

## **Chapter 9**

# **SERVANT EVANGELISM OUTREACH, PROJECTS AND EVENTS**

## **SERVANT EVANGELISM OUTREACH, PROJECT AND EVENTS**

Servant Evangelism outreach, project and events have been designed for doing Servant Evangelism. They are starters . . . bridges . . . connecting with the people and community to share the Gospel . . . Why? . . . For people to clearly see and clearly hear the Good News.

**Online Evangelism**, [www.guidecom.net](http://www.guidecom.net), a website ministry, gives excellent information on Bridge Strategy. Those participating in Servant Evangelism are encouraged to be what non-believers are searching for. Earnest Hemingway makes a great observation when he said, "Bait the hook according to what the fish likes, not what the fisherman likes".

**Outreach:** Free Lemonade Give Away  
Fast Food Restaurant Concert  
New Comers' Night Out  
Adopt-A-Block

**Project:** Broom Ministry

**Event:** Boombazaar Bam  
Senior Elder Prom  
Block Event

The **SERVANT EVANGELISM PLANNING FORM** and **TIME MANAGEMENT SCHEDULE FORM** with instructions are included at the end of the chapter (pp. 78-81). The forms have been designed to assist in planning for outreach, projects or events. They are a plan of action that works and are valuable forms to be used. Use the forms as masters and make copies as needed for personal use only.

An excellent power point web site training resource for Servant Evangelism planning is available. This resource is one of the very best.

[www.findmichurch.org](http://www.findmichurch.org)

Contact Information:  
Bobby Gilstrap, Director of Missions  
Huron Baptist Association  
P.O. Box 970168  
Ypsilanti, MI 48197

Phone: 734.483.5275  
Email: [2.findmichurch@sbcglobal.net](mailto:2.findmichurch@sbcglobal.net)

## **FREE LEMONADE GIVE AWAY OUTREACH**

**MINISTRY IDEA:** A church's elementary school children's' group set up FREE LEMONADE GIVE AWAY stands at different locations in the community (where there is "people" traffic) on the same day with the intention of sharing God's love in a practical way.

**MINISTRY TARGET:** Community residents, shoppers and passers by who would enjoy having a cold drink of lemonade on a hot day.

**LOCATION:** Use as many locations for the stands as possible where there is "people" traffic, i.e., Grocery Store entrance or exit area.

**SUPPLIES FOR MINISTRY:** Cups, napkins, pre-sweetened lemonade mix, drink containers, ice, chairs, tables, trash containers, link cards, large banner signs ("FREE LEMONADE – NO DONATIONS"), free give away (i.e., pen or pencil with church information and with a link card attached).

**LINK CARD:** Side 1 ENJOY A COLD DRINK ON A HOT DAY

Side 2 Name, address of church

Phone, Email, Website

Non-detailed map to the church

Time of Morning Worship

### **OUTREACH BENEFITS:**

Children have part in a Servant Evangelism outreach

Children, their parents and leaders work together for the outreach

Children observe their parents and church leaders sharing a Gospel witness

Outreach to the community and passers by

### **ADDED NOTES:**

Involve the children in the planning, give away day and follow-up

Parents stay close by the give away area in order to give a salvation witness

# TIME MANAGEMENT

## FREE LEMONADE GIVE AWAY OUTREACH

### HERE'S WHAT TO DO WHEN

#### **Preparation** (Start 12 weeks before the outreach)

- (Week 12) Children, parents, leaders meet for challenge and commitment
- (Week 10) Set date and add to the church calendar
- (Week 8) Select specific target areas in the community, get permission
- (Week 4) Make large signs (LEMONADE GIVE AWAY – FREE)
- (Week 2) Collect supplies

#### **Outreach Day** (There may be more than one stand location.)

- Prepare lemonade
- Set up tables, chairs and trash containers, arrange supplies, hang signs
- Parents stay close by to share a witness and encourage the children

#### **Follow-up**

- Send “thank you” notes to those who helped and gave permission
- Commitments to individuals, businesses
- Any who made a personal salvation commitment
- If living in the area help the new believer make a connection to a church
- Disciple the new believer

