

REACH STRATEGY & MOBILE MINISTRY TRAINING



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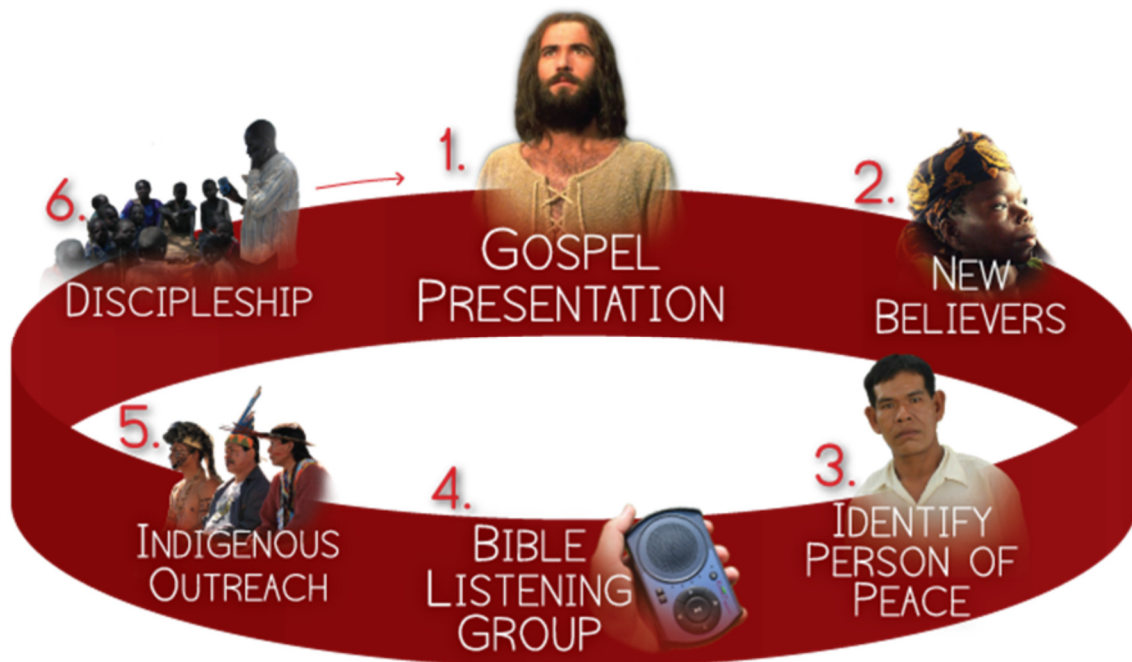
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TIPS FOR TRAINERS

LEARNING OBJECTIVES

- Understand why oral gospel tools are important.
- Understand why the Reach Strategy is effective.
- Understand the role and importance of each part of the Reach Strategy.
- Gain a basic understanding of how to show an evangelistic film like the JESUS film.
- Understand how to identify new believers and what to do after a gospel presentation.
- Identify the Reach Strategy as an ongoing ministry cycle – can be multiplied and reproduced.

THE **REACH** STRATEGY EVERY PERSON... EVERY NATION



INTRODUCTION

Are you interested in seeing lasting transformation in unreached villages and people groups? Partner ministries have discovered a powerful strategy for starting indigenous-led church planting movements all over the globe. We call it **The Reach Strategy**.

Most unreached people are **oral-based** cultures where the majority of the people do not read or write. Even if the Bible has been translated into their language, they cannot read it. Fortunately, groups like [Faith Comes By Hearing](#) and the [JESUS Film Project](#) have been working for years so that over 800 languages of the audio New Testament and over 1,200 languages of the JESUS Film are now available. More are being produced every day!

The Reach Strategy starts with a video/audio Gospel presentation. Worldwide an average of 10% of an audience viewing the JESUS film give their lives to Christ. However, the startling reality is that without intentional discipleship, as few as 2% of those people who made decisions for Christ will last a single year.

To help these believers grow in their new relationship with Jesus, it is important to train the new local believers to form [listening groups](#) using an audio Bible in their language so that they can listen to and study God's Word together, discuss it, and pray with one another. This small group is the foundation for a house church or church plant.

