

Seventh-day Adventist  
Theological Seminary

Doctor  
of Ministry  
Program

CHMN767

Formation of Evangelistic Strategy

With  
Eduard E. Schmidt

Summer 2008

CHMN767

Course Description

### CHMN767 Formation of Evangelistic Strategy

Lead Teacher Eduard E. Schmidt

Summer Semester 2008

Drayson Center, Loma Linda Campus

June 22-July 3, 2008

8 Credits

#### Professors

The lead teacher for this module is Eduard E. Schmidt, DMin, Associate Director of the North American Division Evangelism Institute, Seventh-day Adventist Theological Seminary, [eschmidt@andrews](mailto:eschmidt@andrews) and Joseph Kidder, D.Min., Evangelism and Church Growth Coordinator and Church Associate Professor of Christian Ministry. Guest faculty include Shawn Bunstra Director & Speaker of *It is Written*, Jim & Bebera Cobrae, Pastor of the Rock, Roger Hernandez, Ethnic Coordinator for the Oregon Conference, Dave Jamison, Senior Pastor Aldergrove SDA Church, Randy Roberts D. Min., Senior Pastor of Loma Linda SDA Church, Hyveth Williams, Senior Pastor Campus Hill SDA Church.

#### Course Description

Provides reflection and experience in contemporary personal, public, and media evangelistic strategies as a basis for effective evangelistic leadership. Building on a biblical understanding of God's love for His lost creation, His desire to involve people in the plan of redemption and His unique empowering of each individual, this course will look at the elements necessary to help a church equip, develop, sustain and release God's people for evangelistic ministries. The course will cover the following areas:

1. Discovering a clear vision for mission based on God's unique calling.
2. Understanding God's purpose for your life.
3. Building and sustaining gift-based evangelistic ministry teams.
4. Networking for effective personal and public evangelism.
5. Factors and strategies for cell church growth.
6. The local church and media evangelism.

**As a result of this class**

**You will**

Experience development in five of the ten competencies of the Evangelism and Church Growth Concentration such as:

1. The ability to empower and develop the ministry of church members
2. The capacity to build ministry that reaches secular people.
3. Excellence in creating and implementing public evangelistic events.
4. Skillful use of media evangelism.
5. Small group theory and implementation.

Furthermore you will develop the motivation and understanding to:

1. Align the church's culture with God's vision and passion.
2. Build people and evangelistic ministry teams around their gifts.
3. Have a clear understanding of your spiritual gifts, your passions, temperament, preferred leadership profile, etc. and their impact in the context of team ministry.
4. Create personal and public self-sustaining ministries that multiply and are effective and relevant in reaching the community.
5. Be able to move your congregation to a discipling and growing cell church structure.
6. Create media opportunities and network for maximum evangelistic effectiveness.

CHMN566

Instructor

**Eduard E. Schmidt**

is an Associate Director of the North American Division Evangelism Institute. During the last decade he has developed and taught classes in the areas of equipping and mobilizing for evangelistic ministry, personal evangelism and pastoral ministries. Besides teaching he finds his greatest joy in working together with church members, as they become ministers of God's church in the community. He and his wife, Sonia, live in Southwestern Michigan. They have two college age children, Charles and Vanessa.

**Education:**

Doctor of Ministry - Fuller Theological Seminary, Pasadena, CA 2002  
Master of Divinity - Andrews Theological Seminary, Berrien Springs, MI 1985  
Bachelor of Arts in Theology - River Plate University, Entre Rios, Argentina 1981

**Experience:**

1993 to present Associate Director, North American Division Evangelism Institute, Andrews Theological Seminary, Berrien Springs, MI  
1991 – 1993 Church Ministries Director, Texico Conference of SDA, Amarillo, TX  
1988 – 1991 Senior Pastor, North Valley Bilingual SDA Church, Albuquerque, NM  
1985 – 1988 Senior Pastor, Roswell District SDA Churches, Roswell, NM  
1981 – 1983 Senior Pastor, Grants and Gallup SDA Churches, Grants, NM