#### **Evaluation**

- Children, parents and leaders meet (Idea: Have a cook out for all volunteers having any part in the outreach, planning and give away day.)
- Testimony time
- Help the children understand the give away time – why did it
- Answer questions
- Children, parents and leaders evaluate the outreach
- Schedule another **Servant Evangelism Idea**, date and location
- Follow-up
- Prayer time
  - Thanksgiving for the outreach
  - For those who helped
  - For those who came
  - Persons witnessed to
  - For decisions made

## **FAST FOOD RESTAURANT CONCERT OUTREACH**

**MINISTRY IDEA:** Christmas or 4<sup>th</sup> of July Patriotic Concert in a fast food restaurant

**MINISTRY TARGET:** Restaurant patrons, community residents

**LOCATION:** McDonalds Restaurant

**SUPPLIES FOR MINISTRY:** Good quality sound equipment, large print song sheets

**LINK CARDS:** Side 1: HAVE A BLESSED CHRISTMAS (Christmas concert)  
Side 1: GOD BLESS AMERICA (Patriotic Concert)  
Side 2: Name of the church, address, phone, website, time of  
Morning Worship, non-detailed map to the church

### **OUTREACH BENEFITS:**

Showing Christian love and giving a salvation witness to the residents,  
patrons and business community

### **ADDED NOTES:**

Good time for outreach: Evening (5:30 – 7 pm)

Days: Any evening of the week; Monday, Thursday, Friday evenings are best

Get permission to print and copy music

Cost: Song sheet copies

No donations

Begin and end on time

Do not hinder patron traffic

First meeting with management

Ask for permission to do the concert

Give a clear outline of what you will do

Time, day, date

Music: Patriotic, Christmas carols, family-type songs

Participants: Soloist, duet, trio, quartet (no choir)

Publicity at the restaurant, public places, churches

Amplification equipment to be used

Will not interrupt flow of business

Identify the space to be used

# TIME MANAGEMENT

## FAST FOOD RESTAURANT CONCERT

### HERE'S WHAT TO DO WHEN

#### **Preparation** (18 weeks before outreach)

- (Week 18) Speak with the manager or decision maker
- (Week 16) Get commitment from participants
- (Week 8) Review plans with management
- (Week 4) Publicity: Restaurant, public places, churches
- (Week 3) Check equipment
- (Week 2) Print (large type) song sheets for patrons to use
- (Week 1) Contact manager and music participants

#### **Outreach Day**

- Set up 30 - 45 minutes early
- Check amplification (use appropriate volume)
- Pass out printed song sheets
- Begin on time and end on time
- Invite patrons to sing patriotic songs, carols and other songs
- Do not interrupt the flow of "people" traffic or personnel at order counter
- Thank the manager before leaving

#### **Follow-up**

- Send a hand written "thank you" note to the restaurant manager
- Commitments to individuals, business
- Return to the eatery at different times, stay in touch with management
- Any who made a personal salvation commitment
- Help the new believer make a connection to a church
- Disciple the new believer

#### **Evaluation**

- Relationship with manager, management or decision maker
- Day and time
- Music selections
- Participants
- Preparations
- Follow-up

## **NEW COMER'S "NIGHT OUT" GATHERING OUTREACH**

**MINISTRY IDEA:** Outreach gathering for community, housing development new comers to meet one another.

**MINISTRY TARGET:** Those moving into the community, housing development in the last 6 months.

**LOCATION:** Host's home (the outreach could easily be adapted for out-of-doors)

**SUPPLIES FOR MINISTRY:** Purchased or hand made invitations, refreshments (finger type foods, coffee, tea, soda, etc.), paper products, give away gifts, equipment for background music, decorations