Partner ministries showed a video Gospel presentation in 500 different villages in India and observed how following up using an audio Bible changed the 2% statistic. A total of 6,150 new believers attended a Bible listening group the first week in the 500 villages. The local church planters visited weekly for 6 months and monthly after that.

After 6 months, the 6,150 grew to over 15,000 people meeting in Bible listening groups! The believers multiplied and birthed 350 new churches! This study in India and similar experiences in other countries is the foundation for the Reach Strategy.



WHAT CAN WE DO TO HELP FULFILL THE GREAT COMMISSION?

The Commission—read Matthew 28:19

God has clearly told us we are to: Go, Preach the Gospel, Baptize, Teach/Disciple all Nations (Matthew 28:19, Mark 16:15). But how do we do it?

THE REACH STRATEGY STEPS

1. GOSPEL PRESENTATION (EVANGELISM)

An evangelist, missionary or church planter goes out and shows a Gospel Presentation (such as the [JESUS Film](#) or [GRN media](#)) to a community.

1. It is recommended to obtain permission from the local person in authority to do a gospel presentation (including village chief or elder, religious leader, government authority, etc.) *Who is this person in your situation? How will you do this?*
2. It is recommended to be straight forward with what you plan to do.

3. Seek hospitality from the local person of authority and honor them according to local customs by bringing a gift, for example. Seek to find a way to serve this leader and to meet a need in his community. Example – Heidi Baker from Iris Ministries brings everything needed, makes and serves coffee to the local chiefs and all those gathered each time she goes to a village and she sits and talks with them. From her experience she is often able to build a church and a school due to the favor she receives at these meetings. Her teams also often pitch their tents and sleep in the chief’s compound. What is the cultural equivalent of serving coffee in your target people group?

4. Prior to starting the JESUS film, it is helpful to provide context: This is the story of Jesus which is recorded in the Bible. This movie is based on the Gospel of Luke as the disciples reported the life of Jesus to Luke who wrote it down so that we could see and know Jesus today. The movie was made in Israel, in the places where Jesus lived and walked. *What do you think should be included in the introduction to a gospel film in order to connect with your audience?*



A Jesus Film showing in Mozambique.

2. NEW BELIEVERS

At the end of the showing, some people will want to pray and receive Jesus as their Lord and Savior. Those who respond and pray to receive Jesus become New Believers!

1. It is effective in most contexts to show the JESUS film all the way to the end. After the film there is a summary of who Jesus is and an invitation to people watching to give their lives to Him. After the invitation you may ask people to come forward, unless this will not endanger their lives. It is important to identify the new believers and to get their names and contact information so that you can follow them up the next day and invite them to a follow up meeting (or first listening group). Announce the time and place of the follow up meeting right after the film. *How do you usually ask someone to make a decision to accept or follow Christ? SHOW THE PRAYER AT THE END OF THE JF. What is different from how you do it? Pray about how and plan how to close the film showing and do the invitation – this is a crucial point in spiritual warfare.*
2. After the film is also an excellent time to pray for people’s needs and to minister to people individually. Therefore it is wise to have a team of trained people who can help the evangelist do this and to capture names and information at the end of the film. *Who are some people you can invite and train to be part of your team?*

3. Be prepared for spiritual battle before, during and after the film. You are seeking to shed light in dark places and to redeem people who are in bondage to Satan. Be spiritually prepared! *Are you prepared? If not, who can you ask for help? What resources are available?*
4. Spend 2-4 days in the village meeting with new believers, teaching assurance of salvation.
5. Form the people into a small group and model how a listening group should listen, discuss, apply and pray. *Model how to lead a listening group during this training.*

3. IDENTIFY PERSON OF PEACE

1. Before the gospel presentation and during your time in the village, pray for discernment about who God wants to be the Man or Woman of Peace. *Wait to hear from God! The person of peace may not look like what you're expecting.*
2. Report your activities to the chief or local leader daily to build trust; ask God to confirm through the chief your choice of the Man or Woman of Peace (Find out what the reputation of this person is in the village.)
3. Present the audio Bible to the Man or Woman of Peace publically. Ask him if he is willing to play the Bible at least weekly for 10-20 minutes and allow for open discussion. Explain that the audio Bible does not belong to him but to the community. *Think about and plan how to communicate the importance of receiving an audio Bible and how to care for it in the context of local customs.*

4. BIBLE LISTENING GROUP

After the missionary has left, the New Believers, Man of Peace and others interested in knowing more about God continue to meet weekly to listen to the audio Bible, discuss what they hear, and pray together.

