



Gospel Conversation Initiative | Planning Guide

The people of your church do a great job serving through a variety of ministries. But what could happen if you were to harness their energy in a singular Kingdom focus, at least for one month. That focus is the desire behind the *Gospel Conversation Initiative* (GCI). In the GCI, your church focuses on everyone having Gospel Conversations in a given month. And the great thing about the GCI is that it is customizable to every church, and in reality, every person. The GCI is based on 3 parts: Select, Share, Celebrate.

1. *Select*—

- a. Select the month you desire to have the GCI (ex. in the month leading up to Easter or in the month following Easter).
 - ☛ Our Church will participate in the GCI during the month of: _____.
- b. Prayerfully select a goal for the number of Gospel Conversations your church can collectively have during that month (ex. 50% of the average Sunday worship attendance (150 x 50% = 75)).
 - ☛ Our Church has prayerfully set a goal of _____ conversations.

2. *Share*

- a. Share tools and tips to equip your people in having Gospel Conversations (“Everyday Evangelism”, Telling your faith story and HIS-Story, “Life on Mission” app, Romans Road, Gospel Bracelet, 3 Circles, ABC’s, their Testimony, etc.). Contact the Association office if you need assistance providing resources. The North American Mission Board also has free resources available today at <https://www.namb.net/evangelism#free-tools>.
 - ☛ The tools I will encourage and seek to provide are:
 1. _____
 2. _____
 3. _____
- b. Send your people out to have Gospel Conversations during the agreed upon month.
 - ☛ Challenge everyone to identify ONE person to pray for and share the gospel with during the month.
 - ☛ They are free to use whatever gospel sharing method/tool they are comfortable with as long as it includes the 3 basics: Our Problem (Sin), God’s Solution (Gospel via Jesus), Our Response (by Faith).
 - ☛ The focus is on having gospel conversations (God’s responsibility is to save)

3. *Celebrate*

- a. Build into your Sunday School/Small Group Ministry (or Worship service if you desire), 3 minutes where people share their Gospel Conversations from the previous week. After a person shares, in small group or in service, then move to part B.
 - ☛ We will share Gospel Conversations during _____
- b. Create and display a visual tool to keep track of the number of Gospel Conversations to show movement toward your goal (ex. a thermometer that goes up each week, ping pong balls placed in a container with the name of person written on it.) [Tip: adapt tracking tools and means of celebration you would use for a missions offering.]
 - ☛ We will track our journey to our goal by _____

If the WCBA can help your church implement the Gospel Conversation Initiative, contact us today at (850)892-2849 or wbaptistassoc@panhandle.rr.com