

Effective Evangelisation

John Hayward

Division of Mathematics & Statistics

University of Glamorgan

Effective Evangelism

NOT
How to Evangelise Better

IS
**Understand How Churches
Grow Through Evangelism**

Implications Church Life

Background

Why Model Church Growth?

Background

Why Model Church Growth?

Significant Social Movements

- **Rapid growth: Asia, Africa and South & Latin America**
- **Long decline: Western Europe. Wales church attendance in 1900 50% population, now about 5%.**
- **Continued strength and influence in USA, Canada & Australia**

Background

Why Model Church Growth?

Significant Social Movements

- **Rapid growth: Asia, Africa and South & Latin America**
- **Long decline: Western Europe. Wales church attendance in 1900 50% population, now about 5%.**
- **Continued strength and influence in USA, Canada & Australia**

News Worthy

- **Welsh Revival 1904. Dominated the Welsh media. 100,000 converts.**
- **Toronto Blessing 1994. Revival movement that starting in Toronto, word spread by internet and reported widely in UK summer 1994 - “it’s a disease!”**

What is Evangelism?

A Person With Something
passing it on to a person Without it

- Belief in Jesus Christ
- Needs personal contact
- Like Spread of a Disease
- Believers and Unbelievers

They in turn pass it on to another

Central Thesis - Enthusiasts

**Churches mainly grow through the actions of
“enthusiasts”**

- **People who pass the faith on to others**
- **Subgroup of Believers**
- **“Infectious Believers”**

*“Catch on fire with enthusiasm and people will come for miles to
watch you burn.”* John Wesley

- **Some others catch on fire**
- **Enthusiasts make enthusiasts**

Where I Will Take You

Understand How Churches Grow

- System Dynamics
- Role of Enthusiast – effective evangelist
- Apply this to some past and current churches

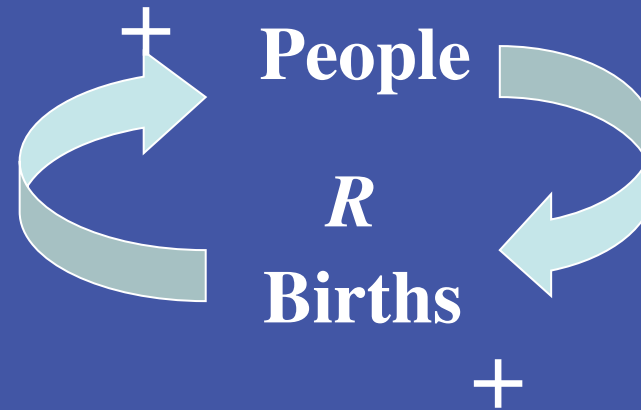
Principles that Help Growth

- More enthusiasts
- Better enthusiasts
- How post Christianity may effect this

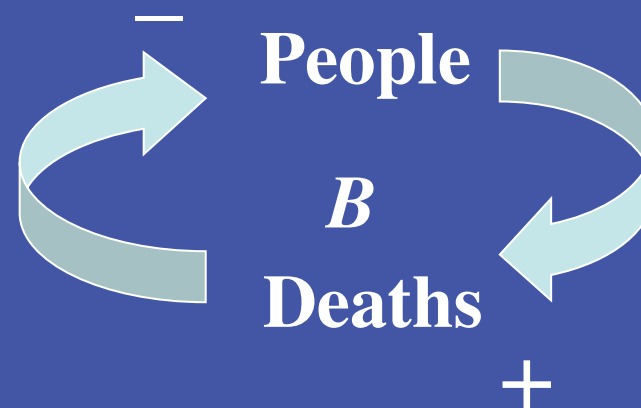
Result of Research in Division of Mathematics at Glamorgan

Causal Loops

Reinforcing

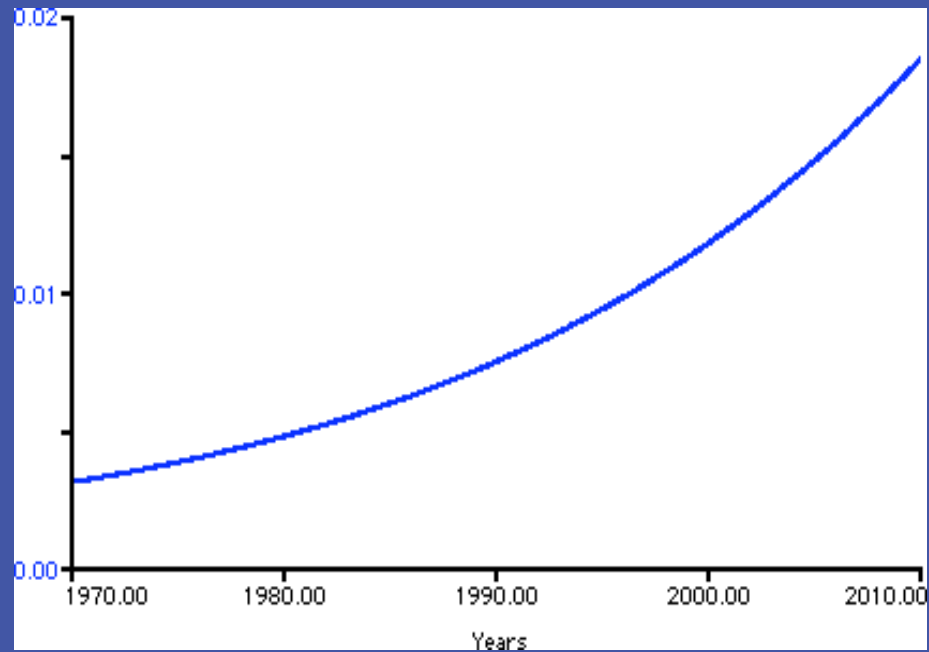


Balancing



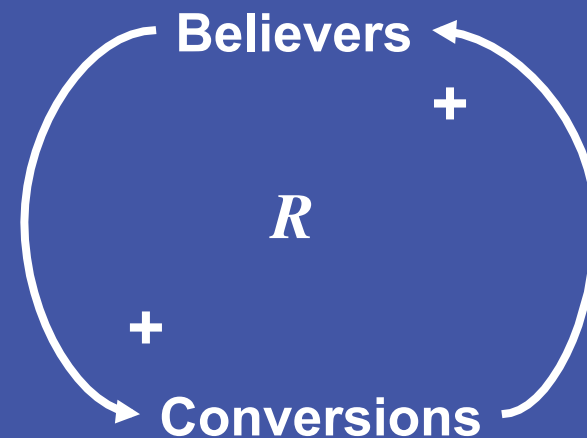
Growth – Reinforcing Loop

- Exponential
- Punches
- Bad News
- Millionaire



What Causes Church Growth?

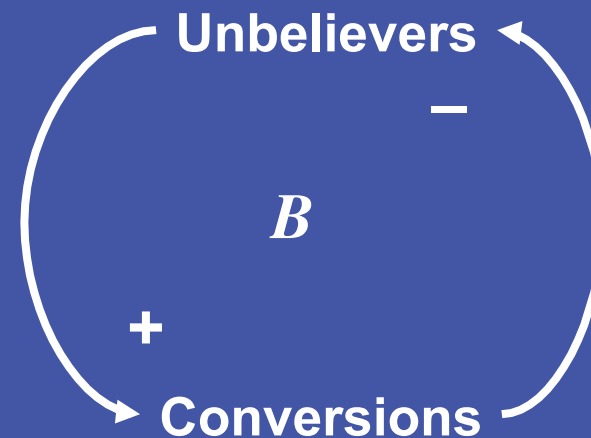
- **Conversions**
Through contact
between believers and
unbelievers
- **Reinforcing
Feedback Loop**
Spirals upward



+ means
“change the same way”

What Limits Church Growth?

