

## **LEADERSHIP LESSON 1: DEVELOPING A SUNDAY SCHOOL OUTREACH/EVANGELISM STRATEGY**

OUTLINE BY DANIEL EDMONDS

Develop an **Outreach** leader:

A Sunday School class is most effective in outreach when there is an identified and trained outreach leader. This leader is tasked with involving class members in visitation (develop an outreach team), holding the class accountable, and raising up new leaders. Not only is there more accountability for participation because of the embedded leader, but since they visit prospects for their class there is increased motivation for follow-up.

Make **specific** assignments:

Sunday School outreach involves individual classes in visiting prospects and members for their **particular** class. Assignments from the Sunday School (outreach) director should be given to classes with members who are similar to the prospect (age, gender, life situation).

Encourage class members to develop a “**Ten Most Wanted**” list from people they know who need to be in Sunday School. An overwhelming majority of people would come to Sunday School if invited by a friend.

**Plan** the work and work the plan:

The only way to be effective in Sunday School outreach is to plan each week as a Sunday School class. The class needs to develop and implement a process of reaching and ministering. In this way, responsibilities are clearly defined and the class team knows who needs a visit and the other class members get involved in follow-up. Several churches have built an effective class organization to focus on both ministry and outreach. Strength and effectiveness comes from working together as a team. Build **accountability** for outreach participation and assimilation by developing a Sunday School class team.

Do not forget to **minister**:

Sunday School outreach also gives attention to ministering to the needs of existing members. Each week as the Sunday School outreach team visits they have the opportunity to visit in the homes of members who are in need of a personal touch. This helps to build **unity** and prevent the **loss** of members.

Getting started:

To get started, a good strategy would be to **start small** by working with a couple of people who are willing to be trained in outreach/evangelism. The training time should include visitation experiences, as well as, classroom training. It is important that the learners have the opportunity to go with an experienced leader so they can learn to **do it right**. As these people are trained, then they can be encouraged to train others. As leaders develop other leaders in the Sunday School outreach ministry, you will be able to **grow it strong**.<sup>1</sup>

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<sup>1</sup> Lawrence Phipps and Daniel Edmonds, Growing Sunday School TEAMS: A 5 Step Practical Guide to Growing the Church Through the Sunday School (Montgomery: Vaughn Forest Baptist Church, For LIFE Ministries, 2001), 4.

This is the example of Jesus, rather than starting with the masses He worked with the disciples.

As leaders are trained and **multiplied**, place them in classes (preferably a new class) as the outreach leader. Assign them prospects for their class and hold them accountable for developing an outreach team in the class that will visit and follow-up with prospects and members who need ministry. **New** classes with an effective outreach strategy will grow faster and strengthen the overall health of Sunday School.

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