

Leadership of Spiritual Movements

Purpose Statement: The purpose of this session is to enable you to practically apply the principles for building a movement.

Learning Objectives: This session will help you to:

1. Explain the five chronological steps for building a movement.
2. Evaluate and Develop different strategies for building a movement.
3. Determine the progress of your own personal ministry.
4. Write a strategy outline of how you will begin to develop a movement.

I. Chronological Steps to Building a Movement.

A. Step one: **Begin a personal ministry.**

Begin and continue a personal ministry of evangelism, follow-up and discipleship. A movement is the multiplication of the personal ministry of one person into the lives of many. So whether in a church or in a secular situation, one must begin a movement with personal ministry.

B. Step two: **Filter out initial leaders.**

Filter out and develop initial leadership for the movement from among those who get involved with you in personal ministry. Leadership arises from people's personal ministries if they sow abundantly where leaders can be found. The goal is to find, train, and build multiplying disciples who will join in reaching the Target Area to build a spiritual movement.

C. Step three: **Train additional multiplying disciples.**

Train and develop additional multiplying disciples in the segment of the target area you are trying to reach. Work with developing disciples and train them to concentrate on evangelizing, training, and discipling a larger group of multiplying disciples. Pastors could train laymen for example. The goal is to raise up enough people to reach the Target Area.

D. Step four: **Reach out to the entire Target Area.**

Saturate the Community, University, or sphere of influence for Christ. In a small community, one church could have enough disciples to accomplish saturation, but usually the community is large enough to require the training and coordination of many churches.

E. Step five: **Continue on and expand.**

Continue saturation and help build disciples to reach the world by expanding the target

area. The Great Commission is for all nations. Having saturated one community, move on to your “Judea” and “Samaria” (Acts 1:8). Building multiplying disciples is the key to an ongoing movement of God because a spiritual movement is self-perpetuating. As more disciples are built - more people are reached - more disciples get built, etc.

F. Result: **A movement is built.**

The result of diligently following these five steps will be that we will build a significant movement by constant winning, building, training and sending in ever-expanding circles. Pastors and lay leaders will be raised up from all over the city to share in the activity. A board of 4-8 people will give overall coordination.

II. Specific Strategies for Building a Movement:

A. An Overview of the Strategies

1. Natural groups.
2. Your groups.
3. Opinion leaders.
4. Intensive saturation evangelism.
5. Mobilizing existing Christians.
6. Conserve the fruit of meetings.

Note: These are strategies, not steps. They can take place at different times and in varying order.

B Strategy One: Conducting "Natural Group Meetings."

(see earlier sessions “Targeting Evangelism” and “Evangelistic Meetings”)

1. What are some natural people groups you find in your community or area of outreach? Some are listed below. Can you think of any others?
Neighbors, special interest clubs, athletic and faculty organizations, teams, classrooms, political groups, ethnic associations, social clubs, business clubs, etc.
2. Evaluate natural groups by asking if you can:
 - a. Sow abundantly?
 - b. Filter ripe fruit? (In some situations you can present the Gospel, but not discover who makes a decision.)
 - c. Maximize your time?
 - d. Maximize building discipleship relationships?
 - e. Find people who will open up new ministry possibilities?
 - f. Find the people or groups which are important in reaching the entire target area?

Once you decide on key natural groups, set up an evangelistic “Natural Group Meeting” with them.

3. When to conduct “Natural Group Meetings”:
 - a. Often enough to identify the leaders--people who will accelerate a movement.
 - b. Often enough to create a constant sense of momentum.
 - c. Often enough to create opportunities for training disciples in evangelism.
 - d. Often, but allow enough time to do follow-up and build ripe fruit.
 - e. Frequently in times of special evangelism thrusts.

As this special evangelism event is being planned, don’t stop all discipleship for weeks of evangelism nor stop evangelism for weeks of discipleship.

