intimidating experience. Additionally, there may be a lack of knowledge or confidence in how to effectively share the gospel message. Other factors may include cultural pressures and the desire to avoid uncomfortable or controversial topics. In some cases, individuals may also struggle with doubts or questions about their own faith, which can make evangelism challenging. However, with proper training, support, and a strong sense of purpose, believers can overcome these barriers and engage in effective evangelism.

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<sup>11</sup> Barna Group, *Reviving Evangelism*, (Barna Group, ebook, 2019), 10.

<sup>12</sup> Barna Group, *Reviving Evangelism*, (Barna Group, ebook, 2019), 36.

## DESIRED ADVOCACY OUTCOMES

- 1** Increase of awareness in churches about the importance of evangelism.
- 2** Increase in the number of individuals who hear the Gospel message.
- 3** Increase in the number of individuals who respond to the Gospel message and make a commitment to follow Christ.
- 4** Increase in the number of individuals who are healed or experience other miraculous signs and wonders, which could potentially lead to further conversions.
- 5** Increase in the growth of the Church, particularly in regions where Spirit-Empowered Christianity is already strong, such as the Global South.
- 6** Increase in the number of Spirit-empowered evangelists and missionaries, who may be particularly effective in reaching those in unreached people groups or in difficult-to-reach urban areas.
- 7** Increase in the use of technology and social media for evangelism, particularly among younger generations who are more likely to be reached through these channels.
- 8** Decrease in resistance to the Gospel message, particularly in regions where there is strong opposition to Christianity.
- 9** Decrease in the prevalence of harmful cultural practices, such as witchcraft or spiritualism, as individuals come to embrace the power of the Holy Spirit in their lives.
- 10** Decrease in spiritual and emotional distress, as individuals encounter the hope and love of Christ through Spirit-Empowered evangelism.

## **TACTICS FOR ADVOCACY**

### **Research on Evangelism Trends**

The Global Evangelist Alliance is committed to identifying the regions of the world where the Gospel is most needed.

To achieve this, we will utilize research initiatives that identify and highlight the people groups around the world with the least access to the Gospel.

We will collaborate with other organizations that focus on the goal of world evangelization.

We will work closely with the theology department at Oral Roberts University to develop in-depth missions research, case studies of successful evangelism projects, and analysis of evangelism best practices.

### **Developing Strategy for Evangelism**

In communicating our strategic plan for reaching the world for Jesus, we will develop and articulate a clear and compelling vision that is both inspiring and realistic.

Our vision will be grounded in a comprehensive understanding of the needs of the people groups we seek to reach, and we will work collaboratively with other ministries and organizations to achieve our goals.

Our goal is to see every person on earth have access to the message of salvation through Jesus Christ, and we believe that our strategic plan will help make this vision a reality.

### **Communication about Evangelism**

The Global Evangelist Alliance is committed to increasing awareness across the body of Christ about the need for evangelism.

We aim to communicate the urgency of the Great Commission and inspire a renewed passion for sharing the Gospel message.

As a network of evangelists, we are dedicated to championing those who are called to be evangelists and emphasizing the critical role the Holy Spirit plays in evangelism.

Our goal is to bring evangelism to the forefront of church consciousness over the next ten years, encouraging believers to boldly proclaim the Gospel to every nation, tribe, and tongue.

We believe that through a united effort, we can make a significant impact for the Kingdom of God and see countless lives transformed by the power of the Gospel.

# 2 | EQUIPPING AND TRAINING BELIEVERS TO EVANGELIZE: WE EQUIP EVANGELISTS CHURCHES FOR SPIRIT-EMPOWERED EVANGELISM

- › We provide practical tools and methods for training people to share their faith.
- › We inspire young people to reach out to their peers.
- › We move congregations “from their seats to the streets” to be a witness.
- › We provide resources and support for the infrastructure of evangelism.
- › We develop tools to promote evangelism and train believers to evangelize.
- › We challenge evangelists to be people of character and integrity.

## DESIRED EQUIPPING AND TRAINING OUTCOMES:

- 1 Increase in the number of Spirit-Empowered evangelists, who are equipped to effectively share the Gospel and lead others to Christ.
- 2 Increase in the number of churches that embrace Spirit-empowered evangelism as a core part of their mission, leading to greater effectiveness in reaching their communities
- 3 Increase in the number of believers who actively share their faith with others.
- 4 Increase in knowledge among believers about effective methods for sharing their faith.
- 5 Increase in the number of movements focused on Spirit-Empowered evangelism, which could have a ripple effect and lead to greater growth and transformation in multiple regions.
- 6 Increase in the number of churches and evangelists who are able to integrate technology and social media into their evangelism strategies, leading to greater reach and impact, particularly among younger generations.