**Professional Activities:**

Teaching: Classes Taught

CHMN566 Mobilizing Laity for Evangelistic Ministry  
CHMN545 Pastoral Ministry and Church Policy  
CHMN536 Personal Evangelism  
CHMN539 Church Growth and the Equipping Pastor  
CHMN749 Equipping & Mobilizing Church Members for Ministry  
CHMN767 Formation of Evangelistic Strategy

Service:

Participation and Visitation in Public Evangelism  
Seminar Presenter at Seeds Conventions  
Seminar Presenter at Union, Conference Worker's Meeting and Church Groups  
Consultant for Church Revitalization, Lay Mobilization and Church Planting

**Office & Hours**

Office: Seminary Building S321

Office Hours: Tuesday 8:30 – 10:30  
Wednesday 9:00 – 11:30 & 1:30 – 4:30  
Thursday 9:00 – 11:30 & 1:30 – 3:30

E-Mail Address: schmidteduard@sbcglobal.net

Telephone: (269) 471-8321

CHMN767  
Requirements

## Requirements

### Pre-Intensive Assignments

#### Reading

Credit students must read a total of 3,000 pages for this class. The Required Reading totaling 1,086 pages should be finished before the first day of the intensive. A one-page analysis of each book read will be turned in during the intensive. Select additional books from the Recommended Reading list for the remaining 1,914 pages. A one page analysis of each book will be due at the same time as the Project Thesis. Include key insights that you discovered which would be useful in your ministry.

Note: It is against academic policy to claim credit for the same book in a different Doctor of Ministry module. If you have previously read any book on the list for credit, substitute another for it.

### Intensive Assignments

#### Attendance

Students are required to be present for all class periods. The only exception is an emergency or sickness. Such absences will be excused provided written notice is given to the teacher on the day the student returns to class. Excused absences over 10% must have the dean's approval. All other absences are unexcused and will result in the final grade being docked and additional makeup work being required.

#### Participation

Participation in class exercises, group activities including preparation for these activities, and compilation of notes is expected.

#### Assessment and Portfolio

Complete the Cultural Analysis Survey and Servant Profile Assessments. Add to the development of your portfolio.

<p>Disability Accommodations</p>	<p>If you qualify for accommodations under the American Disabilities Act, please see the instructor as soon as possible for referral and assistance in arranging such accommodations.</p>		
<p><b>Post Intensive Assignments</b></p>			
<p>Project Thesis Due March 16, 2009</p>	<p>A paper of at least 15 but no more than 30 pages will be required. This paper will become the chapter on methodology and strategy for your final project. Furthermore the paper should address the theological foundations and work done in the prior two modules of the program.</p> <p>The chapter on methodology and strategy is presented to your cohort group and revised with their assistance. When they feel it is ready, which should be prior to the due date, two copies should be submitted. One copy as partial fulfillment of the requirements for CHMN767 Formation of Evangelistic Strategy class and the other is to be returned to the student with comments.</p>		
<p>Work Groups</p>	<p>Students will participate in a minimum of two sessions of a “Work Group for input, critique, peer support, sharing of experience. A journal of those group meetings will be required from each student. Meetings should be 2 to 4 hours in length. Face to face meetings are preferred, but geographical considerations may necessitate telephone or online group meetings. The first meeting will be to present, review and suggest changes for the project thesis. This meeting should occur no later than December 15, 2008. The second meeting is to review the changes, other suggestions and final approval of the thesis by the group. This meeting should occur no later than February 16, 2009. Students are required to participate in both sessions. A report including attendance is to be submitted to the designated instructor by the group’s secretary.</p>		
<p>Submission Instructions</p>	<p>Coursework and Paper should be sent to: Two Copies of The Paper to:      Or to:</p> <table border="0" data-bbox="618 1476 1386 1608"> <tr> <td data-bbox="618 1476 935 1608"> <p>Doctor of Ministry Office Andrews University Seminary Building Berrien Springs, MI 49104</p> </td> <td data-bbox="1000 1476 1386 1608"> <p>Eduard E. Schmidt NADEI Resource Center Seminary Building Berrien Springs, MI 49104-1880</p> </td> </tr> </table>	<p>Doctor of Ministry Office Andrews University Seminary Building Berrien Springs, MI 49104</p>	<p>Eduard E. Schmidt NADEI Resource Center Seminary Building Berrien Springs, MI 49104-1880</p>
<p>Doctor of Ministry Office Andrews University Seminary Building Berrien Springs, MI 49104</p>	<p>Eduard E. Schmidt NADEI Resource Center Seminary Building Berrien Springs, MI 49104-1880</p>		

CHMN767

Selected Bibliography

### Selected Bibliography

#### Required Reading

The following books comprise the required reading and must be read prior to the intensive, as they will form the common background for discussion.

