

EVANGELISM 101



Announcing
the GOOD NEWS!




EDSD
COURAGEOUS LOVE

Everliving God, whose will it is that all should
come to you through your Son Jesus Christ:
Inspire our witness to him, that all may know
the power of his forgiveness and the hope of his
resurrection; who lives and reigns with you and
the Holy Spirit, one God, now and forever.
Amen.

p. 816 *Prayers & Thanksgivings* Book of Common Prayer









RECEIVE THE LATEST NEWS.



yourname@email.com

SIGN UP

2083 Sunset Cliffs Blvd
 San Diego, CA 92107
 (619) 291-5947
info@edsd.org

[Home](#)
[Staff Directory](#)
[Find a Church](#)
[Privacy Policy](#)

INVITE A FRIEND SUNDAY

BISHOP SUSAN ANNOUNCES "INVITE A FRIEND TO CHURCH" SEASON

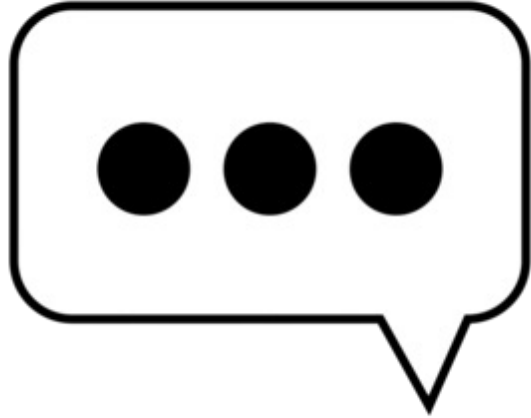
By: Jason Evans, Canon for Mission

In the spring of 2023, Dr. Vivek Murthy, the U.S. Surgeon General, said loneliness is a public health epidemic. People all around us are looking for human connection, and our congregations are wonderful communities for building relationships. Moreover, the good news of Christ is announced every week in our churches—something every invitee will get the chance to hear and respond to.

Inviting others to church can be intimidating! Ensuring that others across the diocese



A screenshot of a website article. At the top left is the EDSD logo, which consists of a stylized cross inside a window frame. To the right of the logo is the text "EDSD". Further right is a navigation menu with the items "WHO IS JESUS?", "FIND A CHURCH", "GIVE", and "MENU" (the last one is in a red button). The main content area features a smaller version of the illustration from the first image. Below the illustration is the title "INVITE A FRIEND TO CHURCH SEASON" in bold black text. To the left of the title is a teal circular badge containing the text "JUNE 18 2024". Below the title is the author's name "by Jason Evans" and the category "Category: #Evangelism, #Worship & Formation". At the bottom of the article, the first sentence of the text is visible: "Is 'Invite a Friend to Church' an actual season on the Church calendar? No, but Bishop Susan is".