- Shrinking Pool of Unbelievers
- Balancing Feedback Loop
Stable limit



— means
“change the opposite way”

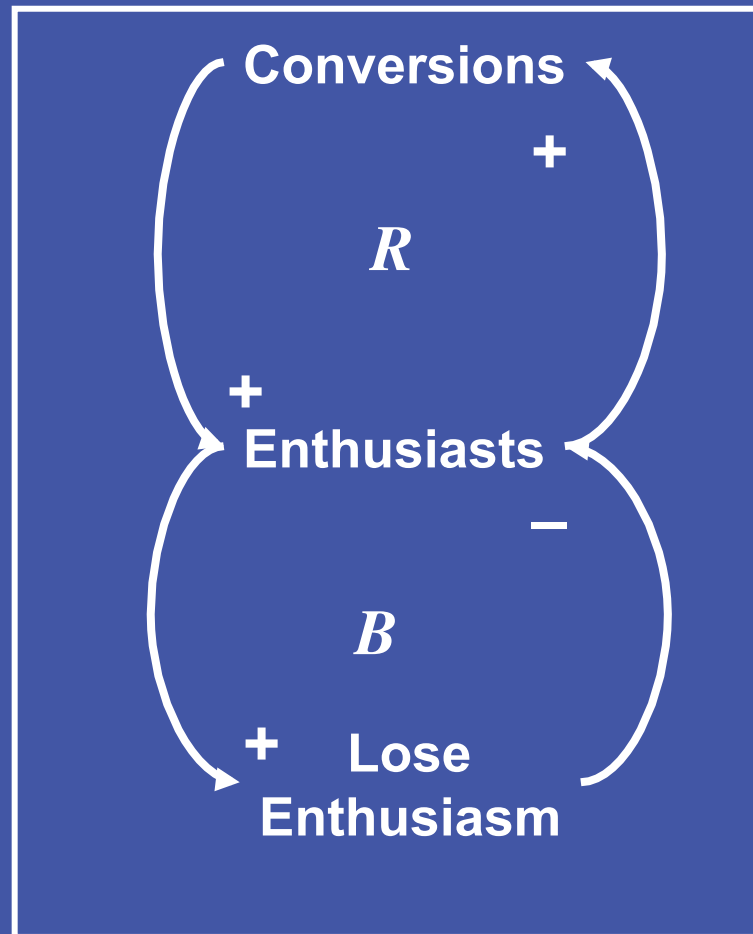
Enthusiasts

Only Some Believers Active in Conversions

- Limited recruitment period
- New converts are main source of enthusiasts

Growth limited by their Reproduction Potential

- How many new enthusiasts one enthusiast can make before they lose their enthusiasm



Why Lose Enthusiasm?

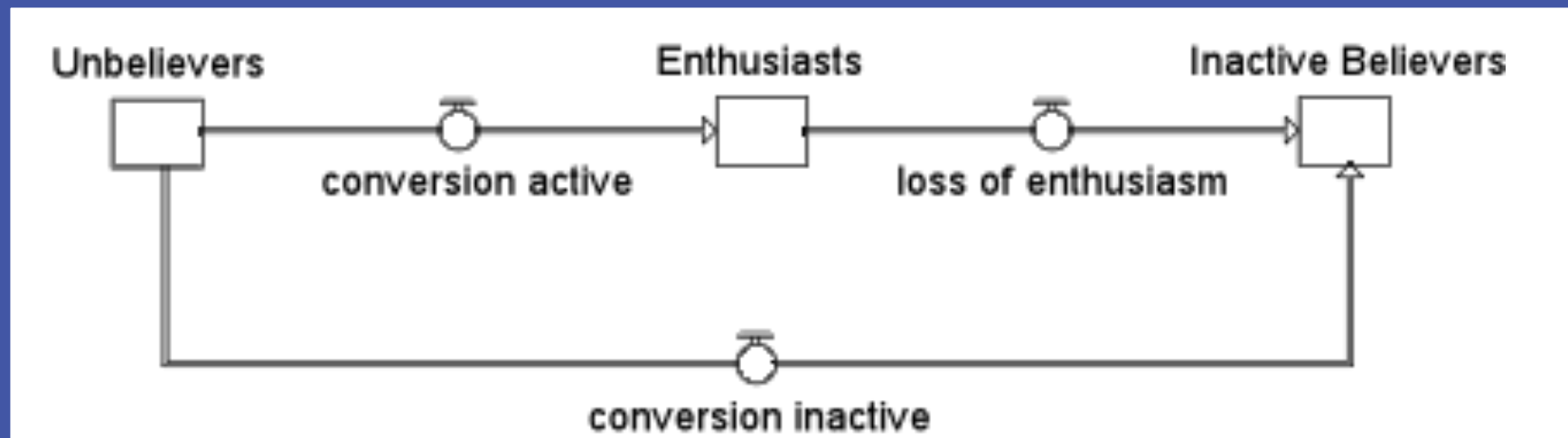
- **Run out of network of unbelieving friends**
- **Unbelieving friends have got immune to them**
- **Too much to do in church – no time to evangelise**
- **Initial enthusiasm for faith has faded**
- **Evangelism too costly**

Wesley's Law

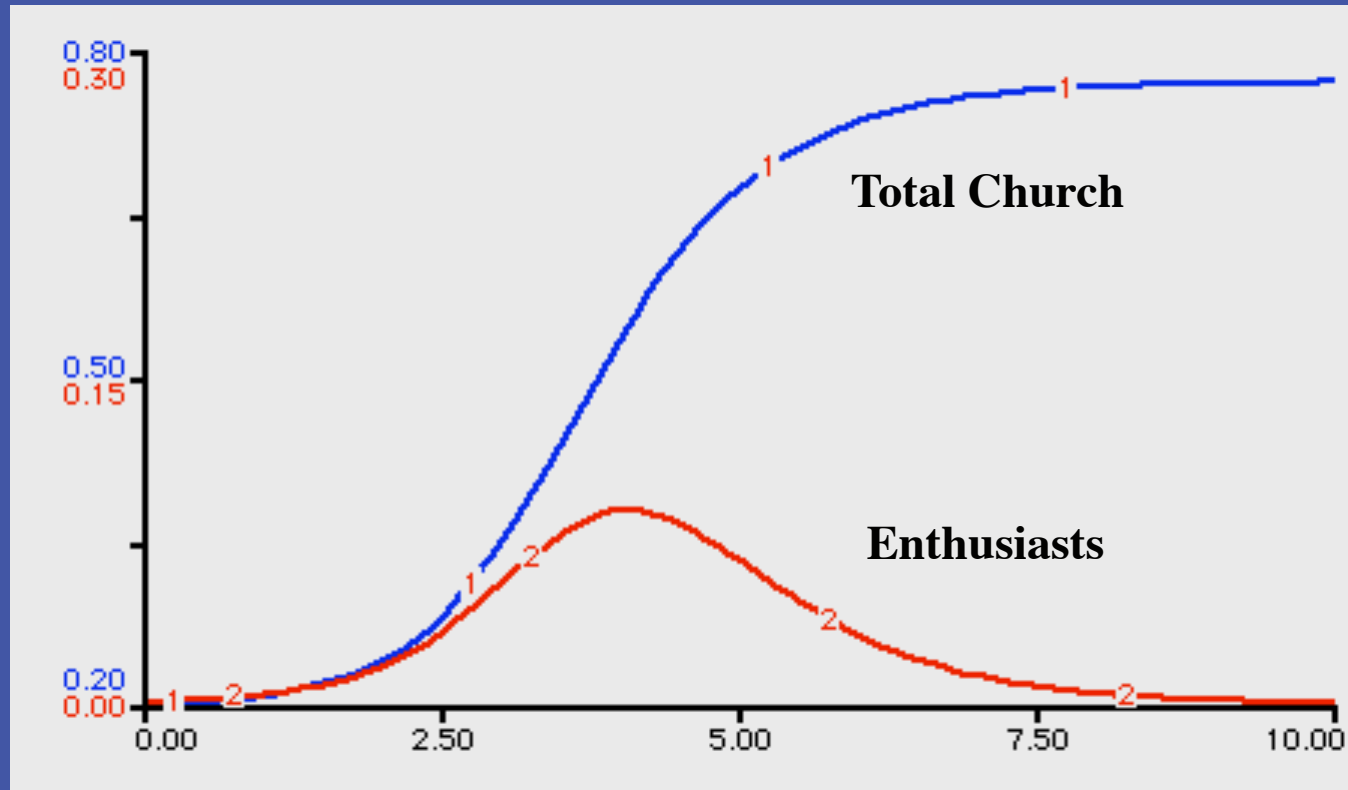
Taking up religion has produced benefits that makes missionary zeal too costly

New Believers – the natural enthusiasts

- Some new converts enthusiasts
- Become inactive
- Some new converts never enthusiasts



S - Shaped Growth



- Growth stops for lack of enthusiasts
- Not all of society converted
- Like a disease

Why Is Growth Limited?

