

ADAPTABLE PLAYBOOK

For your
Evangelism
Team



Why an Adaptable Playbook?

As collaborative evangelism efforts are springing up in cities across North America and UK/Europe, many are eager to engage their cities with the Good News — but are hitting roadblocks and are unsure of next steps. This **Playbook** is a clear path forward, based on the hard-earned practical experiences of Evangelism Teams (E-Teams) throughout North America. This playbook is **Adaptable** in that it makes a clear suggestion but acknowledges that your local context may prohibit or afford a different sequence of events.



01 Identifying Evangelistic Champions

This **initial steering committee** humbly guides the process for establishing the E-Team — identifying those passionate about evangelism in your city, determining their role on the team and equipping this team with the language needed to share the E-Team concept.

notes:



Who will develop this E-Team with you?

You must start somewhere, and the handful of people with whom you choose to begin this journey, will have a enormous impact on the culture, influence, and ability of this effort to produce fruitful evangelistic growth throughout your city over time. *Choose wisely!*



02 Map the Christian Ecosystem

Create a **database** of evangelistic practitioners (churches, organisations, individuals, events, etc.) in your city. Map out relational connections. Discover the neutral conveners, connectors, and people of peace in your city.

notes:



Who else is doing evangelism in our city?

You don't know what (or who) you don't know. Developing a list of potential evangelistic partners will give you the critical perspective needed to develop a city-wide effort.





03 Establish Adaptable E-Team Framework

Identify the first draft of an E-Team leadership structure and governance model. How do you make decisions and what is the overall goal of the team? Your E-Team is most effective when comprised of the right people who offer deep connection to their communities (consider denominations, race, geography, gender, age, ethnic groups, etc.) and structured to maximise each person's level of engagement and role on the team.

notes:



How will your team function?

Every effort needs to clarify around its structure, and while structure can be iterated, a starting place is important.



04 Determine Communication Strategy

Create an E-Team communication schedule — both internal communication with your E-Team and external communication with different tiers of engaged parties. Engaged parties may include key leaders, church leaders, partners, or broader city friends.

notes:



Who should we be communicating with?

For a team to function well it must communicate well. Having a discussion around this now will bear enormous dividends as you go.





05 Execute Listening Tour

Survey a large sample of leaders in your city to gauge the existing temperature of evangelism. Knowledge gained through this survey is a foundation for the vision and strategy for your E-Team in the coming years. Producing a report of your findings is an important step in this process. A Listening Tour also deepens relationships while building trust and ownership around a collaborative evangelistic vision for your city.

notes:



How are leaders in my city thinking about evangelism?

A humble posture builds trust, develops understanding, and strengthens relationships. A Listening Tour is one of the best ways your team can be at the centre of the conversation around evangelism in your city.



06 Introduce Your E-Team to the City

Host an event that invites your city and church leaders into the developing vision around collaborative evangelism in your city. Share your Listening Tour results and clear next steps for the group. This galvanises your team toward cohesive ministry and catalytic action alongside those you listened to and those you hope to serve.

notes:



How will your E-Team go public?

Leveraging the learnings from a Listening Tour and presenting those publicly gives you a clear starting place and begins the outward-facing work of collaboration around evangelism in your city.





07 Develop Relationships with Key Leaders to Increase Evangelism in their Organisations

The goal of this step is to identify and help key city leaders raise the temperature of evangelism in their organisations and areas of influence. This step focuses on a relational approach to developing evangelism one leader at a time. The posture toward each key relationship is one of humility and gentle accountability. We have observed that organic, friendship-based encouragement built on trust can be one of the most vital and central functions of your E-Team.

notes:



How will you help an individual organisation grow in evangelism?

You need to get key leaders, congregations, and organisations involved. By finding a way for these groups to plug into your vision, you are laying a foundation that can multiply throughout the city, while also mobilising everyday believers through their trusted institutions.



08 Establish a Strategic Plan for Ongoing Leadership Training (Key Leaders)

Discover and develop practitioner-level trainings for leaders. Be strategic in your choice of trainings so they further equip the leaders to engage in the evangelism vision for the city. Consider trainings that inspire leaders, catalyse action, educate and develop evangelism skills.

notes:



How will leaders in your city get better at evangelism?

Your E-Team alone cannot work with every organisation. Developing leaders en masse is a critical strategic pillar of an E-Team to multiply your impact.





09 Establish a Strategic Plan to Train Everyday Believers

To have an effective evangelism strategy for your city, it must engage the everyday believer. In collaboration with your leadership training strategy, identify practitioner-level trainings for everyday believers. Strategically identify trainings that uniquely engage and reflect the diverse aspects of your city.

notes:



How will everyday believers in your city get better at evangelism?

The Gospel is for everyone, and all believers are called to share their faith. How will the E-Team create strategic avenues to equip the whole body? Consider equipping strategies in areas where everyday believers are already serving.



10 Develop a Strategic Plan for Ongoing Evangelistic Rhythms

Discover sustainable outreach opportunities that engage your city practically with the Good News. Identify and support collaborative opportunities for churches to partner together. Create pathways for individuals and leaders to engage in evangelism ministries. Identify evangelistic programmes for churches and nonprofits. Celebrate and accelerate what is happening in your city.

notes:



What evangelistic activities can we support in our city?

Catalysing actual evangelistic opportunities moves you from leading through equipping and thought, to leading through action.





11

Catalyse Large-scale City-Wide Events and Outreaches

Citywide catalytic events rapidly mobilise the Body of Christ in unity and evangelistic action within your city movement. Long-term strategies (i.e. a ten-year plan) are essential, and certain efforts require multi-year planning. Consider where large-scale efforts fit best within your strategic plan.

notes:



What evangelistic activity may require multi-year planning?

As your efforts to raise the temperature of evangelism continue to develop in your city, take time to consider larger catalytic efforts and strategies that require a greater investment of time and resources.



We are smarter **together!**

Scan the QR code for our Adaptable Playbook resource page, which is a growing collection of tools and partners whose experience and insights are being generously offered here to help your E-Team engage each element of the playbook. Where Palau isn't the expert, we have highlighted trusted organisations and resources that can serve as a starting point for your journey. Use these tools directly, or broaden your thinking as you learn from experts within this network.

notes:

Scan this QR code for the Adaptable Playbook resource page.