IN THE CHAT

**RECALL A TIME WHEN
YOU WERE INVITED
TO SOMETHING NEW.
HOW DID THAT FEEL?**



EDSD
COURAGEOUS LOVE



INVITING VISITORS FOR INDIVIDUALS



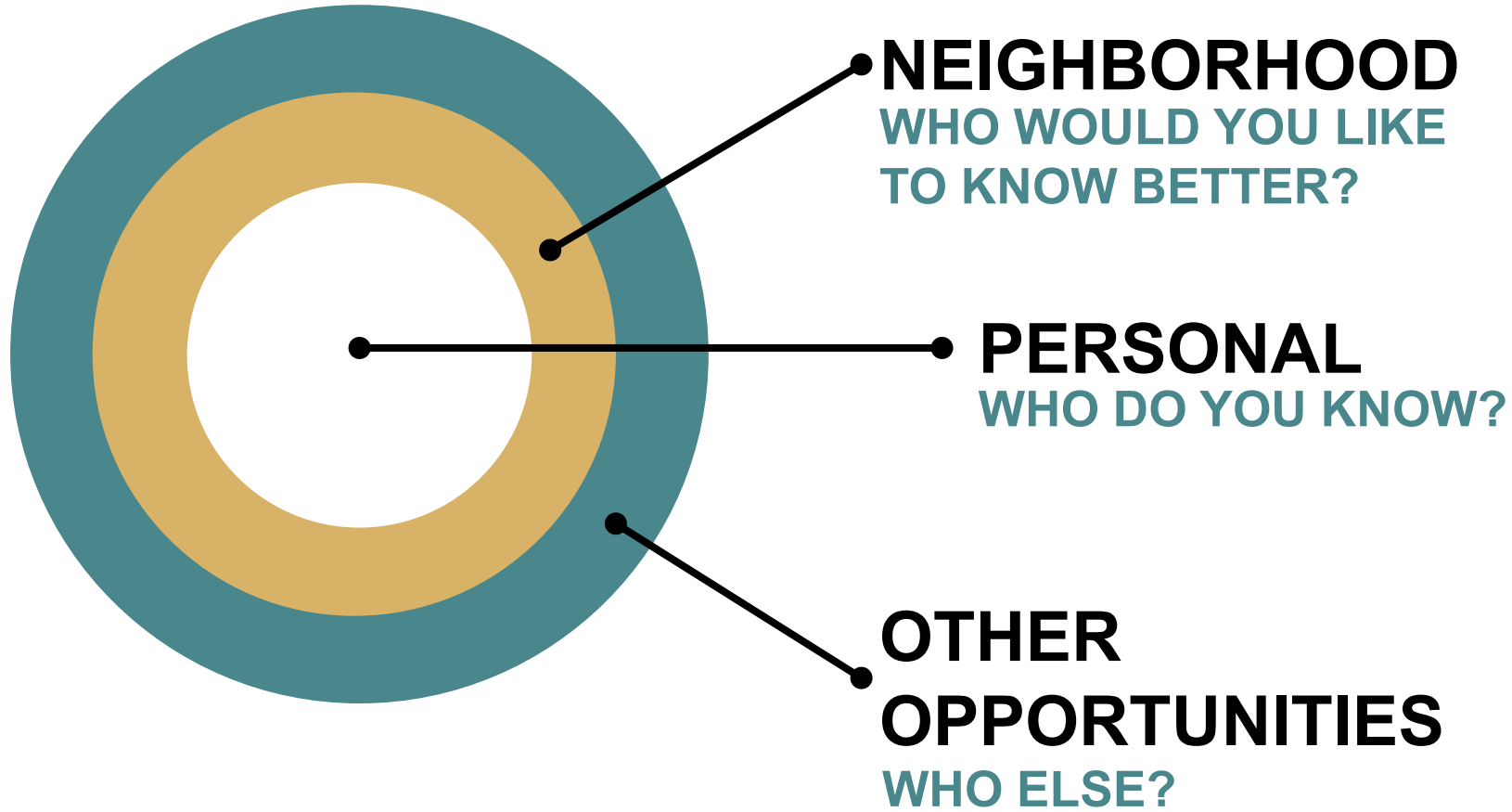
EDSD
COURAGEOUS LOVE



43% OF
AMERICANS ATTEND
CHURCH REGULARLY

*Pew Research







- 1. PHYSICAL INVITATION**
- 2. ACCOMPANY THEM**
- 3. MAKE IT PERSONAL**



EDSD
COURAGEOUS LOVE



BREAKOUT

WHAT DO YOU LOVE ABOUT YOUR CHURCH?

5 MINUTES

MAKE SURE EVERYONE IS INVITED TO SHARE



EDSD
COURAGEOUS LOVE



INVITING VISITORS FOR CONGREGATIONS



EDSD
COURAGEOUS LOVE



WEBSITE

ABOVE THE SCROLL

- **Update Out-of-Date Information**
- **Welcome Message**
- **Service Times**
- **Family/Children Activities**
- **Inviting Art**



EDSD
COURAGEOUS LOVE



WEBSITE

ARTS & GRAPHICS

Do Use

- **Happy Parishioners**
- **Past Celebrations**
- **Classic Art**
- **Stained Glass**



EDSD
COURAGEOUS LOVE



SOCIAL

THE INVITATION POSTS

A Good Post Has...