Revival Growth

compare

How much of society is
open to influence

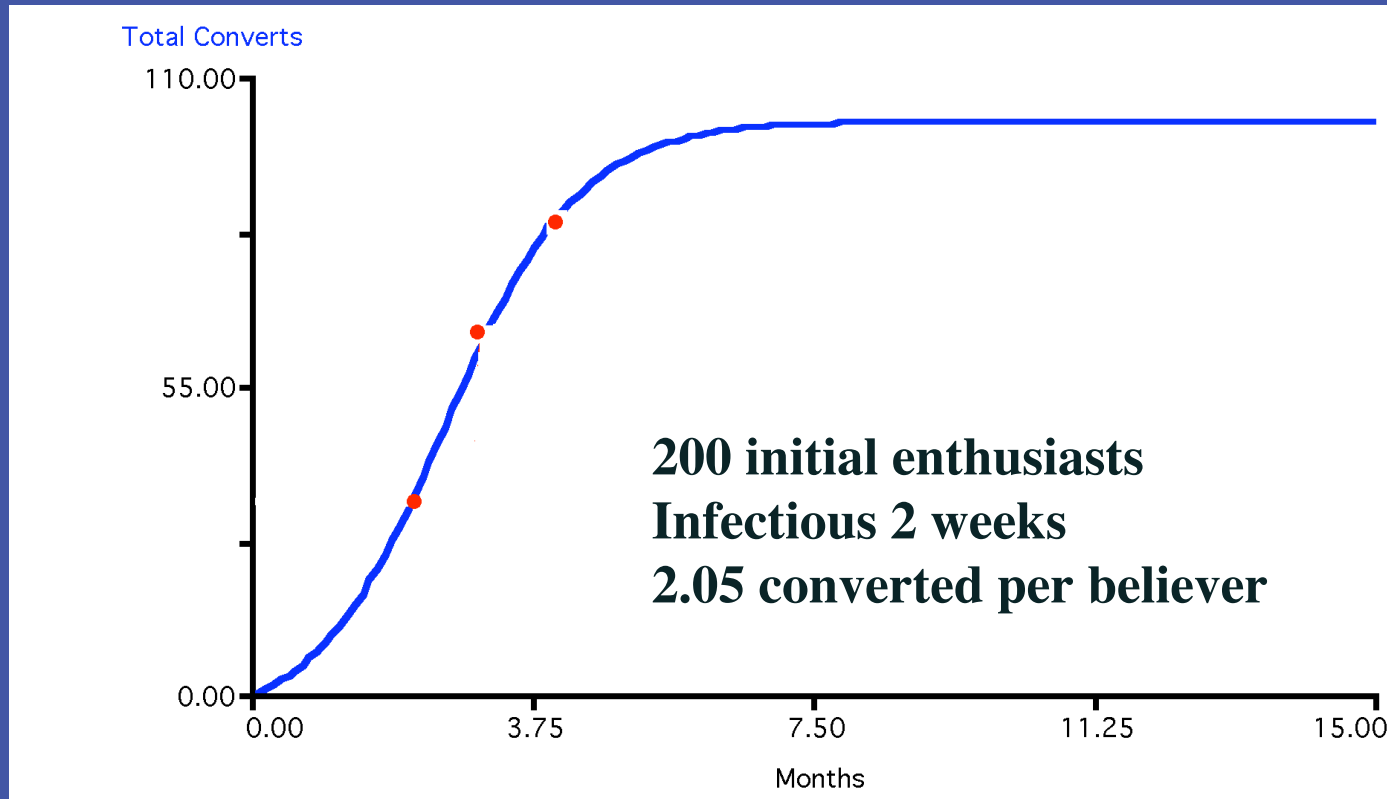
Unbelieving pool

Enthusiasm of the
enthusiasts

Reproduction Potential

Pool shrinks harder to generate enthusiasts

Wales 1904



- Number of Converts Reported in Welsh Newspaper
- Final Number 100,000 - Church Statistics
- Reproduction potential = 2.05. Compare flu, HIV measles

Fast Revivals

Revival	Rep. Potential	Enth. Period	Change in church	Duration Of Revival	No of Converts
Wales 1904 Whole Church	2.05	1 - 2 weeks	48.9% 53.4%	15 months	100,000
Calvinist Methodist	2.25		12.1% 13.2%		15,854
Baptists Nagaland	1.43	4 months	26% 43%	6 years	85,935

These “enthusiasts” are Effective Evangelists

Theories of Church Growth

- Secularisation
- Supply and Demand
- Strictness

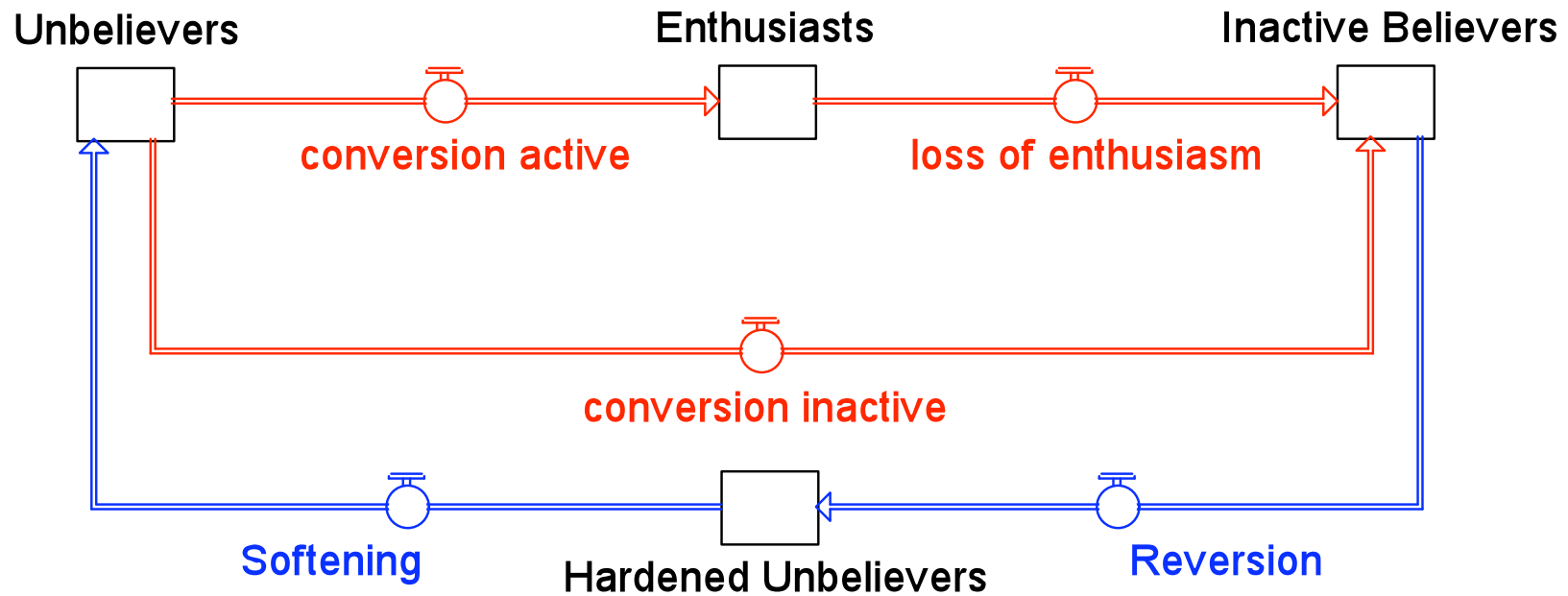
Robust Theory must explain all types of growth & decline

