

# *Relational Evangelism*

*and articulating your testimony  
of faith*

**“Jesus?  
Never heard  
of him.”**



Think about it.  
You could make the introduction.

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*The Gospel: the good news,  
the divine message of salvation in  
Christ Jesus*



*Evangelism: the  
communication of that  
message*

So, how is that done?



*Isn't "presence evangelism"  
enough?*

# Evangelistic approaches

## □ Mass

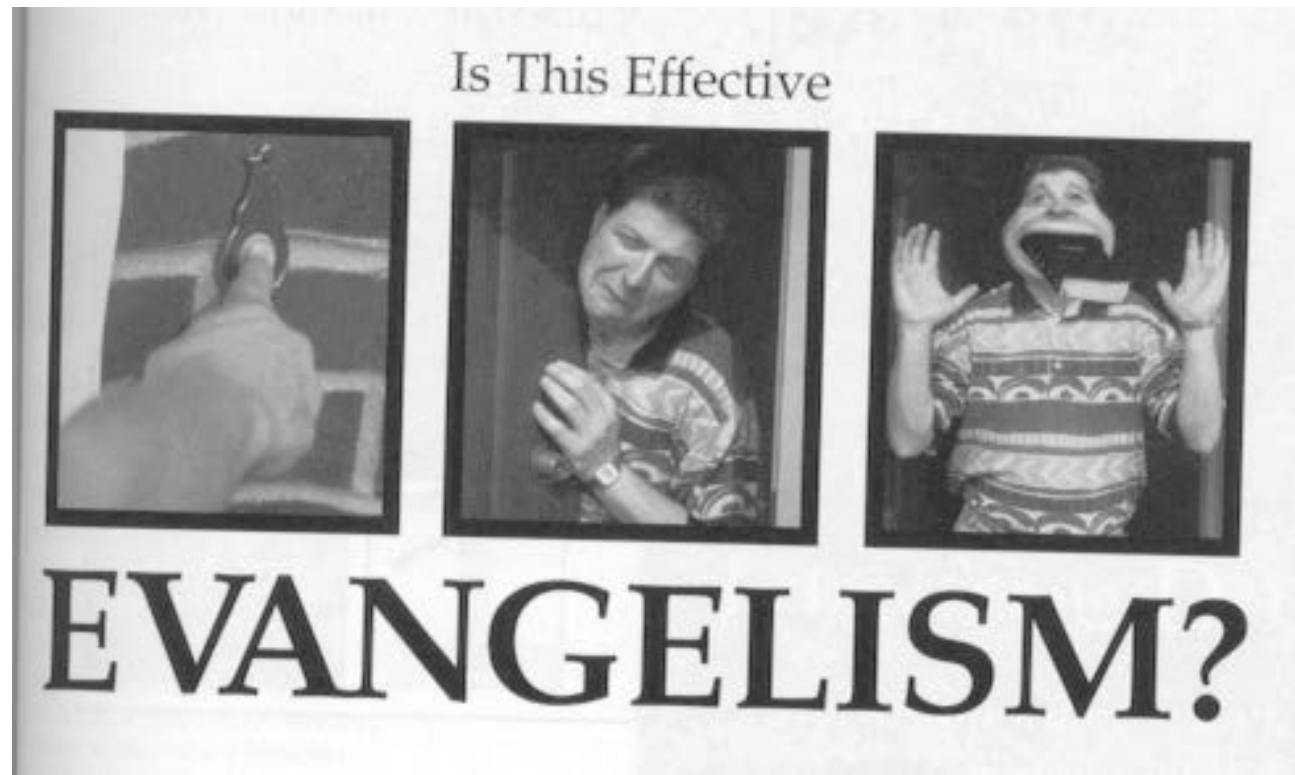
- *Inspirational*
- *Settings*

- *Invitations in local church services*
- *Crusade-type events*

## □ One on one

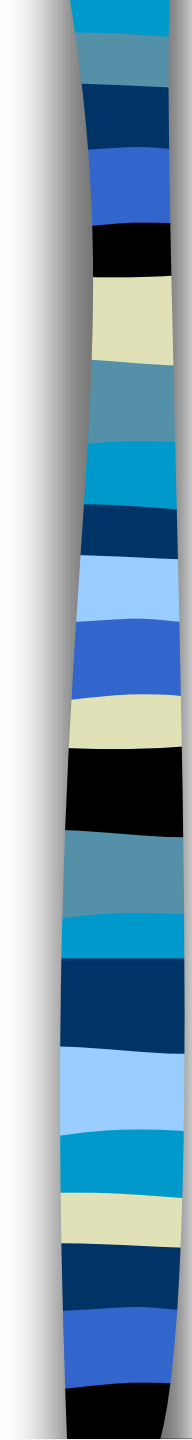


# *Does personal evangelism have to feel so impositional?*



*Sharing your faith shouldn't be hard  
on your neighbor's dental work*

*Graphic from an ad for Asbury Theological Seminary*



*"Faith does, on occasion, arise --  
partly because of us and partly in  
spite of us" -- Brueggemann*



