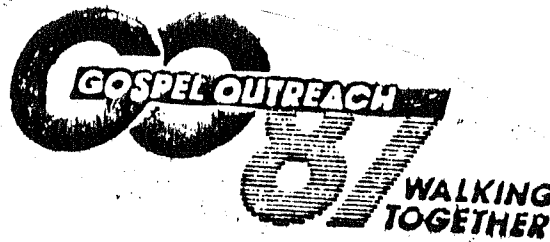


**Gospel Outreach '87--An Evangelical Steppingstone**

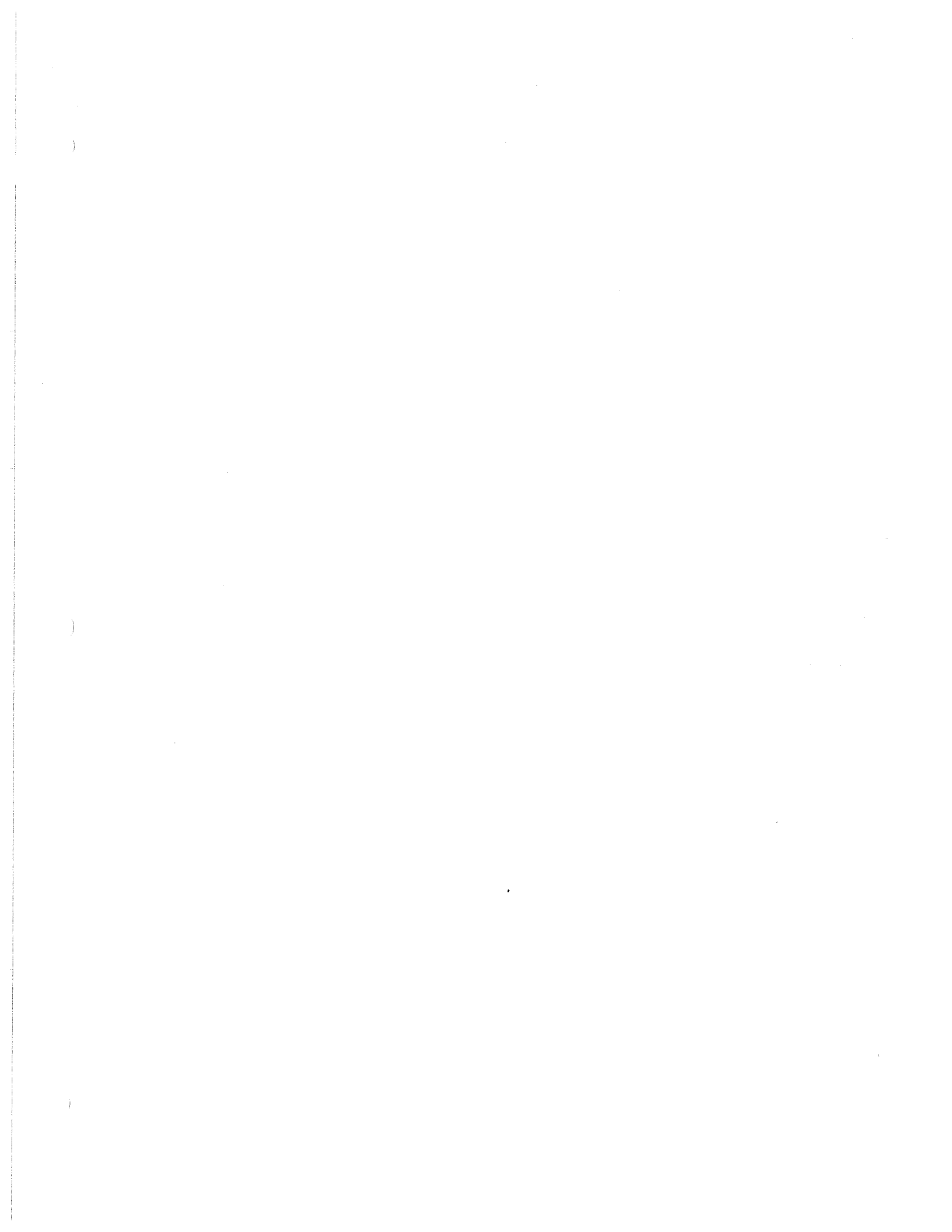
by

**Martin Spriggs**



**Senior Church History  
Wisconsin Lutheran Seminary  
5/12/88  
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## Gospel Outreach '87: An Evangelical Steppingstone

