

5 STEPS TO CREATE A CULTURE OF EVANGELISM

EVANGELIST
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Introduction: The Five Smooth Stones of Evangelism

The number five is significant in Scripture. David chose five smooth stones to fight Goliath (1 Samuel 17:40). These were not random stones; they were prepared stones—stones that would fly straight and true in the hand of a skillful warrior. In the same way, these five steps to creating a culture of evangelism can be seen as five smooth stones that will help you bring down the giant in your city.

Goliath and the Impossible Task

Goliath represented the impossible challenge—the overwhelming obstacle—that stood in the way of God's people. For us, evangelizing a city may feel like facing a giant. But God equips us with weapons that may seem simple, yet are mighty when placed in His hands.

Why Smooth Stones?

David didn't pick up rough stones; he chose smooth ones. Rough stones lack precision. They are poor in aerodynamics, unpredictable when released. A smooth stone, however, flies straight, fast, and true—able to strike the target with accuracy.

But smooth stones are not made; they are formed. They become smooth because of two things:

1. The Water – The current of water represents the Spirit of God. When we are washed in the Spirit, our rough edges are worn away.
2. Other Stones – Stones become smooth faster when they are rubbed against other stones in the flow of water. Likewise, God uses both His Spirit and His people to shape us. A lone stone in still water may change slowly, but a stone in a moving current, rubbing against others, is refined much quicker.

This is God's divine technique—He washes us by His Spirit, and He uses the fellowship and sharpening of other believers to prepare us as His instruments.

The Weapon in the Hand of the Skilled

David's choice was intentional. He knew from countless hours of practice that only a smooth stone could travel with the speed and precision needed to fulfill the mission. In the same way, when these five smooth stones—Prayer, Modeling, Equipping, Celebrating, and Investing—are released together, they form a powerful, effective weapon to advance the Gospel and bring in the harvest.

Working in Tandem

Each stone has its role, but the true power is when they work in tandem. Just as David's stone struck the giant with precision, these five smooth stones can strike down the giants of fear, apathy, and unbelief in our cities. When practiced together, they increase the culture of evangelism in the church and release a greater harvest for the Kingdom of God.

Stone 1: Pray for a Culture of Evangelism.

Every move of God begins in prayer. A culture of evangelism must be birthed in the place of intercession. As a pastor or leader, pray intentionally for a spirit of evangelism to be stirred up and to rest upon your church, and invite others to join in this prayer. When the church prays for the lost, God ignites compassion and boldness in His people.

Scripture: “The harvest truly is plentiful, but the laborers are few. Therefore pray the Lord of the harvest to send out laborers into His harvest.” (Matthew 9:37–38)

Here’s your teaching, restructured, polished, and smoothed for clarity while keeping the weight and passion of your original message:

The Power of Intercession in Evangelism

Before any evangelism began, before Jesus sent His disciples out after the resurrection, He gave them one command: wait. Jesus never intended to send His followers into new regions without authority and power. And this authority and power were a direct result of the cross and the resurrection.

Jesus received all authority when He died on the cross and defeated death in the resurrection. That’s why, in the Great Commission, He declared:

“All authority in heaven and on earth has been given to Me. Therefore, go and make disciples of all nations, baptizing them in the name of the Father, the Son, and the Holy Spirit, and teaching them to obey everything I have commanded you.” (Matthew 28:18–20)

Notice the order: before He sent them, He established His authority. Then He told them to wait for power.

In Luke 24:45–49, Jesus told His disciples to tarry in Jerusalem until they were clothed with power from on high. The word tarry means more than just waiting—it means to wait in prayerful expectation, interceding to receive. He promised the Holy Spirit would come and make them witnesses from Jerusalem, to Judea, to the ends of the earth.

The First Dimension of Evangelism: Prayer

Before we ever evangelize, we must pray. We must be filled with the authority and power of the Holy Spirit through the baptism of the Spirit. When this happens, our hearts begin to beat in rhythm with the heart of God. We begin to see people differently—through His eyes.

That's when Acts 1:8 is fulfilled:

“You will receive power when the Holy Spirit comes on you, and you will be My witnesses.”

The word witness comes from the Greek *martus*—the root word for martyr. A witness pledges their very life to testify of what they have seen and heard. As followers of Jesus, we are called to bear witness of His goodness, His forgiveness, and His resurrection power.

One of the greatest accomplishments of the cross was that it made us pure vessels, fit for the indwelling of the Holy Spirit. And without the Holy Spirit, we cannot pray effectively for the lost.

