

# EVANGELISTIC EVENTS

*One of the most effective ways to reach young people with the gospel and to get students excited about evangelism is to organize events that are specifically designed to present the gospel message. Here are four key factors for these events that will help reach the community and encourage students in evangelism.*

## CREATE A CULTURE OF EVANGELISM

Long before an event takes place, there needs to be an emphasis on gospel proclamation. Evangelistic events will never be successful unless students understand the need for evangelism and have a desire to share their faith. If the ministry emphasizes gospel preaching, personal evangelism, missions, community outreaches, etc., then students will gain a desire for people to come to Jesus. Coming from a culture of evangelism like this, students will understand the vision behind evangelistic events and have the desire for them.

## COMMISSION THE STUDENTS

Evangelistic events are not dependent upon one person. It takes the entire church to pray for, invite, and bring people to hear the gospel. The most effective promotion is the excitement of the students. When leaders empower students with the task to bring their friends, a lot of enthusiasm will follow as students promote the event because they understand its gospel-centered purpose. To help commission the students, supply them with promotional resources: flyers, posters, apparel, graphics, etc. Organize creative social media campaigns and have specific days of promotion. Commission the students and watch the word spread.

## **CULTIVATE COMMUNITY**

The goal of the event isn't to merely have large attendance or a fun time, but to see people become followers of Jesus. As students make commitments to Christ, it is essential to follow up with them. This will help them get connected to the church and to grow in their faith. Promote church ministries and show the students why they need to be involved in community there.

## **COMMUNICATE THE GOSPEL**

The most important part of the event is the preaching of the gospel. Every aspect should lead and build up to this moment. Structure the night in such a way that excitement is at its peak when the gospel is being presented. Music, giveaways, and activities are only as good as their ability to create a welcoming and friendly environment for the gospel to be heard in. It is essential that the students are given an opportunity to respond to the gospel and to get connected to the church. Keep your message concise and relevant, expressing the gospel accurately with genuine passion and conviction.