



# The Importance of Data in Evangelism

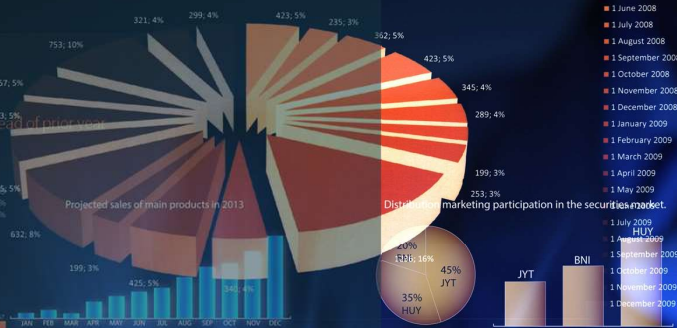
PASTOR MICHAEL CHARLES



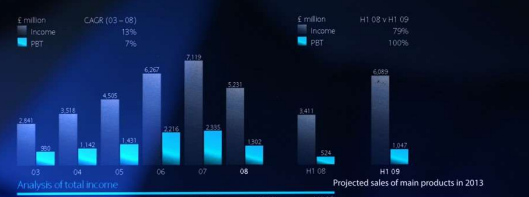
# What is Data?

Data is information (such as statistics) used as a basis for reasoning, discussion, or calculation.

very strong income performance well ahead of prior year



very strong income performance well ahead of prior year



	DAT	BID	ASK	PRO	QUA	BID	ASK	PRO	QUA		
JAN	€ 241.00	€ 558.00	€ 106.00	€ 320	754	€ 273.39	€ 154	€ 598.00	€ 391.00	€ 820.00	820
FEB	€ 955.00	€ 144.00	€ 374.00	€ 450	144	€ 364.00	€ 174	€ 891.00	€ 958.00	€ 784.00	784
MAR	€ 116.00	€ 50.00	€ 107.00	€ 450	144	€ 364.00	€ 174	€ 891.00	€ 958.00	€ 784.00	784
APR	€ 762.00	€ 146.00	€ 107.00	€ 450	144	€ 364.00	€ 174	€ 891.00	€ 958.00	€ 784.00	784
MAY	€ 899.00	€ 800.00	€ 800.00	€ 145	124	€ 752.34	€ 750	€ 949.00	€ 885.00	€ 386.00	386
JUN	€ 706.00	€ 579.00	€ 800.00	€ 784	954	€ 247.39	€ 345	€ 843.00	€ 256.00	€ 974.00	974
JUL	€ 622.00	€ 879.00	€ 999.00	€ 801	899	€ 109	€ 345	€ 836.00	€ 628.00	€ 575.00	575
AUG	€ 557.00	€ 775.00	€ 894.00	€ 801	899	€ 109	€ 345	€ 836.00	€ 628.00	€ 575.00	575
SEP	€ 500.00	€ 300.00	€ 437.00	€ 107	107	€ 107	€ 221.00	€ 441.00	€ 941.00	€ 941	941
OCT	€ 817.00	€ 518.00	€ 437.00	€ 930	930	€ 109	€ 886.00	€ 943.00	€ 802.00	€ 802	802
NOV	€ 173.00	€ 331.00	€ 223.00	€ 374	374	€ 109	€ 661.00	€ 949.00	€ 715.00	€ 715	715
DEC	€ 698.00	€ 559.00	€ 339.00	€ 194	194	€ 109	€ 397.00	€ 440.00	€ 557.00	€ 557	557





# What is Evangelism?

The spreading of the gospel by public preaching or personal witness.



## Ellen G. White – Evangelism, 5.1

Evangelism, the very heart of Christianity, is the theme of primary importance to those called to herald God's last warning to a doomed world. We are in time's closing hours, and the Advent message, proclaimed to make ready a people prepared for our Lord's return, must swell to a loud cry reaching the uttermost parts of the earth.



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**The church has  
been called to  
evangelize the  
world.**

**Matthew 28:18- 20.**






# THE BOOK OF NUMBERS



The book records census results for all twelve tribes not once, but twice.