**LINK CARDS:** Side 1: WELCOME TO (name of community, housing development)  
Side 2: Host's name, address, phone

**OUTREACH BENEFITS:** Bridge building between neighbors

### **ADDED NOTES:**

Outreach is to new comers, non-new comers welcomed

Observe the new comers to see what might be the best time and day

1 – 1 ½ hours come and leave when desire

Plan for someone to be with the youth and children

Have place and refreshments for youth and children

Could be done in senior residential housing or community recreation center

Have appropriate give away gifts for adults, youth and children

# TIME MANAGEMENT

## NEW COMERS' "NIGHT OUT" GATHERING

### HERE'S WHAT TO DO WHEN

#### Preparation (Begin 6 months before gathering)

- (Week 26) Begin greeting new comers as they move into the community
  - Develop some trust-relationship and bridge build
  - Observe for knowing the best day to have the gathering
  - The outreach could easily be planned for out-of-doors
- (Week 8) Select a day and time
- (Week 2) Write out or make invitations
  - Personally deliver invitations - tell why having the gathering
  - Purchase small and inexpensive gifts for attendees to take
  - Prepare link cards
    - SIDE 1: WELCOME TO \_\_\_\_\_
    - SIDE 2: Your name, address, phone
  - Attach link card to the gift and wrap
- (1-2 Days) Prepare refreshments

#### Outreach Gathering

- Create a welcoming atmosphere; use appropriate quiet music
- Greet "new comers" as they arrive
- Introduce attendees to one another
- This is an unplanned gathering
- Have a place for children and youth to meet one another
- Have places to sit and stand for conversation with one another
- Have good but not a large amount of refreshments
- Have a small wrapped gift prepared for the attendees to take with them

#### Follow-up

- Send a personal "thank you for coming and welcome to \_\_\_\_\_" note to each attendee
- Any who made a personal salvation commitment
- Help the new believer make a connection to a church
- Disciple the new believer

#### Evaluation

- Preparations
- Gathering time
- Attendees (comfortable, relaxed, children, youth)
- Follow-up



## **ADOPT-A-BLOCK OUTREACH**

**MINISTRY IDEA:** Adopt an area or block of the neighborhood for one-a-year Servant Evangelism outreach. (Servant Evangelism outreach opens “doors” to friendship and opportunities for personal evangelism.)

### **OPPORTUNITIES FOR SERVANT EVANGELISM**

#### **1. BANANA NUT BREAD GIVE AWAY**

**MINISTRY IDEA:** Bake and personally deliver fresh baked banana nut bread (or another kind) with a link card attached to each household adopted for ministry.

Link card: Side 1 ENJOY FRESH BAKED BANANA NUT BREAD  
Side 2 Your name, address, phone

#### **2. CAR WASH**

**MINISTRY IDEA:** Extend an invitation to each “adopted” resident to bring their car(s) to your residence on a scheduled date for the car to be washed and vacuumed. Provide refreshments and places for drivers to sit while the car is being washed. Have others (not the persons “adopted”) to assist in the outreach and washing. Plan for a “rain date”. Make link cards and leave on the driver’s seat after vacuuming the car.

Link card: Side 1 ENJOY YOUR SQUEAKY CLEAN CAR  
Side 2 Your name, address and phone

#### **3. BLOCK PARTY**

**MINISTRY IDEA:** Host a cook out (pot luck) gathering. Provide activities for the children and youth. Have a take-away gift with a link card attached for each person (appropriate ones for adults, youth and children) when leaving.

A Block Party can take place at different times of the year and at most locations.

Link card: Side 1 FUN TIME FOR ALL  
Side 2 Your name, address and phone

#### **4. MORE ACTS OF KINDNESS**

Visit an elderly person or shut-in. Help them write and send cards or notes to friends or family members. Provide note paper, card, envelope and stamp

Help someone do a house repair project

Cut the grass for someone who cannot or is away on vacation

Prepare and take a meal to a family where there has been a family member's death or surgery

Shovel snow for a senior

Begin a ministry to single mothers

Have a once-a-week play time in the park for children at home and their parents

Have a neighborhood garage sale

Have a coffee and tea conversation time in your home

Be a "house watcher" while a neighbor is away

Adopt a lonely person

Invite the family of your child's friend(s) into your home for a social time

Have a rotating Bar-B-Q at a different neighbor's house each week during one summer month.

Have a post fireworks fire pit gathering following the Fourth of July fireworks celebration. Have snacks and drinks.

Have a summer community concert in a close by park. Let neighbors know where your house is located. Have an after the concert gathering for refreshments (home made ice cream).