Cole, Neil. *Cultivating a Life for God, Multiplying Disciples Through Life Transformation Groups*. St. Charles, IL: Church Smart Resources. 1999. 136 pages.

Gibbs, Eddie. *Church Next, Quantum Changes in How We Do Ministry*. Downers Grove, IL: InterVarsity Press. 2000. 252 pages.

Kimball, Dan. *The Emerging Church, Vintage Christianity for a New Generation*. Grand Rapids, MI: Zondervan, 2003. 266 pages

Richardson, Rick. *Reimagining Evangelism, Inviting Friends on a Spiritual Journey*. Downers Grove, IL: InterVarsity Press, 2006. 167 pages.

Sjogren, Steve. *Conspiracy of Kindness: A Unique Approach to Sharing the Love of Jesus*. Ventura CA: Regal Books. 2008. 265 pages.

#### Recommended Reading

Any of the following books will serve to accumulate 1,914 pages to complete the reading requirement of 3,000 pages due by February 17, 2009. The following list is only a partial list of the recommended books in each area of study. At class time a more comprehensive bibliography will be given with highly recommended books in each area.

#### Cell Church

Boren, Scott M. William A. Beckham, Joel Comiskey, Ralph W. Neighbour Jr. Randall Neighbour. *Making Cell Groups Work Navigation Guide, A Toolbox of Ideas and Strategies for Transforming Your Church*. Houston, TX: Cell Group Resources, 2003. 617 pages.

Cho, David Yonggi. *Successful Home Groups*. Gainesville, FL: Bridge-Logos Publishers, 1981. 171 pages.

Comiskey, Joel. *From 12 to 3, How to Apply G-12 Principles in Your Church*. Houston TX: TOUCH Publications, 2002. 178 pages.

Comiskey, Joel. *Home Cell Group Explosion, How Your Small Group Can Grow and Multiply*. Houston TX: Cell Group Resources, 2002. 177 pages.

Comiskey, Joel. *How to Lead a Great Cell Group Meeting, So That People Want to Come Back*. Houston, TX: Cell Group Resources, 2004. 140 pages.

Comiskey, Joel. *Leadership Explosion, Multiplying Cell Group Leaders to Reap the Harvest*. Houston, TX: TOUCH Publications, 2003. 202 pages.

Comiskey, Joel. *Passion and Persistence, How the Elim Church's Cell Groups Penetrated an Entire City for Jesus*. Houston, TX: Cell Group Resources, 2004. 158 pages.

Earley, Dave. *Turning Members into Leaders, How to Raise up your Group Members to Lead New Groups*. Houston, TX: Cell Group Resources, 2004. 112 pages.

Finnell, David. *Life in His Body, A Simple Guide to Active Cell Life*. Houston, TX: TOUCH Publications, 1995. 160 pages.

Neighbor, Ralph W. Jr. *Where Do We Go From Here? A Guidebook for the Cell Group Church*. Houston, TX: TOUCH Publications, 2000. 397 pages.

Stockstill, Larry. *The Cell Church, Preparing Your Church for the Coming Harvest*. Ventura, CA: Regal Books, 1998. 136 pages.

## Evangelism

Barna, George. *Grow Your Church from the Outside, Understanding the Unchurched and How to Reach Them*. Ventura, CA: Regal Books, 2002. 164 pages.

Beckham, William A. *Redefining Revival, Biblical Patterns for Missions, Evangelism and Growth*. Houston, TX: TOUCH Publications, 2000. 252 pages.