- 7 Increase in the number of people who experience physical and emotional healing as a result of Spirit-empowered evangelism, leading to greater openness to the Gospel and a deeper understanding of the power of the Holy Spirit.
- 8 Increase in the number of people from unreached people groups who are effectively reached with the Gospel, leading to greater diversity in the global Church and greater opportunities for cross-cultural evangelism.
- 9 Decrease in opposition to the Gospel message, as Spirit-Empowered evangelists are equipped to effectively address cultural and societal barriers to the Gospel.
- 10 Decrease in spiritual warfare and attacks on evangelists and churches engaged in Spirit-Empowered evangelism as they are equipped with spiritual tools and resources to navigate these challenges.
- 11 Increase in the number of people who are transformed by the power of the Holy Spirit, leading to a greater sense of spiritual revival and renewal both locally and globally.

## **TACTICS FOR EQUIPPING AND TRAINING BELIEVERS TO EVANGELIZE**

Training and equipping the laity to share their faith is essential for effective evangelism in the world today. According to one survey, 62% of believers who want to evangelize have never undergone any formal evangelism training.<sup>13</sup> Many believers feel intimidated or ill-equipped to share their faith with others, but with the right training and tools, they can become confident and effective at leading people to Jesus. Here are some ways we want to train people in evangelism.

**Evangelism courses and seminars:** These can be conducted by churches, para-church organizations, or individual evangelists. These courses will cover topics such as the biblical basis for evangelism, the power of the Holy Spirit, effective communication, and practical tips for sharing the Gospel in various contexts. We will develop a course that churches can use in a Sunday school setting for training their members in how to share their faith.

**Resources and tools for evangelism:** These tools will be helpful in equipping believers to share their faith. This will include books, tracts, and other materials that provide a clear presentation of the Gospel and practical guidance for sharing it with others. Online resources and training videos will be valuable in reaching a wider audience and providing ongoing support and training for evangelism.

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<sup>13</sup> Barna Research Group, *Reviving Mission*, (Every Home for Christ, Colorado Springs, 2021), 48.

We will partner with church movements that encourage believers to share their faith.

We will create evangelism resources that pastors can use to promote evangelism in their congregations.

## **TACTICS FOR TRAINING AND EQUIPPING EVANGELISTS**

Training and equipping evangelists is a critical aspect of spreading the Gospel. There are several ways to train and equip evangelists. One way is to provide them with a solid biblical foundation by teaching them the doctrines of the Christian faith. This will help them understand the Gospel message and be able to communicate it effectively to others.

Evangelists need to be trained in various evangelism methods, such as street evangelism, door-to-door evangelism, and evangelism through social media. They also need to learn how to build relationships with people, listen to their needs and concerns, and effectively communicate the message of Christ's love and salvation. But most importantly, we need to train evangelists to follow the leading of the Holy Spirit. We like what Leonard Ravenhill wrote, "Any method of evangelism will work if God is in it."


Training and equipping evangelists can be done through formal training programs, mentorship, and apprenticeship programs. These programs should also provide opportunities for evangelists to practice and apply what they have learned in real-life situations. In addition, evangelists should be provided with ongoing support, feedback, and accountability to help them continue to grow and develop in their ministry.

It is also important to equip evangelists with practical resources, such as Bibles, tracts, and other materials that they can use to share the Gospel. Providing them with access to technology, such as audio and video equipment, can also be useful in enhancing their evangelistic efforts. Finally, evangelists should be encouraged to network and collaborate with other evangelists and ministries to learn from each other, share resources, and work together to reach the lost.

### **Online Courses: [Evangelism Masterclass](#)**

The GEA has developed two online courses for training evangelists. The first Evangelism Masterclass titled, "How to Lead People to Jesus" is a course designed to train every believer to be bold in sharing their faith with the lost. You will learn how to share your faith in one-on-one settings. We are offering this course FREE of charge because we believe every Christian should be a soul winner!

The second Evangelism Masterclass titled "The Office of the Evangelist," is full of specialized knowledge for those in the body of Christ who are specifically called to be evangelists.



In the body of Christ there are many resources available for those called to be pastors, but now for the first time, a high level course is available for anyone who feels called to be an evangelist. You will learn how to clearly communicate the Gospel to masses of people.

**Books on Evangelism:** The GEA released two evangelism training books at Amsterdam 2023, *The Spirit-Empowered Evangelist* and *Spirit-Empowered Witnessing*. These books contain contributions from many of the members of the GEA.

**Evangelism Conferences:** The GEA will equip and empower believers to engage in evangelism.

**Mentorship and Discipleship:** Experienced evangelists will come alongside beginning evangelists to help them develop their evangelistic skills and build their confidence.

## **TACTICS FOR PROVIDING RESOURCES FOR THE INFRASTRUCTURE OF SUSTAINABLE EVANGELISM**

Providing resources and support for the infrastructure of evangelism is a vital aspect of effective evangelistic efforts. This includes a wide range of tangible and intangible resources that can help to facilitate the sharing of the Gospel in a clear, compelling, and accessible way.