"Thanks be to God for his indescribable gift!(II Cor. 9:15)" That is the verse Pastor James Huebner used in describing Gospel Outreach '87.<sup>1</sup> What a fitting verse it is. The apostle Paul is overwhelmed in the knowledge that God would give up his own son for the sake of sinners. What words can describe that gift? Jesus Christ, his death and resurrection, leave us speechless. Yet Isaiah says, "You who bring good tidings to Zion, go up on a high mountain. You who bring good tidings to Jerusalem, lift up your voice with a shout, lift it up, do not be afraid; say to the towns of Judah, 'Here is your God!'(Isa. 40:9)" Christians must shout the Good News to all the world. Not only is it commanded in Scripture, but it is the only response of God's children to his unending love.

That brings us to another one of God's "indescribable gifts" and the subject of this essay--Gospel Outreach '87. GO '87 was a means by which God's children could "lift up their voices with a shout." This mass media-assisted evangelism effort had God's handwriting all over it. Not only did the Milwaukee area based program win souls for Christ, but it was an evangelical steppingstone. Not only did GO '87 get congregations moving in the right direction, but it sparked a new evangelism awareness in the Milwaukee area.

In the following pages the highs and lows of GO '87 will be uncovered. The utter awesomeness of the program will become self evident. The impressions of those close to GO '87 and those on

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<sup>1</sup> Huebner, TELL, "Gospel Outreach '87: A Report, p. 10.

the outside will be considered. But above all, it will become crystal clear that GO '87 was an evangelical steppingstone.

### Beginnings

Where did it all start? This is a question that must be asked and answered in any matter of history and usually is the best place to start. In the case of GO '87 a starting place is not so easy to pinpoint. In interviews I conducted a number of suggestions were made. Perhaps the furthest removed from the effort here in Milwaukee was the group of congregations in Arizona a few years ago. They made use of the media in a very limited way, with limited results. This effort was in no way formal. Most pastors and congregations outside Arizona didn't even hear of it.

A more familiar and larger scale mass media-assisted evangelism program was GO '86. This was conducted in the Twin Cities area of Minnesota. Although it was on a much larger scale than that of Arizona, it was dwarfed by GO '87 in Milwaukee. So in a way GO '87 was not unique. Efforts of this nature had been tried at various levels. But Gospel Outreach '87 was unique in the number of congregations that were involved, the amount of media used, and the area covered. Nothing like it had ever been done before.

In an interview with Pastor Jim Huebner\* of Grace Lutheran

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\* Pastor Huebner is the District Evangelism Chairman for the Southeastern Wisconsin District and an advisory member of the GO '87 Steering Committee.

Church, he said "Gospel Outreach '87 was basically Paul Kelm's idea." Paul Kelm responded, "The idea of GO '87 was produced from a group of pastors meeting informally."<sup>3</sup> Whoever initiated the idea of GO '87 Paul Kelm played a vital role in the planning process and administrative activities behind the effort. But an effort such as this could not be carried out from the office of one man or a group of pastors. This was a people program! It was designed with people in mind and their souls. Television commercials are fine, radio adds are great, billboards are effective, but without the people of the congregations actively involved GO '87 would have been a horrible failure. I quote from the Mass Media Evangelism Training Handbook:

Limited budget and the nature of our message determine that media elements alone cannot be expected to bring people to the church in response. The "incarnational witness" of caring Christian presence and the verbal witness which accompanies Christian presence at the door are the focus of a mass media-ASSISTED outreach. PEOPLE are the Savior's evangelism tools. the impersonal media can create positive identity for the church, convey a basic Christian message and "open the door" for a visit from a member of the church, but personal witness is the sine qua non.<sup>4</sup>

So in answer to the question of where did it all start, we must say that it started in the hearts of devoted Christians, who were concerned about the souls of others. It started in Mark 16:15, "Go into all the world and preach the good news to all creation."

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<sup>3</sup> Paul Kelm is the Synod's Administrator for Evangelism.

<sup>4</sup> WELS Evangelism Office, Mass Media Evangelism Training Handbook, p. 1.

On September 10, 1986 an organizational meeting was held at Wisconsin Lutheran High School with 9 congregations represented. In that meeting ballots were cast and a steering committee was formed.

The following were elected members of the GO '87 Steering Committee.