## **BROOM MINISTRY PROJECT**

**MINISTRY IDEA:** Do a BROOM MINISTRY for touching lives in the business and residential communities for Jesus.

The BROOM MINISTRY is used as a Servant Evangelism project in business and residential communities. The expressed purpose of the project is to share the Gospel and assist in building a relationship between the church and business or residential communities. There is very little preparation – just gathering supplies and volunteers.

BROOM MINISTRY is exciting. A DOOR-WINDOW-CLEANING project can take place at the same time as the BROOM MINISTRY

The BROOM MINISTRY team sweeps sidewalks / gutters and picks up loose trash. At the same time the DOOR-WINDOW-CLEANING team gets permission from the store owner / manager / decision maker to clean (only) the glass in the entrance door.

Youth and adults alike can participate. Lives can be changed forever and the Great Commission call to “Go ye therefore . . . “ can be achieved.

### **HOW TO DO A BROOM MINISTRY PROJECT**

BROOM MINISTRY is a Servant Evangelism outreach project. Ministry teams consist of three persons. Each team is equipped with a straw or push broom, dust pan, disposable gloves and a trash bag. Because this is a Servant Evangelism project the words BECAUSE WE CARE are stenciled on broom handles and brightly colored t-shirts worn by ministry participants.

A DOOR-WINDOW-CLEANING team of two persons can also be formed when the project is in the business community. They, too, wear the t-shirts with BECAUSE WE CARE. They are given paper towels, window cleaner and small trash bags. All ministry persons wear disposable gloves.

The BROOM MINISTRY team sweeps sidewalks and street gutters and picks up loose paper and trash in the area. Door window cleaners ask the store manager or decision maker for permission to clean the door windows. (For safety concerns, limit cleaning to door windows). Be careful not to block people from entering or exiting the business. When the outreach is completed, trash bags are secured and removed from the ministry location.

Team members are trained how to share the Gospel simply and in less than one minute. Look for opportunities to share the Gospel with persons who inquire about “why” they are sweeping or cleaning windows. As the BROOM MINISTRY / DOOR-WINDOW CLEANING teams are sweeping and cleaning a scenario like the following might evolve.

- On-Looker            “Why are you sweeping / cleaning windows?”
- Team Member        “Just because . . . “
- On-Looker            “Because what ?”
- Team Member        “Because God loves you and we love you, too.
- On-Looker            A puzzled look / expression
- Team Member        “Can I take a minute to tell of His love for you?”

**NOTE:** On-lookers or store owners may offer to pay the team for their work or, if it is a fast food chain, provide cold drinks. Graciously decline and thank them for their generous offer. You might offer a suggestion to the person making the refreshments available. Encourage them to give the drinks “free” to the next several persons requesting drinks. Servant Evangelism is doing something Jesus might do and expect nothing in return.

**LINK CARDS:** Have attractively designed link cards available for handout. They can be used to tell about your church and / or be a conversation starter for a personal witness.

**REMEMBER:** Use the link cards for information, not as a substitute for evangelism.

**PLEASE NOTE:** This project is an opportunity to show God’s love. Do not block or otherwise impede people from entering or exiting a business.

**SAFETY** of the team members and the public is a primary concern. Limit window cleaning to the glass in the entrance door. Also, have each of the team members wear disposable gloves for personal safety.

Adult supervision is a **MUST!** The team supervisor should be ready to answer any questions the team members may have regarding unknown or unfamiliar objects or situations during the clean-up.

The following is a list of recommended supplies for each team.

**BROOM MINISTRY**

Straw or Push Broom

Small Dust Pan

Large Trash Bags

Link Cards

**WINDOW CLEANING**

Paper Towel Roll

Small Trash Bags

Window Cleaner (non-streaking)

Link Cards

## BOOMBAZAAR BAM EVENT

**MINISTRY IDEA:** A one day "Baby Boomer" event displaying Baby Boomer collectables from the 1940s, 1950s, 1960s, 1970s.

**MINISTRY TARGET:** Baby Boomers and related persons (all persons welcomed)  
(The target group could be changed with minor event changes.)