The Burden of the Lord for Souls

Our core scripture is Psalm 126:6:

“He who continually goes forth weeping, bearing seed for sowing, shall doubtless come again with rejoicing, bringing his sheaves with him.”

Notice the words: continually goes forth weeping. Intercession is not a one-time prayer. It is a continual burden. It is weeping for your city, for your community, for your neighborhood, for the lost.

If we could see the flames of hell that people are heading toward, we would be moved with compassion and urgency. But it is not enough to weep—we must also carry seed for sowing. That seed is the Word of God. We must go and declare it.

The promise of Psalm 126 is sure: “shall doubtless come again rejoicing.” The results of prayerful sowing are guaranteed. When we carry God's burden, people become our mission field, and everything changes.

Before we ever talk to a man about God, we must first talk to God about that man. In prayer, we come against the veil that blinds unbelievers (2 Corinthians 4:4). In prayer, we ask God to remove hardened hearts and give them hearts of flesh (Ezekiel 36:26).

Prayer: The Sharpening of the Axe

There is a story of Abraham Lincoln, who once challenged an experienced lumberjack to a tree-cutting contest. Lincoln chopped and chopped but could not bring the tree down. Meanwhile, the lumberjack's tree fell swiftly. Curious, Lincoln asked how he did it. The lumberjack replied: "Sir, most people don't understand that the secret is not just chopping. It's stopping to sharpen your axe."

Prayer is the sharpening of your axe. Without prayer, we swing in vain. Prayer adds weight to our words and pierces hearts. Many resist evangelism simply because they resist prayer. But without intercession, our words lack power.

The tears of the saints soften the hearts of unbelievers. When you preach with tears in your eyes, you no longer sound like a salesman; you sound like someone carrying God's heart.

If we have one hour for evangelism, we should spend forty minutes in prayer and twenty minutes in proclamation. The results will be far greater than one hour of preaching without prayer.

Intercession: Heaven's Airstrike

Intercession is like calling in an airstrike during war. It levels the battlefield. Then the army moves in to take ground. When we intercede, heaven clears the way, and we reap the harvest.

Hebrew agriculture illustrates this truth. Farmers did not till the soil before the rain. They waited for the rain to soften the ground. Then they plowed, planted, and reaped. Likewise, intercession is the rain that softens hard hearts, so that the Word can be planted and the harvest gathered.

Prayer Awakens the Passive

One of the mysteries of intercession is that when every member of the church is given people to pray for—friends, coworkers, family, neighbors—something changes. God begins to shift their hearts. The passive become active.

This is why Jesus said:

“Pray to the Lord of the harvest to send out laborers into His harvest field.” (Matthew 9:38)

And in the very next chapter (Matthew 10:1), He sent out His disciples. Prayer not only brings in the lost—it sends out the laborers.

Conclusion

Evangelism without intercession is like swinging an axe without sharpening it. Prayer tills the soil, breaks the hardness, and adds power to our words. Intercession is the difference between arguing with facts and cutting hearts with conviction.

When the church begins to pray, we will see again what we read in the book of Acts—people crying out: “What must I do to be saved?”

Stone 2: Model a Lifestyle of Evangelism as a Leader

Culture is caught more than it is taught. Leaders must embody evangelism in their daily lives. The pastor and leaders should regularly share testimonies of how they personally shared their faith—both in word and in action. This sets the tone and proves that evangelism is not just for the few but for all.

Scripture: *“Do the work of an evangelist, fulfill your ministry.” (2 Timothy 4:5)*

A Lifestyle of Evangelism for Every Leader

As leaders, we must realize that evangelism is not just for “the evangelist”—it is for every believer, including me and you. When Jesus gave the Great Commission, He gave it to all of His disciples. The call to evangelism is for everybody.

“Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age.”

— Matthew 28:19–20, NKJV

You cannot lead people into a place you have never been. The reason God called Moses in the burning bush at Mount Sinai was because Moses had already journeyed from Egypt through the wilderness. In the same way, pastor and leader, you are called to lead people—but first, you must make the journey yourself. You are called to live a lifestyle of evangelism.

The lifestyle of evangelism is not optional; it is the lifestyle of every Christian.

Evangelism may look different in its expressions, but at its heart it is sharing your faith in both word and deed. Sometimes, it looks as simple as helping your neighbor carry their groceries. That small act of kindness builds trust and opens the door for your voice to be heard in their life. Or perhaps it doesn’t even require time to build trust—maybe in that very moment you say, “Just as I helped you carry these groceries, Jesus carried our burdens and our sins. Can I share with you the gospel of how He did that for all of us?”