Crandall, Ron. *The Contagious Witness, Exploring Christian Conversion*. Nashville, TN: Abingdon Press, 1999. 179 pages.

Finley, Mark. *Persuasion, How to Help People Decide for Christ*. Silver Spring, MD: Ministerial Association General Conference of Seventh-Day Adventists, 1994. 96 pages.

- Hunter, George G. III. *Church for the Unchurched*. Nashville, TN: Abingdon Press, 1996. 188 pages.
- Hybles, Bill. *Just Walk Across the Room, Simple Steps Pointing People to Faith*. Grand Rapids, MI: Zondervan. 2006. 221 pages.
- McIntosh and Glen Martin. *Finding Them, Keeping Them: Effective Strategies for Evangelism and Assimilation in the Local Church*. Nashville, TN: Broadman & Holman Publishers, 1992. 142 pages.
- McRaney, Will Jr. *The Art of Personal Evangelism, Sharing Jesus in a Changing Culture*. Nashville, TN: Broadman & Holman Publishers. 2003. 268 pages.
- Mead, Loren B. *The Once and Future Church, Reinventing the Congregation for a New Mission Frontier*. The Alban Institute Publication, 1991. 92 pages.
- Morgenthaler, Sally. *Worship Evangelism, Inviting Unbelievers into the Presence of God*. Grand Rapids, MI: Zondervan 1995. 307 pages.
- Peel, William Carr and Walt Larimore. *Going Public with Your Faith, Becoming a Spiritual Influence at Work*. Grand Rapids, MI: Zondervan, 2003. 216 pages.
- Pollard, Nick. *Evangelism Made Slightly Less Difficult, How to Interest People Who Aren't Interested*. Downers Grove, IL: InterVarsity Press, 1997. 178 pages.
- Reid, Alvin I. *Radically Unchurched, Who They Are & How to Reach Them*. Grand Rapids, MI: Kregel Publications, 2002. 219 pages.
- Rainer, Thom S. *The Unchurched Next Door*. Grand Rapids, MI: Zondervan, 2004. 285 pages.
- Rainer, Thom S. *Surprising Insights from the Unchurched, and Proven Ways to Reach Them*. Grand Rapids, MI: Zondervan, 2001. 281 pages.
- Richardson, Rick. *Evangelism Outside the Box, New Ways to Help People Experience the Good News*. Downers Grove, IL: InterVarsity Press, 1955. 190 pages.
- Sjogren, Steve, David Ping and Doug Pollock. *Irresistible Evangelism, Natural Ways to open Others to Jesus*. Loveland, CO: Group Publishing, 2004. 190 pages.

Thompson, W. Oscar Jr. *Concentric Circles of Concern, Seven Stages for Making Disciples*. Nashville, TN: Broadman & Holman Publishers, 1999. 203 pages.

Whitesell, F. D. *65 Ways to Give Evangelistic Invitations*. Grand Rapids, MI: Kregel Publications, 1945. 124 pages.

Mobilizing Laity for  
Evangelistic Ministry

Bugbee, Bruce. *What You Do Best in the Body of Christ*. Grand Rapids, MI: Zondervan, 1995. 139 pages.

Burrill, Russell. *Waking the Dead, Returning Plateaued and Declining Churches to Vibrancy*. Fallbrook, CA: Hart Books, 2004. 121 pages.

Easum, William M. and Thomas Brandy. *Growing Spiritual Redwoods*. Nashville, TN: Abingdon Press, 1997. 212 pages.

Fulenwider, Ray. *The Servant-Driven Church*. Joplin, MO: College Press, 1997. 291 pages.

Gibbs, Eddie. *Church Next*. Downers Grove, IL: InterVarsity Press, 2000. 249 pages.

Gibbs, Eddie. *In Name Only, Tackling the Problem of Nominal Christianity*. Wheaton, IL: Bridge Point, 1994. 330 pages.

Hargrove, Robert. *Masterful Coaching*. San Francisco, CA: Pfeiffer, Jossey-Bass Publishers, 1995. 304 pages.

Herrington, Jim, Mike Bonem and James H. Furr. *Leading Congregational Change, A Practical Guide for the Transformational Journey*. San Francisco, CA: Jossey-Bass, 2000. 186 pages.

