

The Bible Church Evangelism Strategy



# C.P.R. 101

CULTIVATE — PLANT — REAP

# HANDBOOK

# CONTENTS

<b>C.P.R.(Cultivate)</b>	1
10 names within “Our “Jerusalem, Judea, Samaria ..”	2
3 Intentional Relationships	3
<b>C.P.R. (Plant)</b>	9
Spiritual conversation – How to engage? A.I.R	9
Follow up: Apply C.P.R.	11
Preparing your testimony	12
<b>C.P.R. – Reap</b>	14
Share: Can I share the good news with you?	14
Challenge: Would you like to accept Jesus?	15
Follow up: Now What?	16

# C.P.R.(CULTIVATE)

Key: Plan; Assess; Pray

Acts 1:8 “But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.”

**Definition: “Cultivate” refers to cultivating friendships with pre-believers to open their hearts and minds towards greater receptivity to the gospel. This involves the process of intentional preparation, planning, and prayer and intercession.**



**Who are my “Jerusalem, Judea, Samaria ...”?**

**A**

**Jerusalem -**

Family, relatives, colleagues, friends, and community within your immediate circle of influence or intentional outreach efforts, eg, Alpha course, Gladiolus Place, migrant brothers ministry etc.

**B**

**Judea & Samaria -**

People or acquaintances that are farther from your sphere of influence. Sometimes this requires God’s divine discernment and appointments to bring to your attention.

**C**

**10-3-1 concept -**

10 qualified prospects - 3 appointments - 1“deal”<sup>1</sup>

**D**

**Pray for names of 10 pre-believers at next page**

<sup>1</sup> Al Granum: “It means, starting with 10 qualified prospects (People you know have a need, appreciate it and can buy) can lead to 3 booked appointments. Those booked appointments will result in the acquisition of one “pocketbook” (or wallet), but over time, not immediately. There is always a time delay ..”

<https://insurance-portal.ca/article/persistence-drives-success-of-10-3-1-formula>



# 3

## Intentional Relationships

Name of person #1: \_\_\_\_\_

Relationship: \_\_\_\_\_

Profile (eg, marital/family status, profession, interests etc.)

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Profile (eg, marital/family status, profession, interests etc.)

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<b>Spiritual Receptivity</b>	<b>✓ Date</b>	<b>CPR</b>
• Level 1 Hostile (closed)		C
• Level 2 Not interested		C
• Level 3 Detached interest		CP
• Level 4 Genuine interest		CPR
• Level 5 Open		CPR

Name #1: \_\_\_\_\_

Acts of kindness (refer to page 9)

<b>Date</b>	<b>Acts of kindness</b>	<b>Felt needs / Prayer requests</b>

# 3

## Intentional Relationships

Name of person #2: \_\_\_\_\_

Relationship: \_\_\_\_\_

Profile (eg, marital/family status, profession, interests etc.)

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Profile (eg, marital/family status, profession, interests etc.)

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<b>Spiritual Receptivity</b>	<b>✓ Date</b>	<b>CPR</b>
• Level 1 Hostile (closed)		C
• Level 2 Not interested		C
• Level 3 Detached interest		CP
• Level 4 Genuine interest		CPR
• Level 5 Open		CPR

Name #2: \_\_\_\_\_

Acts of kindness (refer to page 9)

<b>Date</b>	<b>Acts of kindness</b>	<b>Felt needs / Prayer requests</b>



# 3

## Intentional Relationships

Name of person #3: \_\_\_\_\_

Relationship: \_\_\_\_\_

Profile (eg, marital/family status, profession, interests etc.)

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Profile (eg, marital/family status, profession, interests etc.)

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<b>Spiritual Receptivity</b>	<b>✓ Date</b>	<b>CPR</b>
• Level 1 Hostile (closed)		C
• Level 2 Not interested		C
• Level 3 Detached interest		CP
• Level 4 Genuine interest		CPR
• Level 5 Open		CPR

Name #3: \_\_\_\_\_  
Acts of kindness (refer to page 9)

<b>Date</b>	<b>Acts of kindness</b>	<b>Felt needs / Prayer requests</b>

# C.P.R.(PLANT)

## Key: Proclamation & Demonstration

1 Corinthians 3:6: I planted, Apollos watered; but God gave the increase.

**Definition:** “Plant” refers to planting seeds of the gospel message through words and deeds, with active obedience and intentionality. It seizes opportunities God give you to engage in spiritual conversations, to share your life and love the pre-believers in a practical way (proclaim & demonstration).

### 1 Acts of Kindness

Acts of kindness may include:

- Text messages or phone call
- Meet up over coffee or a meal to response from text message is positive and open.
- Meeting known felt needs.



