



clean sweep

Operation clean sweep
evangelism STRATEGY

TEACHING Guide

clean sweep Evangelism STRATEGY

The **clean sweep evangelism strategy** is designed to reach people who are *Sunday School members or attendees*, but have not **joined** the church.

In addition, this strategy allows you to discover and reach others who live in the homes of those ***Sunday School members or attendees*** who are not church members.

Though this strategy is designed for use in revival preparation or revival outreach, it can be used at any time as an outreach, evangelistic tool.

Keith Fordham, one of our excellent Georgia Baptist evangelists, used a plan similar to this for a number of years. He discovered that 1 out of 3 persons visited in a **clean sweep** type strategy would join the church immediately after the visits.

This is one of the most effective visitation strategies for reaching the lost and adding church members that one can find anywhere. Perhaps it is, because it is Biblical in nature!

In Luke 15, Jesus shared a parable that contained an illustration regarding a woman who had 10 coins. She lost one of the coins in her house and immediately lit a lantern, picked up a broom and began to sweep the house in search of the lost coin. She found the coin, called her neighbors and rejoiced that the coin that had been lost was found.

There are some people who may be **"in the house"**, (in the church community in one way or another) but who are not church members. Perhaps they are not even Christians! **clean sweep** is designed to help you find those "lost coins" and gather the church family to rejoice that they have been "found".

The Parable of the Lost Coin

. . . Jesus was speaking to the Pharisees and teachers:

Luke 15:8-10

". . .suppose a woman has ten silver coins and loses one. Does she not light a lamp, sweep the house and search carefully until she finds it? And when she finds it, she calls her friends and neighbors together and says, 'Rejoice with me; I have found my lost coin.' In the same way, I tell you, there is rejoicing in the presence of the angels of God over one sinner who repents."

Remember, they are **"in the house"**, but not yet members . . . They are hearing the Word, they are in effect around the Living Epistles (Saints), *they are ripe and ready to harvest.*

Romans 10:17

So then faith *comes* by hearing, and hearing by the word of God.

John 4:35

Lift up your eyes, and look on the fields; for they are **white** already to **harvest**.

clean sweep Evangelism STRATEGY

clean sweep Preparation

Timing

Determine the best time and date to carry out **clean sweep**.

Mark the date on the church calendar.

It is important that other events and church activities do not interfere with the **clean sweep** effort

One of the best times to participate in **clean sweep** is at the beginning of a revival.

Research

Set the date for **clean sweep**.

Assign someone the task of searching the Sunday School records for non-church members.

List every person who is 12 years of age and older who is not a church member.

NOTE:

Some pastors or leaders assume that this effort will yield little or no results, but most are in for a surprise. Most churches, even small churches, have several people who are “in the house” but are not church members.

Suggestion:

The Saturday before the first Sunday of revival services can be an excellent time to carry out the strategy. This works even if you are having a one-day revival on Sunday. In fact, with a one-day revival effort, it is imperative that you participate in an all-encompassing outreach strategy the week before and the Saturday before the revival day.

clean sweep Evangelism STRATEGY

clean sweep preparation

VISITATION TEAM

Recruit and establish a **clean sweep VISITATION TEAM**.

Organize your team roster.

It is imperative that you conduct visitation in teams of a minimum of 2 team members per home visited. Never allow 1 person to do visitation alone.

Prepare to train your team the basics on how-to conduct an effective home visit of a non-church member who comes to your church for services.

A visitation card and packet is prepared for each address.

Name, address, and approximate age of the attending non-member are on the visitation card. Allow space on card to list family or others in the home that do not attend, but may need future contact.

Note: Are they a member of a Sunday School class? If so, list the SS Teacher's name on card for reference.

Attach a printed map and/or directions to the address on the packet.

Include in the packet: Gospel tracts, follow-up/discipleship materials, phone numbers and information on the church, a Sunday bulletin, and/or other items you believe are appropriate.

Enlist firm commitments from your **clean sweep visitation team** to be available on the date set for **clean sweep**.

Encourage your Visitation Team to be prompt and on-time on

Suggestion:

Do not announce or advertise **clean sweep** in the bulletin or in open worship services as some of the non-members may be visiting classes or in the service. Keep your **clean sweep visitation team** informed either by phone, email, or personally.