Must explain revival
Behaviour of Individuals

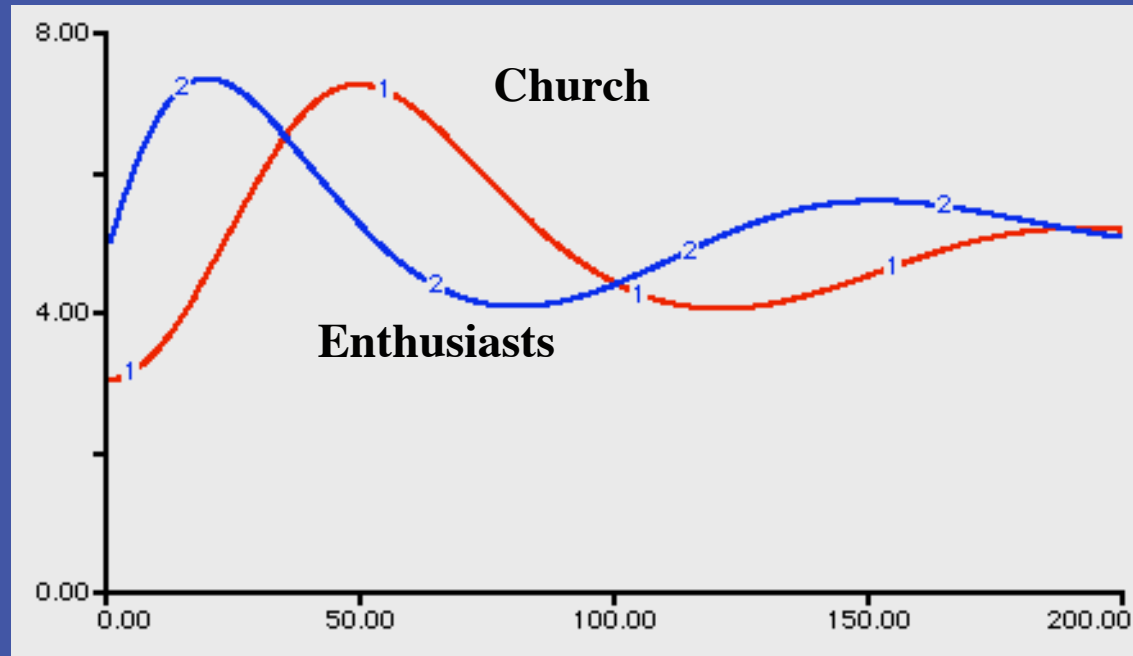
- Revival - major cause of church growth
- J Edwin Orr – Data
- D Martyn Lloyd-Jones – Theology

Longer Term Processes

- Births and Deaths
- Reversion



Equilibrium



- **Reproduction Potential**
- **Fraction of Converts “Enthusiastic”**
- **Duration of Enthusiastic Period**
- **Adult Leaving Rate**
- **Fraction of Children who Leave**

Thresholds for the Reproduction Potential

Revival Growth

Depends on other parameters and number outside church

Extinction

Depends on other parameters

Tipping Points

Thresholds - Extinction

Methodist

1979-2006

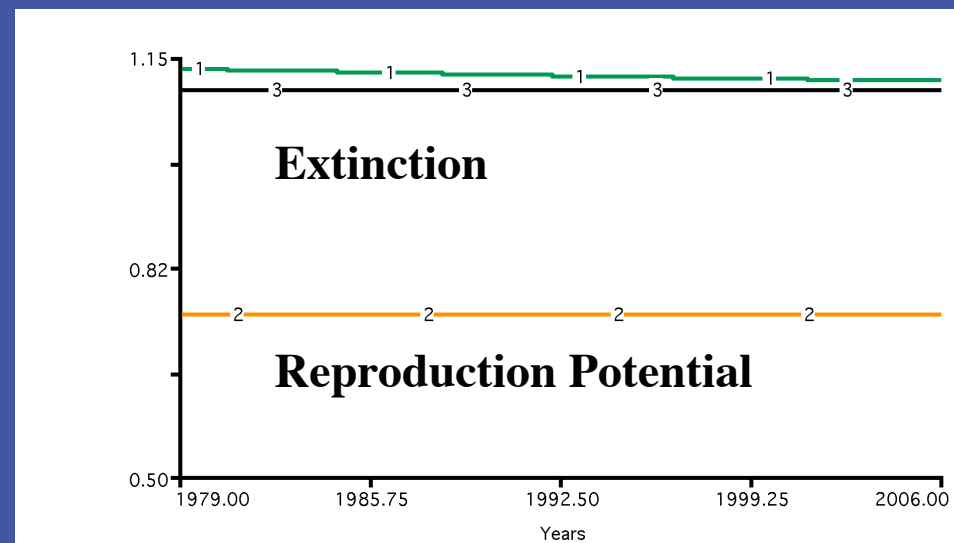
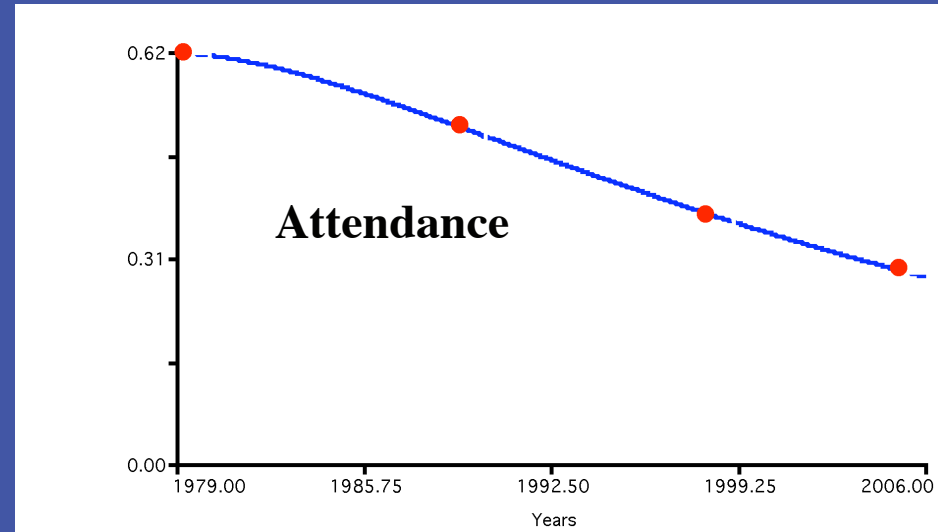
**Reproduction Potential
under extinction
threshold**

Enthusiastic Period

2.5 Years

**Reproduction Potential
0.75**

Enthusiasts 0.25%

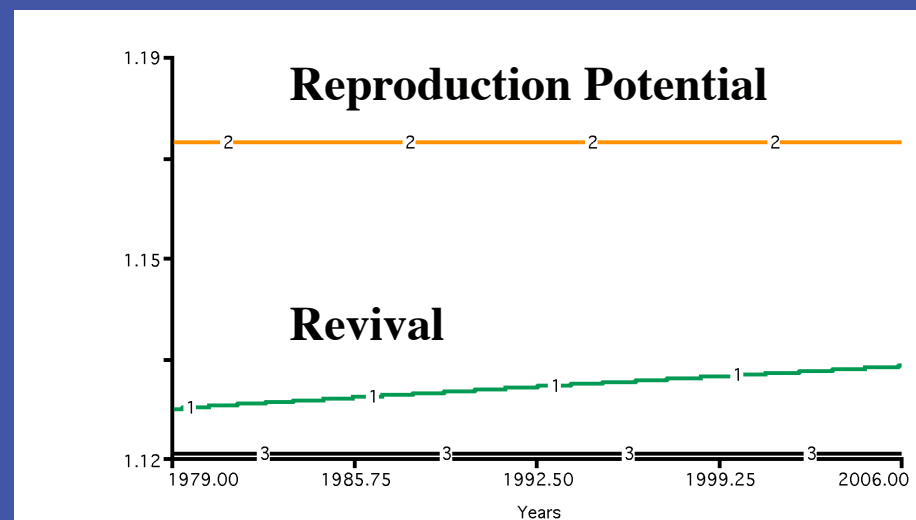
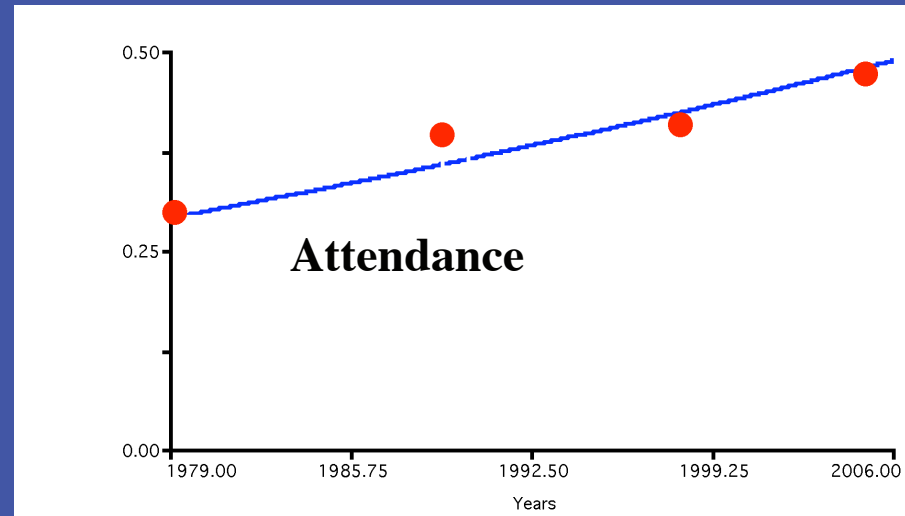