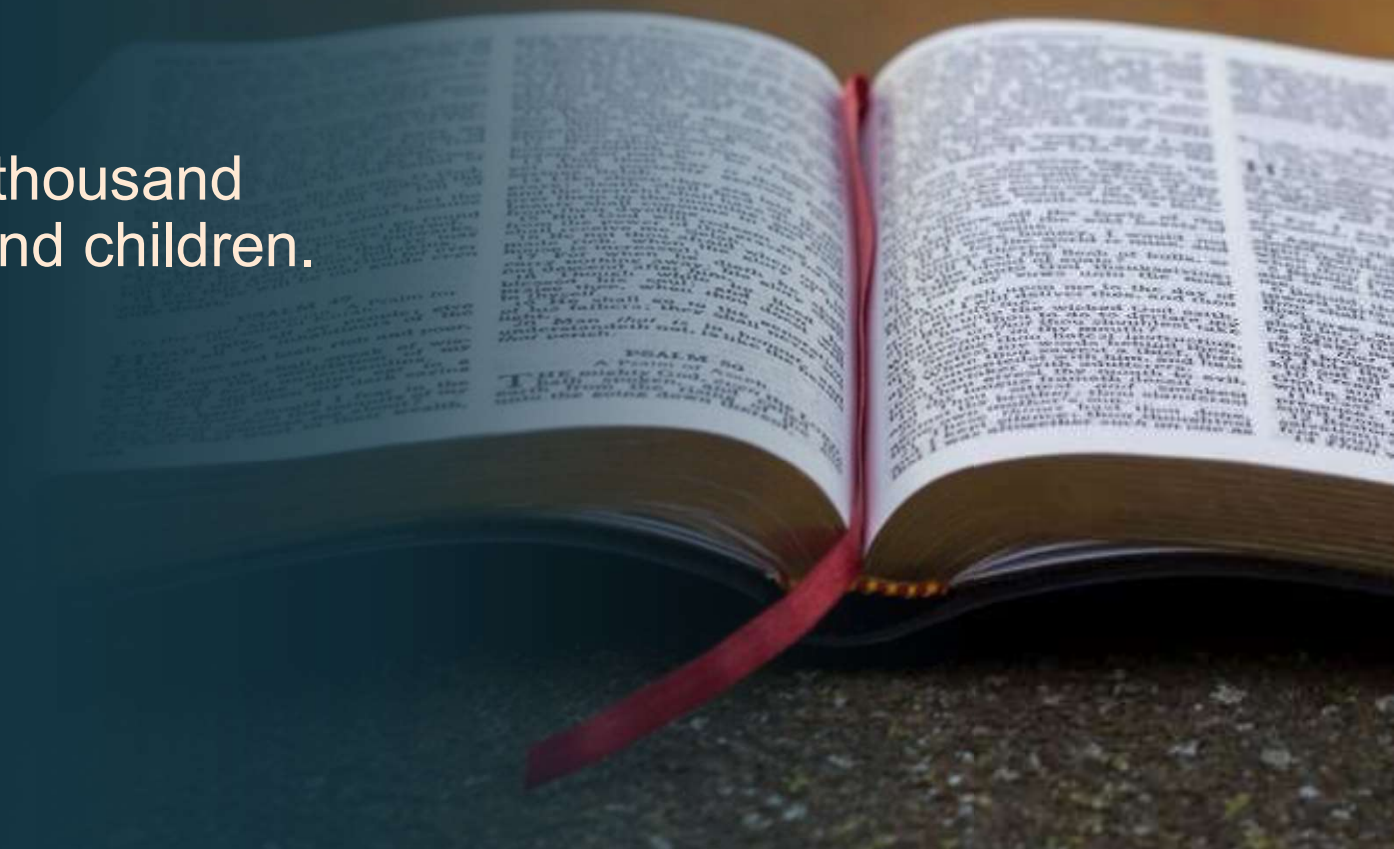


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## Matthew 14:15-21

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The feeding of the five thousand men, besides women and children.





A close-up photograph of a person's hands holding a dark-colored Bible. The person is wearing a blue and white patterned sweater. The Bible's spine is visible, with the words "HOLY BIBLE" printed in gold. The background is a soft-focus pattern of the sweater. A white rectangular border frames the central text.

# Specific to Evangelism

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## Acts 2:41

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Then they that gladly received his word were baptized: and the same day there were added unto them about three thousand souls.



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## Acts 4:4

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Howbeit many of them which heard the word believed; and the number of the men was about five thousand.





**The Apostle Paul exhorted the Elders at Ephesus regarding the care of believers.**

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## Acts 20:28

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Take heed therefore unto yourselves, and to all the flock, over the which the Holy Ghost hath made you overseers, to feed the church of God, which he hath purchased with his own blood.




A person in a white shirt is pointing at a laptop screen. The screen displays a dark interface with a prominent black line graph showing an upward trend. Overlaid on the scene are several semi-transparent data visualization elements: a light blue line graph with circular markers, a purple line graph, a white location pin icon, and various circular gauges and charts. The background is softly blurred, showing office equipment and warm lighting. A dark teal banner is positioned at the bottom of the image, containing the text.

# Why Statistics, Why Numbers?



The numbers represents  
people.



**Persons who need to be  
nurtured in their spiritual  
walk with God.**







People whom God has placed  
in the church for spiritual  
**growth and development.**



**WHY IS DATA IMPORTANT?**

A 3D bar chart with a red trend line and a pie chart on a laptop keyboard. The bar chart has 10 bars of increasing height, colored in a gradient from light blue to orange. The pie chart is partially visible, showing segments in red, blue, green, and yellow. The background is a blurred laptop keyboard.

