

# SOWING THE SEED: GOSPEL DISTRIBUTION

## Door-to-Door Distribution Step-by-Step

For the Gospel distribution coordinator

Thank you for committing to mobilize people in the congregation to share the Gospel with individuals and families in your community. Over the course of seven days, September 11-18, **we are sharing the simple plan of salvation and inviting individuals and families to worship with a Southern Baptist church on Sunday, September 19.**

**1. Create a brochure about your church, if you don't have one already.**

With this brochure, you are introducing your church to the community. Therefore, it should be attractive as well as informative. Grammar and style are important! Use language that non-churched people will understand.

**2. Create an invitation to the Harvest Sunday service.** The invitation for Harvest Sunday, September 19, should also look as nice as you can make it. Be sure to announce the date and time that your service begins.

**3. Secure a simple Gospel presentation.** Prepare to give a simple presentation of the Good News of Jesus in a format that non-churched people can understand it. Your pastor may write a letter that outlines the plan of salvation. Other good ideas include a Gospel tract, a pocket-size copy of The Book of John, or the Jesus film. (See Gospel Distribution Resources in the Pastor's Preparation Guide for information regarding these products.) Also, door-hanging plastic bags and drop-in Gospel tracts, entitled "Find It Here," are available at the Montana Southern Baptist Convention office. Contact the MTSBC by calling 800-497-7537 or 406-252-7537. Also, go to [www.AcrossMontana.org](http://www.AcrossMontana.org).

**4. Prepare packets for each household in your target area.** In a bag, designed to be hung on doorknobs throughout the community, place the brochure about your church, the invitation to Harvest Sunday, September 19, and the simple Gospel presentation. You will want to place all materials in the door-hanging bags prior to the day of distribution.

**5. Enlist all ages for the Gospel distribution.** Church members—from the youngest to the oldest—can distribute the materials. Enlist three-person or family teams for the door-to-door delivery. Also, coed teams are best (i.e., less threatening).

Encourage families with young children to canvass together. Partner adults with youth. For senior adults or others who may not be able to walk door-to-door, involve them in the Gospel distribution effort through preparing packets beforehand and/or participation in small groups that will pray while others are out in the community.

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- 6. Organize the Gospel distribution plan.** Use the prayer walk routes and maps established earlier. In larger communities with more than one Southern Baptist church, you will want to develop a strategy with the other churches, so that there will not be a duplication of efforts.

Saturday, September 11, is the suggested day for door-to-door Gospel distribution; however, it may not be the best day for your church. Particularly, if you plan an evangelistic harvest event as a second means of distributing the Gospel, you may want to host your event on Saturday or Sunday, September 11 or 12, and follow that with door-to-door canvassing September 13-18.

As you determine the day(s) for Gospel distribution, remember that you want each household to have time, once they receive the materials, to make plans to attend the worship service with you the following Sunday, September 19.

- 7. Implement the Gospel distribution plan.** As participants gather on the given day(s) at the given time(s), make your assignments for the distribution. Prayer walkers may want to distribute the materials along the same route they have been prayer walking. Give each team the exact location on the map that you want them to work. This should allow you to know how much of your community has been covered as well as protect you from duplicating coverage. Ask people to continue the work until all of the community is covered.

Encourage them to leave the packet on the door, not in a mailbox. **NOTE: It is illegal to leave non-USPS items in mailboxes!**

Do not begin Gospel distribution until the area has been prayer walked. Encourage participants to continue praying for each home, and for the community as a whole, as they deliver the materials. Have them be alert to opportunities to interact with individuals and families with whom they come in contact. They should be prepared to give a verbal witness of the Gospel!

### **Sample Prayer for Gospel Distribution Day(s):**

"Lord, we pray for this home and for Your Spirit to draw the members of this family unto Yourself. Create in them a desire to seek the truth. I see a boat there and pray that while this family is on the boat that Your Spirit will prompt them to recognize You in the beauty of Your creation around them. I see children's bicycles and pray that these children will grow in the wisdom and stature of the Lord and in favor with You and with their fellowman. Lord, we also pray for our church congregation to be able to follow-up with this family and that they will be responsive."