**Sound Systems:** One critical area of focus for supporting the infrastructure of evangelism is in the area of technology and sound systems. In many contexts, particularly in urban or large-scale events, having access to quality sound systems and audiovisual equipment is crucial to ensuring that the message of the Gospel is heard and understood. Providing technical assistance and resources in these areas can help to remove barriers to effective communication and ensure that the message of the Gospel is presented in a clear and compelling way.

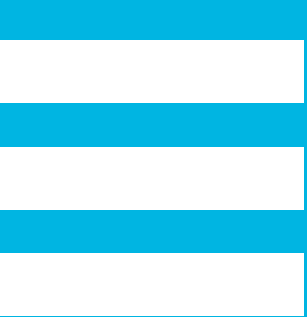
For a church, the majority of the ministry occurs inside the church building. This is why churches do capital campaigns to raise money for the church building. For evangelism, most of the ministry occurs outside the doors of the church in the streets, soccer fields, and stadiums of the world. But a huge amount of resources is used each year to rent sound systems from secular sources. In order to do a large number of ongoing crusades, it would be helpful to raise money specifically for the infrastructure of evangelism. By investing in large sound systems, evangelism trucks, and small sound systems, we could substantially cut down on the overall cost of doing evangelism. We want to strategically position sound systems in various locations around the world that could be used by evangelists for evangelism.

These sound systems could be large enough to do a city-wide crusade, the size of an evangelism truck that can be taken into neighborhoods in America or into the marketplaces of Africa, or small portable sound systems that can be given to indigenous evangelists so we can empower them to go preach from village to village.

**Technology:** Developing technology for evangelists can significantly increase the spread of the Gospel. With the advent of the internet and the rise of Web 3.0, there are now more ways to equip evangelists and spread the Gospel than ever before. Apps and online training courses can be created to teach evangelists how to engage with people in a digital age and how to use social media and other online platforms to share their faith. Other Web 3.0 technology such as virtual and augmented reality can be used to create immersive and engaging experiences that help people understand the Gospel message. By leveraging these technologies, we can create new ways for people to connect with the gospel and make it easier for evangelists to reach people wherever they are.

**Follow Up:** Follow-up materials and resources are also critical in supporting the infrastructure of evangelism. After people hear the message of the Gospel, it is important to provide them with resources and support to help them understand and apply what they have heard. This includes follow-up materials like discipleship resources, Bibles, and other resources to help new believers grow in their faith and become active members of the Church. We work to connect new believers to local churches. We want to provide Bibles to new believers to help them deepen their understanding of Scripture and build a strong foundation of faith. Witnessing tools, such as evangelistic tracts or digital resources, can also assist in equipping new believers to share their faith with others. Together, these three resources can support the follow-up of new believers and help them grow in their faith, while also equipping them to share the Gospel message with others.

**Relationships:** In addition to providing resources and support, connections to denominations and churches can help with the infrastructure of evangelism by providing access to a network of believers who have a passion for evangelism. Denominations and churches can offer training and support to evangelists, helping to develop and hone their skills for effective outreach. They can also provide funding and assistance in organizing events and programs for evangelism. Through these connections, evangelists can gain access to the expertise and knowledge of experienced church leaders and pastors, who can offer guidance and mentorship in their evangelistic efforts.



**Funding:** Another important aspect of supporting the infrastructure of evangelism is in the area of funding. This includes not only the financial resources needed to organize and execute large-scale evangelistic events, but also the ongoing support and sustainability of evangelistic efforts. Providing financial resources and support can help to ensure that evangelistic initiatives are able to continue and grow over time, reaching more and more people with the message of the Gospel.

Providing resources and support for the infrastructure of evangelism is a critical component of effective evangelistic efforts. By investing in technology, sound systems, funding, and follow-up materials, we can help to ensure that the message of the Gospel is presented in a clear, compelling, and accessible way, and that those who respond to the message have the resources and support they need to grow in their faith and become active members of the Church.

The GEA can also help target resources at the areas where there is the most need for evangelism. Of finances given to foreign missions 87% goes for work among Christians, 12% for work among already evangelized, a mere 1% of all money given to foreign missions is used for work among unreached people. Only 0.1% of all Christian giving is used for mission efforts in the 38 least evangelized countries. Christians spend 95.4% of offerings on home-based ministry, 4.5% on cross-cultural efforts among already reached groups, and 0.1% to evangelize the unreached. The average Christian gives 1 penny a day to global missions.<sup>14</sup> There is a need for Christians to target more resources at reaching the unreached.

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<sup>14</sup> Peter Youngren, World Evangelism Facts, <https://peteryoungren.org/world-evangelism-facts/> (Accessed May 30, 2023)

# 3 | COLLABORATING AND COORDINATING: WE COORDINATE EVANGELISM OUTREACHES AND COLLABORATE WITH EVANGELISTIC EFFORTS

- › We use large evangelistic events as a catalyst for evangelism.
- › We bring together ministries who have a passion for evangelism.
- › We call evangelists and missions organizations together to focus on specific regions and nations.
- › We send people out into the harvest fields to evangelize.
- › We partner with evangelistic initiatives from other networks and organizations.