**Data is defined as facts and statistics collected together for reference or analysis.**



**Data is a collection of facts, such as numbers, words, measurements observation or description of things.**

**Purpose of  
Data in  
Evangelism**

**01** Improve the effectiveness of mission to those outside the Seventh-day Adventist Church

**02** Understand current trends, facts, and growth potential

**03** Enhance pastoral ministry to, and discipling of, church members.

**04** Provide an informed basis for strategic planning




**Whilst data collection is important as a church, are we collecting the relevant information from our members and church interest?**



faceook

Facebook knows more about  
many of our members and  
interest than does the church.



***Are we equipped to  
know more about our  
members and church  
interest?***



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**Many evangelistic campaigns are not as effective as it can be, because many persons who showed interest were not followed up.**



***How can  
follow-up take  
place, if there  
is no data  
collection.***



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# Church Interest

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A potential church member is an interest in an individual who has shown interest in seeking Christ and is listed for follow-up. This person can be from any source, a first-time visitor, some met through various evangelistic outreach programs such as ingathering, health, public and literature evangelism, radio/TV ministries or bible studies.

**Purpose of  
Church  
Interest Data**

**01 Follow-up with  
visitors/church interest**

**02 Building relationships**

**03 Winning interest for  
Christ**

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# Church Member

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A church member is one who has surrendered his or her life to the Lordship of Jesus and is baptized.

**Purpose of  
Church  
Members  
Data**

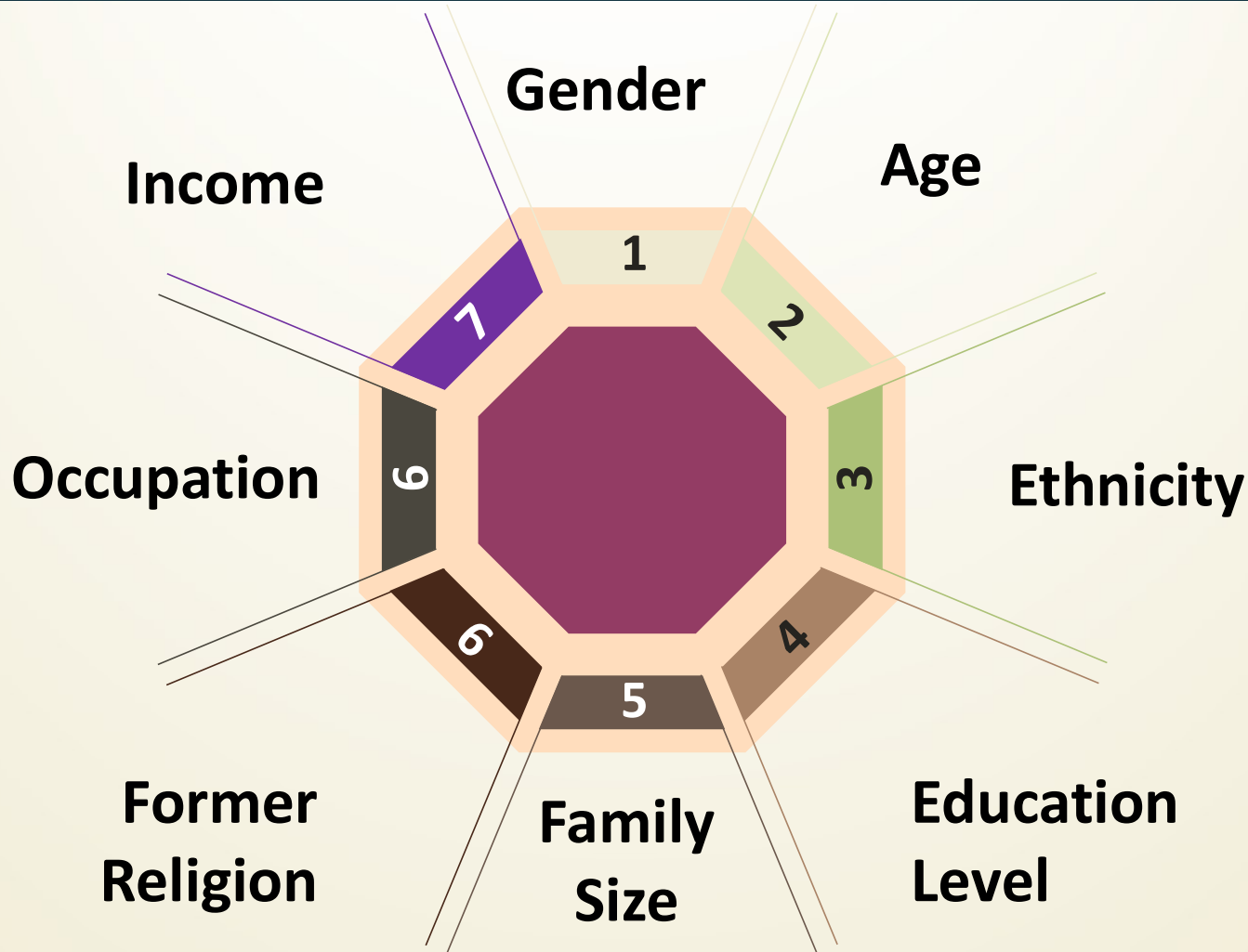
**01** MEASURE PROGRESS TOWARDS CHURCH LIFE (CONSERVATION)