1. The Man or Woman of Peace hosts the Listening Group at his home, under a tree, in his compound, etc.
2. During this time the group listens to God's word, discusses what it means, and how to obey and how to apply it to their lives. They lift up the needs of group members by talking to God about them, praying for each other.
3. Church Planting—Assign a Discipeler who will visit regularly to encourage, answer questions, promote culturally appropriate worship and prayer, train for multiplication and relay testimonies back to the sending church or mission organization.
4. Keep track of each group's progress: what book and chapter they are listening to, number of group members at the beginning and each month, baptisms, and testimonies of life change. Record (audio or written) these stories and take pictures when possible. *Why is this important? Create your own report format in a way that is easy to use and understand by those who will be using it on the field.*



5. INDIGENOUS OUTREACH

Sending multiplying indigenous leaders 2 Tim. 2:2

1. Prayerfully ask Listening Group members to take the message of the gospel to the next village. *This is one of the most important elements of the Reach Strategy!*
2. It is not necessary to be a Christian for very long to be able to share his testimony and the gospel. New believers are usually excited about their relationship with Jesus and are motivated to reach friends, family and others in the surrounding area and beyond.
3. Send those who volunteer and listen to their report when they come back! Disciple them and help them grow in their knowledge, understanding and obedience to God's Word.
4. Repeat the Reach Strategy in the new village, etc.

6. DISCIPLESHIP OF LEADERS: BIBLE TRAINING, LEADERSHIP DEVELOPMENT

This is often provided by the local church, denomination or mission organization sending the missionary, evangelist or church planter. We don't attempt to make a comprehensive list of discipleship and training topics. Here are a few suggestions:

1. Spiritual warfare training Ephesians 5:10-20
2. Prayer Training and Prayer Support
3. Servant Leadership Training (how to live) Mark 10:43-45
4. Bible study methods, basic doctrine & theology
5. Pastors Training
6. Biblical Church Leadership (how to lead a church)
7. Human and resource management Luke 19:11-27, Luke 16
8. Local ownership/self-sustainability
9. Health and Agricultural Training (3 John 2 and Genesis 2)

OTHER CONSIDERATIONS

Where the church is already established

1. Contact the local church leader or pastor.
2. Share your vision and the Reach Strategy with him. Seek his permission and input. *Before you go, be prepared: outline your main points and honor his time.*
3. Obtain permission to train selected church members (those with a heart for the lost and evangelism; those who are already doing it!) on evangelism, prayer, follow up and spiritual warfare training. Agree on who, time and place if possible.
4. Identify mature church members who will visit the Listening Groups in the villages. These people are called Disciplers.
5. The Discippler or evangelist organizes a film showing or personal evangelistic appointment. Agree on date, time and place.

Where there is no church

1. This means that God has already laid a people group on your heart.
2. Prayerfully seek permission (explain why you are there) from the local leader/chief. Agree on date, time and place.
3. When the chief or local leader grants permission, ask to stay with him for the time you will be there.
4. Organize the film showing or personal evangelistic appointment.
5. Look for people who are spiritually hungry

In Restricted Access Countries: Brainstorm other avenues of opening doors such as health training, food distribution, medical clinics or agricultural training.

STEWARDSHIP

It is important when training others to include how to use and take care of the film showing equipment and the audio Bibles (how to set up and pack up; how to maintain battery life, etc.) See Equipment Training Module.

In order to evaluate the effectiveness of your outreach, ministry, and church planting efforts, it is important to keep track of the data in Point 4 under Listening Groups. This data will reveal strengths and weaknesses, faithful disciplers, where God is moving, and points for prayer.

PRAY, PRAY, PRAY

Most of the work of evangelism and church planting is done on our knees in humble submission to the Lord.