C. Strategy Two: Create and use your own groups.

1. Be sure there are no natural groups to work with before creating your own group. This is because working with natural groups is the most productive use of your time and energy. If there are no natural groups, look for groups that are not readily apparent. In large cities for example, there are natural affinity groups based on where one lives in the city.)
2. Creating your own groups helps build a movement by:
 - a. Allowing you to sow abundantly.
 - b. Maximizing your time.
 - c. Filtering out ripe fruit.
 - d. Creating momentum.
 - e. Helping Christians be bolder in witnessing.
 - f. Making Jesus Christ a public, live issue.
 - g. Lending credibility to the message and the messengers.
 - h. Building the vision and faith of the participating Christians.
3. Groups are created in two basic ways:
 - a. By applying the relevance of Christ to a felt need (i.e. marriage, raising children, good grades in school).
 - b. By encouraging Christians to bring their friends to an interesting activity or event such as:

“JESUS” film, drama/play, lecture series, music group, talk by interesting person, executive dinner, neighborhood tea, etc.
4. When to hold team meetings with your own groups:
 - a. Less often than meetings with natural groups because of the extra time involved in creating your own groups.

- b. When there are enough Christians to:
 - (1) Create interest and see that the target attendance is reached.
 - (2) Help follow-up.
 - c. Often enough to create a sense of momentum.
 - d. When there is enough time to follow-up and conserve the growth of the meetings.
5. Case Study 1 (see Appendix).

D. Strategy Three: Identifying and evangelizing opinion leaders.
(see earlier session “Targeting Evangelism”)

- 1. Evangelizing opinion leaders helps build a movement because:
 - a. Opinion leaders open doors to segments of the target audience.
 - b. They are listened to and respected by those you are trying to reach.
 - c. They are usually the most effective way to reach other groups of people because their 'name' will open doors for you.
- 2. Questions which help determine if a person is a leader:
 - a. Does he have a following?
 - b. How many people do his decisions affect?
 - c. Is he influential?
 - d. Does he have authority?
- 3. To evangelize opinion leaders:
 - a. Do the same thing you do with anyone else.
 - b. Find areas of common ground on which to build an ongoing friendship.
 - c. Use people or materials that especially relate to that person. For example:

Give Chuck Colson’s Born Again to political leaders. To an athlete, give a book by an athlete.

4. Strategy chart for reaching leaders:

Fill in the following chart. List all the potential Leaders you know and how you will reach them.

List the names of the leaders you want to reach	What do they lead	Verses to Claim	Your strategy for reaching the leaders.

5. Case Study 2 (see Appendix)

6. The philosophy behind working with opinion leaders before working with regular students and lay people states that:

Although...

- a. God loves all people.
- b. God looks at the heart, not outward appearance.
- c. God looks for people with hearts for Him, not just a position.
- d. No one should be rejected from God's service because he or she lacks prestige.

Yet because people respect positions (1 Samuel 16:7), it is good stewardship to target people who provide greater opportunities to expand the movement. Consider Paul with his brilliant mind and influence (Acts 22:3; Philippians 3:5,6). When entering a new city, he would first go to synagogues to initially target existing religious leadership (Acts 17:1-3). When arriving in Athens, he first spoke to influential philosophers at Mars Hill (Acts 17:16-34). Matthew was influential in bringing other tax collectors to Jesus (Luke 5:27-30).

7. Case Study 3 (see Appendix)

E. Strategy Four: Intensive Saturation Evangelism.

Intensive saturation evangelism (i.e. a "blitz") helps to build a movement and to saturate the target area.

1. Definition: Intensive saturation evangelism is random evangelism by many Christians at the same time and place.
2. Saturation evangelism is helpful in two ways:
 - a. It helps create an audience when there are no natural groups.
 - b. If your movement is large enough to saturate an area, use intensive saturation evangelism to do it.
3. Saturation evangelism is not a secret, hidden activity.
4. Saturation evangelism is used to give the movement:
 - a. A positive image.
 - b. The attention and interest of people in the target audience.
5. Saturation evangelism helps build a movement by:
 - a. Creating momentum.
 - b. Helping Christians to be bolder in their witness.
 - c. Making Jesus Christ a live, public issue.
 - d. Lending credibility to the message and the messengers.
6. Examples of saturation evangelism: "Do You Agree With John?" Campaigns

