

REPORT TO ASSOCIATIONS
EVANGELISM STRATEGY DEPARTMENT
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FLORIDA BAPTIST CONVENTION
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The Evangelism Strategy Department helps the diverse Florida Baptist associations and churches develop God honoring approaches to be conduits of God's love for those without Christ. The Department sought to equip church and associational leaders in developing contextualized evangelism strategies to win their region, Florida and the world to Christ. The department operated around biblical principles of ministry and evangelism as it worked with churches and associations through a wide variety of approaches to reach into the unique and various cultures that make up Florida.

Conferences and Smaller Learning Groups

Much of the work this year flowed around the statewide theme of Love Your Neighbor – Share Christ. Churches continue to express a strong desire to have an ongoing plan that fits their church and their ministry context to evangelize their community. They desire to help their new converts to grow and develop spiritually by connecting well to the local church and its ministries.

Significant numbers of resources were made available this year to associations and churches to support Love Your Neighbor - Share Christ including: both 8 and 13 weeks of S.S. lessons (children, students & adults), sermon starters, worship sets, prayer cards, a fully functioning website, and multiple training videos. Exploring Great Commission Living: a 50 Day Journey combines several of these items. For the smaller sized church the Small Church Starter Kit was developed. All of these materials can be ordered, and most of them can be downloaded for free online. Additionally, several larger resources have been translated into both French and Spanish.

Several small groups of pastors have covenanted together for a year to encourage one another and to walk through the pieces of the church evangelism model to enhance their church's evangelistic effectiveness. These have combined purposes for personal and Kingdom advancement.

The department also provided training and led customized conferences for churches and associations to address the specific needs and or requests from associations and churches. Some of the topics addressed this year included...

- Personal Evangelism Approaches and Challenges
- The Great Acts of Love: Commandment and Commission
- Creating a Climate for Evangelism
- Evangelizing Younger Generations for Christ

In addition to helping churches develop local strategies, three specific areas received oversight from the department: Children and Conversion, Harvest Evangelism, and Interfaith/Apologetics.

CHILDREN AND CONVERSION: This conference outlines strategies to share Christ with children with integrity. Conferences around *Vacation Bible School Evangelism Strategies* received the most requests. Several key field experts from various regions assisted the department director. Eleven college student missionaries were sent out in the summer to lead VBS efforts in a variety of cultural settings. The department continues to receive positive feedback of the booklet, "How to Share the Gospel with Kids" from Dr. McRaney's book [The Art of Personal Evangelism](#).

HARVEST EVANGELISM: Trained leaders were used to assist local churches in effective preparation for intentionally evangelistic revivals/harvest events. Crossover at the annual state convention in November is a joint effort on the part of local churches, associations, and the state convention.

INTERFAITH/APOLOGETICS EVANGELISM: Workshops that train and equip persons in apologetics and witnessing to persons in cults, sects and other religions. Several leaders throughout the state have equipped themselves to address the specific issues in various religions and cults of the world. Experts around the state stand ready to assist.