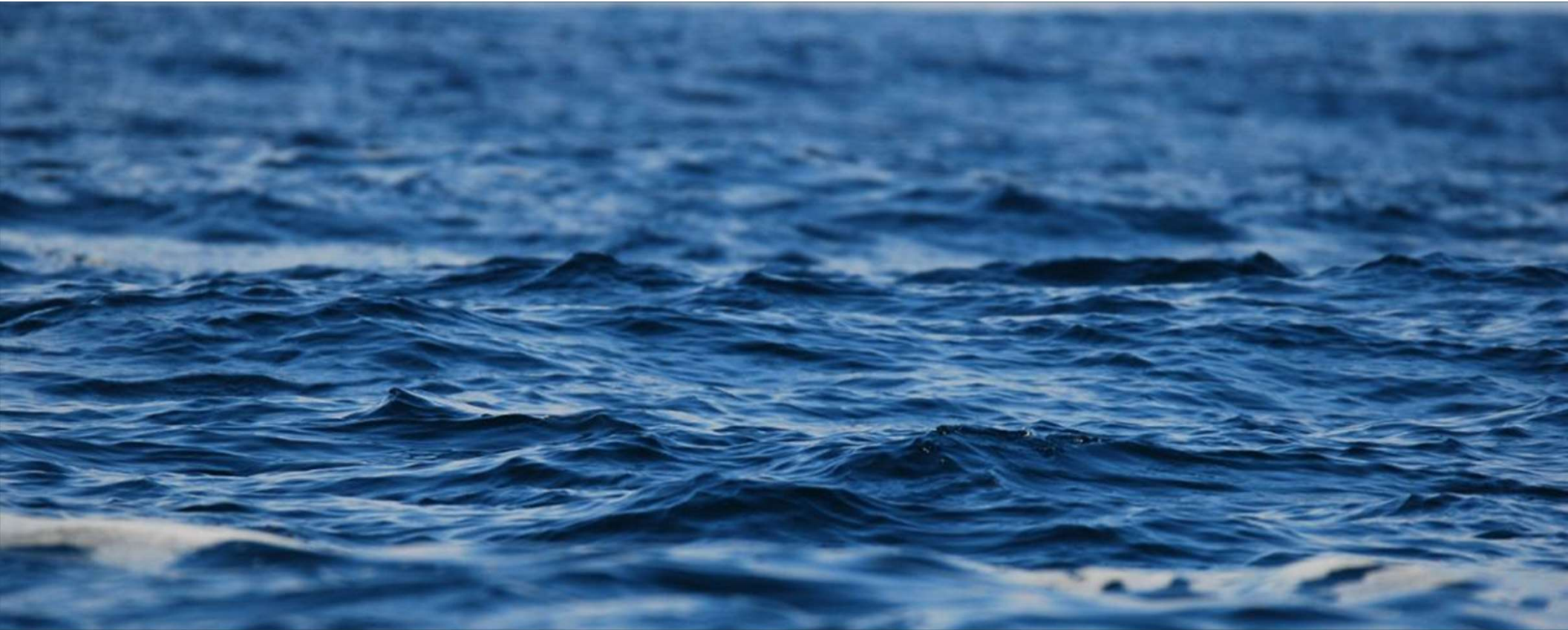
**02** CREATE MORE RELEVANT PROGRAMS FOR MEMBERS (MEMBERSHIP CARE)

**03** KEEP PEOPLE ENGAGED BETWEEN SABBATHS, INVOLVED IN VARIOUS MINISTRIES (PERSONAL MINISTRIES)

**04** DRIVE GREATER COMMITMENT AND GENEROSITY (STEWARDSHIP)

# Membership Data





# Membership Conservation of a New Convert

THREE YEAR MODEL

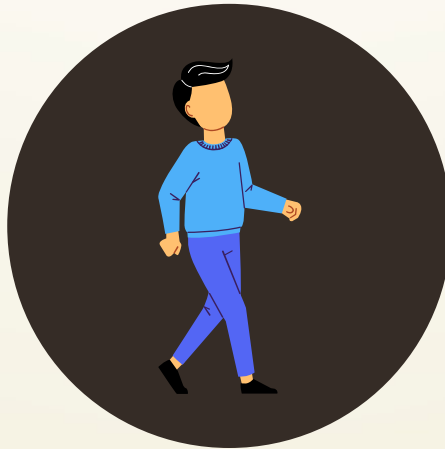


# Growth of a Member

New  
Convert  
1st Year



2<sup>nd</sup> Year



3<sup>rd</sup> Year



# Three Year Conservation Model

## YEAR 1

- Baptismal Class
- Witnessing / Sharing one's Faith



## YEAR 2

- Sabbath School Action Unit
- Identify Spiritual Gifts
- Witnessing / Sharing one's Faith.



