

HOW DO YOU REACH PEOPLE DESCRIPTIONS

DIRECT

I proclaim the truth and wake them up.

Characteristics: Confident, assertive, to the point

This style presents the truth in a no-holds-barred, no-punches-pulled style. It challenges everybody in its path to get off the fence. It has a directness that cuts through the red tape and evokes serious reflection and decision making in the other person. This approach, more than any other, is able to create action. This person has strong opinions and convictions.

INTELLECTUAL

I explain the logic and answer objections.

Characteristics: Inquisitive, analytical, logical

This style explains the rational basis for our faith and helps people see we're building on a foundation of facts like no other religion has. Our role as intellectual-style evangelists is to help people understand the reality of the spiritual realm. We need to help unbelievers understand why they can have confidence in God. We need to give an answer to everyone who asks.

TESTIMONIAL

I share what I experienced.

Characteristics: Clear communicators, compelling storytellers, good listeners

This style is to share your honest, selfless testimony in a way that puts the spotlight no on you, but on God. This forces people to deal with your experience. It forces people to grapple with the practical implications for their lives. It's typically the "ordinary" story that ends up relating best to ordinary people. There is power in telling of God's work in your life. Talk about it and watch God use it.

INTERPERSONAL

I connect my life with theirs.

Characteristics: relational warmth, conversational, friendship-oriented

This style helps to deepen relationships with friends and help them form new

friendships with God and True Parents. People listen best to new ideas in the context of friendship and in an environment of trust. We achieve this by spending time forming and nurturing relationships with those who would like to become part of God's family. Like Jesus, we want to befriend even those difficult to love. We live in a society that increasingly distrusts spiritual authorities and religious institutions, but thankfully friends still listen to and trust friends.

INVITATIONAL

I invite and include.

Characteristics: Hospitable, relational, persuasive

This style welcomes those around you into the experiences that are meaningful for you. It creates a space for others to get connected in a loving and simple way. One out of four adults in the US would go to church if a friend would only invite them. And the three out of four who decline have their curiosity piqued and occasional spiritual conversations move them toward God. It requires warm hearts and events in the church designed for new people.

SERVICE

I serve to win their heart.

Characteristics: Other-centered, work behind the scenes, patient

Serving someone, when combined with a clear witness to God and True parents, forms one of the most powerful styles of evangelism. This approach is usually at work behind-the-scenes and sometimes takes a long time to have an observable spiritual impact, but it also tends to reach the hardest to reach people. It includes recovery ministry, prayer ministry, cleaning, food service, social assistance, etc. It is a great place for people who love to serve others.