Thresholds - Revival

**Pentecostal
Charismatic**
1979-2006

**Reproduction Potential 1.18
over Revival Threshold**

**Revival threshold rises as
church gains people
Unbelieving pool depleted**



Why Decline?

- **Lack of Conversions**
 - Pentecostal and Methodist same leaving rate
 - Larger reproduction potential
- **Loss of Children**
 - Today's – probably 1.5% now
 - Age Imbalance – Church artificially big – high death rate
- **Loss of Adults 4%-6%**
- **Lively churches have high losses but grow despite them**

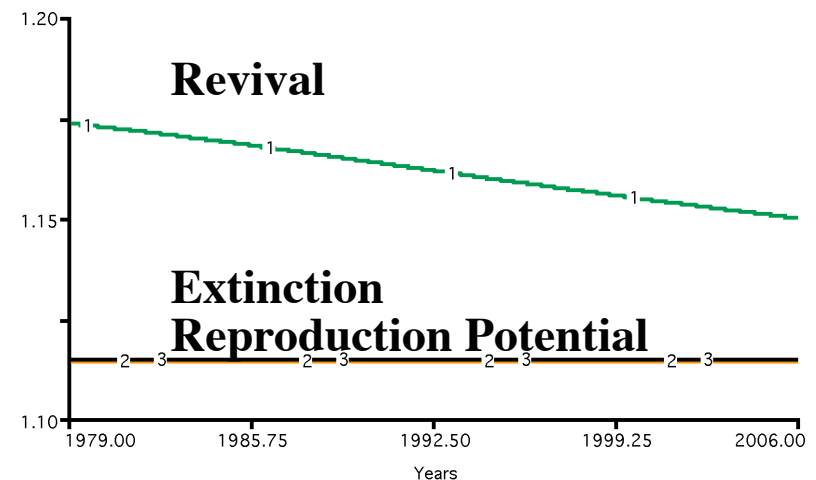
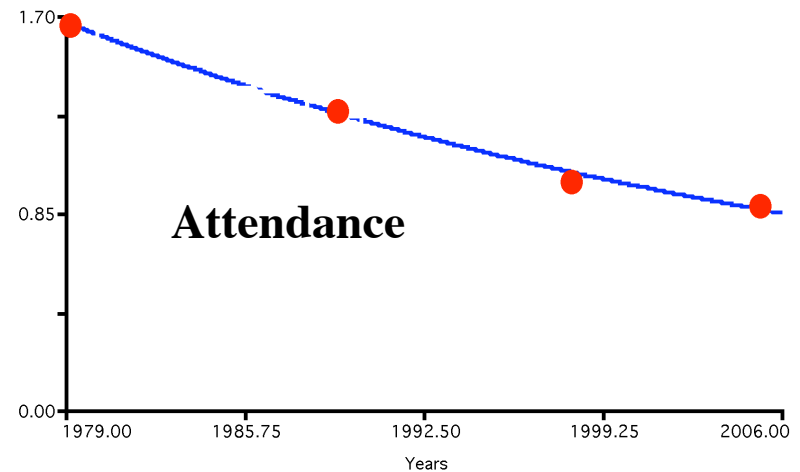
Survival?