## YEAR 3

- Personal Ministries
- Church Office and Operations
- Witnessing / Sharing one's Faith





# Family Unit Record



## What is a Family Unit?

This is a group of people (members and/or non-members) who share the same address, phone number and subscriptions (Review/Record). The family unit may also be a single individual.

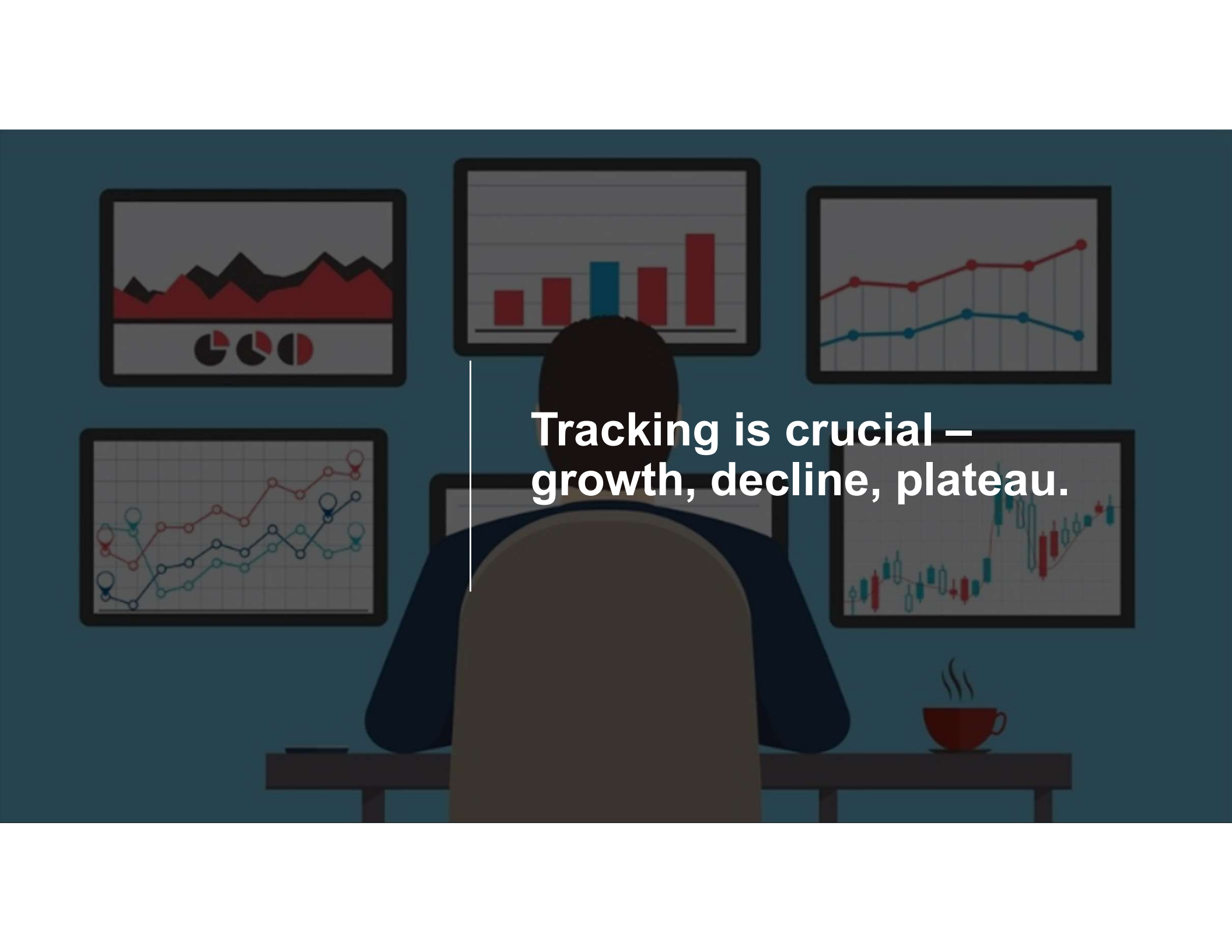
## What is a Family Unit Record?