One example is a strategy used on college campuses which starts with students writing, "Do You Agree With John?" on all the chalkboards before classes begin in the morning. John is a student leader with the campus Christian movement who has agreed to share his testimony in a few days at the climax of the campaign. Writing "Do You Agree With John?" on the classroom chalkboards takes place for about 3 mornings in a row. Posters with the same question may also be posted all over the campus (all of this with permission from campus authorities). After a few days of this (and many students asking, "Who is John? What does he believe?"), members of the Christian group start wearing bright shirts which read on the front, "Do You Agree With John?" and on the back, "Ask me what he believes." Some of these Christians will be asked (by students or even professors) "What does John believe?" giving them opportunities to share the gospel. The Christian group also sets up a table with a banner reading "Do You Agree With John?" Students visit the table asking, "What does John believe that I should agree with him?" To answer this, inquisitive students receive a copy of John's testimony of how he came to trust Christ as his Savior. Other evangelistic literature may also be available at the table. Students manning the

table seek opportunities to talk further with the students who come by. After a while, John will speak over a loudspeaker system (with permission from the campus authorities) sharing his testimony, and giving opportunity for any interested students to talk with someone wearing “Do You Agree With John?” shirts.

What other examples can you think of in the lay community?

7. Guidelines for saturation evangelism:

- a. Effectively train enough Christians in evangelism and follow-up tools to be able to saturate an area.
- b. Obtain clearance from proper authorities ahead of time.
- c. Make the saturation campaign attractive to the majority of the people you are trying to reach.
- d. Integrate the campaign into your total strategy.
- e. Schedule time to follow-up interested people.
- f. Prepare follow-up materials and meetings ahead of time.
- g. Since saturation evangelism is harder to follow-up, be sure it is the best way to reach the objective.

8. Case Study 4 (see Appendix)

F. Strategy Five: Using events to help mobilize existing Christians.

1. Guidelines for events:

- a. Know your target audience well enough to plan events that are appealing.
- b. The event must glorify Christ.
- c. Secure clearance with appropriate authorities for the event.
- d. It should mobilize, attract and unify other Christians.
- e. Hold it when and where it will gain the most positive attention.
- f. Be sure there are enough trained Christians to create interest and see that the event objectives are reached.
- g. Integrate the event into your total strategy.
- h. Allow time to follow-up in order to maximize the fruit.
- i. Issue-oriented events should be thought through and lend themselves clearly to the desired objectives, such as:
 - (1) Showing how Christ is the solution.
 - (2) Emphasizing solutions, not problems.
- j. Do not unnecessarily alienate anyone.

2. Case Study 5 (see Appendix)

3. Help Christians toward bold movement building by:
 - a. Building the character of the future movement builders.
 - b. Identifying and mobilizing secret, hidden Christians.
 - c. Causing recognition for Christians and Christian issues.
 - d. Creating momentum.
 - e. Helping Christians be bold in their witness.
 - f. Making Jesus Christ a public issue.
 - g. Lending credibility to the message and messengers.
 - h. Building vision and faith in Christians.
 - i. Serving as an evangelistic tool to bring others to Christ.

4. Events designed to help existing Christians take a stand for Christ include:

A free speech platform, a Jesus Rally, a Jesus March, or a public rally where you show how Jesus is the answer.

5. Warning: It is important not to begin the movement by only seeking existing Christians to mobilize. If this is done the movement will stall when the limited supply of existing Christians is used up. We must begin with winning and building new believers through a personal ministry of evangelism and discipleship. At the same time, challenge existing Christians to join us in that ministry.

G. Strategy Six: How to conserve the fruit of a meeting.

(see sessions “Evangelistic Meetings” and “How to Conduct Video Showings”)

1. During the meeting:
 - a. Motivate the audience to meet with you individually later by explaining what you will do when you meet.
 - b. Announce a Bible study or follow-up group meeting for those interested. Schedule it at a convenient time and place.
 - c. Announce further opportunities for involvement that would appeal to members of the group. For example, you could say, "Tomorrow night we will show a film called 'World of Illusion.'" Explain it in a motivational way.
 - d. Get feedback on the meeting in a way which will:
 - (1) Be viewed positively by the group.
 - (2) Allow them to indicate interest in being contacted.
 - (3) Allow them to declare interest in being contacted.
 - (4) Allow them to make comments. Three-by-five cards are usually a good way of getting comments.
 - (5) Allow them to ask questions.

2. After the meeting:

- a. If you may need phone numbers or E-mail addresses, meet with the leaders of the group as soon as possible and try to enlist their help in following up others.
- b. If you have a large number of people to contact, make appointments with the most interested people first. It is a good idea to contact people within 24 hours of the meeting. Do not wait more than 48 hours.
- c. Meet people in places where they feel comfortable, like a popular coffee shop.
- d. Get people who made decisions together quickly so they can share their decision and joy. In many cases this is how you begin your introductory groups.
- e. Take advantage of natural groups. Seek to meet the non-Christian friends of those who make decisions and present the Gospel to them.
- f. Communicate an interest in their lives and activities.