Chairman: Layman David Timm  
Vice Chairman: Pastor David Tetzlaff  
Treasurer: Layman Alan Bower  
Communicator: Principal Ned Goede  
Media Man: Layman Don Pom, John Barber (Mass Media Director)  
Evangelism Man: Pastor Al Sorem  
Promoter: Dr. Gary Greenfield (WLC)  
Advisors: Pastor James Huebner, Pastor Paul Kelm

At Grace Lutheran Church on October 1, 1986 the first Steering Committee meeting was held. John Barber reviewed the purposes of GO '87. They read as follows: 1. To create a greater awareness and positive identity of WELS in Milwaukee 2. To raise self-image within individual congregations 3. To generate a prospect list for local congregations. These three objectives or goals grew to five in subsequent meetings which will be covered at that point. These three objectives were the starting point from which all other activity could spring.

Before we get ahead of ourselves we should ask the question, "Why was GO '87 initiated?" To put it another way, "What was the perceived need?" The objectives previously stated tell what the program wanted to accomplish, but what were the reasons for a program like this? Was there a special need? In asking these questions we presuppose the Great Commission and Jesus' command that we must spread the Good News. Was there something that someone saw in the community that cried out for a large scale

evangelism effort such as this? Paul Kelm, even in GO '87's early stages, saw it as an evangelical steppingstone. He said, "If you can do it in Milwaukee, you can do it anywhere!" The effort in Milwaukee was colossal, with countless problems and frustrations. If these large scale problems could be solved, then a program such as this in other areas would be feasible.

President Carl Mischke offered two other reasons or perceived needs for GO '87.<sup>5</sup> He said, "We had to get rid of that midwestern conservative mindset." The mindset he was referring to springs from a conservative German Lutheranism that looks out for its own, but seldom strays from its own church walls. We in the WELS are naturally a very private people, sometimes by choice, sometimes not. The very nature of our doctrinal statements and fellowship practices don't always lend to overly friendly relations with those outside the church. We feel very strongly about our beliefs, based on the inerrant Scriptures, and the practice of those teachings. This should not and cannot be lost from our church body, but this protectivism or privatism hasn't helped our evangelistic mindset. As President Mischke pointed out, GO '87 could help us midwesterners come out of our shells.

President Mischke also stated, "We needed to come to the realization that we need our members focused on why the Lord

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<sup>5</sup> President Carl Mischke is the president of the Wisconsin Evangelical Lutheran Synod. The interview was conducted on 3-17-88.

leads us in this world. He has chosen us." How true these words are. Jesus has indeed chosen all of us to spread the Gospel. This mission should be the focus of all our members, the primary focus. Focus on school-building, forms of worship and Bible studies are also important, but there is really only one mission for the church. Hopefully Gospel Outreach '87 redirected the focus of all church members and pastors to this important task of evangelism.

Pastor James Huebner offered still another response to the question of perceived need. He said, "A real need we have here in the Milwaukee area is to get people moving, especially pastors. They just don't seem to band together." Statements by others interviewed seem to express the same idea. Unity is a problem. Did GO '87 serve that purpose? Without unity of congregations and pastors the whole program would have been fruitless. 67 congregations in the metro-Milwaukee area participated in GO '87, with only a few deciding not to join in. This was an effort that took a lot of unity. For those that participated there was a feeling of unity. For those that didn't participate, perhaps they were driven further apart. This is a question that will be taken up in greater detail in subsequent pages.

With these perceived needs in mind the Steering Committee developed 5 objectives for GO '87. 1. To create a positive identity for our congregations in the community 2. To create a positive self-image among our members as they view their church



3. To create a mission awareness and witness skills in our congregations 4. To develop a significant list of unchurched prospects 5. To win lost souls by the gospel. These are certainly worthy objectives and served the committee well as it tried to meet them. How successful they were will be uncovered as we proceed.