- **Captivating Headline**
- **Clear, Concise Information About The Service/Activities**
- **Photos, Video, or Art**
- **Call To Action**



EDSD
COURAGEOUS LOVE



SOCIAL

THE INVITATION

Beforehand

- **Regular Invitation Posts**
- **Family/Children's Activities**
- **Encourage Parishioners to Share**



EDSD
COURAGEOUS LOVE



SOCIAL

THE INVITATION

Afterward

- **Photos and Video**
- **Stretch It Out**



EDSD
COURAGEOUS LOVE



NEWSLETTER

THE INVITATION TOOLS

- **Call To Action: Invite A Friend**
- **Equip Your Audience**
- **Unique Church Experience**
- **Family/Children Activities**



EDSD
COURAGEOUS LOVE



SIGNAGE

- **Direct Newcomers**
- **Create Comfort**
- **Encourage Participation**
- **Design To Be Evergreen**



EDSD
COURAGEOUS LOVE



PRINT

THINGS ON PAPER

Welcome Card

- **Friendly Message**
- **Service Information**
- **Children And Family Activities**



EDSD
COURAGEOUS LOVE



PRINT

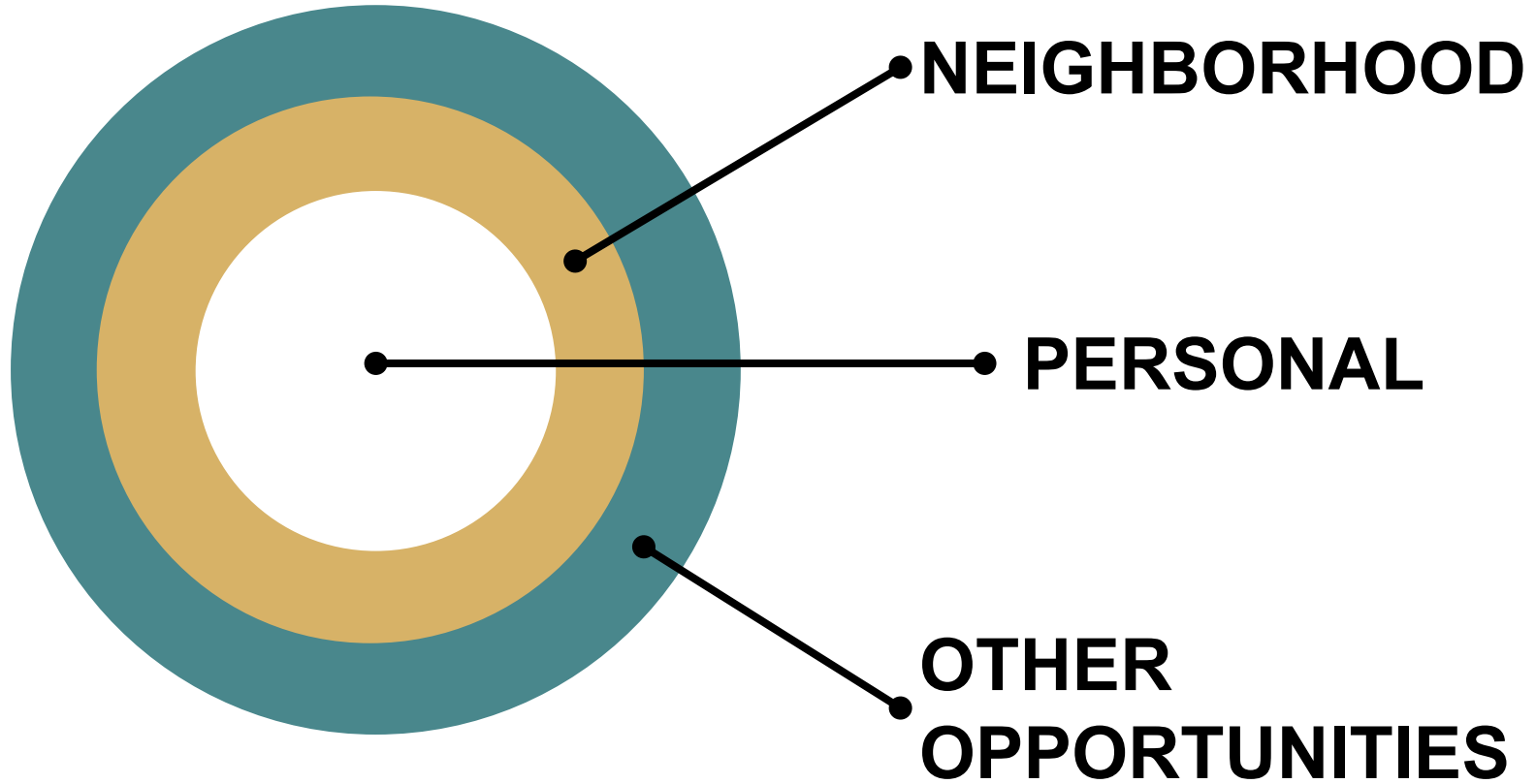
THINGS ON PAPER