Church of England

1979 - 2006

Reproduction Potential
equals extinction
threshold 1.11

Better than 10 years ago

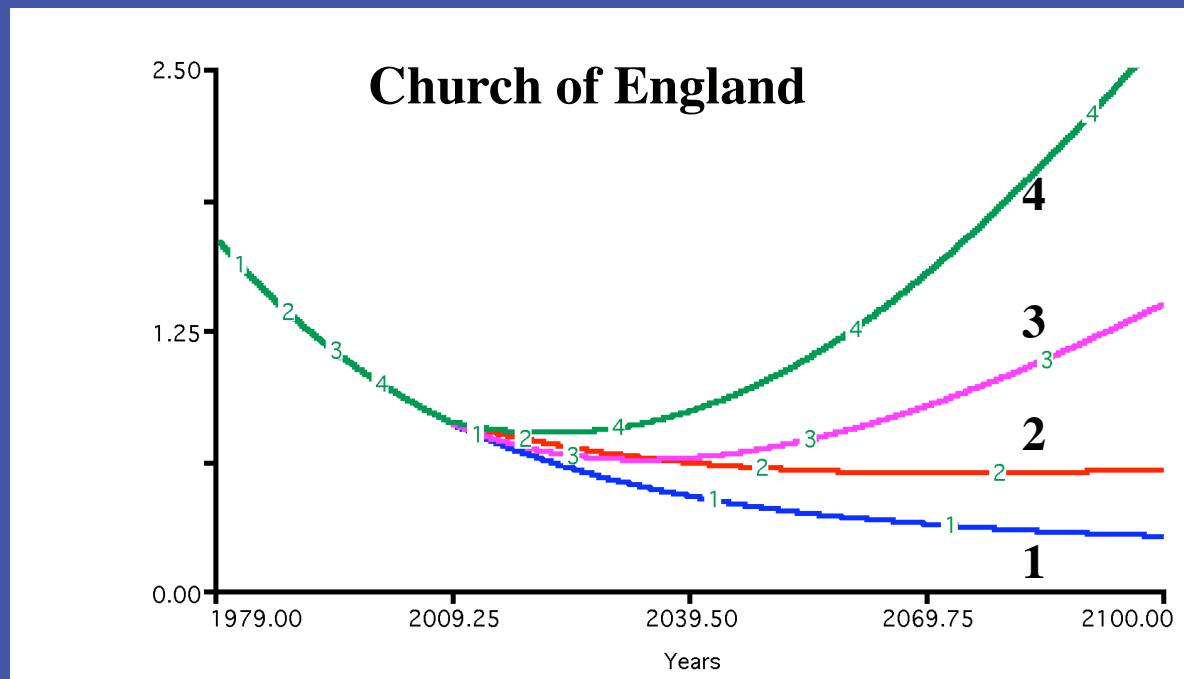


Prospects for a Declining Church

1. Predicted Decline
2. 75% Losses
3. Reproduction Potential to Pentecostal figure
4. Both Effects

Effective Evangelists
&
Shutting Backdoor

More than sum of parts



Changes from 2008

Principles 1

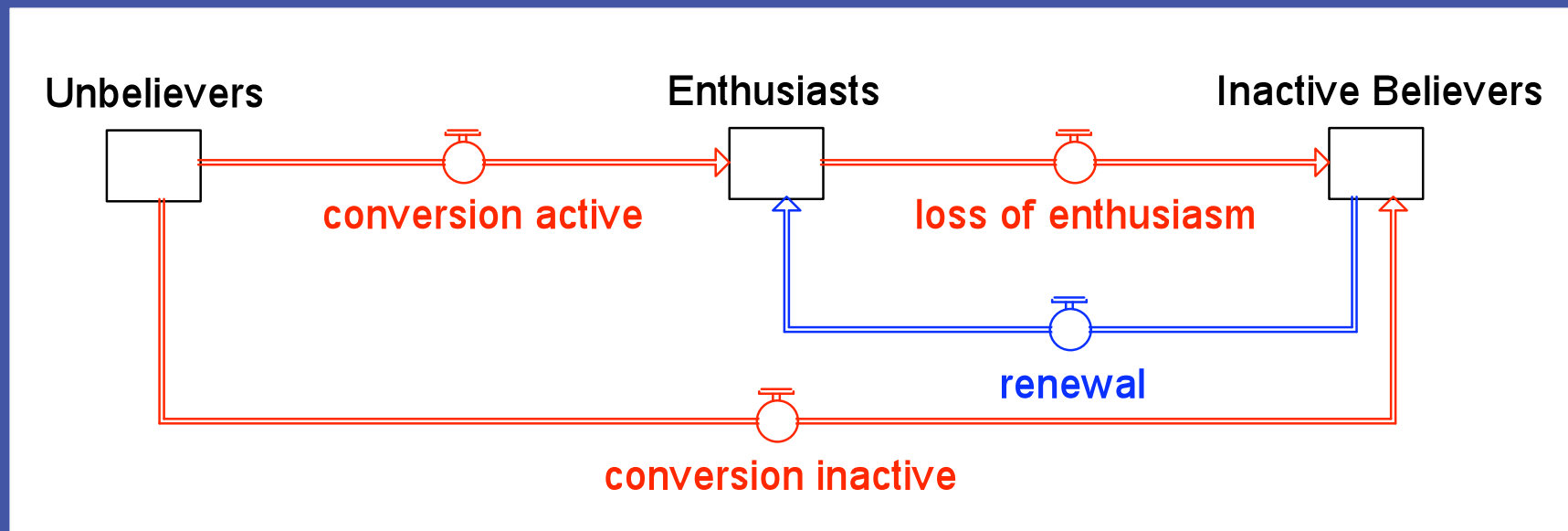
1. Church growth driven by enthusiasts
2. Threshold of revival
 - Rapid growth if enthusiasts reproduce fast enough
 - Growth limited by reproduction potential
3. Threshold of extinction
 - Eventual extinction if enthusiasts don't reproduce fast enough
4. Reproduction of enthusiasts more impact than stemming losses

Principles 1

5. Revival can take a long time to see growth – 1960
 - Wales 1735 - 1900
 - 1960
6. Not sufficient to make converts – must be enthusiasts

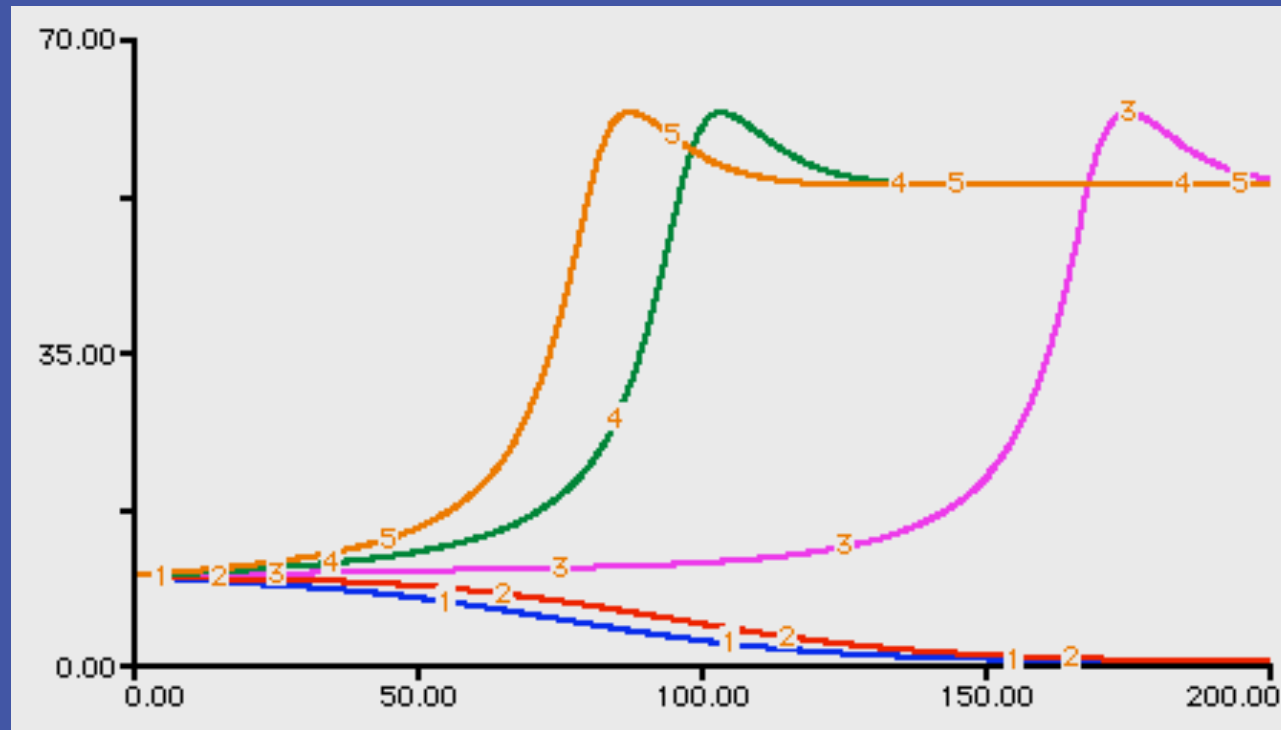
How to improve the generation of enthusiasts?

1. Renewal of Inactive Believers



Inactive believers added to potential pool of enthusiasts

Renewal Lowers Thresholds



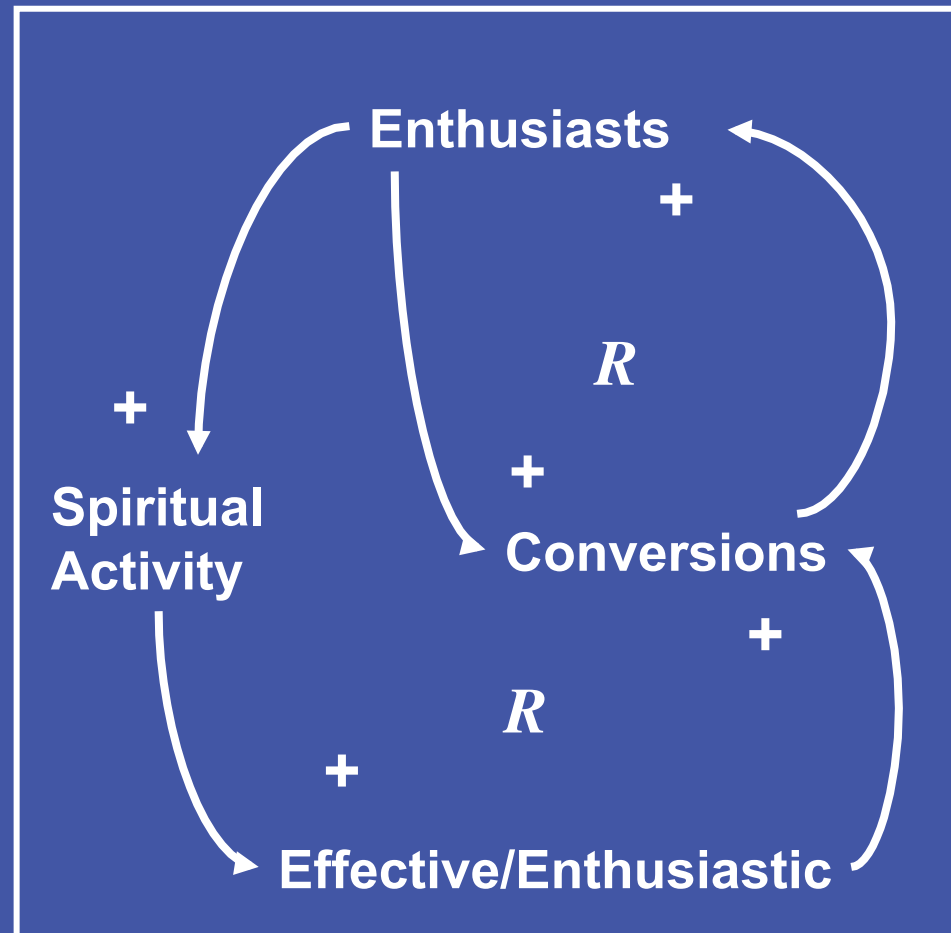
Survival and revival possible with critical mass of enthusiasts