MOBILE MINISTRY TRAINING

LEARNING OBJECTIVES

1. Raise up an army of Mobile Missionaries who will have Mobile Ministry as a lifestyle.
2. Learn how to use your mobile phone as a tool for evangelism and discipleship to exponentially and virally spread the Gospel anywhere in the world.
3. Engage and Equip Indigenous Christians to win-build-send their own to their own.
4. Train participants in such a way that they can train and equip other members of the Body of Christ to do evangelism and discipleship using mobile phones/devices.
5. Provide practical training on how to download, access and share 3gp files or mp3 audio files using micro SD cards, Bluetooth, and Wi-Fi.

TIPS FOR TRAINERS

1. This training should be highly interactive and hands on. Time needs to be given for the participants to learn their phones, download-find-play media, and to role play using media in evangelistic and
2. discipleship settings.
3. Plan on 4 hours for classroom time and practice; 6-8 hours if the participants will go out and practice
4. evangelistic conversations.
5. If your trainees are the younger crowd, the training should go more quickly and with fewer frustrations. If your trainees are a bit older (say 40 and above) you will want to recruit some younger, patient, phone or tech savvy friends to give hands on help to their older brothers and sisters in Christ.
6. Share personal experiences during the training to illustrate the principles being taught.



INTRODUCTION TO MOBILE DEVICES

What do you have in your hand? If you look around you as you walk through your day or even as you look down into your own hand, the answer is likely to be a mobile phone. Mobile phone ownership rates have grown exponentially in the last ten years in most nations. The population of the world today is over 7 billion and currently, there are nearly 7 billion mobile phones worldwide.

Example: There are ten times as many mobile phones as landlines in sub-Saharan Africa (ITU, 2009), and 60 percent of the population has mobile phone coverage. Mobile phone subscriptions increased by 49 percent annually between 2002 and 2007, as compared with 17 percent per year in Europe (ITU, 2008).

Mobile phones seem to be a necessity in today's world. People are using their mobile phones for a variety of purposes such as texting and taking pictures, and to get political, consumer and health information. Mobile technology is also changing economic life in some African countries where many people are using mobile phones to make or receive payments.

When the Lord asked Moses in Exodus 4:2 "what is that in your hand?" Moses replied, "a staff". A staff was a necessary tool for a shepherd to guide and protect his sheep. Moses used his staff on a daily basis in his work as a shepherd but in front of Pharaoh, God used this ordinary staff to reveal His power. In the same way, mobile devices have brought unprecedented new possibilities and dynamics to evangelism and discipleship because billions of these phones can play audio and video Gospel media files.

About 1.75 billion of world's mobile phones are smartphones, like Androids or iPhones, and the other 5 billion are feature phones, also known as "dumb" or feature phones. Most smartphones and feature phones are capable of playing gospel media files. Would you like to be a mobile missionary and learn how to effectively use the tool God has placed in your hands to share the gospel with your friends and family, in a closed country, and in remote areas? After the training today, God is expecting you to use your mobile device to share his message of reconciliation and to bring salvation to people around you. (2 Cor. 5: 17-21)

MOBILE MINISTRY IN EVANGELISM AND DISCIPLSHIP

Know Your Media

Know your media so that you know what to use when. <http://www.renewoutreach.com/mobile-media/>

All of this media is available in many languages (discuss orality and heart language if this has not been presented yet in the training).

Infographic Video—http://youtu.be/2VhDrUo8Cxo?list=UUIjK6EhIyuNmUc_obKA-mHw

Animated LightStream Video—https://www.youtube.com/watch?v=_HrEaTNDbBM

- **JESUS Film** – full film and 61 segments (in 3GP format) www.JesusFilmMedia.org
- **Audio New Testament** – one chapter, Gospel of Mark, whole NT (in MP3 format) www.FaithComesByHearing.com
- **GRN Good News** – pictorial gospel presentation (in 3GP format) www.GlobalRecordings.net



One-on-one Evangelism: Based on respect for the person you are interacting and doing mobile ministry with, never touch the phone of a person without prior agreement. This will avoid potentially offending someone you want to share the gospel with. Here are some guidelines for an evangelistic conversation using gospel media on your phone:

1. Greet the person in a culturally relevant way (if you know how)
2. Ask the person what her heart language is
3. Ask the person if he has time to listen to or watch the selected Gospel Media in his heart language
4. Wait for agreement
5. Play the gospel media on your own phone first (Jesus calming the storm, woman caught in adultery, etc.)
6. Ask the person: What was the most interesting part? Who in story did she identify with? What did she learn about God?
7. Then ask the person if he has ever invited Christ into his life (Rom. 10: 9; Acts 3:20)
8. If “**No**” ask if it is something she might want to do. If yes, lead the person through the sinner’s prayer/prayer for salvation.
 - Ask the person if he might want to have the media he just listened to or watched on his phone
 - Affirmative, ask the person if you can show her how

Affirmative, *then* take his phone and show the person how to use Bluetooth and follow the process as described in the Bluetooth section below.

9. If “**Yes**” (the person is already a Christian) then ask:
 - “When did you become a Christian?”“Do you want to have the gospel media on your phone?”
 - Can I teach you how to transfer it to your family members and friends?
 - Teach the person how to locate and share gospel files using Bluetooth.
 - Encourage the person to form a Christian listening/video group in his neighborhood or church.
 - If you have time, ask the person if she might want you to be at the first small group meeting. Seize the opportunity to share gospel media and to train more people.
10. In case the person is **not a Christian and DOES NOT want to become a Christian**, still ask if she is interested in having the file. If yes,
 - Teach the person how to ON Bluetooth and continue with the process
 - If “**NO**” thank the person and ask:
 - “How can I pray for you?”
 - “Would you be interested in meeting again? When?”

Participants should practice an evangelistic conversation using a video clip in pairs, each person taking a turn.

Discipleship (one-on-one, small group bible study, Sunday school, seminary class, etc.) *Questions and format are from material published by City Team International. (Jerry Trousdale, Miraculous Movements, 2012)*

Opening

Ask “What are you thankful for this week?” (This will lead to gratitude to God and worship.)

What has worried you this week? What do you need to make the situation better? (This will lead to prayer and serving one another.)

What are the needs of the people in your community? (This will lead to prayer, service and opportunities to make disciples.)

How can we help one another with the needs we expressed? (This will create *koinonea* fellowship, close community and meeting one another’s needs.)

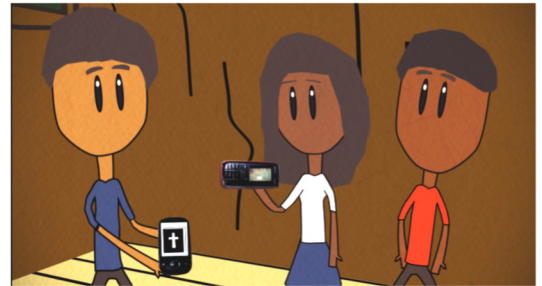
Review/Accountability

What did we talk about last week?

What changed in your life as a result of last week’s story/scripture and the point of obedience you discovered?

How did it go when you shared the story/scripture with someone else?

We identified several needs last week and planned to meet those needs. How did it go?



Bible Study

1. At the meeting, play the JESUS film video clip or the passage of scripture on your phone for the group to listen to. Introduce it by saying, “Let’s see what the Bible teaches us this week.”
2. Don’t teach or explain the scripture. Ask someone to retell the passage in their own words – as if he was telling a friend who is not there. Afterward, ask if the group agrees. Make sure the retelling is complete, make sure nothing is added – re-listen to the passage again if necessary. (This protects against heresy). Focus on what scriptures says, not human opinion.
3. Ask, “What does this passage teach us about God?” “What does it teach us about humanity?”
4. Application: “If we believe this passage is from God, how must we change?” Ask the group members to state their response starting with, “I will...”

Examples:

- When I am afraid, I will ask Jesus to give me peace.
 - I will stop judging others when they sin, but will show my love towards them instead,
5. Encourage application and obedience: “Let’s practice what we have seen today. It’s the truth from God and we should all live according to the truth.”
 6. Multiplication: Ask, “Who are you going to share this passage with before we meet again?”
 7. At the end of the meeting, Bluetooth the JESUS film clip that you studied this week or the next chapter/scripture portion to a few group members and ask them to BT it to everyone else.