## The Importance of an United Effort

Having an united effort for evangelism across various church denominations, ministry networks, and Great Commission movements is crucial because it allows for a greater impact and effectiveness in reaching people with the Gospel. When different groups work together, they can pool their resources, talents, and strategies to better reach those who have not yet heard the Gospel (Ecclesiastes 4:9-12, Proverbs 27:17).

An united effort can lead to greater diversity and cultural sensitivity in evangelism, which can help bridge divides and build relationships with people of different backgrounds.

An united effort for evangelism can demonstrate the unity and love of Christ to the world, serving as a powerful witness to the transformative power of the Gospel in our lives and in our communities.



## DESIRED OUTCOMES FOR COLLABORATING AND COORDINATING:

- 1** Increase in the number of people who are reached with the Gospel, as resources and efforts are pooled and leveraged for greater impact.
- 2** Increase in the diversity of outreach efforts, as different organizations and churches bring unique strengths and approaches to the table.
- 3** Increase in the level of training and equipping for evangelists, as collaboration allows for a greater exchange of ideas and resources.
- 4** Increase in the level of support and encouragement for evangelists, as collaboration helps to create a sense of community and accountability.
- 5** Decrease in duplication of efforts, as collaboration allows for greater coordination and awareness of what is already being done in a given area.
- 6** Increase in the level of innovation and creativity, as collaboration allows for different ideas and approaches to be tested and refined.
- 7** Increase in the number of opportunities for cross-cultural evangelism, as collaboration allows for greater understanding and partnership across cultural and denominational lines.
- 8** Increase in the number of people who are discipled and integrated into local churches, as collaborative efforts prioritize ongoing discipleship and follow-up.
- 9** Increase in the level of impact on local communities, as collaborative efforts are able to address multiple aspects of need and brokenness.
- 10** Increase in the level of enthusiasm and engagement among local churches and communities, as collaboration helps to build excitement and momentum for the Gospel message.

## **TACTICS FOR COLLABORATING AND COORDINATING**

### **Collaborative Events**

When evangelists join forces, their collective efforts become greater than the sum of their individual efforts. Collaboration brings diverse gifts, talents, and perspectives to the table, enabling a more comprehensive and effective approach to sharing the Gospel. Together, evangelists can support and encourage one another, pool resources and knowledge, and learn from each other's experiences. Collaboration also helps avoid duplication of efforts and allows for strategic planning, targeting specific demographics and regions. By working together, evangelists can reach a wider audience, break down barriers, and create a greater impact for the Kingdom of God. In a world that desperately needs the message of salvation, the collaboration of evangelists brings unity, synergy, and a shared mission to fulfill the Great Commission.

The GEA has decided to collectively focus on reaching two nations on two different continents each year.

### **Fellowship for Evangelists**

Evangelists often feel isolated, out on their own, desiring to be used by God but often their gifts are not fully realized by the local church. Evangelists need a strong fellowship, a place where they can belong, receive encouragement, and where their gifts are embraced and honored. They need opportunities for the promotion of their evangelistic gift and ministry. There is a need for an organization like the GEA that provides training and mentorship for raising up a new generation of young evangelists.

It is time for evangelists to form a “band of brothers” who are united in hearts and minds, committed to working together to finish the task of world evangelism. Evangelists are called to be on the frontlines leading the way for the church to complete the mission of bringing in an end-time harvest of souls.



# 4 | ACTIVATION AND MOBILIZATION: WE ACTIVATE AND MOBILIZE SPIRIT-EMPOWERED EVANGELISTS

- › We train evangelists how to share a clear Gospel message.
- › We empower evangelists to preach the Gospel with funding, resources, and training on best practices.
- › We mentor a new generation of evangelists and release them into the harvest fields of the world.

## Desired Outcomes for Activation and Mobilization

- 1 Increase in the number of Spirit-Empowered Evangelists who are actively involved in sharing the Gospel, as they are equipped, trained, and mobilized for evangelistic efforts.
- 2 Increase in the number of regions and people groups reached with the Gospel, as Spirit-Empowered Evangelists are deployed to share the Good News in unreached or underserved areas.
- 3 Increase in the level of creativity and innovation in evangelistic efforts, as Spirit-Empowered Evangelists bring unique gifts and approaches to sharing the Gospel.
- 4 Increase in the number of conversions and salvations, as Spirit-Empowered Evangelists rely on the power of the Holy Spirit to convict and transform hearts.
- 5 Increase in the number of people who receive healing, deliverance, or other supernatural encounters, as Spirit-Empowered Evangelists pray for the sick and minister in the power of the Holy Spirit.
- 6 Increase in the level of unity and collaboration among evangelists, churches, and organizations, as they work together towards common goals and vision.
- 7 Decrease in the influence of cultural and societal barriers to the Gospel, as Spirit-Empowered Evangelists rely on the Holy Spirit to break down walls and overcome obstacles.
- 8 Increase in the level of disciple-making and mentoring, as Spirit-Empowered Evangelists prioritize equipping new believers and helping them to grow in their faith.