Better at enthusing believers than new converts

2. Increasing Enthusiasm

- **Spiritual Activity**
- **Prayer**
- **Encouragement**
- **Training**
- **Teaching**
- **Lifestyle**

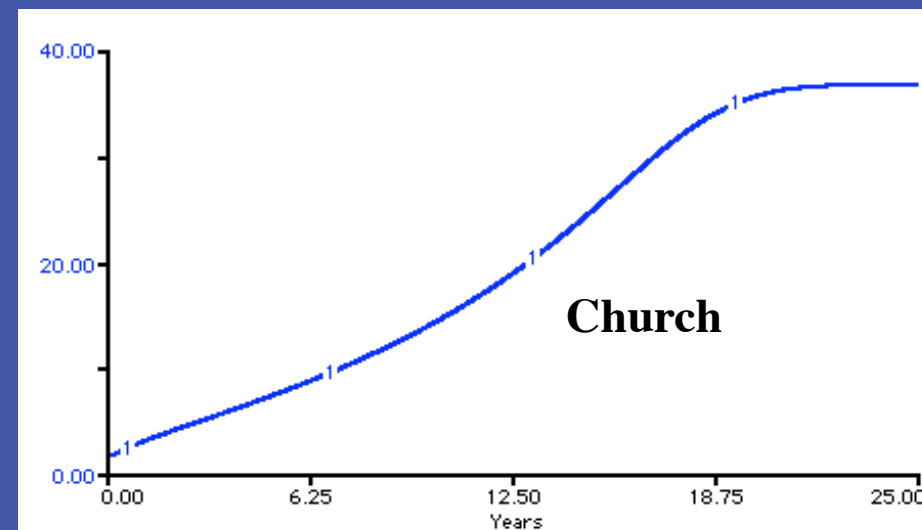
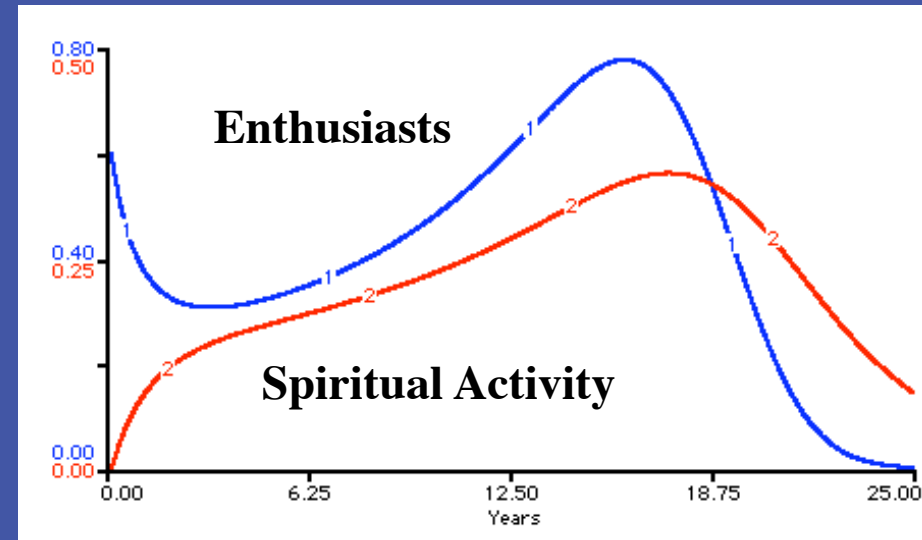
Acts 2: 46 Every day they continued to meet together in the temple courts. . . . And the Lord added to their number daily those who were being saved.



Spiritual Activity & Revival

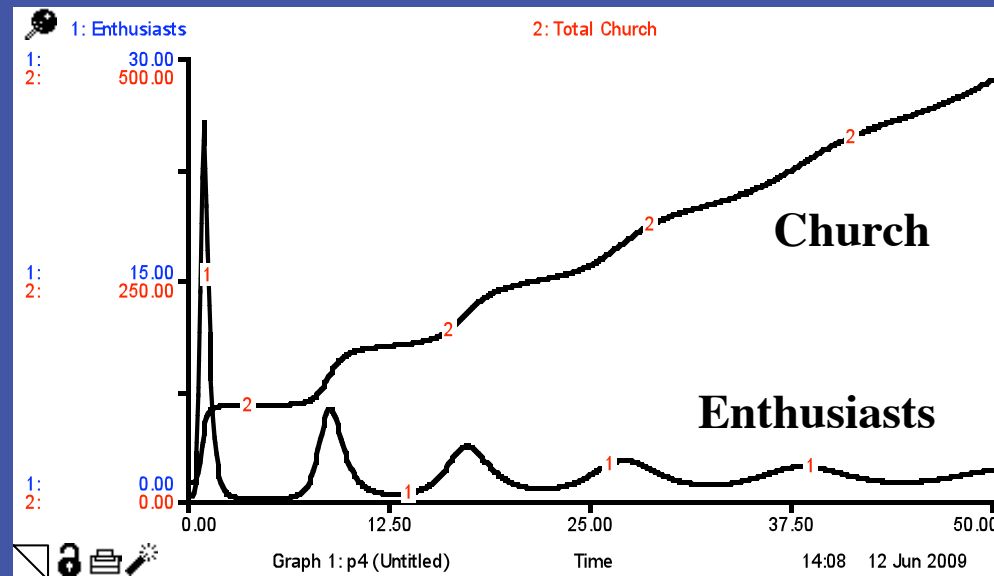
Spiritual Activity

- Increases enthusiasm
- Lowers threshold
- Increases conversions
- Tip into revival can be dramatic



3. Migration

- Revival Growth in a growing population
- Recurrent outbreaks of rapid growth
- Keep generating enthusiasts
- Flagship churches



Principles 2

1. Renewal not evangelism key to church growth
 - Renewal will generate the evangelists
 - Increase their enthusiasm
2. Renewal of believers has more impact than evangelism alone
3. Critical mass of enthusiasts - congregate enthusiasts together – flagship churches
4. Engage in spiritual activity that will increase enthusiasm of enthusiasts
5. Plant in areas of internal migration – take advantage of natural cycles to generate enthusiasts.