#### Mass Media

One area that must be discussed at length is the use of the media in this evangelistic effort. Perhaps this caused the most controversy, while making this program unique in relation to all others. Again the question why? Why use the media? We hadn't really used it before. Would the world think us too worldly? Mr. Don Pom, in the October 24, 1986 Steering Committee meeting, presented a media/production budget. The proposal included 4 media objectives:

1. Used to introduce and build awareness of the Milwaukee WELS evangelism campaign in order to aid local congregations in their evangelism efforts.
2. Primary goal will be to reach unchurched individuals from 18-34 years old, with emphasis on the 25-34 year old segment. Additional emphasis will also be given to the female segment of the 25-34 year old audience.
3. Secondary goal will be to reach all adults in the five county Milwaukee area, unchurched as well as WELS members.
4. Build pride of association among WELS members and encourage them to participate in the campaign.®

These objectives may seem worldly and secular, but God has given

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® Don Pom is a layman from Divinity-Divine Charity Lutheran Church in Whitefish Bay. Mr. Pom works as an advertising consultant for Cramer-Krasselt Advertising in Milwaukee.

us these means for the spread of the Gospel. Shouldn't the campaign be as effective as it possibly can? The media was supposed to "pave the way" or "open doors" for those who canvassed. The community was to become familiar with the WELS name, thereby feeling a little more comfortable when a WELS member came calling. Contrary to the opinion of some the mass media effort was not designed to win souls for Christ all by itself. Perhaps the statement I heard most in the numerous interviews conducted was "why wasn't Christ more prominent in the advertising?"

Pastor Carl Otto of North Trinity Lutheran Church in Milwaukee, which did not participate in GO '87 said, "Where was the Gospel in all the material? Why do we hesitate to come right out and say what we stand for?" Perhaps others felt the same way. It is unfortunate that this kind of attitude comes from faulty presuppositions. This was a media-ASSISTED evangelism effort. The media was to assist in making the WELS name more familiar and to peak interest. The canvasser could bring with him a name which quite possibly would be recognized by Mrs. Smith at the door. Whether these faulty presuppositions were due to a lack of communication or an unwillingness to listen is debatable, but it was an unfortunate circumstance.

The media was used and used well. Almost all avenues were covered. 50,000 dollars was budgeted for the use of mass media outreach. Under the theme "Life Has A Better Headline" and a subtheme "Come To The WELS" John Barber and Don Fom set out to

get the media end of the program off the ground. Radio spots were purchased on several Milwaukee radio stations, airing 4 different commercials depending on the listening audience. A "rap" advertisement was even produced to reach inner city residents. A television commercial was produced and aired with the "Come To The WELS" theme. Thousands of bumper stickers were purchased by congregations and placed on members cars all over the area. A copy of one bumper sticker can be found in Appendix A. A full page add was placed in TIME magazine for 4,000 dollars (Cf. Appendix B). Also adds in Newsweek, US News and World Report, and Sports Illustrated were purchased. 33 "Life Has A Better Headline" billboards could be seen all over the city. Adds were placed in the Milwaukee Journal and Sentinel. Adds were also placed in the Milwaukee Courier and Milwaukee Community Journal to address the black population. Yard signs were purchased by congregations to distribute to members who would in turn place them in their front yards. There were transit signs on many of the cities buses familiarizing people with the Wisconsin Synod and telling them that there is an alternative to the bad and sad news the world offers.

Shortly before the canvass held in September of 1987, a direct mailing went out to all homes that fell within the individual congregations target areas. A week before the actual canvassing doorbags were hung on all homes within the target area of that congregation. Samples of all this literature can be found in Appendix C.

It has been called a "media blitz" by some and maybe properly so. Nothing like this had ever been done by our Synod in the past. With this media push the familiarity of the WELS was given a major boost. Doors were opened that would have been slammed in faces if not for the media effort. When John Barber was asked what was the most effective aspect of the campaign he replied, "The mailings--it was the first thing they touched."<sup>7</sup>

What it really comes down to is the effectiveness of the campaign. Was it really effective? Did it accomplish what it set out to do? Barber responded, "Yes! It definitely created an awareness of what the WELS is. It created a positive image and maybe countered a negative image (ultra conservative)." Pastor James Huebner commented that he hadn't received any negative response as a result of the media involvement. Don Pom replied, "It was well worth the money spent. It's too bad we didn't have more to work with. It certainly made the community more aware of what the WELS is."

From all indications the mass media ingredient to the grand design of GO '87 was a positive and vital one. It's what made this effort unique. It's what made this effort worthy of newspaper coverage by the local media. From the results of GO '87 it is safe to say that the program flourished as a result of the media attention.

#### Follow Up

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<sup>7</sup> John Barber is the Synod's Mass Media Ministry Director.