Build relationships of love with people, do not just give them follow-up content. Do things with them. Go to lunch, a ball game or visit them in their homes.

III. Action Point.

- A. Evaluate your ministry progress using the chart.
- B. Plan how to improve your present ministry.
- C. Write a one-page paper describing how you plan to apply the principles for building a movement to your personal ministry.

Evaluation Questions	Yes / No	Plan for Action	Target Date for Implementation
1. Have you mobilized concerted long-term prayer?			
2. Are you praying with your ministry team daily?			
3. Are you praying specifically?			
4. Are you presenting the Gospel to many groups of people?			
5. Are you giving abundant opportunity for follow-up and growth?			
6. Are you giving abundant opportunity for teaching and training?			
7. Are you involved in abundant personal evangelism and follow-up?			
8. Are you sowing abundantly with influential people and groups?			

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9. Are you going to natural groups of people?			
10. After meetings, are you giving people the chance to receive Christ and become involved in ministry.			
11. Are you meeting personally and in small groups with those who have indicated an interest for further involvement?			
12. Are you spending priority time with people who are eager to grow and be involved?			
13. Are you challenging ripe people for further commitment and involvement?			
14. Are you making abundant evangelism, growth and discipleship opportunities available?			
15. Are you involved in continuous evangelism?			
16. Are you setting the example in evangelism?			
17. Are you building multiplying disciples?			
18. Are you building disciples through small groups?			
19. Are you giving disciples specific and thorough biblical teaching and training?			
20. Are you involving disciples in groups characterized by relationships of love?			
21. Are you involving disciples in personal and group evangelism, follow-up and discipleship of others?			
22. Are discipleship group leaders demonstrating to their members how to live the Christian life and how to minister to others?			
23. Are there second and third generation disciples?			
24. Are second and third generation discipleship leaders following through on questions 20, 21 and 22?			

APPENDIX

CASE STUDY 1

Joe was assigned to begin the Campus Crusade ministry at X University. He did not know the area because he had never been there before. He and his staff team met daily for prayer to have God's direction.

Key point: *They mobilized prayer*

After settling in, he began some basic research to learn about the university: how it was organized, its opinion leaders and existing Christian organizations. He took Student Religious surveys for about a week to learn more about the campus' receptivity to the Gospel. In addition he asked many questions to determine what natural groups were on campus and how to gain access to them.

Key points: *They learned about the Target Area. They sowed abundantly and looked for natural groups.*

He also found there were major areas on campus where there was little or no active Christian work, even though there were other Christian groups already operating on campus. He decided these areas could be the key to reaching the whole campus. He chose one major area of natural groups and began setting up team meetings and speaking in them. His goal was to find the ripe fruit and begin building a movement with them. He personally followed up those who indicated decisions for Christ and invited them to the discipleship group for follow-up training. He built these people while continuing to hold team meetings. He trained people in actual ministry situations, taking new Christians with him to team meetings and follow-up appointments. As he continued this process a spiritual movement was built.

Key points: *They used natural groups as a basis for evangelism. They identified ripe fruit. They had individual and group follow-up. Team meetings were continued and were used to train disciples.*

CASE STUDY 2

Pete had great faith and enthusiasm when he was assigned to begin the ministry at Y University. He was zealous to see the campus reached for Christ. He had heard of the wonderful results of large evangelistic meetings on other campuses and felt that this was the key to starting momentum on his campus. He got a local evangelist to come on campus for a three-night series the second month after he arrived.

However, there were no known Christians to help him. No one informed the administration of their coming. Two weeks later, Pete learned the evangelist was scheduled to come during the university's one-week Centennial Festival, which featured ten different events each evening. In addition no university facilities could be used without being sponsored by a recognized student group. A student group needed 30 charter members for recognition.

Key points: *He didn't look for natural groups. He didn't learn about the Target Area. He prayed. It*

was poor timing of the event. There were not enough workers.

Pete was not shaken by what seemed like obstacles, since with God all things are possible. So he went ahead in faith and followed through with his plan. His campus team, which consisted of his wife and five-month old baby, were excited about the meetings. They believed God for great things, they prayed for 500 students to come.