Context of Church

Revival Growth

compare

How much of society is
open to influence

Unbelieving pool

Enthusiasm of the
enthusiasts

Reproduction Potential

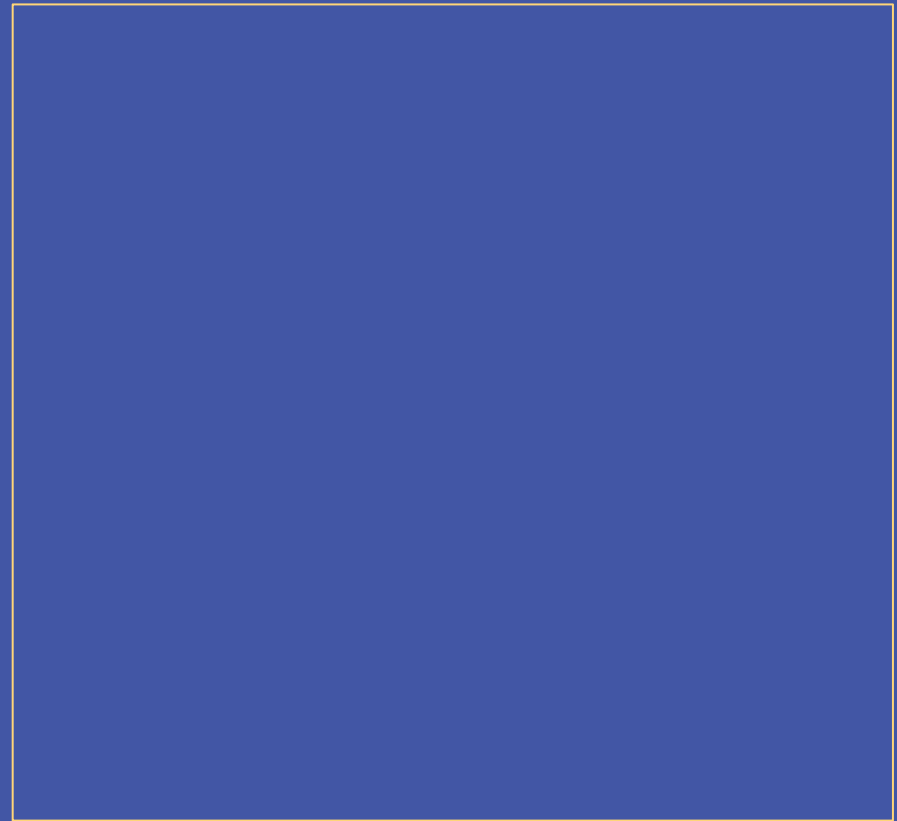
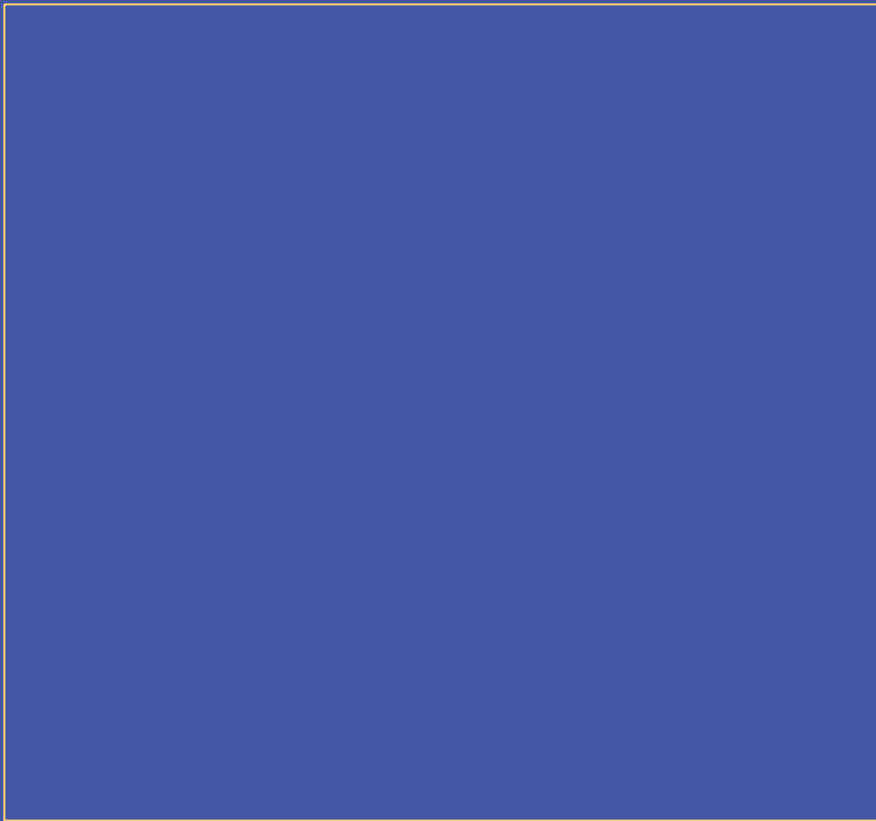
Types of Evangelism & Church

Presence

Proclamation

Persuasion

Power



Types of Evangelism & Church

Presence

Proclamation

Persuasion

Power

Revival Church

Evangelical

Charismatic

Enthusiasts more Effective

Increase Reproduction Potential

Christendom

Enlightenment

Types of Evangelism & Church

Presence

Proclamation

Persuasion

Power

Contextual Church

Emerging

Mission - shaped

Church more relevant

Widen Unbelieving Pool

Post Christendom

Pre Enlightenment

Revival Church

Evangelical

Charismatic

Enthusiasts more Effective

Increase Reproduction Potential

Christendom

Enlightenment

All have “enthusiasts”

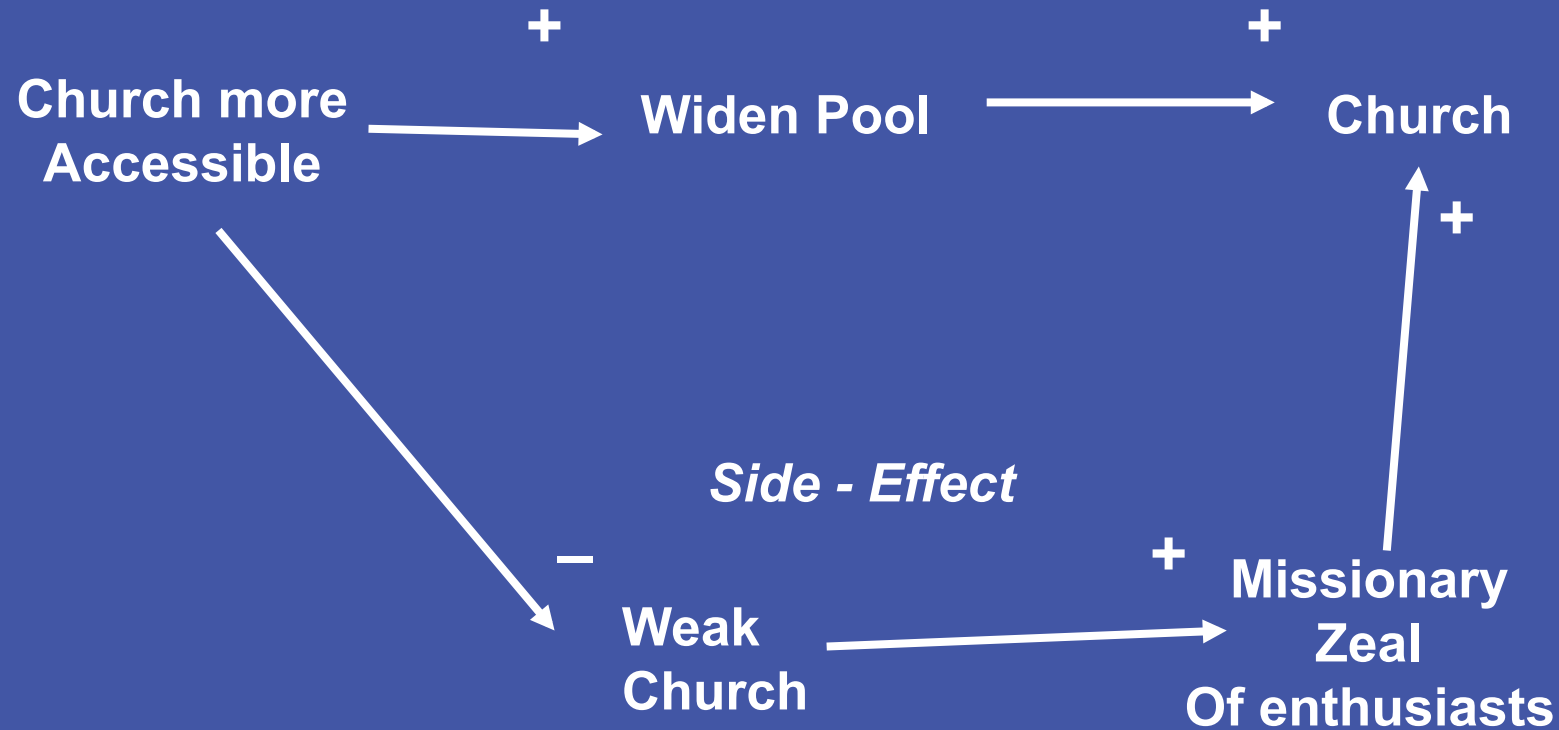
Kelley's Thesis

- **Explain conservative churches in USA grow**
Liberal ones are declining
- **Strict Churches are strong -> grow**
- **Lenient Churches are weak -> decline**

Lenient churches less focused on salvation
Less missionary zeal
Lower reproduction potential

E.g. Doctrine of Hell – church decline

Side-Effect of Leniency



Will contextual church have the same fate?

So concerned to engage with Post Christendom undermine enthusiasts

Challenge of Post Christendom

Revival Church wants life

- Enthusiasts may restrict their pool of influence

Contextual church wants influence

- They may undermine their enthusiasts' ability to grow the church

New Testament their had life and Influence

12 The apostles performed many miraculous signs and wonders among the people. And all the believers used to meet together in Solomon's Colonnade. No one else dared join them, even though they were highly regarded by the people. Nevertheless, more and more men and women believed in the Lord and were added to their number.