- 9 Increase in the level of passion and enthusiasm for evangelism among believers and local churches, as Spirit-Empowered Evangelists model and encourage a lifestyle of sharing the Gospel.
- 10 Increase in the impact of the Church globally, as Spirit-Empowered Evangelists lead the charge in sharing the Good News of Jesus Christ with the world.

## TACTICS FOR ACTIVATION AND MOBILIZATION

The GEA plans to use both personal and mass methods to reach people with the message of Jesus Christ.

**Personal Evangelism:** One-on-one evangelism allows for meaningful conversations and individual connections, where believers can share their faith and answer questions in a personal and tailored manner. Door-to-door evangelism involves going directly to people's homes, sharing the Gospel and praying for their needs. Marketplace evangelism takes place in public spaces, such as malls or street corners, engaging with individuals and initiating conversations about faith. It is essential to focus on developing and training local evangelism teams, equipping believers to share the good news of Jesus confidently and effectively in their communities. By nurturing these personal evangelism methods, individuals can engage with others on a personal level, meeting them where they are and making a lasting impact.

**Mass Evangelism:** School evangelism provides opportunities to share the Gospel in educational institutions. Village evangelism targets specific communities, seeking to bring the transformative message of Christ to rural areas or marginalized populations. Stadium events gather large crowds of people into a single location, where passionate preaching, worship, and testimonies can effectively communicate the Gospel to many people at the same time. Media evangelism allows evangelists to use modern technology to increase their reach.



# **THE CHALLENGES OF EVANGELISM**

# The Challenges of Evangelism

**F**or 2,000 years, the Church has been spreading but much work remains to be done. Modern advances in technology offer significant advantages of which previous generations never dreamed. Yet, today's generation also faces significant challenges.

The Global Evangelist Alliance desires to take advantage of every opportunity to preach the Gospel.

There are a variety of different ways to classify how we look at the task ahead. Evangelizing the whole world is big task. As we think about our goal of taking the Gospel to every person on earth, we look at the challenge in several different ways.

Some of the challenges we desire to confront include:

The Challenge of the *10/40 Window*

The Challenge of *Unreached People Groups*

The Challenge of *Overcoming Cultural Barriers to the Gospel*

The Challenge of *Empowering and Reaching the Global South*

The *Urban* Challenge

The Challenge of *Postmodernism*

The Challenge of *Reaching Generation Z*

The Challenge and Opportunity of *Digital Evangelism*

## **THE CHALLENGE OF THE 10/40 WINDOW**

The 10/40 window is a rectangular geographical area located between 10 degrees north and 40 degrees north of the equator that includes some of the world's most unreached and impoverished people groups.<sup>15</sup> This area covers countries such as China, India, Pakistan, the Middle East, and countries in sub-Saharan Africa. It is important for the church to focus evangelistic efforts on the 10/40 window for several reasons. 86% of all unreached people groups live in the 10/40 window.

First, this region is home to a large percentage of the world's population, including the majority of the world's Muslims, Hindus, and Buddhists. Johnson and Zurlo write, "87% of all Muslims, Hindus, and Buddhists (3 Billion) do not personally know a Christian."<sup>16</sup>

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<sup>15</sup> The Joshua Project, "What is the 10/40 Window," (Accessed February 20, 2023), [https://joshuaproject.net/resources/articles/10\\_40\\_window](https://joshuaproject.net/resources/articles/10_40_window)

<sup>16</sup> Todd M. Johnson and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 5.

Second, many of the countries in the 10/40 window have restrictive religious policies, making it difficult for missionaries and Christian workers to operate freely.

Third, the people in this region often face significant challenges such as poverty, disease, and political instability, making it a strategic area for holistic ministry that combines evangelism with practical acts of love and compassion.

## **THE CHALLENGE OF REACHING UNREACHED PEOPLE GROUPS**

Unreached people groups are those who have little to no access to the Gospel and are typically located in parts of the world where there are few or no Christian witnesses. These groups often live in remote or isolated areas. David Platt defines the unreached as, “The unreached are people groups among whom there is no indigenous community of believing Christians able to engage the people group with church planting.”<sup>17</sup>

Matthew 24:14 says, “This gospel of the kingdom will be preached in all the world as a witness to all the nations, and then the end will come.” The Greek word for nations is the word *ethnos* which refers to every ethnic group. Jesus intended for His followers to take the Gospel message to all people groups and cultures around the world, without exception.

There are 17,433 people groups: 10,047 have a Gospel witness, while 7,386 people groups are unreached or have less than 2% Christians. 42.3% of people groups are classified as unreached.<sup>18</sup> 90.4% of foreign missionaries work among already reached groups; only 9.6% work among unreached people.<sup>19</sup> It has been estimated that 91% of all Christian outreach / evangelism targets only other Christians.

## **THE CHALLENGE OF OVERCOMING CULTURAL BARRIERS TO THE GOSPEL**

Overcoming cultural and societal barriers to the Gospel is a critical task for the Church. There are many cultural and societal factors that can hinder people from hearing and accepting the Gospel message, such as religious, social, or economic background, language barriers, and different beliefs and customs.