Follow-Up Card

- **Friendly Message**
- **Invitation To Talk 1-on-1**



EDSD
COURAGEOUS LOVE





BREAKOUT

WHO CAN YOU INVITE TO CHURCH?

5 MINUTES

MAKE SURE EVERYONE IS INVITED TO SHARE



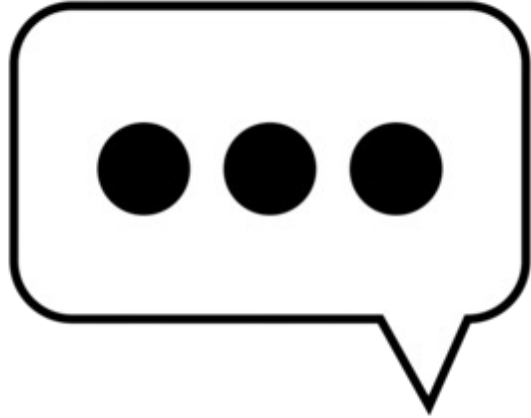
EDSD
COURAGEOUS LOVE



ENGAGING VISITORS



EDSD
COURAGEOUS LOVE



IN THE CHAT

**RECALL A TIME WHEN
YOU FELT WELCOMED
IN A NEW SPACE.
HOW DID THAT FEEL?**



EDSD
COURAGEOUS LOVE

Welcome one
another, therefore, just as
Christ has welcomed you,
for the glory of God.

Romans 15:7 (NRSV)



EDSD
COURAGEOUS LOVE



PREPARE

- **YOUR GROUNDS**
- **YOUR TEAM**
- **YOUR MATERIALS**
- **YOUR INVITATION**



EDSD
COURAGEOUS LOVE



SIGNS OF WELCOME

- **RESTROOMS**
- **NURSERY**
- **HEARING ASSISTANCE**

WHAT ELSE?



EDSD
COURAGEOUS LOVE



IT TAKES A TEAM

- **WELCOME TABLE VOLUNTEERS**
- **USHERS**
- **HOSPITALITY**
- **VESTRY**

AND ACTIVE MINISTRY PARTICIPANTS



EDSD
COURAGEOUS LOVE



BREAKOUT

WHAT ARE YOU DOING

WELL OR COULD EASILY

IMPROVE?

