

Outreach Ministry

A Best-Practices Guide to Team-Based, One-to-One Evangelism

Mission & Philosophy

The outreach ministry exists to fulfill the mandate Jesus set in Matthew 25:35-40: meeting practical, physical needs as the doorway to sharing the gospel. Outreach is built around simple, one-to-one evangelism — small acts of love that meet a real need and open a natural conversation about faith, rather than large public events.

Biblical Foundation — Matthew 25:35-40

"For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me... whatever you did for one of the least of these brothers and sisters of mine, you did for me." — Matthew 25:35-40 (NIV, condensed)

KEY PRINCIPLE: Meeting a physical need is not a substitute for the gospel — it is the doorway to it. Every act of service should carry a natural, unforced invitation into relationship with Christ.

Ministry Team Structure

Matthew 25:35-40 is used literally to structure ministry teams, matching each need named in the passage to a specific context:

Need (Matthew 25)	Team	Typical Context
"I was sick"	Hospital / Hospice	Visiting patients and families in hospitals and hospice care
"In prison"	Jail Ministry	Visiting and ministering to incarcerated individuals
"Naked / needed clothes"	Street Ministry	Meeting physical needs of those on the street
"Hungry / thirsty"	Street Ministry	Providing food and drink directly to those in need
"A stranger — invite in"	High School & College Teams	Welcoming and building relationship with students
"The least of these"	Nursing Home Ministry	Visiting and caring for residents, many with few visitors

Teams operate throughout the week at different times, matched to when each population is most reachable (e.g., visiting hours, evening street outreach, weekday school schedules). This spreads ministry across the week rather than concentrating it into a single weekend event.

Approach: Simple One-to-One Evangelism

- Keep the model simple: meet a real, tangible need first (a meal, a visit, clean clothes, a listening ear).
- Let the act of love open the conversation — do not lead with a program or a pitch.
- Train volunteers to engage one person at a time rather than treating outreach as crowd events.
- Equip every team member to share their own story and the gospel clearly when the door opens.
- Debrief after each outreach so stories, needs, and follow-up items are captured while fresh.

Follow-Up System: "Soul Track"

Every person who gets saved through an outreach encounter is entered into a centralized system (referred to internally as "Soul Track") that logs the salvation decision along with contact information. This ensures no new believer is met once and then lost track of.

How the follow-up system works

- 1. Capture immediately.** At the moment of decision, record name, contact information, date, location, and which team made the connection.
- 2. Log centrally.** All entries go into one shared system so no salvation is only known to a single volunteer.
- 3. Assign follow-up.** Every new entry gets a designated person responsible for a personal follow-up contact within a defined window (e.g., 48-72 hours).
- 4. Invite intentionally.** Use the contact information to personally invite the new believer to a specific church service or event — a named date, not a general "come sometime."
- 5. Track the journey.** Continue logging future touchpoints (attendance, next steps, small group connection) so the system shows the whole relationship, not just the initial salvation.

Best Practices for Other Churches

- Start with one team (e.g., street or nursing home) before expanding to all six contexts.
- Recruit team leads for each context who already have a heart or background for that population.
- Build a simple, repeatable training so every volunteer can confidently have a gospel conversation.
- Choose or build a simple tracking system before your first outreach — do not wait until after people start getting saved.
- Set a non-negotiable follow-up window and assign ownership so no new believer falls through the cracks.
- Review your Soul Track data regularly to see which teams are producing the most durable connections to the church, not just the most decisions.

Implementation Checklist for Other Churches

- Study Matthew 25:35-40 with your outreach leaders as the foundational vision.
- Decide which 1-2 team contexts fit your church's community best as a starting point.
- Recruit and train a small core team for each context.
- Set up a simple information-and-follow-up system before launch.
- Establish a weekly rhythm/schedule so outreach happens consistently, not sporadically.
- Assign clear follow-up ownership and a defined contact window for every new salvation.
- Create a clear on-ramp from outreach contact to a specific church service, group, or event.