Hull, Bill. *Building High Commitment in a Low Commitment World*. Grand Rapids, MI: Fleming H. Revell, 1995. 199 pages.

Hybles, Bill. *The Volunteer Revolution, Unleashing the Power of Everybody*. Grand Rapids, MI: Zondervan 2004. 139 pages.

Kotter, John P. *Leading Change*. Boston, MS: Harvard Business School Press, 1996. 187 pages.

Mallory, Sue, and Brad Smith. *The Equipping Church Guidebook*. Grand Rapids, MI: Zondervan, The Leadership Network. 2001. 350 pages.

Malphrus, Aubrey. *Developing a Vision for Ministry in the 21<sup>st</sup> Century*. Grand Rapids, MI: Baker Books, 1999. 234 pages.

Malphrus, Aubrey. *Advanced Strategic Planning*. Grand Rapids, MI: Baker Books, 1999. 282 pages.

Maxwell, John C. *Developing the Leaders Around You*. Nashville, TN: Thomas Nelson, 1995. 215 pages

Ogden, Greg. *Unfinished Business, Returning the Ministry to the People of God ( Revised Edition of the New Reformation)*. Grand Rapids, MI: Zondervan, 2003. 282 pages.

Sahlin, Monte. *Understanding Your Community, Intuitive Assessment Tools to Launch Relevant Ministry*. Lincoln, NE: Center for Creative Ministry, 2004. 176 pages.

Southern, Richard and Robert Norton. *Cracking Your Congregation's Code, Mapping Your Spiritual DNA to Create Your Future*. San Francisco, CA: Jossey-Bass, 2001. 207 pages.

White, Ellen G. *Christian Service*. Hagerstown, MD: Review and Herald Publishing Association, 1985. 283 pages.

White, James Emery. *Rethinking the Church, A Challenge to Creative Redesign in an Age of Transition*. Grand Rapids, MI: Baker Books, 1997. 142 pages.

Wilson, Marlene. *How to Mobilize Church Volunteers*. Minneapolis, MN: Augsburg, 1983. 156 pages.

#### Personal Evangelism

Hybles, Bill and Mark Mittelberg. *Becoming a Contagious Christian*. Grand Rapids, MI: Zondervan, 1994. 221 pages.

Johnson, Ben Campbell. *Speaking of God, Evangelism as Initial Spiritual Guidance*. Louisville, KY: Westminster/John Knox Press, 1991. 186 pages.

Paulien, Jon. *Present Truth in the Real World, The Adventist Struggle to Keep and Share Faith in a Secular Society*. Boise, ID: Pacific Press Publishing Association, 1993. 253 pages.

Sjogren, Steve. *101 Ways to Reach Your Community*. Colorado Springs, CO: NavPress, 2001. 112 pages.

Strobel, Lee. *Inside the Mind of Unchurched Harry & Mary, How to Reach Friends and Family Who Avoid God and the Church*. Grand Rapids, MI: Zondervan, 1993. 236 pages.

Strobel, Lee. *The Case for Christ, A Journalist's Personal Investigation of the Evidence for Jesus*. Grand Rapids, MI: Zondervan, 1998. 297 pages.

### Finding Books

It is the student's responsibility to locate and read the assigned books before the course. However we would like to offer the following recommendation.

### NADEI Resource Center Bookstore

We recommend the NADEI Resource Center Bookstore as your first step for purchasing books for the course. The NADEI Resource Center Bookstore is able to offer a 10% discount on many of the books listed. However students can only receive this discount when they identify themselves as Doctor of Ministry students at the time of order or purchase. You can make your orders with the bookstore in four ways:

1. On the web at [www.nadei.org](http://www.nadei.org) and select the resource center. Once you place the order there is a comment box, please indicate that you are a Doctor of Ministry student to receive the 10% discount.
2. By phone (269) 471-8303 and speak to Andrea Pusey.
3. By fax (269) 471-8324 Attention Andrea Pusey NADEI Resource Center Bookstore.
4. By mail NADEI Resource Center Bookstore  
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Seminary Building  
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