Each family unit has a designated Primary Contact, this person would be the first person on the list with the remaining members in order below. (example: Father - Primary Contact, then mother, child 1, child 2, etc.) The Primary Contact should be a member of your church, while other family members can be members of other churches.



A hand in a dark suit sleeve holds a red horseshoe magnet. The magnet is attracting several stylized human figures in various colors (red, blue, green) towards it. The background is a dark grey-blue gradient. The text is centered in white, bold font.

**Church growth cannot  
be measured only by  
additions but by  
retention of members.**

A person is seen from behind, sitting at a desk in a dimly lit room. The desk has a laptop and a cup of coffee with steam rising from it. On the wall behind the person are five monitors displaying various data visualizations: a line chart with red and black areas, a bar chart with red and blue bars, a line chart with red and blue lines, a line chart with multiple colored lines, and a candlestick chart. The text "Tracking is crucial – growth, decline, plateau." is overlaid on the scene.

**Tracking is crucial –  
growth, decline, plateau.**



**CHURCH GROWTH** |





# TYPES OF CHURCH GROWTH




BIOLOGICAL GROWTH



TRANSFER GROWTH



EVANGELISTIC GROWTH



# TYPES OF CHURCH DECLINE



**LOSS – DEATH OF MEMBER**



**LOSS – TRANSFER OF  
MEMBER**



**LOSS – REGRESSION OR  
APOSTASY**

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***What type of decline  
do we most experience  
as a church?***

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Whilst some congregations experience growth or loss, there are some who experience **plateau** – (state of little or no change following a period of activity).

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Without growth membership will decline, not only because of people moving away from the area, but, over time, by aging and death of its older members. Without new membership the church will be doomed to extinction. There are three sources of membership growth—biological, transfer, and evangelism—and each one is vital and important to the future of the church.



**We have been lopsided in  
our approach to  
evangelism.**



# Evangelistic Series

Site

Programme

Choristers

Transportation


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**A lot of emphasis  
is placed for entry  
into the church.**

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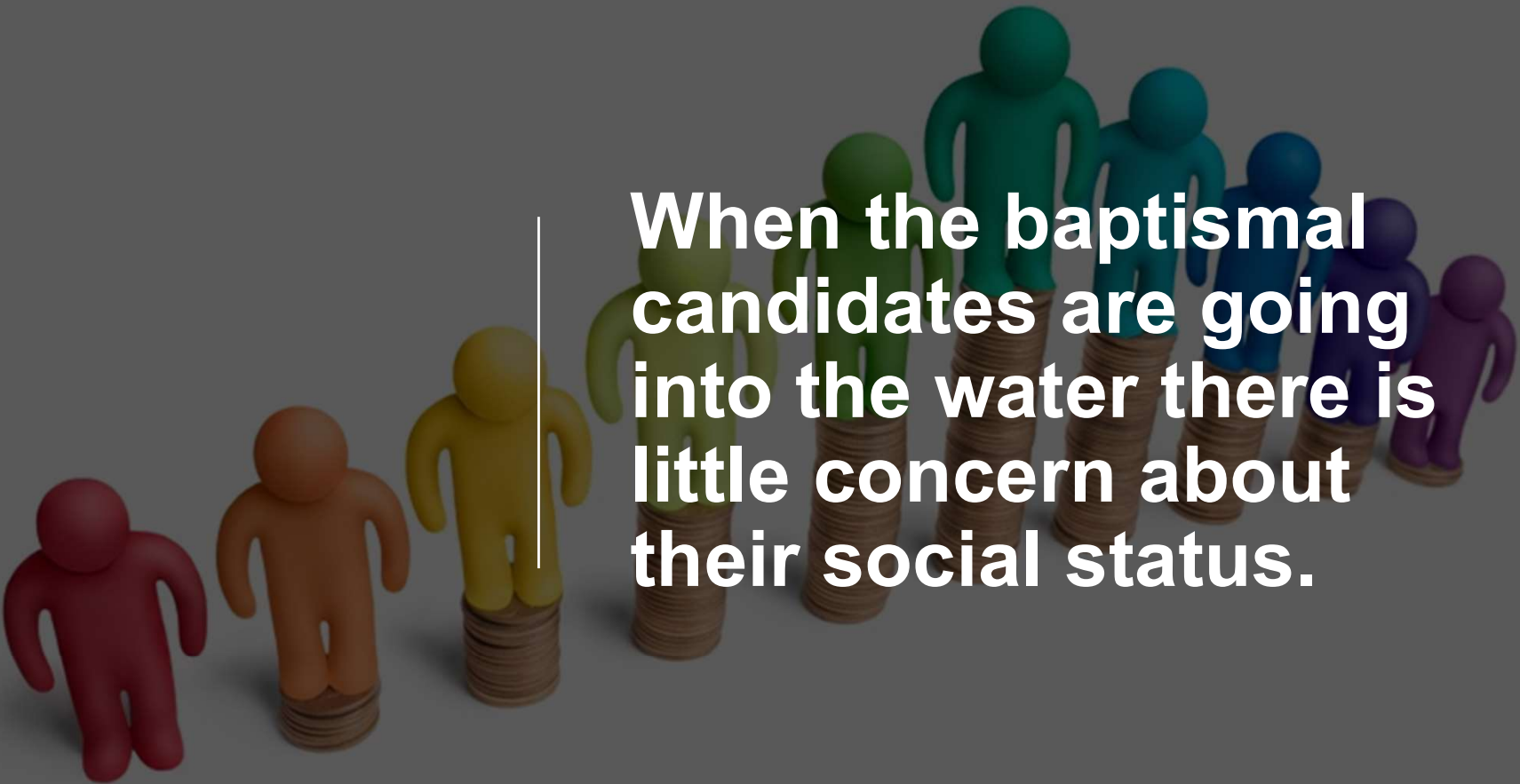