NOTE:

If you are enlisting others to assist in this effort (ie: IMPACT TEAM, SOUL WINNERS TEAM Or ICE TEAM, from another church, or other DENOMINATIONAL WORKERS be sure to team up experienced workers with the inexperienced workers.

Also, provide drivers who know the community to take the witnessing teams to the homes being visited.

clean sweep Evangelism STRATEGY

clean sweep preparation

clean sweep Day

clean sweep Day is typically a Saturday morning, usually the day before revival or another evangelistic event to take place on the Sunday following.

clean sweep Day involves the following activities:

1. Breakfast
A light breakfast should be served to the Visitation Team at 7:30 or 8:00 a.m.
2. Training
Following breakfast, the pastor should spend 1 to 1 ½ hours training the visitation team on how to visit the non-church members/attendees.
3. Visitation
Approximately 10:00 a.m. the Visitation Team breaks into teams of 2's, receive their visitation packets, and they depart to make visits to the non-church members/attendees.
4. Reporting
Approximately noon the Visitation Teams return and report on their visits.

Breakfast Notes:

A simple breakfast for **clean sweep visitation team**.

Breakfast room is ready and prepared in advance.

Breakfast is ready for serving - with no waiting.

All of the events on **clean sweep Day** are compact so there is no time to waste.

Note:

Normally, people decide to join the church after they have attended Sunday School, worship services, and/or fellowship opportunities.

Participating in these activities gives them time to get to know the people, know the church's vision and mission, and whether it is their desire to be a part of this church body. Sadly, sometimes, people just come for the fellowship, and aren't there to strengthen their relationship with Christ.

What draws folks to attend your church or Sunday School and what compels them to continue attendance? And, why haven't they "joined" the church?

clean sweep Evangelism STRATEGY

NOTES:

clean sweep preparation

clean sweep Training

The pastor (or a person he appoints) must train the **clean sweep Visitation Team** on how-to address the non-members.

The following is an example of a TRAINING OUTLINE to follow.

What do you need when you make a visit? Bible, Gospel tracts, names, addresses, maps and information on how to share God's love with those you visit.

What do say to those who come to the door? Clearly state your name and the name of your Visitation Team partner. Explain that you are members at the church and would like to talk to them for just a few minutes. If allowed inside, sit down and engage in a couple of minutes of small talk. You might compliment the yard, the home, or ask about their children (if you see small toys, etc. lying around the house).

Remember why you are here. State the facts directly but with kindness. You might say something like this: We've been reviewing the records at church and we noticed that you are a member of a Sunday School class at the church, but that you have not yet joined the church. We would love to have you as a full participant in our fellowship and wondered if there is some reason why you haven't joined as yet."

clean sweep Evangelism STRATEGY

NOTES:

clean sweep preparation

clean sweep Training

STOP talking and let the person respond. At this point it is critical to stop talking and let them respond. There are many answers, but you are likely to get one of these five answers:

1. I'm not a Christian.
2. I don't know how to join the church.
3. I'm not Baptist and I don't understand the baptism requirements.
4. I'm a member of a church back home and I don't want to move my membership.
5. No one has ever asked me to join the church.

The **clean sweep Visitation Team** members must be prepared to answer the responses given by the non-church member.

Know the Answers:

The person **training** the **clean sweep Visitation Team** members must prepare the Visitation Team by providing them with answers for at least all 5 responses listed herein, and add others as you feel are needed.

Essential Training Task:

The person **training** the **clean sweep Visitation Team** members must explain the **Plan of Salvation**. Keep your explanations short and simple. Demonstrate a method: train through a tract, train through writing of their personal testimony, allow trainees to practice witnessing to one another. Trainer: Be aware that some of those being trained may realize they are unsaved, and accept Christ through this process.

clean sweep Evangelism STRATEGY

Let's review the 5 most common responses and how we are to answer.

Suggestion: Before the teams of two knock on the door, decide which one is going to address any questions during the visit. Preferably it will be the one that is most experienced, and/or the one that attended the Visitation Team Training session.