Perhaps the most important part of Gospel Outreach '87 was the follow up process, together with the initial canvass. In this area of the program more stumbling blocks were encountered than in any other. The whole idea of training church members for canvass and follow up was a momentous task. Most of the training was done either by members of the Steering Committee or by Seminary Professor David Valleskey. During the summer months of 1987 a number of seminars were held to train people in God's Great Exchange, methods for follow up, mobilizing other members for follow up and many other related topics. Hundreds of people were trained and were a great asset to the program.

Another unique twist to GO '87 and its follow up technique was the five fold plan initiated. The plan included the survey, listening visit, witness visit, friendly neighbor visit and evangelism visit. Without going into great detail, the theory behind the structured visitation is to avoid scaring off the prospect by being too pushy. Rather by trying to gain the confidence of the prospect and letting him know you really care about him and are willing to listen, the visitor may be able to witness more effectively. All visitors did not follow all the steps at all times, but the results were positive. Many comments were made by those involved that the structure of the follow up was good and helped them to win the confidence of those contacted. For a Master Plan for Follow Up please refer to Appendix D. For a Calendar of Events of training sessions for Follow Up refer to Appendix F.

### Communication

Due to the magnitude of the program and the large area covered, communication was a major problem. When asked what was the most difficult aspect of the program Paul Kelm replied, "It was very difficult to communicate with the congregations adequately." Newsletters were produced every month and a number of letters were sent to pastors, but communication lagged behind. One pastor commented, "We felt that the information was too slow in coming. We were often ready to move ahead and did, but when the information finally came we had to revamp our original plan to follow the proposed schedule."

### Finances

As much a problem as communication was, money was an even bigger one. The problem of how much to charge congregations was one discussed many times at Steering Committee meetings. The figure of 1,000 dollars was finally decided upon, plus the congregations own materials and mailing costs. But that presented another problem. What about those congregations that couldn't afford that price tag? The statement was made that "no congregation should be left out of the program because of limited financial resources."<sup>Ⓜ</sup> So it was decided that a grant be sought from the Siebert Foundation. It was reported at the February 4, 1987 Steering Committee meeting that a 25,000 dollar grant had

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<sup>Ⓜ</sup> A statement taken from Nov. 5, 1986 Steering Committee meeting.

been received. Funds were still short. Finally the figure of 250 dollars was decided upon for those outside the Milwaukee area or those congregations that would require subsidy.

The lack of funds and slow payment of funds by congregations hindered the mass media efforts. Don Pom commented that because of the lack of cash on hand he didn't know how far he could or should go in some areas of the media. As it turned out, all the money was spent that was budgeted for the media. If there were a larger amount budgeted for media advertising, television would have been the place to sink the extra funds. TV advertising is extremely expensive in Milwaukee, therefore it was used only sparingly. Using the media to convey the message of GO '87 was not cheap, but the attitude that you can't put a price tag on souls was the overwhelming attitude held by all congregations involved.

#### Negatives

The old adage "you can't please all of the people all of the time" is more true than we know. As in any programs of this magnitude there were some who didn't like what they saw. Some of these people were partakers in GO '87 and some others were not. Whatever the case, there were a few negatives resulting from this major evangelical effort. Pastor James Huebner may have hinted at one of the negatives when he said, "It loaded a lot of guilt on pastors who weren't involved." This program put a lot of pressure on pastors all over the Milwaukee area. The comment was made more than once that some congregations even forced their

pastors to join. One pastor who didn't join was Pastor Otto from North Trinity. He didn't feel the pressure of his congregation, but a peer pressure from fellow pastors. He commented, "I don't like the peer pressure here in Milwaukee to belong. I don't think it's bad to be an individual. That is what has made our Synod strong."\*

Perhaps GO '87 pushed some pastors further apart than they already were. It was unfortunate that all didn't participate and enjoy the unity GO '87 seemed to foster. For your reference there is a copy of the congregational application form in Appendix G.

Another possible negative was the GO '87 Worship Celebration held at MECCA Auditorium--Bruce Hall on October 25, 1987. According to John Barber its purpose was to uplift and to unite those who participated. It was planned by Barber, Dr. Gary Greenfield, Wayne Baxmann, Rich Lehmann, Dwayne Schloemer, and Deb Uecker. According to Barber the number of leaders may have been the problem. The most common complaints were the length and not enough congregational participation. There were two sermons by Pastors Peter Kassulke and Fredric Piepenbrink. There were four choirs plus Ex Corde, a CCM band. It was not as well attended as had been hoped, and it didn't "uplift and unite" for whatever reasons.

