

1 Oikos Evangelism

- The Key to Effective Outreach

2 Evangelism

- Event Centered Evangelism – A crowd is drawn to hear an Evangelist preach the Gospel.
- Personal Evangelism – People minister the Gospel to one another one-on-one.
- Relationship Evangelism – Seeks to win people who are already in their social networks.

3 Statistics

- Campus Crusade
 - The hundreds of thousands of so called “decisions” from the Here’s Life emphasis, showed only 3% of those individuals ever being incorporated into a church.
- Crusade Evangelism
 - Most of the people (53%) who go forward are actually rededications.
 - Only 7% of those who go forward for conversion (30%), become incorporated into the church.
- Relationship (Oikos) Evangelism
 - Churches who encourage and equip their members to reach the existing webs of their friends and relatives, experience church incorporation results of 75% to 90%.

4 Definition

- Basically, “Oikos Evangelism” is focused outreach to those in whom you already have social relationships.
 - Common kinship
 - Common community, and
 - Common interests
- In fact, it was “Oikos Evangelism” that was used by the Early Church.
- Not because it was a “special revelation,” but because it was the natural way in which people shared things that were going on in their lives.

5 NT Examples

- Jesus did not let him, but said, “Go home to your family (oikos) and tell them how much the Lord has done for you, and how he has had mercy on you.” (Mark 5:19 NIV)
- Jesus said to him, “Today salvation has come to this house (oikos), because this man, too, is a son of Abraham.” (Luke 19:9 NIV)
- Then the father realized that this was the exact time at which Jesus had said to him, “Your son will live.” So he and all his household (oikos) believed. (John 4:53 NIV)
- While Jesus was having dinner at Levi’s house, many tax collectors and “sinners” (Levi’s oikos) were eating with him and his disciples, for there were many who followed him. (Mark 2:15 NIV)

- Philip, like Andrew and Peter, was from the town of Bethsaida (oikos). Philip found Nathanael and told him, “We have found the one Moses wrote about in the Law, and about whom the prophets also wrote — Jesus of Nazareth, the son of Joseph.” (John 1:44-45 NIV)

6 Statistics

- Over 14,000 lay people have been asked the question: “What or who was responsible for you coming to Christ and your church?” Here are the results.
 - Special Need (1-2%)
 - Walk-in (2-3%)
 - Pastor (5-6%)
 - Visitation (1-2%)
 - Sunday School (4-5%)
 - Evangelistic Crusade (1/2 to 1%)
 - Church Program (2-3%)
 - Friend/Relative (75-90%)
- The conclusion is clear. The great majority of people in these studies can trace their “spiritual roots” directly to a friend or a relative as the major reason they are in Christ and their church.

7 Four Principles of Effective Evangelism

- Evangelism is most effective when it is an intentional effort by the local church.
- Intentional effort by the local church is most effective when focused on the oikos (natural networks) of existing Christians.
- Outreach is most effective when based on and permeated with love and caring.
- Outreach through the oikos method is the most effective because each Christian has a part in responding to the Great Commission.

8 Ekklesia

- Everyone has a responsibility to gospelize the gospel by being a witness of what God has done in your lives—especially to those who are in our oikos groups.
- Cell Groups
 - Let us return to the practice of praying for those in our oikos groups.
 - Let us return to the practice of holding cell group outreaches, in which we reach out to those in whom we are praying for . . .
- Church Outreach
 - Last year we had 99 first time visitors.

- Most of these visitors came as a result of our Banquet Services.
- Most of these visitors came as a result of only a few people.
- What would happen, if everyone in our church started inviting people to attend one of those services.