Participants should practice leading a small group study and discussion, starting at the Bible study section, using a passage of scripture from the audio New Testament in groups of 4-5. If there is time, have 2 people from each group lead, using different passages.

GET TO KNOW YOUR PHONE

Participants Get Familiar with Their Phones

(This is an interactive section - encourage discussion with their neighbors.)




Identify the type of device you have: Basic, Feature, Smart, Tablet

Locate the micro SD card - usually on the side or inside (possibly under the battery; note that it is not the second sim card slot)

Demonstrate how to insert the micro SD card and how to locate, open and play an audio and a video file (look under: music, videos, archive, memory, files). Ask them to do this.

First, it is important to identify what kind of phone you have. This section presents the types of phones and their functionalities and how to use them as a ministry device. Every phone has its own software and specific way that Bluetooth functions. (The trainer is expected to take at least 3 types of phones with him to show and teach trainees. Find out the brand names and models used in the country where you will be doing the training and refer to them.) There are three types of phones: (Share what each can and cannot do.)

Note: iPhone and other Apple devices do not have MicroSD card slots and it is difficult to Bluetooth to other devices that aren't made by Apple.

| BASIC PHONE | FEATURE PHONE | SMART PHONE |
|---|--|--|
|  |  |  |
| <ul style="list-style-type: none">•Make and receive calls•Send and receive texts•Cannot play music•Cannot play video | <ul style="list-style-type: none">•Make and receive calls•Send and receive texts•Plays audio•Plays video•Bluetooth capable | <ul style="list-style-type: none">•Make and receive calls•Send and receive texts•Plays audio•Plays video•Bluetooth capable |

MEMORY CARDS



Memory cards are micro SD chips that can hold enormous amounts of digital information. Most of the world's mobile phones have memory card slots, which makes this a great way to give gospel media content to mobile phone users.

"2G IS GOLDEN"

JESUS Film Segments = 1.4 MB - 10 MB

Gospel of Mark = 12—13 MB

Whole New Testament = 597 MB (≠ 1 GB)

Copying Files: You may copy files from the SD card if you have enough memory on your phone.

Demonstrate how to determine how much memory space is available.

Demonstrate how to copy a file to internal memory or personal micro SD card from SD card (book of Mark or entire NT, Jesus Film) available.

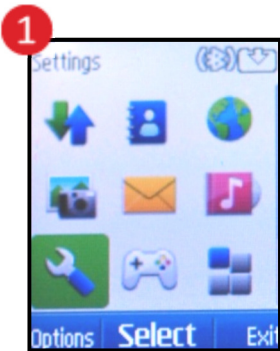
Demonstrate and Practice Sharing Files. See page 14.

USING BLUETOOTH TO DOWNLOAD AND SHARE FILES

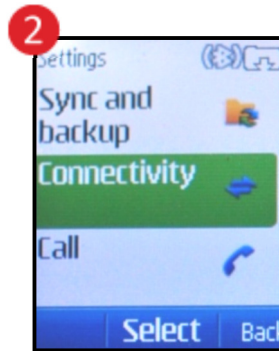


Bluetooth settings are different from phone to phone. Please follow the generic instructions below or see your phone's manual.

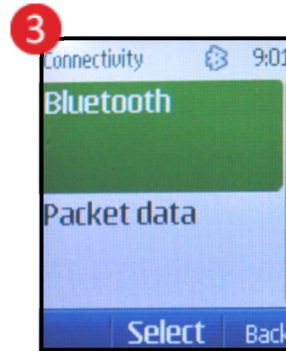
1. Turn Bluetooth on. (1-4)
2. Make your phone discoverable/visible. (5-6)
3. Wait for prompt from another phone. (7)
 - It may take a moment before the other phone “sees” your phone.
 - If there are a lot of phones in nearby, it may take several minutes.
4. Select “accept” or “yes” to download. (7-8)
 - If asked for pairing say “yes”.
 - If asked for code, enter “0000”.