**LOCATION:** Preferably a non-church setting

**SUPPLIES FOR MINISTRY:** Collectables donated for display

Lunch Kits	Comics	Sport cards	Books
Records	Clothes	Art	Posters
Dolls	Autographs	Photos	Toys

Supplies: hamburgers - buns, hot dogs - buns, baked beans, cold slaw and potato salads, condiments, cold drinks, paper products; tables and chairs, link cards, publicity materials, banner for display, registration supplies, trash containers

**LINK CARD:** Side 1 BOOMBAZAAR BAM  
Side 2 Church name, address, phone, time of the morning worship service and a non-detailed map

**EVENT BENEFITS:**

- Bridge building for church – community connection
- Community awareness
- Opportunities for personal evangelism

**ADDED NOTES:**

- No cost for admission, food or parking
- Invite a local well known Christian personality for signing autographs
- Use prepared forms for registration
- Have a literature pick-up table
- Use a link card as a hand out during the event
- Event publicity: local radio and television spots, news releases, businesses, information to churches, posters displayed
- Have flea-market tables available (no space or table rental cost)
- Vintage cars and motor cycle show case linked to the event
- Invite ministries and groups to participate: Girl and Boy Scouts, Cubs, Martial Arts, Vintage Cars' organizations, Motor Cycle Ministry, Police and Fire Departments, Community organizations

# TIME MANAGEMENT

## BOOMBAZAAR BAM EVENT

### HERE'S WHAT TO DO WHEN

#### Preparation (1 year before event)

- (Week 52) Select an event coordinator
  - Calendar the event
  - Make arrangements for location (out-of-doors or inside)
  - Pre-publicity to churches for calendaring the event
- (Week 40) Invite a Christian personality guest
- (Week 20) Invite Vintage Cars' Club and motor cycle ministry
  - Invite individuals, groups and organizations to participate
  - Invite volunteers to help with . . .

Publicity	Registration	Parking	Table display
Collectables	Food	Clean-up	Follow-up
- (Week 18) Publicity to churches
- (Week 6) Press release, local radio / television spot announcements
  - Publicity to churches and community (posters at stores)
- (Week 5) Literature table display materials; Prepare link cards
  - Begin receiving collectables for display and sale
  - Plan for food
- (Week 1) Review preparations
  - Purchase food

#### Event Day

- Arrange tables, chairs, collectables
- Volunteers arrive early for preparations (event area, food)
- Review with volunteers their responsibilities

#### Follow-up

- Clean up
- Return all equipment borrowed or leased
- Write "thank you" notes
- Help the new believer make a church connection
- Disciple new believer

#### Evaluation

- |              |                  |
|--------------|------------------|
| Preparations | Event in general |
| Volunteers   | Follow-up        |
| Location     | Supplies         |

## **SENIOR ELDER PROM EVENT**

**MINISTRY IDEA:** Have an evening of fun and food for senior elders.

**MINISTRY TARGET:** Senior elders at a convalescent home in the community.

**LOCATION:** Large gathering room at the Convelesant Center

**MINISTRY SUPPLIES:** Refreshments, room and table decorations, flowers for attendees, disk jockey, framed formal invitation for each attendee

**LINK CARD:** Side 1: A SENIOR ELDER PROM IN YOUR HONOR  
Side 2: What, when, where, who  
Prom given by \_\_\_\_\_

### **EVENT BENEFITS:**

Ministry outreach to senior elders  
Bridge building between church and convelesant center  
Create opportunity for beginning or adding to ministry at the center

### **ADDED NOTES:**

Talk with Convelesant Center manager, decision maker  
Explain what will be done  
Personally invite senior elders and their family members  
Dress casual and comfortable; semi-formal is appropriate  
Plan for diet restrictions  
Give away – framed formal invitation for each attendee  
Work with management for the refreshments



# TIME MANAGEMENT

## SENIOR ELDER PROM EVENT

### HERE'S WHAT TO DO WHEN

#### Preparations

- (Week 26) Meet with center's management for having the event
- (Week 24) Work with convalescent center for the event, date, time, location, decorations, program and refreshments.
- (Week 18) Arrange for a disc jockey to play seniors' music (years gone by songs)
- (Week 12) Secure volunteers – senior high school students, men and women escorts
- (Week 9) Prepare and personally give formal invitations to residents and immediate family members well in advance of the event. This will allow for personal preparations and family members to assist.
- (Week 4) Begin planning for refreshments (consider diet restrictions)  
Order corsages for ladies / boutonnieres for men  
Plan for room and table decorations  
Prepare give away framed invitations  
Plan appropriate care and participation for handicapped persons.
- (Day 1-2) Decorate the room