#### Positives

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\* Pastor Carl Otto serves North Trinity Lutheran Church on 37th Street in Milwaukee. North Trinity originally planned on taking part in GO '87, but later pulled out.



Without a doubt the positives far outweighed the negatives in Gospel Outreach '87. It is difficult to know where to begin. Perhaps credit where credit is due is in order. God's guiding hand led this evangelism effort. Without his approval there would be no positives, no benefits, no blessings. But there were blessings, many of them. Thanks be to God that he worked through GO '87 and that the work that was carried on was to the glory of his name.

To begin with, the Christian pride fostered was a definite positive. To some this was not a positive result, but it became obvious to all involved that being proud of your Christianity was God pleasing. What is the use of proclaiming a Good News that you are not proud of. It wasn't so much a pride in oneself as it was a pride in what the WELS stands for and stands on, the true word of God. Many participants made the comment that it gave them a good feeling to be driving down the road and see one of our bumper stickers on another car, thinking that the person in that car was committed to sharing the Gospel and was excited about it.

One primary blessing was the publication of the Mass Media Evangelism Training Handbook. This was produced by Paul Kelm and Allen Sorem specifically for GO '87. It contained a wealth of material, including step by step instructions for proceeding through the different visitations. The material is thorough and well organized. Perhaps the best part about it is that it can be used by Evangelism Committees for years to come.

One blessing already touched on was the community awareness of what the WELS is. A positive image was presented and received by the Milwaukee residents, both through the media and especially when contacted in person by WELS members. Paul Kelm made the comment on the possibility of giving the wrong impression, "If we represent Christ we don't give the wrong impression." People knew where we stood. There was no false advertising. Those who knocked on doors could attest to the fact that the community was aware of the WELS, and many times felt less threatened because of the familiarity.

Still another positive result stemming from GO '87 dealt more with the programs of the individual congregations. For those who had some kind of evangelism program going, GO '87 was a major boost. For those congregations that hadn't done much in the area of evangelism, it was a starting point, a foundation to build on. It was the hope of all interviewed that the congregations who formed evangelism committees as a result of GO '87 would retain them and use them.

One blessing that maybe more important than all the rest is GO '87's effect on lay ministry. To a man, all who were interviewed said that GO '87 was a shot in the arm for lay ministry. That was one of the purposes of the program, to get the laity involved. In fact, the success of GO '87 was dependent on the lay members of each congregation. There were more than 2,000 surveyors and 1,000 members who participated in follow up. For too long the attitude in the WELS was "let the

pastor do it." The universal priesthood was sometimes forgotten or neglected. But with the advent of Gospel Outreach '87 a renewed emphasis was placed on lay ministry.

Perhaps one more blessing should be discussed, which is also the title of this paper. GO '87 was an evangelical stepping-stone. Comments made by those interviewed bear this out. Don Pom said, "GO '87 was the first evangelical baby step for the Milwaukee area churches." Paul Kelm said, "This won't change the direction of synodical evangelism, but it is a step, perhaps even a big one!" James Huebner said, "GO '87 helped people in the metro area to realize that evangelism is OK." According to men who were actively involved in this evangelism program, GO '87 served a very important purpose.

In my opinion what makes history interesting are the events that chain one era to another. GO '87 could very well be a very important link in the history of the WELS. It was a stepping-stone in the evangelistic realm of the Wisconsin EVANGELICAL Lutheran Synod. President Mischke may have touched on the previous era of our Synod when he said, "We previously had been established for German folk. In the 50's, 60's and 70's we basically answered requests of people who were from other church bodies. Now we have to go out and find them." Isn't that exactly what the Lord Jesus tells us we should do?

#### Effectiveness

The effectiveness of GO '87 is a topic not so easily grasped or gauged at this point in history. At the date of this writing

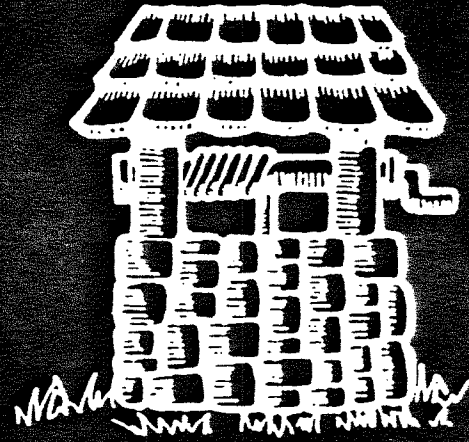
only limited survey results have been received. But with the limited data available some conclusions can be drawn. In each interview I asked that each man interviewed rate, on a scale of 1 to 10, the effectiveness of GO '87 in meeting the 5 objectives established early on in the campaign. Let me restate the 5 objectives. 1. To create a positive identity for our congregations in the community 2. To create a positive self-image among our members as they view their church 3. To create a mission awareness and witness skills in our congregations 4. To develop a significant list of unchurched prospects 5. To win lost souls by the gospel. The following is an average based on responses with 10 being the highest and 1 the lowest.