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<sup>17</sup> David Platt, “Our Obligation to the Unreached - Romans 1-3,” *The Southern Baptist Journal of Missions and Evangelism*, Vol 2, 2016, 136. <https://sbts-wordpress-uploads.s3.amazonaws.com/sbts/uploads/sites/8/2012/08/SBJME-2-Final-1.pdf> (Accessed Feb 23, 2023).

<sup>18</sup> The Joshua Project, *Global Dashboard*, [https://joshuaproject.net/people\\_groups/statistics](https://joshuaproject.net/people_groups/statistics) (Accessed May 25, 2023).

<sup>19</sup> Ralph D. Winter and Bruce A. Koch, *Finishing the Task: The Unreached Peoples Challenge*, (May 25, 2023), 545.

It is important to use culturally sensitive and appropriate methods for sharing the Gospel. This will involve using stories and illustrations that are relevant to the local culture, or using music and art forms that are meaningful to the people in the community.

Christians can also seek to learn the local language and customs, and engage with people in a way that is respectful and meaningful.

We must begin with a humble and respectful attitude and seek to understand the cultural and religious contexts of the people we are trying to reach.

Building relationships with people in the community is also essential for overcoming cultural and societal barriers. Christians can seek to serve the community through acts of kindness and generosity, and engage in meaningful conversations with people to build trust and understanding. Through these relationships, Christians can demonstrate the love and compassion of Christ, and help to break down barriers that may hinder people from accepting the Gospel message.

## **THE CHALLENGE OF EMPOWERING AND REACHING THE GLOBAL SOUTH**

Over the last 100 years, there has been a rapid growth of Christianity and a great move of the Holy Spirit in the Global South, particularly in Africa, Latin America, and Asia. 67 out of every 100 Christians live in the Global South<sup>20</sup>. This growth has been fueled by a number of factors, including evangelism efforts, social and economic changes, and the growth of indigenous Christian movements.

It is important to continue to focus evangelism efforts in the developing world for a number of reasons.

First, the majority of the world's population lives in the Global South, and so the potential impact of evangelism efforts is significant.

Second, many countries in the Global South are experiencing rapid social and economic changes, and this presents both challenges and opportunities for evangelism.

Third, there is often a hunger for spirituality and a desire for meaning and purpose in life in many developing countries, and this provides an open door for sharing the Gospel message. Johnson and Zurlo write, "In 1900, 18% of Christians lived in the Global South. In 2020, 67% live there...<sup>21</sup> By 2050, it is expected that 77% of all Christians will live in the Global South."<sup>22</sup>

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<sup>20</sup> Todd M. Johnson and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 3.

<sup>21</sup> Todd M. Johnson and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 5.

<sup>22</sup> Todd M. Johnson and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 4.

The growth of Spirit-Empowered Christianity in the Global South has brought about a number of positive social and economic changes, including the spread of education, the empowerment of women, the growth of civil society, and the promotion of human rights and democracy. By continuing to focus evangelism efforts in the developing world, Christians can help to create positive change in these areas.

However, there are also significant challenges to evangelizing in the developing world, including poverty, illiteracy, and the influence of traditional religions and cultural practices. Christians must seek to understand and engage with these challenges in a respectful and culturally sensitive way and seek to build relationships with people in the community to gain their trust and understanding.

## **THE URBAN CHALLENGE**

56% of the world's population – 4.4 billion inhabitants – live in cities.<sup>23</sup>  
About 65% of Christians live in urban areas.<sup>24</sup>

Evangelizing in urban areas poses unique challenges that are not present in other settings. One of the most significant challenges is the diversity of urban populations, both in terms of ethnicity and worldview. Urban areas are often melting pots of cultures and religions, and it can be challenging to communicate the Gospel in a way that is relevant and understandable to people from different backgrounds. Additionally, urban populations tend to be highly educated and skeptical of religious claims, which can make evangelism more challenging.

Another challenge of evangelizing in urban areas is the fast pace of life and the lack of personal connections. In cities, people are often busy with work, school, and other activities, leaving little time for relationship-building or deep conversations. This can make it difficult to engage in meaningful evangelistic conversations or to build long-term relationships with non-believers.

Another challenge is the high cost of living in urban areas. Many urban populations struggle with poverty and homelessness, and it can be difficult to share the Gospel with people who are struggling to meet their basic needs. In some cases, the physical and social environment of cities can also contribute to the marginalization and isolation of certain groups, making it even harder to reach them with the Gospel.

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<sup>23</sup> The World Bank, "Urban Development" <https://www.worldbank.org/en/topic/urbandevelopment/overview>

<sup>24</sup> Todd M. Johnson and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 3.