5 MINUTES

MAKE SURE EVERYONE IS INVITED TO SHARE



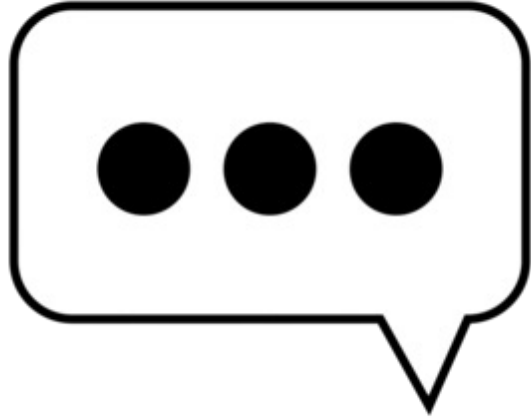
EDSD
COURAGEOUS LOVE



RETAINING VISITORS



EDSD
COURAGEOUS LOVE



IN THE CHAT

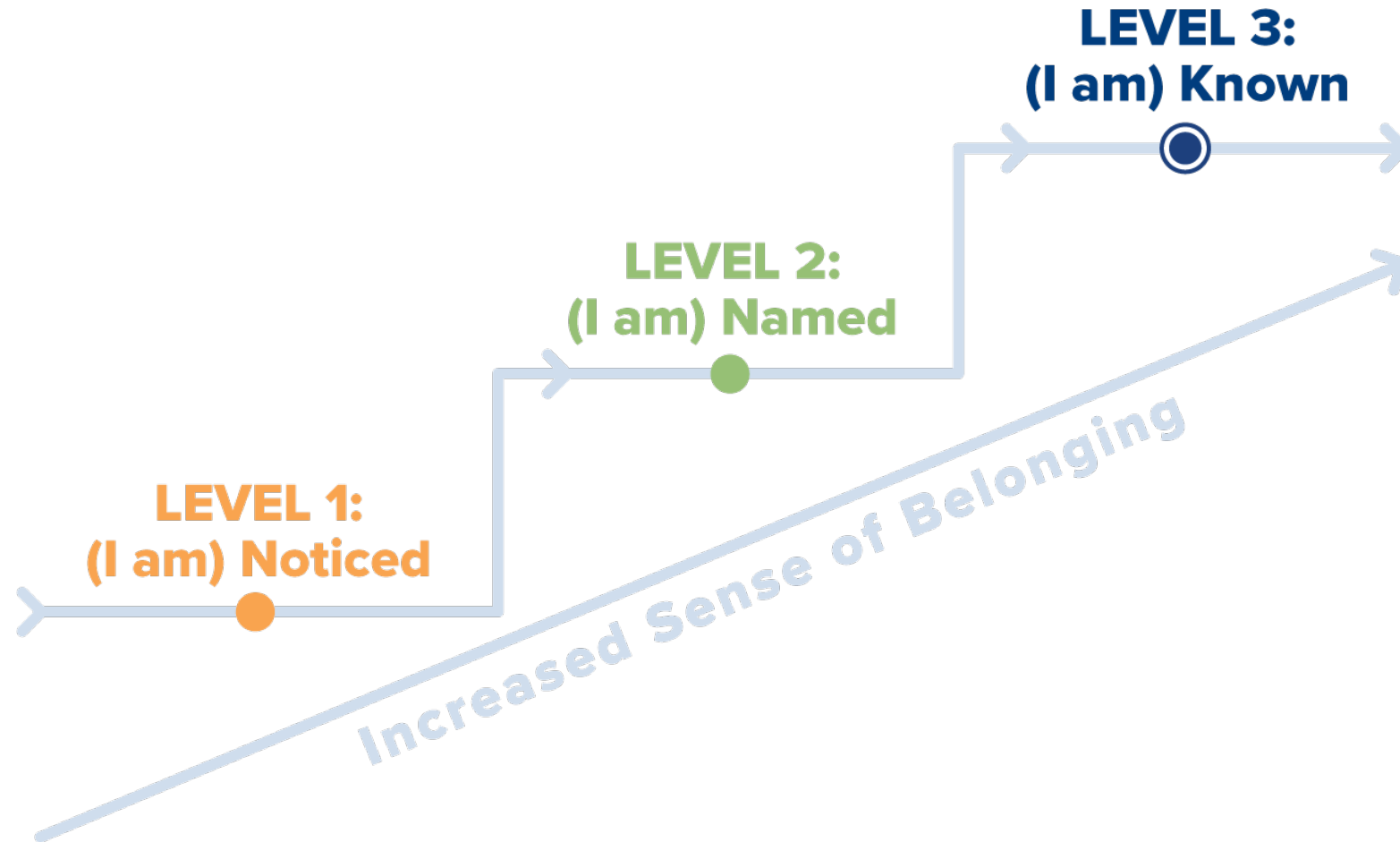
**HOW DO YOU BUILD A
BRIDGE FROM WELCOME
TO BELONGING?**



EDSD
COURAGEOUS LOVE

FROM WELCOME TO BELONGING

*Springtide Research



FROM WELCOME TO BELONGING

*Springtide Research

**LEVEL 1: HAVE YOU INVITED
THEM TO THE FIRST THING ...
AND THE SECOND THING?**



FROM WELCOME TO BELONGING

*Springtide Research

**LEVEL 2: DO YOU KNOW
THEIR NAME? DO THEY KNOW
YOU'VE MISSED THEM WHEN
THEY'RE GONE?**

LEVEL 3:
(I am) Known



EDSD
COURAGEOUS LOVE

FROM WELCOME TO BELONGING

*Springtide Research

**LEVEL 3: HAVE THEY MADE
RELATIONSHIPS WITH
MULTIPLE MEMBERS?**





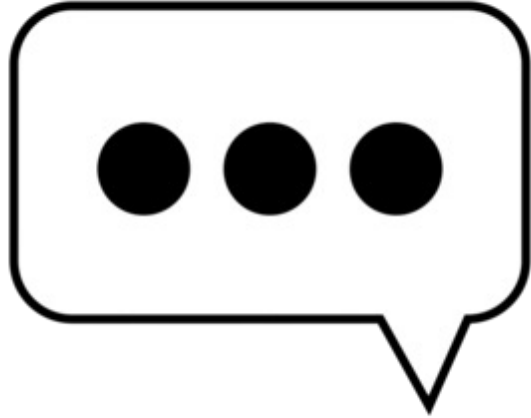
INVITE TO NEXT EVENT

- **ADVENT**
- **CHRISTMAS**

WHAT ELSE?



EDSD
COURAGEOUS LOVE



IN THE CHAT

**WHAT ELSE COULD
YOU INVITE SOMEONE
BACK TO?**



EDSD
COURAGEOUS LOVE



MAKE A WARM HAND-OFF

- **CONNECT TO AREAS OF INTEREST**
- **FOLLOW UP WITH CLERGY**
- **BE CONSISTENT**



QUESTIONS OR COMMENTS?



EDSD
COURAGEOUS LOVE



The Sunday Invitation Checklist

As we approach Invite a Friend to Church season (October 13 to November 17), our church community joyfully anticipates celebrating the love and life of Jesus Christ with your friends and families. Church on Sunday inspires us to open our hearts and doors wider, inviting everyone to share in the joy of Christ. In preparation for this occasion, we are dedicated to ensuring