Contents

Foreword

13

Introduction

15

1

Why Plan Strategy?

How Does God Do It?
Qualifications for Serving God
Major Components of Strategy
Choosing the Appropriate Strategy
Christian Pragmatism?
Advantages of Having a Strategy

17

2

Why Aim for Church Growth?

Church Growth Theology
Theological Nonnegotiables
Jesus' Attitudes Toward Growth
Using Numbers
The Results of Jesus' Ministry
Continuing Growth in Acts
A Closer Look at the Great Commission
What Is a Disciple?
The Fruit of Becoming a Disciple

The Harvest Principle

The Principle of the Harvest The Principle of Sowing The Principle of Pruning The Principle of Reaping The Harvest Principle in Jesus' Ministry The Harvest Principle in Paul's Ministry

57

Testing the Soil

Is Soil Testing Desirable? Is Soil Testing Possible? Where Churches Are Already Growing Where People Are Changing Among the Masses The Harvest Can Pass Hold the Resistant Lightly What to Do if There Is No Fruit 73

The Meaning of Mission

The Kingdom of God and Mission Mission Demands Holistic Ministry The Two Mandates Where Is the Priority? The Evangelical Debate What Does the Priority Mean? Evangelism Is the Magnet

The Meaning of Evangelism

Are Evangelism and Church Growth the Same? Three Views of Evangelism 3-P Evangelism The Engel Scale Is "Persuasion" the Best Word? What About the Archbishops?

113

Body Evangelism Helps Grow Churches

Three Streams of Evangelism Crusade Evangelism Saturation Evangelism Body Evangelism The Bible Fellowship Church The Venezuela Experiment Measuring the Results

133

Getting Off on the Right Track

Goal Setting Research The Medical Model Planting New Churches Characteristics of Good Goals

153

How to Target Your Outreach

The Challenge of the World The Challenge of the United States Targeting Unreached Peoples Research on the World's Peoples The Cholanaikkans of India Stimulating People Movements Power Evangelism Targeting the Cities Targeting Whole Nations 173

Appendix: The Lausanne Covenant 197

Index 211

Bibliography 214