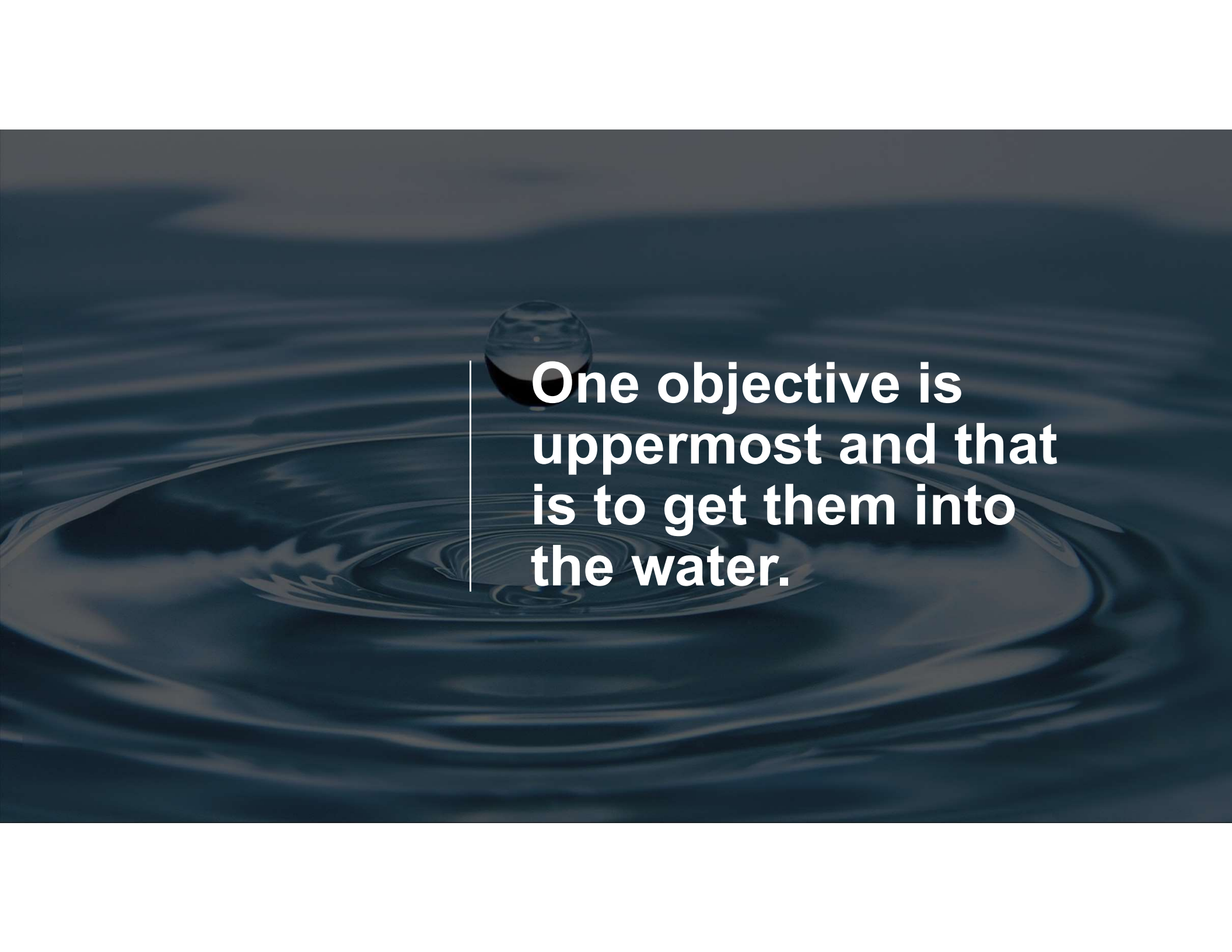
**Late nights are  
spent in their homes  
if it becomes  
necessary.**

The background of the slide features dark silhouettes of several people with their arms raised in a gesture of celebration or excitement. The silhouettes are set against a light gray background. A dark teal horizontal bar is positioned across the middle of the image, containing the text.