Despite these challenges, evangelizing in urban areas is essential if we are to reach the world with the Gospel. The majority of the world's population now lives in cities, and ignoring this reality would mean missing out on an enormous opportunity to share the message of salvation. To overcome these challenges, Christians need to be creative and innovative in their evangelistic strategies, utilizing social media, community events, and other tools to reach people where they are.

## **THE CHALLENGE OF POSTMODERNISM**

Post-modernism is a philosophy that emphasizes relativism, subjectivity, and the rejection of objective truth.<sup>25</sup> In a post-modern world, evangelism can be difficult because many people are skeptical of absolute truth claims and view Christianity as just another “story” among many others.

One challenge of evangelizing in a post-modern setting is the need to build relationships and establish trust before sharing the Gospel message. Many post-modern people are suspicious of traditional authority figures and institutions, and may be resistant to hearing the Gospel from someone they do not know and trust.

Another challenge is the need to communicate the Gospel message in a way that is relevant and meaningful to post-modern people. This requires an understanding of post-modern culture, values, and worldviews, and the ability to communicate the Gospel message in a way that resonates with these perspectives. In some cases, this may mean using different language, cultural references, or approaches to evangelism.

Furthermore, post-modern people often place a high value on individual autonomy and personal experience, which can make it challenging to communicate the Gospel message as a universal truth that applies to everyone. It may be helpful to focus on the experiential and relational aspects of the Gospel, emphasizing the personal relationship that believers can have with Jesus Christ.

Despite these challenges, evangelizing in a post-modern setting can also present unique opportunities. The emphasis on personal experience and subjective truth can create opportunities for Christians to share their own personal testimonies and experiences with the Gospel message. Additionally, the rejection of traditional authority figures can create a space for authentic, relational evangelism that emphasizes the personal nature of the Gospel message.

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<sup>25</sup> See Ray S. Anderson, *The Shape of Practical Theology*, (Downers Grove, IL: InterVarsity Press, 2001).

<sup>26</sup> Todd M. Johnston and Gina A. Zurlo, *World Christian Encyclopedia*, (University Press, Edinburgh, 2020), 3.



By building relationships, communicating the Gospel in a relevant and meaningful way, and emphasizing the personal and experiential aspects of the Gospel, Spirit-Empowered believers can effectively share the message of salvation with post-modern people.

## **THE CHALLENGE OF REACHING GENERATION Z**

Reaching Generation Z with the Gospel presents a unique challenge for the Church. 26 out of every 100 Christians is below the age of 15.<sup>26</sup> Generation Z, who are known as “digital natives,” is the demographic group born between 1997 and 2012.

They have grown up in an age of unprecedented access to information, technology, and social media. This has given them a unique perspective on the world, and has shaped their values and beliefs in distinct ways.<sup>27</sup>

One of the primary challenges in reaching Generation Z with the Gospel is their skepticism towards traditional institutions and authority figures. Many members of this generation have grown up in a culture that is highly critical of organized religion, and may view the Church as outdated, irrelevant, or hypocritical. “Over half (52%) of teens globally say they never read religious Scripture on their own.”<sup>28</sup>

Another challenge is the need to communicate the Gospel message in a way that is relevant and meaningful to Generation Z. This requires an understanding of their culture, values, and worldview, and the ability to communicate the Gospel message in a way that resonates with their experiences and interests.

Moreover, Generation Z has a strong desire for authenticity and transparency, and may be more likely to engage with the Gospel message if they see it lived out in the lives of Christians. This means that Spirit-Empowered Christians need to not only share the message of the Gospel, but also model it through their actions and interactions with others.

One opportunity in reaching Generation Z is the use of technology and social media. Many members of this generation are highly connected to social media platforms, and this provides an avenue for Christians to share the Gospel message and connect with them on a personal level.

Another opportunity is the use of relational evangelism. Generation Z places a high value on relationships and community, and Christians can effectively share the Gospel message by building authentic relationships with members of this generation. This means investing time and energy in building relationships, asking questions, and listening to their perspectives.

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<sup>27</sup> See Billy Wilson, *Generation Z: Born for the Storm*, (Empowered Books, Tulsa, OK, 2021).

<sup>28</sup> One Hope, *Global Youth Culture: Insights from a Digital Generation*, (One Hope, White Paper, 2020), 6.

<sup>29</sup> Kepios, *Digital 2022: Global Overview Report*, (January 26, 2022), <https://datareportal.com/reports/digital-2022-global-overview-report>, (assessed May 30, 2023).

## THE CHALLENGE AND OPPORTUNITY OF DIGITAL EVANGELISM

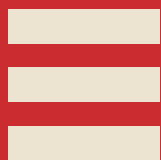
67.1% of the world's population has access to a cell phone.<sup>29</sup> The challenge of evangelizing in a world where everyone is looking at their cell phone is real, as it can be difficult to capture people's attention and hold it long enough to share the Gospel message. People are constantly bombarded with information and distractions from their devices, which can make it challenging to engage them in a meaningful conversation about faith.

However, digital evangelism also represents a significant opportunity for reaching people with the Gospel message. The rise of social media, online platforms, and other digital tools has created new avenues for sharing the message of salvation and connecting with people who might not be reached through traditional means.