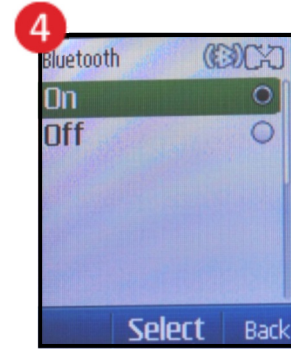
Go to settings on the phone



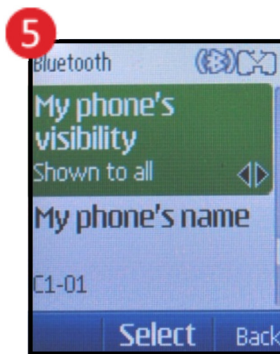
Look in Connectivity or see the phone's manual



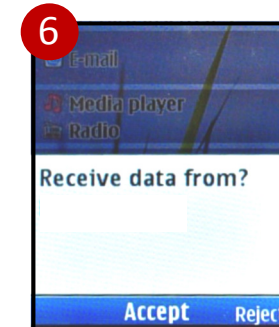
Select Bluetooth



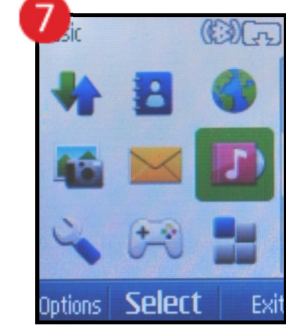
Turn Bluetooth on



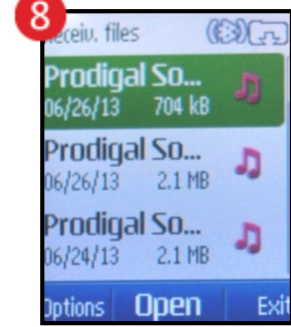
Put in “visible” or “discoverable” mode



When asked, choose “yes” or “accept”. It may ask to pair first.



If a password or pin is required - enter “0000” and the download will start.



BT files can be found in the audio, video or SD card folder and can be shared using Bluetooth.

Field Practice: *In groups of 2-3 go out and try to have 3 evangelistic conversations in 45 minutes. Take turns leading the conversation so that everyone has a chance.*

APPS

Apps (mobile applications) are software programs that perform specific functions on feature phones, smartphones, tablets and computers. This section presents the following downloadable apps as examples of Gospel Media Resources for your phone available from Play Store or the App Store.

KOLO WORLD



BIBLE.IS



JESUS FILM ME-
DIA



5FISH (GRN)



830+ Languages

1,300+ Languages

6,000+ Languages

Kolo World & Kolo Africa— When you are connected to the Internet, Kolo World and Kolo Africa help you identify the name of the language by choosing the flag of the country where it is spoken and listening to sound clips of languages. Select a language and Kolo World will retrieve videos from the Jesus Film Media catalog, along with available audio Bibles from FCBH.

Bible.is— Bible.is offers mobile access to over 800 languages and Bible translations (primarily New Testament)—more than any other Bible App. READ the Bible, LISTEN to the Bible, and SEE the Bible as never before.

JESUS Film Media— JESUS Film Media app is the digital expression of The JESUS Film Project®, it is an extension of the overall vision to reach everyone, everywhere by equipping people to use their tools and resources in new ways! Finding just the right film resource or tool has never been easier. They are excited to share the entire JESUS Film Project® library with you on your smart phone.

5Fish (GRN)—Listen to the Christian gospel spoken in virtually any language using The Gospel in Every Language App (5fish). Access Christian messages from the largest collection of languages in the world (over 5,000 languages and dialects). Download free content: Bible stories, basic Bible teaching, Scripture, Christian songs and testimonies. The recordings are useful for learning about the Christian faith and sharing lessons with others.

Application:

1. Start using Mobile Ministry as a way of life. Pray for God to give you and look for opportunities to share Christ using video clips.
2. Start a new small group using the audio New Testament in a heart language or add it to the small group you are already leading. The audio New Testament can be used alone or in combination with the printed Word. It will change the dynamic of your study.
3. Use both video clips and audio New Testament in a one-on-one discipleship relationship. Challenge your disciple to apply and obey the scripture he learned that week and to share what he learned with someone else before your next meeting. If you don't have someone to disciple, pray for God to show you who you can invite to study the Bible with you.
4. Incorporate listening to the audio New Testament into your own life – in the car while commuting, while working out, during your devotional time, before going to bed, as a family, etc.