Effectiveness of GO '87 accomplishing objective #1:	8.4
" " " " " "	#2: 7.8
" " " " " "	#3: 6.8
" " " " " "	#4: 8.2
" " " " " "	#5: 5.8

Of course these are purely subjective numbers and results. Perhaps the real effectiveness of GO '87 won't be realized until a few years down the road. Facts do show that over 7,000 prospects were uncovered. The Holy Spirit works on his own time schedule and may have reached some that will never step foot in a WELS church. That is the beauty of it all. This effort was Christ centered. Christ was preached. The message of Christ was heard. His word will not return to him empty!

There are obviously many areas of GO '87 which were not

included in this brief essay. Names of many people who were vital to the program were not mentioned. Specifics were not given in many instances. The purpose of this paper, however, was to show that Gospel Outreach '87 was an evangelical steppingstone. The facts are undeniable. God worked through this program to accomplish many things, chiefly the spread of the Gospel and the salvation of souls. But without a doubt a wonderful side-effect of GO '87 was the important role it played in furthering the evangelistic zeal begun in the Wisconsin Evangelical Lutheran Synod.

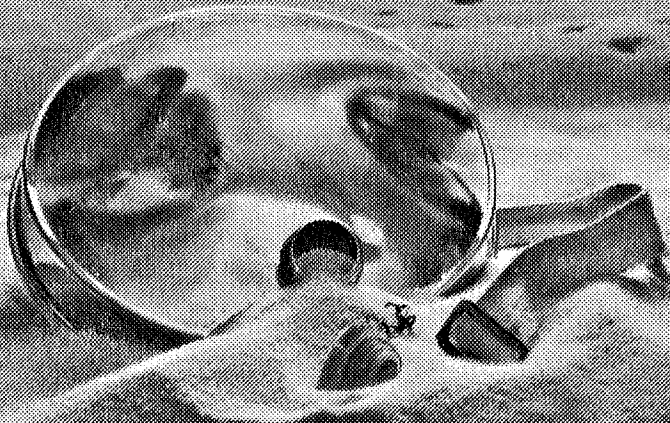


Come to the **WELS**

# Life

Know where it's taking you.  
Take water for the journey.

**JESUS SAID:**  
"I am the way, the truth and  
the life. Whoever is thirsty,  
let him come; let him take the  
free gift of the water of life."



