

- Paperback
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“Finally, a book that both demystifies the ministry of evangelism and practically applies the ministry to the life of a local church! Help your fellowship develop the postures and practices necessary for faithful sharing of the gospel outside the building.”

JARED C. WILSON

“This will become the key book on mobilising the local church for evangelism in the English-speaking Western world over the next ten years.”

RICO TICE

The Soul-Winning Church

6 Keys to Fostering a Genuine Evangelistic Culture

Your church’s sermons often include a call to evangelize. You’ve held evangelism training events. You give out invites to your Christmas and Easter services. So... where are all the new Christians? Is your church actually reaching the lost with the gospel?

For many of us, despite having the best intentions our churches struggle to reach out with the gospel effectively. J.A. Medders and Doug Logan, Jr. have decades of experience in leading churches and mentoring pastors, and here they outline six principles for cultivating a genuine evangelistic culture throughout your church.

Includes case studies from a variety of different cultures and contexts to give you practical ideas for implementing these six principles.

There are also free resources available, including a podcast series, that will help church leaders to implement the principles they learn in the book.


Foreword from Paul Tripp.

About the Authors

J.A. Medders is the Director of Theology and Content for Send Network, a preacher, podcaster, and the author of multiple books including *Humble Calvinism* and *The Soul-Winning Church*. He is pursuing a Ph.D. in biblical spirituality from The Southern Baptist Theology Seminary. Jeff is a native Houstonian, where he lives with his wife Natalie and two children. You can follow his writing and ministry at spiritualtheology.net.



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Dr. Doug Logan, Jr. is the President of Grimké Seminary and College and Grimke's Dean of the School of Urban Ministry. He also serves as a Council member of The Gospel Coalition and the Director of Urban Church Planter Development for Send Network. He is the Pastor of Church Planting at Remnant Church in Richmond, Virginia, and the author of *The Soul-Winning Church* and *On The Block: Developing a Biblical Picture for Missional Engagement*. In 2011, he planted Epiphany Fellowship of Camden, New Jersey, with his wife, Angel. They have three adult sons, four grandchildren, and one great-grandchild.



 @pastordeeloug

 @pastordeeloug

Suggested Interview Questions

1. What brought you to write this book and who is it for?
2. Why do you think it's so difficult for churches to cultivate an evangelistic culture?
3. You write about six "keys" or principles for cultivating an evangelistic culture. How did you come up with these?
4. What are some ways that pastors and leaders can assess how they are doing in each of the six areas laid out?
5. How would you encourage a pastor who is maybe faithful in all of these areas but isn't seeing the fruit that they would hope to be seeing, or maybe they don't have the support they need from others on their team?
6. What would you say to the leader who is already stretched thin and isn't sure where to start on this?
7. How can pastors and leaders be intentional about personal evangelism when oftentimes their day-to-day life is lived among other believers?
8. What are some practical ideas for helping new converts to get plugged into church life?
9. Have you seen any churches living these principles out well? What struck you about them?



To schedule an interview, please contact Abigail Talbott: publicity@thegoodbook.com or publicity@thegoodbook.co.uk.