# *One on one evangelistic approaches*

- *Cup of cold water - expressing tangibly who Christ is*
- *Invitational - "come with me"*
- *Prophetic - "the Bible says"*
- *Apologetic - point by point logic*
- *Testimonial -*
  - *"One thing I do know: I was blind but now I see"*
- *Relational - friendships*





# *Relational evangelism*

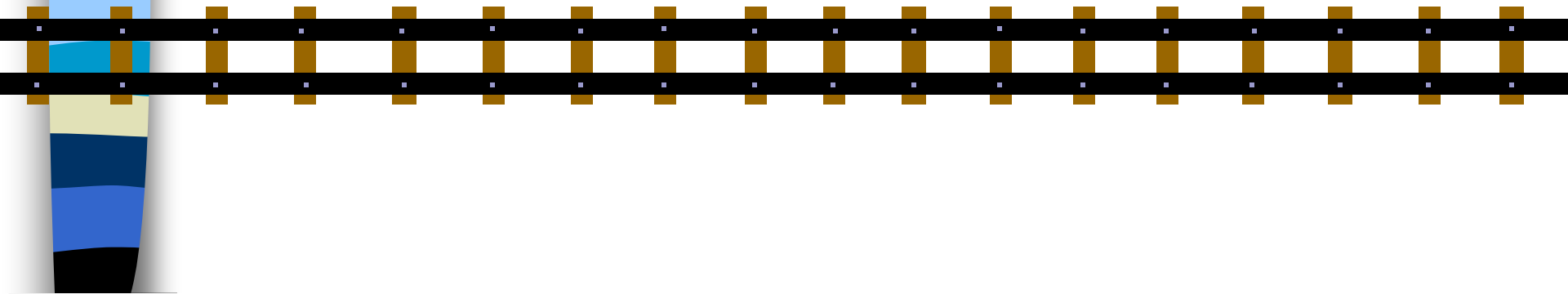
- *Evangelism that is intentional about bringing the Good News to someone in the context of a relationship*
- *A majority of believers have come to faith in the context of a network of friends and family*

*Relational ministry isn't a monorail event in which content is the only issue*



# *Relational evangelism's two rails*

- *Content (Gospel)*
- *Incarnational (Our lives)*



# *So, what's incarnational about it?*

- *The unbeliever comes to see Christ through His incarnation in the believer*



» *Latin lesson: incarnation = "to make flesh; infleshment"*

# The content rail Gospel definition

- **Example gospel presentations**
  - **Evangelism explosion**
    - *God, Human beings, sin, grace, salvation*
  - **Four spiritual laws**
  - **Roman road**
  - **Gospel bracelets**



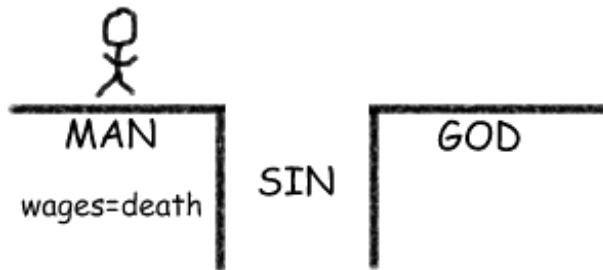
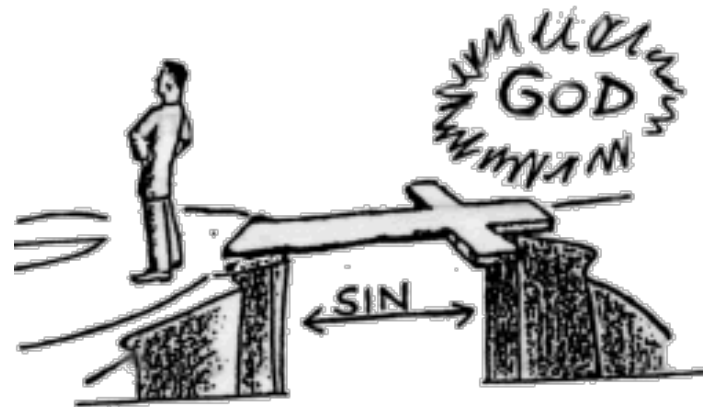
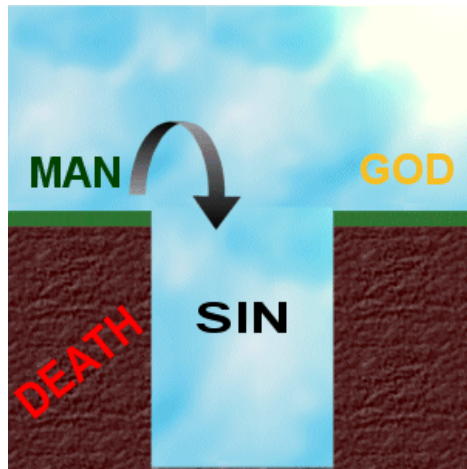
Incarnational rail

