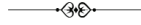


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# Introduction



All Christian churches accept the concept of evangelism as part of their God-given mission. But what is evangelism? Who can effectively “do” evangelism? How often? And where?

If you have asked yourself any of these questions, this book is for you. Its purpose is to help you examine and expand your definition of evangelism and to form a picture of the right place of evangelism in the life of the local congregation. It will also assist you in developing a strategy for evangelism that will work in your particular community.

Through the implementation of what author Lary Brown has termed The Natural Evangelism Cycle, your church can be one in which the Holy Spirit is free to work without reservation by the means He has already proclaimed as His preferred tools. If you have wanted to participate in evangelism, but always thought you didn’t have the necessary gifts or talents, you will be pleasantly surprised!

As you will learn in the first chapter, the Seventh-day Adventist Church in North America is growing at a significantly lower rate than in the rest of the world. In fact, if the present decade follows its current trend, it will show the lowest growth rate in the history of our church.

Dr. Brown proposes that returning to a view and practice of evangelism consistent with a biblical understanding of the work of the Holy Spirit through spiritual gifts will reverse that trend. He also offers practical solutions to the challenges likely to be encountered during the process of adopting Natural Evangelism as a permanent way of life in the local congregation.

After earning several degrees in religion and theology, Dr. Brown undertook to study the principles of evangelism while he prepared his dissertation on short-term international evangelistic campaigns. Yet prior to the completion of this project in 2003, he began to realize that these same principles constituted a sound approach to evangelism within one’s own culture.

As a pastor and a church administrator, Dr. Brown strives through all means possible to move the remnant church toward a Spirit-directed life. Hence this book. The desire of both the author and the publisher is that those who read it will understand these principles and apply them to the overall life and mission of their local congregations. If that happens, there is hope!