"Giving has a way of routing out the tough old miser within us."

--Richard Foster

Contemporary Comments

"Evaluating Witnessing and Evangelism" | June 23, 2012 | Order Info

Text: 2 Corinthians 13:5-6; Hebrews 10:24-25; Deuteronomy 10:12-13; Matthew 23:15; Revelation 14:6-7

Entrepreneur is a monthly magazine for those involved in entrepreneurialism, small business management, and business opportunities. A few months ago they published an article giving an Idea Evaluation Checklist. Princeton Creative Research created the checklist for entrepreneurs to use when evaluating an idea for a business or product. Here are a few of the questions:

- Have you considered all the advantages or benefits of the idea? Is there a real need for it?
- Have you pinpointed the exact problems or difficulties your idea is expected to solve?
- Is your idea an original, new concept, or is it a new combination or adaptation?
- What long-range benefits can be anticipated?
- Have you checked the idea for faults or limitations?
- How simple or complex will the idea's execution or implementation be?
- Does your idea fill a real need, or does the need have to be created through promotional and advertising efforts?
- How soon could the idea be put into operation?

If you would reread the above checklist thinking about evaluating our church's evangelism strategies, we'd probably agree that these would be good questions to ask. And why not? Why not evaluate our church's evangelistic successes as well as failures? If it's important to do so in a business, how much more important is it to do so with programs of eternal significance? As this week's lesson says: "It is a mistake to become involved in God's great task of evangelism without effective evaluation."

Two key words are "effective evaluation." In order for evaluation to be effective, it must be done with kindness. It must be balanced with affirmation. And it must be done for the right motives.

Rev! magazine printed an article a few years ago titled, "10 Questions to Evaluate Outreach." It asked this question: "Is an existing program or ministry at your church ripe for an outreach makeover—or burial?" And then listed the following question to help readers decide:

1. Is the basic objective of this program “To reach people for Christ”?
2. How many church members now participate?
3. What percentage of participants is non-Christian or un-churched?
4. Who is this program designed to reach?
5. What are their greatest needs?
6. On a scale of 1-10, how effective is this program in meeting its evangelistic objective?
7. If you ended or significantly restructured this program, what would happen?
8. Who would be upset if you ended or significantly restructured this program? Why?
9. What is an idea that would be more effective than what you’re currently doing to build relationships with these people and help them find Christ?

How would the people in your current ministry feel if they saw people coming to Christ as a result of this new ministry?

We shouldn’t be afraid to have our evangelism methods evaluated by our peers, pastors, or administrators. This is how we learn and grow. And this is how we become more effective for the cause of Christ.

~ nc
Additional resource: You Tube (Similar questions could be asked of our church’s evangelistic ideas.)

1. Entrepreneur
2. Rev

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