SERVICE:
MISSION AND EVANGELISM

Jeff Conklin-Miller
What is Mission?

1. Mission as an overseas task
2. Mission as work “to identify and solve problems for a community” (efficiency model)
3. Mission as multi-faceted “Missions”
4. Mission as a taboo subject: the “disappearing” model
5. Mission as everything
Mission as Missio Dei

- Missio Dei — Mission of God

- “Mission is the participation of the people of God in God’s action in the world.” (Cardoza-Orlandi, 45)

- The mission of the Church is to make disciples of Jesus Christ… for the transformation of the world.
Theo-Drama

- Act 1: Creation
- Act 2: Israel
- Act 3: Christ
- Act 4: Church
- Act 5: Kingdom of God
1. What is the Story of the Biblical Narrative and how does it implicate us?

- “The framework for interpretation is the story it tells of the mission of God and the formation of a community sent to participate in it.”

- What is the story? “Missio Dei”
Mission and Evangelism

- Greek root--euangelion
- Old Testament usage
  - “to proclaim good tidings”
    - angelos “messenger”
    - angelo “to announce”
- Announcement of God’s salvific activity
According to David Bosch,
Evangelism is not a call to put something into effect, as if God’s reign would be inaugurated by our response or thwarted by the absence of such a response...In light of this evangelism cannot be defined in terms of its results or effectiveness, as though evangelism has only occurred where there are ‘converts.’ Even so, evangelism does aim at a response.

(Bosch, *Transforming Mission*, 412-13)
Who Practices Evangelism?

- ...all Christians
- We are commissioned to evangelistic ministry by our baptisms
- “...to proclaim the good news and live according to the example of Jesus Christ.”
  (See the *UM Hymnal* pages 35 and 40)
Some Definitions of Evangelism

“...evangelism may be defined as that dimension and activity of the church’s mission which seeks to offer every person, everywhere, a valid opportunity to be directly challenged by the gospel of explicit faith in Jesus Christ, with a view to embracing him as Savior, becoming a living member of his community, and being enlisted in his service of reconciliation, peace, and justice on earth.”

"We can best improve our thinking on evangelism by conceiving it as that set of intentional activities which is governed by the goal of initiating people into the kingdom of God for the first time."

--William Abraham, *The Logic of Evangelism*, 95
Some Definitions of Evangelism

“My proposal is that we can best improve our thinking about evangelism by construing it as that set of loving, intentional activities governed by the goal of initiating persons into Christian discipleship in response to the reign of God.”

Some Definitions of Evangelism

“Evangelism rightly understood is the holistic initiation of people into the reign of God as revealed in Jesus Christ.”

What is Evangelism?

- How do you define evangelism?
- What are the components of your emerging sense of evangelism?
Centripetal/Centrifugal

http://www.powermasters.com/Centrifugal_Force.html
Attractional/Missional

http://harbordistrictnc.org/building-a-discipling-culture/

Evangelism as Intercession

- Ecclesial Innovation
- Public Presence/Witness
- Partnership for friendship, dialogue, and engagement
Ecclesial Innovation
Public Presence/Witness
Public Presence/Witness
Partnerships for Engagement
Formation fail?
1. Most American Teenagers have a positive view of religion but otherwise don’t give it much thought.

2. Teenagers lack a theological language with which to express their faith or interpret their experience of the world.

3. A minority of American Teenagers—but a significant minority—say religious faith is important, and that it makes a difference in their lives.
4. Many teenagers enact and espouse a religious outlook that is distinct from traditional teachings of most world religions—an outlook called Moralistic Therapeutic Deism.

5. Most US teenagers mirror their parents’ religious faith.
3DM: Missional Discipleship
Discipleship Pathways
Unbinding the Gospel

Martha Grace Reese

With Afterword by Brian McLaren

UNBINDING
the
GOSPEL

Real Life Evangelism

Church Leaders' Study
Real Life Evangelism Series

UNBINDING
your
CHURCH

Pastor's Guide
Real Life Evangelism Series

UNBINDING
your
HEART

40 Days of Prayer & Faith Sharing

Foreword by George G. Hunter, III
Afterword by Brian McLaren
Demographic Resources
Target Population

- Demographic Resources
  - www.census.gov
  - www.gbgm-umc.org/researchoffice/
  - www.perceptgroup.com
  - www.missioninsite.com
Kenneson: Marketing the Church

...churches too often cast themselves as one more social institution dedicated to legitimating this marketplace of desire. Such churches, by catering to the whims of discriminating consumers, encourage their constituents to expect the church to function as another service agency whose purpose is to court them by providing a smorgasbord of programs and services. In short, ministry and service are transformed into novel need-fulfillment. (338)
Nielsen Lifestyle Segmentation

- Open: http://www.claritas.com/MyBestSegments/Default.jsp

- Click on “Zip Code Look Up” Tab or Button

- Enter the zip code from your home or your congregation

- Answer these questions....
Nielsen Lifestyle Segmentation

Step One: Study your zip code and answer these questions for yourself

1. What were the key segments listed?
2. Did you recognize these segments in your neighbors or in your congregation?
3. On this basis, did you learn that your congregation is more a “mirror” (reflecting the community) or an “island” (distinct from its surroundings, a plot of land surrounded by an ocean of water)?
4. Did you see yourself in these segments?
5. What was the most insightful thing you learned from this website? Did an opportunity for evangelistic/missional outreach become visible to you?
Discussion

- What is the “benefit” and what is the “risk” inherent in this tool?
- What doctrinal or theological issues ought to be introduced? What biblical, historical, or theological basis would serve as the grounding for your evaluation of this particular method or tool for evangelism?
- Who makes the decision about whether or not this is something to be employed?
  - On what basis would that decision be made?