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## Door-to-Door Distribution Conversation Starters

For the Gospel distribution coordinator

Church members who are going door-to-door are primarily distributing the packet of materials your church has prepared ahead of time. In many cases, they will simply hang the packet on the doorknob of the home's front door. However, you want to encourage participants to be prepared to have spiritual conversations with community members whom they meet.

While door-to-door canvassing of your community may be threatening for many people in your congregation, the greatest blessing also comes from face-to-face interaction. Conversation starters help break the ice in an initial encounter and put both parties at ease. Feel free to share the following information with everyone who participates in the door-to-door Gospel distribution.

### Tips for at-the-door Conversations

- **Be forthcoming.** Wear a name tag with your name printed in large block letters so as to be easily readable across a porch or stoop.
- **Be friendly.** You represent yourself, your church and your Lord Jesus. And, you want your new friends to be attracted to all three.
- **Be polite.** You are a guest at their home. This is not a time to be confrontational, particularly regarding spiritual matters.
- **Be aware.** Watch their non-verbals, such as body language. Listen for distractions, such as a crying baby or favorite TV show playing inside.
- **Be present.** Make eye-contact. Give your undivided attention. Ask questions and really listen to their answers. This is not a time to have a hidden spiritual agenda.
- **Be sensitive.** Having prayed for this home and family, you can expect that the Holy Spirit is working in their lives. Be alert to how He is leading you to interact with them, particularly if He opens the door for a more personal, spiritual conversation.
- **Be considerate.** Keep the conversation short and simple. Know when to leave; you want to depart before you wear out your welcome.

### What to Do and Say at the Door

- Introduce yourself and the church you represent.
- Tell them what you are doing (inviting them and their family to worship with your church on Sunday, September 19).
- Give them pertinent information about the worship service: location, starting time, length of service, who's preaching, what they can expect in the service, arrangements for their children, etc. Ask if they have questions; answer any that they have.
- Indicate that the packet of materials also provides further details. Hand them a packet.
- Thank them for their time, and let them know that you look forward to seeing them on Sunday.

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## Plan of Salvation

For the Gospel distribution coordinator

Most people enjoy talking about themselves—who they are, what they believe, why they believe it, and so forth. Therefore, a non-threatening approach to any first-time conversation with someone is to ask questions that will allow him or her to share, such as:

- Do you believe that people in general are interested in spiritual matters today? Why or why not?
- Do you think that, today, people go to church today more or less than they used to? Why or why not?
- Do you have a particular spiritual heritage or religious preference? If so, what? If they respond by naming a church they attend, ask them to tell you more about it.
- How can our church help you? If they have shared particular needs in the conversation already, you may ask specific questions, such as “Can we bring a meal?” or “Would you mind if we visit your father in the hospital?”
- Do you have a special need that we might pray with you about today? If yes, pray a brief prayer, using everyday language that a non-churched person would understand.
- Are you interested in learning more about Jesus Christ and/or discovering more about the Bible? If yes and available now, ask if you might tell them what Jesus means to you and how they can have a meaningful relationship with Him, too. If yes but not available at this time, ask when is the best time for you to return and share with them.

What Jesus means to you constitutes a personal testimony. A personal testimony includes three parts: (1) My life before receiving Jesus, (2) How I met and received Him, and (3) How Jesus makes my life more meaningful.

Explaining how someone else can have a meaningful relationship with Jesus requires a plan of salvation. A plan of salvation points to the Bible and explains why, how and what happens when we place our faith in Jesus. One simple plan\* is based on four points:

- **God’s Plan—Peace and Life.** “God, who gives you hope, will keep you happy and full of peace as you believe in Him ...” (Romans 15:13 NLT).
- **Our Problem—Separation from God.** “When Adam sinned, sin entered the entire human race. Adam’s sin brought death, so death spread to everyone, for everyone sinned” (Romans 5:12 NLT).
- **God’s Remedy—The Cross.** “For there is only one God and one Mediator who can reconcile God and people. He is the man Jesus Christ. He gave his life to purchase freedom for everyone” (1 Timothy 2:5-6 NLT).
- **Our Response—Receive Christ.** “Yes, I am the gate. Those who come in through Me will be saved” (John 10:9 NLT).

\* Other salvation plans are found in this packet, with the Evangelistic Event and Harvest Sunday information.