Key point: *He didn't get proper authorization.*

In the next few weeks Pete learned a lot about holding large evangelistic meetings. He was the chairman and committee in charge of publicity, tickets, facility arrangements, prayer, coordination, program arrangements and follow-up. The big week arrived. The evangelist spoke well. However, only 20 people came to the three meetings. Pete was in bed for two weeks afterward due to exhaustion.

Key point: *There was no solid base of disciples.*

CASE STUDY 3

Paul wanted to reach Jack for Christ. Jack was a respected area official who influenced many people. Paul knew Jack had a keen interest in athletics and the values they help build into young people. He called to see if Jack would make the award presentations at an athletic banquet sponsored for local athletes by Athletes in Action. This led to further opportunities to witness to Jack. Jack was very responsive and later indicated he had put his faith in Christ. Paul continued to see Jack. Eventually Jack became influential for Christ and opened other doors in the area for Paul's ministry.

Key points: *He determined that Jack was an opinion leader - found out his interests. There was an ongoing friendship.*

CASE STUDY 4

Michael was in the process of building a movement in his community. His church had a group of 50 multiplying disciples. About 100 other people there and in a neighboring church were trained to present the Gospel.

Key point: *They had enough disciples.*

Through much thought and prayer, Michael and his leadership decided the only way to reach the people of the community was with a series of beach saturation campaigns timed at two-week intervals. This allowed for follow-up of those who made decisions for Christ.

Key point: *They made sure they had time for follow-up.*

On the first day more than 150 Christians dressed in beach apparel witnessed on the beach together. On arrival they fanned out and presented Christ to everyone during a two or three-hour period. One person at the beach said, "I did not know that there were this many Christians in the whole world." He trusted Christ. After the random witnessing, the group gathered for some singing by a local Christian music group. Additional information on how to grow and opportunities for further involvement were announced. The Christians were encouraged to bring new converts along with them to the informal gathering. Many received Christ that day and immediately became involved in the local fellowship of the churches represented.

Key points: *The event was attractive. They followed up the blitz with attractive events. They followed up the fruit.*

This kind of format with minor alterations was repeated every two weeks for several months. It gained attention around the community. It became common for people curious about spiritual things to go to the beach hopeful that someone would talk to them. These saturation campaigns contributed much to building a movement in Michael's community.

CASE STUDY 5

Z University had a strong movement for Christ with about 350 students in discipleship groups. However it was felt that there were too many secret, hidden Christians on campus who were not mobilized for Christ. Many students were reached for Christ, but Z University was very large and there was much more to accomplish.

John, the campus director for the Christian group, felt some "campus shaking" was needed. Since this was during a war, many students were demonstrating and speaking on the "Free Speech" platform about the need to end the war. There were many radical speeches. Many accurately defined the problems, but no one presented solutions. As John, his staff and key students prayed, they were impressed by God to use these issues and the free speech platform as an opportunity to make Jesus Christ an issue on campus. They proclaimed Him as the only long-term solution to the problems. They planned a free speech rally which coincided with a large anti-war rally.

Key point: *The event fit in to the overall strategy.*

Paul, a nationally known, popular singer who was a fairly new Christian, agreed to come to sing and give his testimony. The Christian students mobilized all their friends with appropriate signs and badges and took a visible stand for Jesus Christ. In addition other students and speakers were ready to share their faith in Christ and speak about how Christ addresses life's challenges.

Key points: *They knew the audience's interests. The event was held in a time and place that got great publicity.*

The results of the rally were exciting. The Christians outnumbered the radicals, who were shocked at the Christians' boldness and gained a new respect for them. Other students were impressed and intrigued by this large group of committed, vocal Christians. The cause of Christ gained new stature

and momentum. Many trained students witnessed one-on-one and in small groups with students, and many came to know Christ. The event was on the front page of the campus newspaper. Christians were viewed as a positive force. Realizing they were not alone, many hidden Christians took a definite stand for Christ. Several became involved in the movement and Jesus Christ became an issue on campus.

After the rally, Christian students manned a book table strategically located in the student union, which enabled them to build on the interest gained from the rally. Also, trained students followed-up contacts gained from the rally. They used the rally and newspaper articles as an opportunity to begin presenting Christ to many more students.

Key point: *They had enough students to do the event.*