1. I'm not a Christian

The team member who is most experienced in visitation or was trained at Visitation Team Training—should be the one to respond when this answer is encountered. The trained Team Member will immediately begin to either share his/her personal testimony on how they came to know Christ, or they will begin to share a tract with the person(s) present.

2. I don't know how to join the church.

3. I'm not Baptist and I don't understand the baptism requirements.

The **clean sweep Visitation team members** must know how a person is able to join your church.

Churches have different means by which a person can join the church. Some choices are listed herein, but your church should already have defined, specific ways on how to join the church.

By Profession of Faith

You may come confessing your faith in Jesus Christ as your Lord and Savior. We will discuss baptism with you and schedule it on the church calendar.

By Transfer of Letter

Are you a member of another Southern Baptist Church and desire to worship here? You may become a member of our church by letter. Simply tell us when you come forward during the invitation.

Suggestion:

It may be beneficial to the Visitation Team to have an "escape answer" should there be a response given and they just, do not know the exact answer.

Suggested reply:

"Well, I don't actually know what we need to do in this situation, but we can talk to Pastor about it together, or I can contact you later on his answer on what we need to do next".

A possible response:

"I'm too busy, Sunday School is all I have time for".
Let's face the facts: we are all busy.

Even if they don't have children involved in activities, maybe they have parents that require care or other job obligations. What's your answer to this response?

clean sweep Evangelism STRATEGY

By Statement of Faith

If you have previously been a member of a Baptist church but you are presently a member of another denomination, or if you have been immersed in another church, you may become a part of us by a statement of your faith.

By Baptism from Another Denomination

If you are a Christian coming from another denomination but have not been immersed, you may present yourself for baptism into our church. (We are in no way questioning your prior or current Christian commitment, but it is meant as a symbol to follow Christ, and of your identification with our church's beliefs and practice.)

In the case of Baptism questions, the Visitation Team must be able to explain baptism by immersion, using Scripture to show that baptism is an act of obedience and love for Christ, that it serves as a testimony to the death and burial of Jesus, and that it is a witness that the person being baptized has a new life in Christ.

The person **training the clean sweep visitation team** needs to review the Scriptures to be used when explaining the baptism process, and suggest that the Visitation Team member write down the reference in the front of his or her Bible, or perhaps write it on a card that can be used as a bookmark for the visits. Also, inform the team of the ways persons can "join" the church, which are applicable to your church rules on this matter.

4. I'm a member of a church "back home" and I don't want to move my membership.

If the non-church member is seeking to keep his membership somewhere in the past, the Visitation Team member needs to explain that the Lord goes with us and we should serve Him where we are. It doesn't mean that you are leaving your heritage behind you when you join a local church; in fact it reveals that the commitment you made "back there" is still alive in you here.

Suggestion:

Use the Evangelism Ministries, Baptism Tract: What Next? in the visitation packet to refer to when explaining baptism. Enlist them to set a date to be baptized if applicable.

Review the What Next? tract in your Visitation Training session.

clean sweep Evangelism STRATEGY

5. No one has ever asked me to join the church.

Well, today, we are personally asking you to join our church. We know that you have been faithful to come (to Sunday School) and we desire for you to join with our body of believers completely.

All we ask is that you come forward during the invitation time of a regular worship service and share your desire with the Pastor. We have counselors who can talk to you at that time, and also if you desire, we can walk the aisle with you on that day. [The Visitation Team should offer to sit with the non-members in the next Sunday morning church service and walk down the aisle with them to make it easier for them to join.] In addition, the Visitation Team visiting them today, should advise the appropriate Sunday School teacher and ask for members of the Sunday School class to be ready and encouraging as the non-members seek to join the church in the next Sunday morning service.

Some churches require that those seeking to be members attend an orientation class or classes before they can officially join the church. These classes inform persons of the church's beliefs, vision, mission, purpose, etc., strives to make sure that persons are strong in their faith and really are a Christian following Jesus, discussions on baptism, find out where you are in your spiritual journey, and seek to assimilate you within the body as to where you can serve within the church. Churches that have a clear and high expectation of their members and prospective members are undoubtedly more successful in achieving their vision, mission, and purpose.

Suggestion:

If your church does not have a "new membership class" or a "church explanation class", or a baptism class, consider starting one.