that every aspect of our church—from welcoming newcomers with open arms to enhancing our services and facilities—reflects the warmth, love, and joy that Sunday morning embodies. Below is an easy-to-follow checklist to help prepare guests for Invite a Friend Sunday.

Before Invite a Friend Sunday Services

Pick a Sunday During the Invite a Friend to Church Season

- Sunday, October 13
- Sunday, October 20
- Sunday, October 27
- Sunday, November 3
- Sunday, November 10
- Sunday, November 17
- All of the above

Update your website and social media:

- Update your website with clear messaging, service times, and children/family opportunities early.
- Schedule regular social media posts inviting people to services.

visit edsd.org/invite



EDSD
COURAGEOUS LOVE



EVANGELISM 101

EDSD's Evangelism 101 course explores a non-anxious form of evangelism rooted in the Episcopal tradition. Students will discuss the theological roots of the gospel and how to lead a congregation toward evangelistic practice by example. Those that finish the course may be **nominated for lay evangelist licensing**.

[REGISTER](#)

English ▾

visit edsd.org/evangelism/evangelism101

Lord Jesus Christ, you stretched out your arms of love on the hard wood of the cross that everyone might come within the reach of your saving embrace: So clothe us in your Spirit that we, reaching forth our hands in love, may bring those who do not know you to the knowledge and love of you; for the honor of your Name. *Amen.*

p. 101 *Morning Prayer II* Book of Common Prayer



EDSD
COURAGEOUS LOVE