**On the day of baptism there is great excitement.**

A row of seven 3D human figures in various colors (red, orange, yellow, green, teal, blue, purple) standing on stacks of coins. The height of each figure increases from left to right, corresponding to the height of the stack of coins they are standing on. The background is a dark gray gradient.

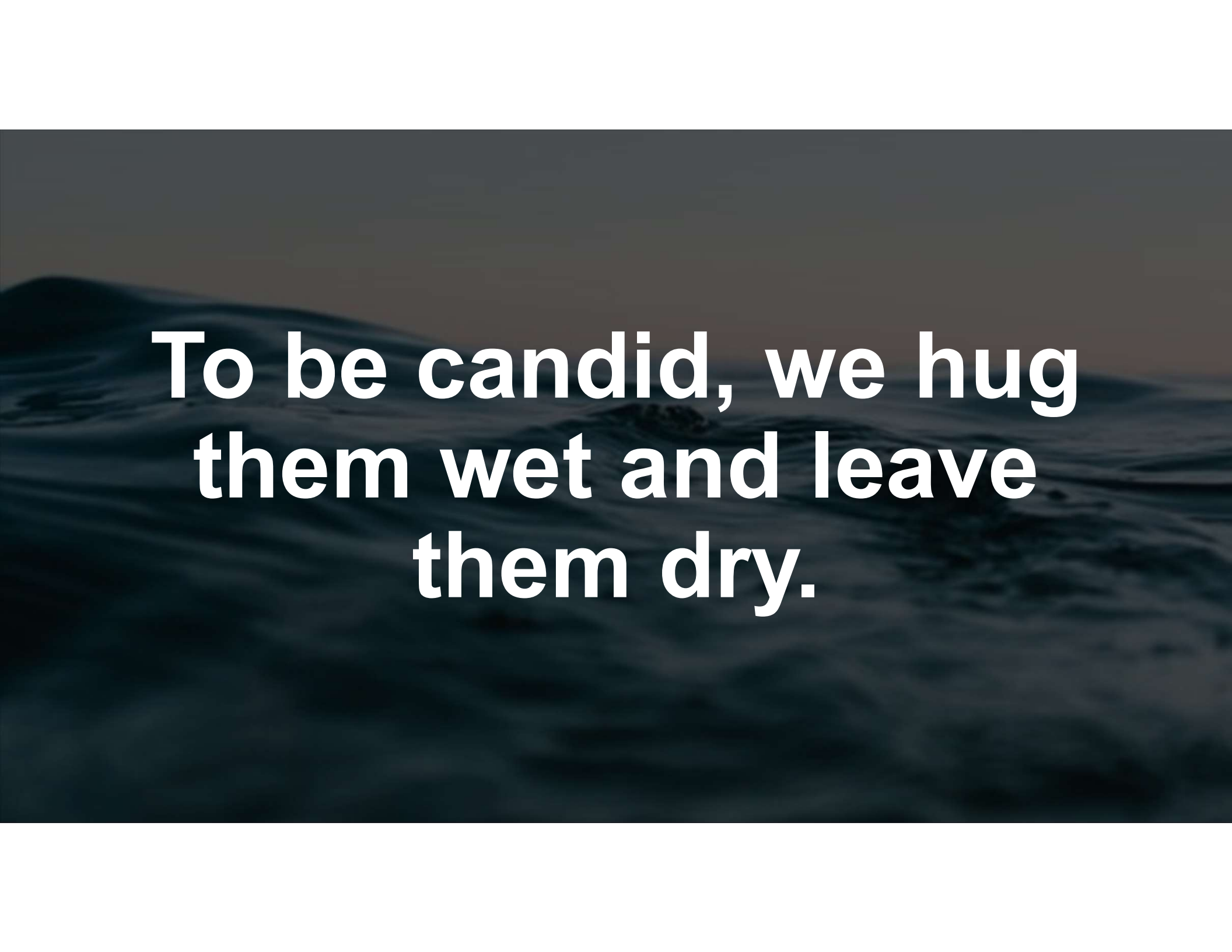
**When the baptismal candidates are going into the water there is little concern about their social status.**

A dark blue background with a water droplet and ripples. The droplet is positioned at the top center, and the ripples spread outwards from its point of impact. The text is overlaid on the right side of the image.

**One objective is  
uppermost and that  
is to get them into  
the water.**



**The follow through is  
our major challenge.**



**To be candid, we hug  
them wet and leave  
them dry.**

**DATA  
COLLECTION  
IS OF  
PARAMOUNT  
IMPORTANCE**

**If you were to measure the progress of your individual church today, what data have you collected that will enable you to do so?**