

Greetings!

Our WELS Commission on Evangelism has been focusing their efforts and materials on resources that pastors can use in their congregation with their own people. Instead of focusing on one or two weekend seminars, the aim is to get the materials to the pastors to share with Bible study groups, evangelism teams, and church councils.

On the following pages you'll find great materials for encouraging your people to share our Savior with the people God has brought into their lives. If you have questions or if I might be able to help you in some way, please contact me (Stephen Meyer).

God's blessings as you lead and encourage Christ's people in this essential work!

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WELS Commission on Evangelism

Update – Fall 2023



In his second letter to Timothy, St. Paul wrote, “Preach the word; be prepared in season and out of season” (4:2). Although originally written as an encouragement to a first-century pastor, Paul’s words are equally applicable to twenty-first-century Christians. We have the same message to share with sinners who desperately need to hear it. Using St. Paul’s experiences in the city of Philippi as a model, *In Season and Out of Season* seeks to encourage and equip God’s people to share that message in any and every situation.

This video-based bible study is available at www.welscongregationalservices.net



Let's Go provides online, video-based personal witness training. Where *One by One* is primarily motivational, *Let's Go* is instructional. It teaches a simple, three-part approach that any Christian can put into practice. 1) Love the unchurched people God has brought into your life. 2) Listen carefully to their thoughts, beliefs, concerns, etc. 3) Lead them to the gospel. *Let's Go* can be used by both large and small group Bible studies as well as by individual Christians.

Let's Go is available at www.welscongregationalservices.net



The *Congregational Evangelism Kit* provides video-based training for congregational evangelism leaders and teams. It explains the importance of and implementation of tools such as:

- creating a prospect database
- capturing prospect information
- creating a welcoming worship atmosphere
- Come and Go strategies
- And more

A pastor or evangelism team can work through the kit, putting each tool in place and, when finished, have all the basic evangelism elements functioning.

It should be noted that the *Congregational Evangelism Kit* does not address the encouraging and equipping of members as personal witnesses. Other resources such as *Let's Go* and *One by One* are designed for this task.

The *Congregational Evangelism Kit* is available at www.welscongregationalservices.net



One by One is a Bible study based on Pastor David Rosenau's keynote presentation at the WELS National Conference on Lutheran Leadership in January of 2020. Using powerful personal stories and drawing from his wealth of experience both as a detective and a parish pastor, Pastor Rosenau helps Christians understand why it is so important to see every soul as a treasure and why we want to be willing to spend the time and effort necessary to share the gospel with each one.

One by One is available at www.welscongregationalservices.net



Everyone Outreach is a program designed to help congregations build a culture of outreach so that every ministry and every member is thinking about and participating in outreach. The program kicks off with a two-day workshop where participants discover thought habits that may be keeping them and their congregation from reaching out with the gospel as well and as often as they would like. Following the workshop, resources are provided that help create new thought habits resulting in new behaviors and, Lord willing, more outreach.

38 facilitators have been trained and are being deployed to workshops across the WELS.

More than 275 congregations have expressed interest in the program. 78 workshops have been held to this point. 17 workshops are scheduled for this fall.

Learn more about *Everyone Outreach* at www.everyoneoutreach.com

Christmas Eve and Easter Resources

The Commission on Evangelism provides outreach resources for Christmas Eve and Easter as part of the Congregational Services resource called *The Foundation*. The resources include graphics, a promotional video, postcards, and more.

You can access resources for Christmas Eve outreach at <https://welscongregationalservices.net> under *The Foundation*.

WhatAboutJesus.com

[WhatAboutJesus.com](https://www.whataboutjesus.com) is an outreach website produced by the Commission on Evangelism. It aims to be a source of information and inspiration for those seeking to know more about the Bible and its message. Congregations are encouraged to make their members aware of it so they can direct unchurched acquaintances to it.

Daily Devotions

Daily Devotions are brief, daily encouragements from God's Word. They are produced both in print as well as via podcast. The devotions appear on the home pages of wels.net and WhatAboutJesus.com. They are also posted on WELS Facebook. Additionally, devotions are sent to about 10,500 e-mail subscribers every day.

Evangelism Certificate Program

The WELS Commission on Evangelism offers evangelism courses through the Martin Luther College online continuing education program. These evangelism courses are intended for laypeople and called workers to help them lead their congregations with planning and implementing efforts to reach more people with the gospel. These courses make up the Evangelism Certificate Program at Martin Luther College. There are three one-credit courses: 1) The Mission of the Church, 2) Practical Evangelism for Congregations, and 3) Friendship Evangelism.

Information is available at www.wels.net/evangelism

School of Outreach

The *School of Outreach* seminar shares key components of a congregational evangelism program. Participants work with workshop leaders to develop outreach plans and strategies. Congregations can contact their district evangelism coordinator to schedule a workshop.

Information is available at www.wels.net/evangelism

Telling the Next Generation

Telling the Next Generation is a workshop developed by the Commission on Evangelism, the Commission on Lutheran Schools, and Early Childhood Ministry. The program serves congregations with planning, assistance, and resources for the implementation of outreach strategies utilizing a Lutheran elementary school and/or early childhood ministry.

Learn more at www.welscongregationalservices.net

Outreach Newsletters

The Commission on Evangelism annually offers *Outreach Newsletters* to WELS congregations. The newsletters each consist of a devotional article targeted at congregations' prospects. There are twelve newsletters offered each year.

The newsletters can be downloaded, free of charge, at www.welscongregationalservices.net.

Resources currently being developed

Local

Helping regional churches establish a local presence

Many WELS congregations have members who travel a significant distance to worship. 30-60 minutes is not unusual. This makes it difficult for members to invite neighbors to join them for worship, BIC, or congregational fellowship activities. *Local* will help congregations in such a situation create a presence in their local communities to reach the lost in their neighborhoods.

Come and See

Encouraging and equipping Christians for invitation evangelism

More than 70% of unchurched people surveyed say they would be at least somewhat likely to accept an invitation to church from a churched acquaintance. Yet, many WELS members have never invited an unchurched person. We hope to help WELS congregations understand what may be keeping their members from proffering invitations, remove unnecessary obstacles, and encourage and equip members to do invitation evangelism.

Serving alongside you,

Eric

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