Pastor, you are called to model a lifestyle of evangelism. To bless people, you must lift up your head and look beyond your own priorities. Every time you step out of your house, remember: you are stepping into a mission field. Though distractions abound, what if you chose to look at people the way God looks at them?

“The Lord is not slack concerning His promise, as some count slackness, but is longsuffering toward us, not willing that any should perish but that all should come to repentance.”

— 2 Peter 3:9, NKJV

We also see the Apostle Paul charging his spiritual son Timothy:

“But you be watchful in all things, endure afflictions, do the work of an evangelist, fulfill your ministry.”

— 2 Timothy 4:5, NKJV

What does Paul mean by this? He is telling Timothy not to keep his eyes only on those already under his care, but to lift up his head, because God desires that more be added to the flock. Jesus Himself said:

“Do you not say, ‘There are still four months and then comes the harvest’? Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest!”

— John 4:35, NKJV

The beauty of modeling evangelism as a leader is this: when you live it, it overflows from you, and those under your leadership begin to be influenced—whether you have a specific outreach strategy or not. Evangelism begins to flow as part of your culture. This will not only move you to reach those outside the walls of your church, but it will also stir your congregation to invite and care for the unsaved who come through your doors.

My encouragement to you is this: make room for evangelism in your preaching. Even if it’s simply reading John 3:16 and giving an altar call, you are sowing seeds of salvation into the culture of your church.

“For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life.”

— John 3:16, NKJV

When you consistently extend this invitation, your congregation will be stirred to bring their friends and family who need Jesus, because you are building a culture of evangelism.

Stone 3: Equipping your Church in Evangelism

Create dedicated spaces to teach and train believers in evangelism. Workshops, small groups, and evangelism nights provide practical tools and biblical wisdom. Teach that all are called to evangelism, and that even a “little leaven” of boldness and obedience can multiply and influence the whole church.

Scripture: “He Himself gave some to be... evangelists... for the equipping of the saints for the work of ministry.” (Ephesians 4:11–12)

Equipping the Church for Evangelism

The next critical step in building a culture of evangelism is equipping. God has already raised up people with training, anointing, and gifting for this purpose. One of the most effective ways to equip your church is to bring in an evangelist.

Why an evangelist? When people hear an evangelist preach, they often receive the message in a unique way. Not because the pastor is less honorable, but a new voice creates a fresh frequency that resonates differently with the congregation. Evangelism training through an evangelist can impart practical skills, biblical understanding, and ignite a passion for the lost.

Creating a Space for Training

As leaders, you can create space for evangelism training by:

1. Teaching on the Gospel – What is the gospel? Why is it important to preach it?
2. Training in Evangelism Skills – How do we share the gospel effectively?
3. Repeating the Training – Multiple sessions reinforce the heartbeat of evangelism in your congregation.

Even if you cannot bring in a professional evangelist, you can still lead this initiative: study the topic, prepare training sessions, and teach your congregation. Biblical teaching holds powerful keys that can unlock the hearts of congregational members.

Biblical Basis for Equipping

Ephesians 4:11–12 says:

“And He Himself gave some to be apostles, some prophets, some evangelists, and some pastors and teachers, for the equipping of the saints for the work of ministry, for the edifying of the body of Christ.”

The role of an evangelist is to equip the saints, so they can carry the gospel effectively into their spheres of influence. Without this equipping, the frequency of evangelism does not resonate fully in the church.

As an evangelist, when I go into churches, I can see and hear when members resonate with the same heartbeat for evangelism. That alignment transforms not only individuals but the entire congregation.

The Cost of Ignorance

The Bible warns that people perish for lack of knowledge (Hosea 4:6):

“My people are destroyed for lack of knowledge; because you have rejected knowledge, I also will reject you from being priest for Me; because you have forgotten the law of your God, I also will forget your children.”

Consider this in the context of evangelism: it is not only the members inside the church who are affected, but also the lost outside the walls. When congregational members lack knowledge of evangelism and the heartbeat of God for the lost, many outside the church remain unreached.

Even sending just one or two members from your congregation to a training or course in evangelism can make a profound difference. Like leaven in dough, a few trained individuals can influence and transform the rest of the congregation.

Conclusion

Equipping the saints is not optional—it is a biblical mandate. Leaders must create opportunities, provide training, and impart the knowledge and skills needed for evangelism. When congregations are equipped and aligned with the heartbeat of God for the lost, they will carry the gospel with confidence, passion, and effectiveness. A few empowered members can ignite an entire congregation, creating a culture where evangelism is no longer an occasional program but a lifestyle.

