
SIDEWALK EVANGELISM



WHAT IS SIDEWALK EVANGELISM?

Sidewalk Evangelism (SWE) is a simple method of reaching people who are open to the gospel. It follows four basic steps: (1) Pray, (2) Mingle, (3) Invite, and (4) Study—then repeat! This method is so simple, it can be used anywhere. Just go where the people are and invite them to study the Bible! For churches in or near major cities, this means distributing thousands of invitations to people who pass by on city sidewalks.

This approach, which has been piloted with great success in New York City, is also a great way to involve Sabbath School classes and other teams of church members in personal evangelism. The principle of SWE is as simple as its approach—sow an abundance of invitations, and reap an abundance of souls who are hungering for truth (2 Cor. 9:6).



SIDEWALK EVANGELISM CAN BE CUSTOMIZED.

The strategy that a church uses is defined by its approach in **four key areas**: schedule, invitations, study format, study resources.

SCHEDULE

Sidewalk Evangelism involves passing out thousands of invitations and then conducting a full series of 20-30 Bible studies. A good strategy is to start a new Sidewalk Evangelism cycle every quarter using a different Sabbath School class or other team of lay people. The follow-up required after each cycle shouldn't prevent the next group from getting started. Here's a sample schedule:

EXAMPLE: 10-WEEK CYCLE

PHASE 1 (2 weeks)

- **Distribute invitations to Bible study**
- Advertise Bible study
- Hold need-based (bridge) events and invite attendees to Bible study

PHASE 2 (2 weeks)

- **Conduct group Bible study** (5 meetings per week)
- Continue to distribute invitations and advertise the Bible study during at least the first week of the Bible study

PHASE 3 (6 weeks)

- **Conduct reduced intensity group Bible study** (2-3 meetings per week)
- Visit and call interests (as needed)
- Prepare candidates for baptism (as needed)
- Invite to Sabbath School and church

FOLLOW-UP (as a new 10-week cycle begins)

- Conduct group Bible study (1 per week)
- Give personal Bible studies (as needed)
- Prepare candidates for baptism (as needed)
- Invite to Sabbath School and Church
- Mentor and train the newly baptized

INVITATIONS

The secret to Sidewalk Evangelism is the power of invitation! Sidewalk Evangelism teams should distribute as many invitation cards as possible. While responses vary, invitations often yield around **one Bible study attendee for every 1,000-2,000 distributed**.

Invitation Card: An invitation card is available for download at sspm.adventist.org/swe in PDF and editable InDesign formats. You may use this card or create your own.

Supplemental Advertising: Local churches should consider supplementing their personal invitations by advertising their Bible study seminars online, through social media, through mail, or in other ways. This should only be done as a secondary boost to the thousands of personal invitations distributed.

STUDY FORMAT

Option 1: Seminar style (recommended)—Seat attendees at rectangular or round tables as a teacher leads the group through a Bible study. Questions and interaction are encouraged, but not required.

Option 2: Group Bible study—Seat the attendees in a circle. This is a more intimate format, but it can be intimidating for some guests.

Option 3: Evangelistic meeting style—Set chairs up in rows for a lecture-style format. This is less intimidating, but gives no opportunity for questions or interaction.

STUDY RESOURCES

Bible Study Guides: Use your preferred full message series (generally 20-30 lessons).

Baptismal Preparation Guide: We recommend *Fundamentals of Faith*.

Discipleship Plan for Newly Baptized Members: We recommend *Discipleship Handbook*.

Request *Fundamentals of Faith and Discipleship Handbook* for translation and printing by emailing the GC SSPM Department at sspm.office@gc.adventist.org.

GETTING STARTED

Prepare for Sidewalk Evangelism in your church by following these simple steps:

1. Secure church board approval
2. Determine your Bible study format and preferred resources
3. Determine your Sidewalk Evangelism schedule
4. Determine the location of your Bible study meetings
5. Obtain invitation cards and study resources
6. Orient and train Sabbath School classes or other teams
7. Register your church using the application at sspm.adventist.org/swe

If funding is required, local churches may use the application to request assistance in one or more of the following areas:

- Cost of printing invitations
- Cost of printing or purchasing Bible study guides
- Cost of advertising Bible studies online, on social media, or otherwise
- Other reasonable expenses

After processing your application, a representative of the General Conference Sabbath School and Personal Ministries Department will contact you regarding implementation and support.





In every city and town, there are individuals who have had their hearts prepared to receive Bible truth—through life experiences, the providence of God, the labors of others, or the tender pleading of the Spirit of God. Such was the woman at the well, the paralytic searching for forgiveness, and the Ethiopian eunuch. “All over the world, men and women are looking wistfully to heaven. Prayers and tears and inquiries go up from souls longing for light, for grace, for the Holy Spirit. Many are on the verge of the kingdom, waiting only to be gathered in” (*The Acts of the Apostles*, p. 109). When the disciples failed to recognize this, Jesus sought to enlighten them with words that we still need to hear today: “Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest!” (John 4:35).



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