

# Harvest Workshop 2011

Main Street Church of Christ, Pikeville, KY

## “FRIENDSHIP EVANGELISM”

Jay Lockhart, Benton, KY

Friendship Evangelism is without question the most effective way to reach people for Christ. Friendship Evangelism is people reaching out to those they know best -- family members, friends, neighbors, associates, school mates, etc. There are many ways to evangelize and any plan will work to some degree if the plan is worked! However, Friendship Evangelism has proved to be the most effective. Some time ago, the American Institute for Church Growth in Pasadena, California, asked more than 14,000 church members this question: “What or who was responsible for your coming to Christ and the church?” Here are the results:

- ★ 1-2% - Special Need
- ★ 2-3% - Walk In
- ★ 5-6% - Minister
- ★ 1-2% - Visitation
- ★ 4-5% - Sunday School
- ★ 1/4 of 1% - Crusader
- ★ 5-6% - Church Program
- ★ 75-80% - Friends/Relatives

In his book, High Expectations, Thom Ranier revealed the following results of asking people the question, “Why did you visit a church in the first place?”

- ★ 49.7% - Good Reputation of the Church
- ★ 10.3% - Convenient Location
- ★ 24.9% - Programs and Ministries
- ★ 7.5% - Special Events
- ★ 3.6% - Advertising 17.8% - Preaching
- ★ 3.5% - Other 82.7% - Friend/Family/Coworker invitation

It becomes obvious that the best way to draw people is by personal invitation -- Friendship Evangelism. Invite someone to attend church with you this Sunday!