

Double-Down with Your Church Bulletin

1 Peter 3:15

Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have.

When it comes to evangelism, this is my polar-star verse. It tells me everything I need to know about the basics of evangelism. Peter made three assumptions in this verse.

1. That you have a reason to hope. In other words, you're a person of faith.
2. You can articulate the reason for your hope.

And here's the coup de grass for me:

3. People are asking you for that reason.

The problem is that as Christians and church members, we don't often get "asked" about our "hope." Therefore, anything we can do to arouse curiosity about our faith walk and about our church makes it easier for us to share. With that in mind, here is one idea you can use to try and elicit faith and church conversations (and you'll read of others as you peruse this book).

Most churches still use some sort of a handout at their worship services. Some have a full-blown bulletin. Others provide a four-color worship program. And still others use a newsletter/announcement flyer. Whatever it is your church uses, don't just drop it into the recycling bin as you leave worship this weekend. Instead of recycling it, reuse it as a conversation starter at work (BTW, you can do this even in those workplaces where you're not allowed to initiate faith-based conversations ... because you're not initiating the conversation!).

Here's how to double-down with your church bulletin. On Monday, take your worship publication with you to work. If it's a color publication, all the better. Then, depending on your workspace, "display" it as prominently, but tastefully, as possible. The goal is to elicit a question about the publication, so you will want to experiment over a couple of weeks about which "side" of the bulletin faces your audience.

Some churches use a preprinted bulletin cover that feature attractive color images. Depending on the image, these may evoke a comment such as "What a beautiful flower arrangement!" Rather than just saying "Thank you," use the opportunity to mention your church attendance with something like, "Thanks. The church I go to is into things that are beautiful and I thought I'd share it here at work."

Other churches have a page filled with upcoming events that you might choose to display. These might draw a question such as, "What's a mission trip?" or "Your church is doing a Bible study on contradictions in the Bible?" Again, these are wide open doors for conversations.

And that's the point ... getting people to ask. Raising your coworker's curiosity. Because when your friends ask, you get the opportunity to share the hope that you have.