#### Event Outreach Day

- Room and table decorations completed
- Pick up corsages, boutonnieres, flowers
- Give away framed invitations ready to hand out
- Arrange refreshments, flowers on the tables, tables, chairs, lighting
- Volunteers arrive early to assist in helping residents to the event location
- Disk jockey begins 15 minutes early (music playing as residents arrive)

#### Follow-up

- Clean up
- Personally thank convalescent center management
- Write "thank you" notes
- Return to have contact with attendees and management
- Disciple anyone who made a salvation commitment

#### Evaluation

- |                  |                                  |           |
|------------------|----------------------------------|-----------|
| Event in general | Preparations                     | Follow-up |
| Volunteers       | Working with convalescent center |           |

## SERVANT EVANGELISM PLANNING FORM

Outreach \_\_\_\_\_ Project \_\_\_\_\_ Event \_\_\_\_\_  
(check one)

**MINISTRY IDEA:**

**MINISTRY TARGET:**

**LOCATION:**

**SUPPLIES FOR MINISTRY:**

**LINK CARD:**

**BENEFITS:**

**EVALUATION:**

**ADDED NOTES:**

(Use the form as a master and make copies as needed for personal use only)

## SERVANT EVANGELISM PLANNING FORM INSTRUCTIONS

**Outreach** \_\_\_\_\_ **Project** \_\_\_\_\_ **Event** \_\_\_\_\_  
(check one)

**MINISTRY IDEA:** Describe the ministry idea, purpose and goal

**MINISTRY TARGET:** Who will be the ministry target (focus)?

**LOCATION:** Where will the ministry be located? Describe the location.

**LINK CARD:** Side 1 Attention grabber, i.e., ENJOY YOUR SQUEAKY CLEAN CAR  
Side 2 Church name, address, phone, website, non-detailed map, time of morning worship service

**OUTREACH BENEFITS:** What are the benefits of the outreach, project or event?

**EVALUATION:** Ministry leadership and volunteers evaluate the outreach as soon after the event as possible. Keep notes for future ministry outreach.

### ADDED NOTES:

**REMEMBER:** A Servant Evangelism outreach, project or event is something Jesus would do, expecting nothing in return for the explicit purpose of evangelism.

Use the "KISS" method of planning: Keep It Simply Simple

## **TIME MANAGEMENT SCHEDULE FORM**

**Outreach \_\_\_\_\_ Project \_\_\_\_\_ Event \_\_\_\_\_**  
**(check one)**

### **HERE'S WHAT TO DO WHEN**

**PREPARATIONS: (Begin with earliest number of weeks it will take to prepare)**

**OUTREACH, PROJECT, EVENT DAY: ("To Do" list)**

**FOLLOW-UP:**

**EVALUATION:**

**(Use the form as a master and make copies as needed for personal use only)**

# TIME MANAGEMENT SCHEDULE FORM INSTRUCTIONS

Outreach \_\_\_\_\_ Project \_\_\_\_\_ Event \_\_\_\_\_  
(check one)

## HERE'S WHAT TO DO WHEN

### Preparations

List weeks or days of preparations ("to do" list) beginning with the number of weeks or days it will take to plan the outreach, project or event.

### Outreach, Project or Event Day

List things "to do" on the outreach, project or event day.

### Follow-up

Connect new believers with a local church for discipling  
Identify and honor commitments made to individuals, businesses  
Write "thank you" notes  
Testimony time by participants  
Prayer time  
Schedule another Servant Evangelism idea, date, location  
Clean-up  
Other

### Evaluation

Preparations	Link Card	Follow-up
Response	Volunteers	Other
Location	Supplies	

**Preparing a TIME MANAGEMENT FORM (weekly or daily) will help for good planning and staying on schedule for the outreach, project or event.**