Stone 4: Celebrate the Culture of Evangelism in your Church.

What you celebrate, you cultivate. Testimonies are one of the greatest ways to honor and encourage evangelism. Whether it's one person sharing Jesus at work or many being saved at an outreach, create space to tell the stories and rejoice together. Celebration fuels more action.

Scripture: "There is joy in the presence of the angels of God over one sinner who repents." (Luke 15:10)

Celebrating Evangelism: Cultivating a Culture of Outreach

One of the greatest ways to inculcate a culture of evangelism in your church is to celebrate it. Celebration communicates value and reinforces behavior. When people see evangelism honored, they are more likely to engage in it themselves.

There are many ways to celebrate evangelism, and creativity can play a key role in this process. Here's how:

1. Celebrate the Stories of Congregation Members

The first and most important way to celebrate evangelism is to highlight the stories of your congregation members preaching the gospel. Celebrate both:

- Those who yielded a harvest – people who led someone to Christ.
- Those who did not see immediate results – those who faithfully sowed seeds without seeing immediate fruit.

Both are essential:

- Seed sowing – honoring obedience and faithfulness even when results are not immediately visible.
- Soul winning – celebrating the fruit of obedience when someone comes to Christ.

Invite people who have been led to Christ through outreach to testify of their experience. This not only gives glory to God but encourages others to participate in evangelism.

2. Use Multimedia to Inspire

Another way to celebrate evangelism is by showing movies or documentaries on evangelism. There are many resources highlighting people reaching the lost around the world. Visual storytelling inspires the congregation and reinforces the value of reaching the lost.

3. Emphasize Testimonies

Testimonies are vital. The Bible says:

“The testimony of Jesus is the spirit of prophecy.” (Revelation 19:10)

When we testify of what Jesus has done, it carries prophetic power to repeat itself. Jesus Himself expected testimony. Consider the story of the ten lepers:

“Were not ten cleansed? Where are the nine? Was no one found to return and give praise to God except this foreigner?” (Luke 17:17–18, NIV)

Testifying gives glory to God and inspires others to obedience. It reminds the church that God’s power is at work and motivates participation in evangelism.

4. Create Space for Evangelism

The more space you create for evangelism through equipping sessions, workshops, training, and conferences, the stronger the culture becomes. Consistently celebrating evangelism builds momentum.

“What you celebrate, you cultivate.”

5. Celebrate the Joy of Salvation

Finally, celebrate the ultimate result of evangelism—the salvation of souls. Luke 15:10 reminds us:

“In the same way, I tell you, there is rejoicing in the presence of the angels of God over one sinner who repents.”

Celebrate by:

- Holding regular altar calls
- Seeing people come to Christ
- Sharing stories of salvation

This transforms the fragrance of the church, creating an atmosphere where evangelism is not just an activity, but a lifestyle and a culture.

Conclusion:

Celebration is a spiritual strategy. When you honor obedience, testimony, and the fruit of evangelism, you cultivate a church culture where evangelism thrives. Remember: what you celebrate, you cultivate. By celebrating evangelism, you honor God, inspire your congregation, and create a church that is alive with the heartbeat of reaching the lost.

Stone 5: Invest into Building a Culture of Evangelism.

Evangelism requires resources. Be willing to sow financially and practically into those who come to Christ—whether meeting physical needs, discipling new believers, or funding outreach efforts. Paying the price ensures that evangelism remains a lived priority, not just a good idea.

Scripture: *“But if a brother or sister is naked and destitute of daily food, and one of you says to them, ‘Depart in peace, be warmed and filled,’ but you do not give them the things which are needed for the body, what does it profit?” (James 2:15–16)*

Invest in Evangelism: Invest in Souls

Investing in evangelism is one of the most strategic ways to build a church that reaches the lost and establishes a culture of discipleship. There are two key ways to invest in evangelism:

1. Invest in Training

The first way to invest is through training from evangelists. Training equips your congregation to effectively share the gospel and build confidence in outreach.

I have personally developed a six-week online evangelism training program, where I work directly with two leaders from each church to help establish a culture of evangelism. If you are interested in scheduling a training, we can arrange a call and set it up.

Proverbs reminds us of the importance of wisdom and instruction:

“The heart of the discerning acquires knowledge, for the ears of the wise seek it out.”
(Proverbs 18:15)

Investing in knowledge and training equips your church to obey God’s call effectively.