Concept of 8th Touchpoint: “It takes an average of 8 touchpoints to get an initial meeting or positive response with a new prospect.”(<https://www.rainsalestraining.com>)

### 2 Spiritual conversation – How to engage?

#### A.I.R.

Ask a question

I ntentional listening

R espond with a Christian value, testimony, prayer,  
invitation to church

**a. Ask a question**

- Strike a conversation beginning with something non-personal and non-confrontational.
  - Wow, the weather is so hot recently.
  - Are you planning to travel?
  - What dramas are you watching these days?
- Progress to something meaningful to them. Be genuinely curious about their life with questions that tells you more about them but not overly personal.<sup>2</sup>
  - What have you been doing lately?
  - How have you been last few years?
  - What keeps you occupied recently?

**b. Intentional listening**

- Practise intentional, active listening. Be prayerful in your heart.
- Are they going through major life transitions? You may use questions such as:
  - How do you feel about what has happened?
  - What do you think about it?

**c. Respond**

- Weave into the conversation statements about your Christian values, church related experiences or what you would do as a believer in a situation.
- Observe responses to assess spiritual receptivity.
  - Average to low spiritual receptivity: Divert to other topics. Remember that maintaining friendship is more important.
  - High spiritual receptivity: Share your testimony, offer to pray for them, and invite them to church events.

### 3 Follow up: Apply C.P.R.

- C.P.R. is a circular strategy.
  - Depending on receptivity, we may reverse, stay on course or progress accordingly.
- Receptivity 1-3:
  - Continue to apply C & P (pg 1 - 10)
    - C - Cultivate: Record the responses to pray, assess, plan.
    - P – Plant. Acts of kindness include:
      - Thank them for their time.
      - Assure them of your prayers. ▪ Meeting felt needs.
      - Next coffee or meet ups.
- Receptivity 4-5:
  - Progress to R-Reap (page 14).

### 4 Notes to self

**Celebrate Small victories:** Celebrate different steps along the way in someone's spiritual journey rather than simply a decision to receive Christ.<sup>3</sup>

**Don't be discouraged:** It is so important not to feel discourage if meeting did not go positively as planned. Remember that we are responsible to cultivate and plant, God is the one who give the increase and save their souls.

## 5 Preparing your testimony

a. Types of testimony

- Salvation testimony
- Testimony related to life challenges, healing etc.

b. Components:

- Honesty. Don't over or under exaggerate.
- Simplicity: Keep it simple, conversational, and natural.
- God centric: Glorifying to God rather than the weakness, sin or self.
- Succinct: Maximum 3-5 minutes.

c. Types of testimonies:

- Salvation testimony

Before you were saved:

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What trigger the transition to salvation?

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Changes after you were saved:

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- Testimony related to life challenges, transitions, healing etc.

What is the crisis/challenge?

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What did you pray?

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Changes after you pray:

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# C.P.R.(REAP)

## Key: Harvest & Follow up

1 John 1:9 “If we confess our sins, He is faithful and just and will forgive us our sins and purify us from all unrighteousness.”

**Definition:** “Reap” refers to the activity of leading a pre-believer or backslidden believer to Christ and assimilating them to a nurturing church community.

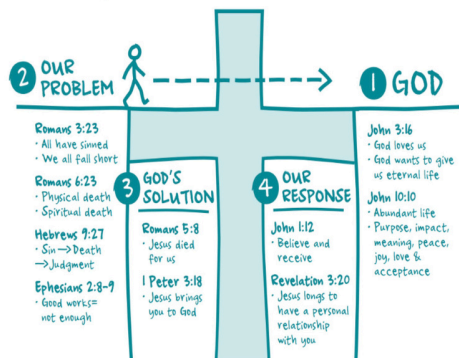
### 1 Share: Can I share the good news with you?

After we have “cultivated” relationships and “planted” the gospel seeds with acts of kindness and testimonies, we pray and trust that the Holy Spirit will advance their spiritual receptivity to level 4 – 5.

When they are convinced of the need of Christ, this will be the ripe opportunity to invite them to accept and trust Jesus as their personal Saviour (receptivity level 4-5).<sup>4</sup>

In this handbook, we will be using the gospel sharing tool “**The Bridge to Life**”, or more commonly known as **The Bridge Illustration**.<sup>5</sup> You will also find excellent resources on the Bible Church website under “GRIP toolboxes”.