One of the advantages of digital evangelism is its ability to reach people where they are, in the midst of their daily routines and activities. Through social media platforms like Facebook, Twitter, Tik Tok, and Instagram, Christians can share messages of hope and inspiration, engage in conversations with non-believers, and connect with people from all over the world.

Digital evangelism allows for the creation of content that is specifically tailored to the interests and needs of specific audiences or language groups. These resources can then be shared on social media and other online platforms, reaching a wide audience of people who might not have otherwise engaged with the Gospel message.

Another advantage of digital evangelism is its ability to foster community and relationship- building. Online platforms provide a space for Spirit-Empowered Christians to connect with one another, share resources, and support one another in their faith journeys. Through online groups and forums, Christians can engage in conversations with non-believers, answer questions, and build relationships that can lead to deeper engagement with the Gospel message.



# CONCLUSION

# CONCLUSION : THE FUTURE OF EVANGELISM

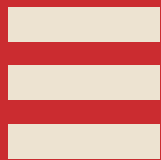
**Evangelism** is a *vital part of the church's mission*, and it is essential to continue spreading the **Gospel message to all people**, especially to those who have not yet heard it.

We must remember that the **Great Commission is a command** that Jesus gave to all believers, and each of us has a vital role to play.

It is our responsibility to **share the love of Christ** with those around us, whether it be through personal witness, evangelistic events, or supporting those who are called to be evangelists.

As the *Global Evangelist Alliance*, we have a vital part to play in fulfilling the Great Commission, and **we must continue to work together** across denominational lines, ministry networks, and Great Commission movements to reach the lost and bring people into the Kingdom of God.

May we be *faithful in sharing* the Gospel message and working towards the completion of the Great Commission until the day when **every tribe, tongue, and nation** knows the love of Jesus Christ.



# APPENDIX

# APPENDIX

## CORE BELIEFS OF THE GLOBAL EVANGELIST ALLIANCE

- We believe that God is the creator of all things, and that He is both loving and just.
- We believe that all people are created in the image of God and are therefore of infinite worth and value.
- We believe that sin has separated all people from God, and that we are all in need of salvation.
- We believe that Jesus Christ is the only way to salvation, and that through faith in Him we can be forgiven of our sins and reconciled to God.
- We believe that the Bible is the inspired and authoritative Word of God, and that it is the final authority for all matters of faith and practice.
- We believe that the Holy Spirit is essential to effective evangelism, as He convicts people of their need for salvation and empowers us to share the Gospel.
- We believe that evangelism is a key part of the Great Commission, and that all believers are called to share the Gospel with others.
- We believe in the power of prayer and that God can work miracles in the hearts of people.
- We believe in the power of the Holy Spirit and that the Gifts of the Holy Spirit are in operation today and are given to empower believers for evangelism.
- We believe every person on earth has the right to hear the Gospel in their own language and in a culturally appropriate way.

## GUIDING VALUES OF THE GLOBAL EVANGELIST ALLIANCE

**Gospel-Centeredness:** We believe that the Gospel of Jesus Christ is the power of God for salvation, and therefore our evangelistic efforts must be rooted in the message of the Gospel.

**Spirit-Empowerment:** We believe that evangelism is not merely a human endeavor, but that the Holy Spirit is the one who convicts hearts and draws people to Christ, and therefore we seek to be empowered and led by the Spirit in our evangelistic efforts.

**Unity:** We believe that the task of fulfilling the Great Commission is too great for any one individual or organization to accomplish alone, and therefore we seek to work together across denominational and organizational lines to advance the cause of the Gospel.

**Prayerfulness:** We believe that prayer is essential to the work of evangelism, and therefore we seek to cultivate a deep and abiding prayer life both individually and corporately.

**Discipleship:** We believe that the task of evangelism does not end with the proclamation of the Gospel, but that we are called to make disciples of all nations, and therefore we seek to develop strategies and resources for discipleship and follow-up with new believers.

**Character:** We believe it is important for evangelists to live holy lives and to be above reproach in the areas of integrity, finances, and morals.

**Excellence:** We believe that the Gospel is worthy of our best efforts, and therefore we seek to pursue excellence in all that we do, whether in the quality of our preaching, the effectiveness of our strategies, or the professionalism of our communication and administration.

**Collaboration:** We believe that evangelism is a team sport, and therefore we seek to work collaboratively with other evangelists, churches, and organizations to advance the cause of the Gospel.

**Humility:** We believe that evangelism is ultimately the work of God, and that we are privileged to be co-laborers with Him, and therefore we seek to approach our work with a spirit of humility, recognizing that we are nothing apart from Christ and that all glory belongs to Him.



## **JOIN US TODAY!**

A WORLD-WIDE NETWORK OF **EVANGELISTS** OF EVERY  
RACE, NATIONALITY AND LANGUAGE, **UNITED** IN ONE  
GOAL: WINNING THE WORLD **FOR JESUS.**

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