Content rail

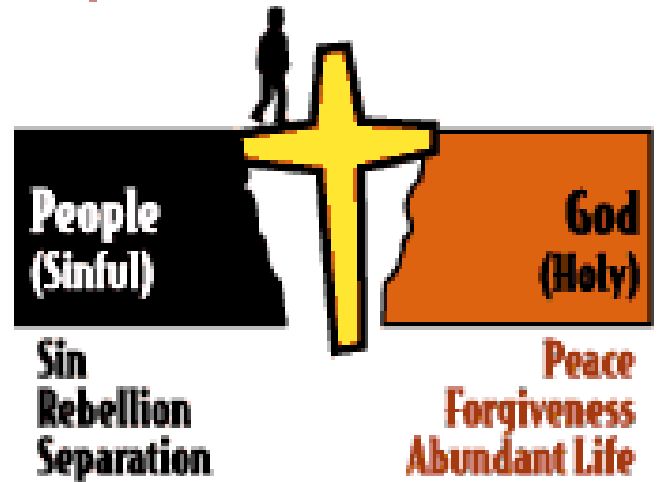


# *Four spiritual laws*

- *God loves you and wants to establish a relationship with you*
  - *John 3:16*
- *Sin separates you from God*
  - *Romans 3:23; 6:23*
- *Jesus is the "bridge"*
  - *Romans 5:8*
- *You must come to Christ and accept His lordship*
  - *Romans 10:9-10*



Are you here... or here?





# *Roman Road*

- *Romans 3:23*
- *Romans 6:23*
- *Romans 5:8*
- *Romans 10:9-10*



# *The incarnational rail*

- *"We have souls that thrive in the warmth of kindred spirits. . . . God wired us this way, and because of that wiring we have the capacity for relationships" -  
-Doug Fields*



The diagram shows a horizontal double-track railway. The top track is labeled 'Incarnational rail' and the bottom track is labeled 'Content rail'. The tracks are represented by two parallel black lines with brown cross-ticks. A vertical decorative bar on the left side of the slide features a pattern of blue, black, and yellow horizontal stripes.

Incarnational rail

Content rail

# *Relational or incarnational evangelism:*

- *Is step-by-step (but not the step-by-step of the prophetic "the Bible says" approach)*
  - *Evangelism strategist George Hunter:*
    - *"Conversion typically results from a 'chain' of experiences. The number of significant experiences in that chain is typically about 30 links."*
  - *Relational evangelism creates those links*



*What were the links in  
your life?*





# *Relational or incarnational evangelism:*

- 1. Its intentional focus on friendship places a high value on people*
  - 1. "Every person has a right to hear the Gospel in a way that they can understand" - Jim Rayburn, Young Life*
- 2. Earns you the right to be heard*
  - 1. Relationship produces:*
    - 1. Respect*
    - 2. A sense of safety*
    - 3. Conviction that you care*

□ *Recognizes God's prevenient  
grace is always present*



- *Latin lesson: pre-venir = grace that "comes before"*
- *The Lord goes before us and prepares the way*

# *Relational or incarnational evangelism:*

- *Is an intentional transforming journey involving a process*
  - *Takes patience*



# The listening part of relational evangelism



- Listen. Listen. Listen . . . And really hear.





# *Relational speech*

## □ *Be simple*

- Never **underestimate** other people's intelligence
- Never **overestimate** their knowledge



# Relational speech

- *Makes Christ central*
  - *"My propositional truths are more correct than your propositional truths"*
- *Looks to take conversation to a deeper level*
  - *"Wouldn't you like to believe in something?"*
  - *"Does God (or a Higher Power) seem personal to you?"*



# *Where relational evangelism can go wrong*



## *□ Wrong motivations*

### *- Notch on the gun*

- An extremely thin covering of "relational" on our evangelism*

### *- Ego trip*

### *- Examples?*



# *Where relational evangelism can go wrong*

- *Losing sight of the goal*
  - *The human relationship becomes the end*
    - *"It makes me a little queasy to think about all the junk that gets tossed our way in the name of 'relational evangelism'" -- Art Rogers*



# *Where relational evangelism can go wrong*

- *Assuming our "presence" is enough -  
never using the content rail*
  - *Danger: Giving the impression that we  
are the source of our spiritual life*



*"I'm not going to suggest a new formula, because . . . techniques aren't the most effective, especially for friends.*

*"Have you ever thought of looking more deeply at the life of Jesus?"*

*"If you live by the same priorities and values that He had, you will find evangelism happening naturally. It becomes a lifestyle and not a project."*

*Out of the Saltshaker, by Becky Pippert*



# *Prayer must blanket incarnational evangelism*

- *Prayer for:*
  - *Communicator*
    - *transparency*
  - *Message*
    - *clarity*
  - *Recipient*
    - *responsiveness*
- *Fasting and Prayer*

# *Relational Evangelism*

*and Articulating Your  
Personal Testimony*





*This PowerPoint presentation is available along with related materials and other PowerPoint presentations at <http://home.snu.edu/~hculbert/ppt.htm>*