## Navigators Discipleship Tool



<sup>4</sup> Following Jesus to pray, care and share - The gospel of Luke, The Bible Church Bible member's study guide, Study 10

<sup>5</sup> Navigators website <https://www.navigators.org/resource/the-bridge-to-life/>



## 2 Challenge: Would you like to accept Jesus?

Don't be afraid to challenge them to accept Jesus. Praying with our pre-believing friend/family to receive Christ is one of the highest God given privilege we could ever have.

<p><b>YES</b> I would like to accept Jesus</p>	<p><b>NO or Wait</b></p> <ul style="list-style-type: none"> <li>• I like to learn more.</li> <li>• I don't know.</li> <li>• I can't</li> </ul>
<p>Lead them to the <b>sinner's prayer</b>:</p> <p>Suggestion: Follow the template of the Bridge Illustration:</p> <ul style="list-style-type: none"> <li>• <b>God</b>: Acknowledge God's love.</li> <li>• <b>Our problem</b>: Confess our sin.</li> <li>• <b>God solution</b>: Thank Jesus for His sacrifice on the cross so that our sins may be removed and we can be reconciled back to God.</li> <li>• <b>Our response</b>: Repent, turn away from our sin and accept Jesus in our hearts as Lord, Master and Saviour</li> </ul>	<p>Keep applying <b>A.I.R.</b>: <b>A</b>sk a question: What is their concern, How can you help? <b>I</b>ntentional listening: What may be the real issue? <b>R</b>espond:</p> <p>Some suggestions:</p> <ul style="list-style-type: none"> <li>• Offer to follow up with more conversations to address the concerns.</li> <li>• Offer to study basic Christian tenets with them.</li> </ul> <p>Recommended study: The Navigator's "Assurance" series or invite to Alpha.</p>

Template of Sinner's Prayer:

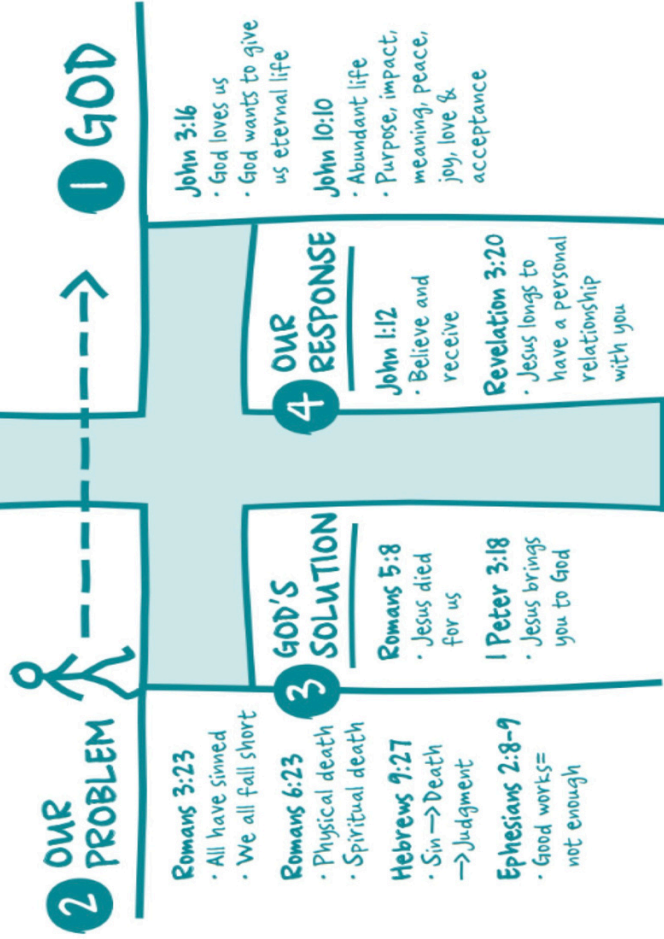
"Father God, I know that I am a sinner and that I need you to forgive me. I know that your Son Jesus died a painful death and rose again so that my sins could be washed clean. I repent and turn away from my sinful ways. I want to make you the Lord and Master of my life, and I will trust and follow You. In the name of Jesus, amen."

### 3 Follow up: Now What?

Journeying with a new convert to grow in Christ through nurturing the four relationships:

- relationship with God
  - relationship with other Christians
  - relationship with the local church
  - relationship with their family and relatives
- **Study:** Personally go through basics of Christian faith, eg, Navigator's "Assurance" series.
  - **Integrate:** To church community
    - Care groups: The best Care Group would be the one that you are attending.
    - Weekend services: Attend with them.
  - **Ministry:** Suggest ministry service opportunities within the church according to their interests. Being involved is a great way to connect new members to the church.
  - **Witness:** Encourage them to be a witness for Christ by teaching them to apply C.P.R.

## Tool



# Navigators Discipleship Tool