2. Invest in New Believers

The second way to invest is in the care and discipleship of those who get saved. Often, the initial salvation moment is celebrated, but without follow-up, many new believers fall away. True victory is discipleship.

Jesus' Great Commission carries a two-dimensional call:

“Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you.” (Matthew 28:19–20)

Notice the emphasis: go, baptize, and teach. The “teaching” or discipleship aspect ensures new believers grow and remain in the faith.

Many new converts never enter a church after salvation due to various reasons: past hurts, busyness, misrepresentation, or lack of connection. Investing in their needs can help prevent this.

- If someone struggles to provide basic necessities, the church can partner with a food pantry or provide grocery gift cards.
- If the individual is financially stable, investing time in listening to their story and building relationship can be just as impactful.
- The key is to identify the specific needs of each new believer and meet them in a loving and practical way through the church.

This investment is crucial because neglect in this area often results in believers returning to their old lifestyles.

Biblical Example of Investing in the Flock

Acts 2:42–47 shows the early church's model:

“They devoted themselves to the apostles' teaching and to fellowship, to the breaking of bread and to prayer. And the Lord added to their number daily those who were being saved.”

Notice how the early church combined teaching, fellowship, and practical care. This investment in new believers led to both growth and stability in the faith.

Conclusion

Investing in evangelism goes beyond outreach; it involves both training the saints to share the gospel and nurturing new believers to grow in Christ.

- Training equips the church with knowledge, confidence, and strategy.
- Investing in new believers ensures the fruit of evangelism is retained and multiplied.

As leaders, we must ask: How can we use our time, resources, and community to meet the needs of those God brings to us through salvation?

When we do this, we build a strong, thriving church where evangelism is not just a program, but a lifestyle, and where new believers are nurtured to become disciples

Bonus: David's Men Defeat the Giants

While David's single stone was enough to bring down Goliath, what many may not realize is that there were other giants—four more—that appeared later in battle. In that moment, when David grew faint, it was his men who stepped up and struck them down. Why? Because David had become a prototype, an example of how to bring down giants. By following him, his men were able to defeat the four other giants.

2 Samuel 21:15–22 (NKJV)

15 When the Philistines were at war again with Israel, David and his servants with him went down and fought against the Philistines; and David grew faint. **16** Then Ishbi-Benob, who was one of the sons of [e]the giant, the weight of whose bronze spear was three hundred *shekels*, who was bearing a new sword, thought he could kill David. **17** But Abishai the son of Zeruiah came to his aid, and struck the Philistine and killed him. Then the men of David swore to him, saying, "You shall go out no more with us to battle, lest you quench the lamp of Israel."

18 Now it happened afterward that there was again a battle with the Philistines at Gob. Then Sibbechai the Hushathite killed [f]Saph, who was one of the sons of [g]the giant. **19** Again there was war at Gob with the Philistines, where Elhanan the son of [h]Jaare-Oregim the Bethlehemite killed *the brother of Goliath* the Gittite, the shaft of whose spear was like a weaver's beam.

20 Yet again there was war at Gath, where there was a man of *great* stature, who had six fingers on each hand and six toes on each foot, twenty-four in number; and he also was born to [i]the giant. **21** So when he defied Israel, Jonathan the son of [j]Shimea, David's brother, killed him.

22 These four were born to [k]the giant in Gath, and fell by the hand of David and by the hand of his servants.

This passage records the battles where David's men killed the other giants:

- **Ishbi-Benob** (a descendant of the giants) was about to kill David, but **Abishai** struck him down (v. 16–17).

- **Sibbechai the Hushathite** killed **Saph**, another descendant of the giants (v. 18).
- **Elhanan the son of Jaare-Oregim** killed the brother of Goliath the Gittite (v. 19).
- A giant with six fingers on each hand and six toes on each foot (24 in total), also a descendant of the giants, was killed by **Jonathan the son of Shimea, David's brother** (v. 20–21).

Verse 22 sums it up:

“These four were born to the giant in Gath, and fell by the hand of David and by the hand of his servants.”

Even when David grew faint, his men rose up and struck down the remaining giants. A true culture of evangelism multiplies beyond one person—it becomes a lifestyle embraced by the whole church.

Conclusion

The five smooth stones—Prayer, Modeling, Equipping, Celebrating, and Investing—are God's proven strategy to strike down the giant of apathy in our cities. When a church embraces these steps, evangelism ceases to be a program and becomes a culture.

“What you celebrate, you cultivate. What you invest in, you multiply. And what you model, you reproduce.”