

THE SOUL-WINNING CHURCH: SIX KEYS TO FOSTERING A GENUINE EVANGELISTIC CULTURE

J. A. Medders and Doug Logan Jr (Good Book Company)

It was the subtitle that caught my attention: Six Keys to Fostering a Genuine Evangelistic Culture. This is a subject I'm pretty passionate about. I long to see church cultures change so that evangelism is something that's at the centre of what we do as church.

Medders and Logan, writing from a North American perspective, suggest the keys are:

1. Pray for conversions.
2. The posture of an evangelistic church.
3. Preparing for conversions.
4. Personal evangelism.
5. Preaching for conversion.
6. A process for new converts.

There are some great insights through the book. For example, the eight attributes of a church with an evangelistic posture in chapter 2 are excellent.

There also some good reminders. For example, people 'need to be excited not just equipped and exhorted' (p.46) when it comes to personal evangelism. We refer to this in our work as 'ability, courage and motivation' and it really requires all three to be nurtured if people are to engage in sharing their faith (see [How to Nurture a Faith-Sharing Culture](#)).

The chapter on personal evangelism challenges us to actually talk about Jesus and not simply share what happened at church on Sunday (good starter as this might be). Towards the end there are some case studies illustrating each of the keys and a great liturgy for the lost.

I was less convinced by the language of soul winning and would have liked more on specifically creating an evangelistic culture, but overall this is a helpful pointer to important aspects of church life if we are to see evangelism at the centre of all we do rather than an add-on activity for those who are interested.

Review by James Lawrence