**COME TO THE WELS**  
for the living water and the living word

**WELS** is the Wisconsin Evangelical Lutheran Synod

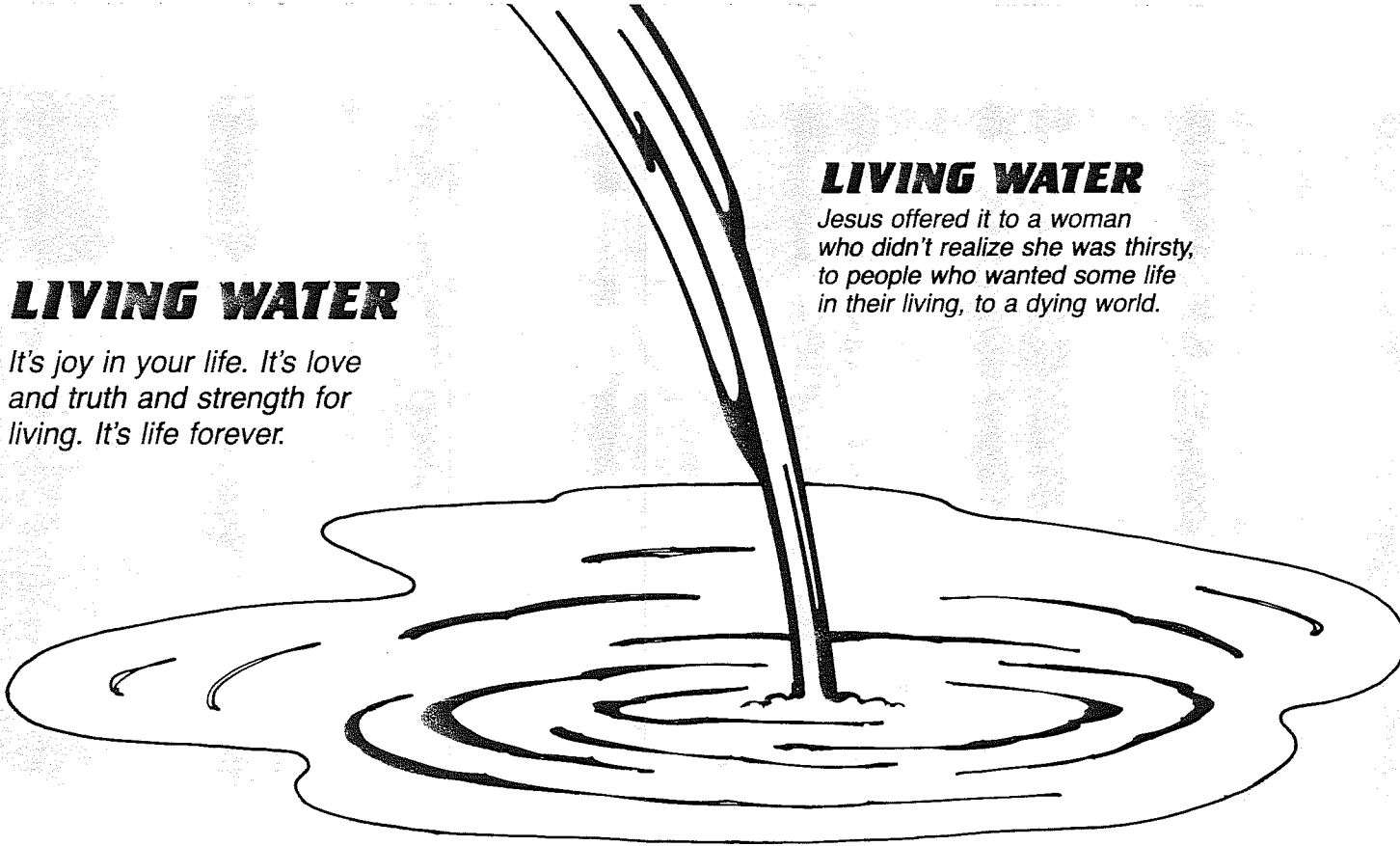


## **LIVING WATER**

*It's joy in your life. It's love  
and truth and strength for  
living. It's life forever.*

## **LIVING WATER**

*Jesus offered it to a woman  
who didn't realize she was thirsty,  
to people who wanted some life  
in their living, to a dying world.*



JESUS STILL HAS LIVING WATER FOR THIRSTING SPIRITS

## **COME TO THE WELS**

OUR LUTHERAN CHURCH HAS LIVING WATER TO SHARE.

*We're looking forward to meeting you!*



# Life has a better Headline Jesus is the By-line

WORLD TODAY

# **FORGIVEN!**

By Jesus Christ

Christian couples claim their marriage is enriched by the ability to forgive each other. Interviews suggest that the assurance of God's forgiveness frees couples from the need to "be right" or protect their rights.

Polls suggesting that self-esteem is the major problem of American people are balanced by the finding that Christians have discovered the

key to healthy self-image. Accepting God's love and forgiveness, together with God's purpose for life gives people what one Christian called "Christ-esteem."  
Staring death in the face with the

confidence of life hereafter is what Christians claim, provides the peace the Bible talks about. "I know I have eternal life," a spokesman said, "because Jesus died for my sins and rose again!"

## **Get in on the Story at your nearby WELS congregation**

### **ST PAUL'S EV. LUTHERAN CHURCH**

2665 North St. (Just west of the Hwy 20 & Hwy ES intersection)  
— East Troy

Sunday Worship Services — 8:00 AM & 10:30 AM  
Sunday School and Bible Class — 9:15 AM

Pastor Timothy Kujath  
Phone 642-3200



**WELS** is the Wisconsin Evangelical Lutheran Synod

### MASTER CALENDAR FOR FOLLOW UP

Survey weekends: September 12-13 and 19-20

1. 10 canvassers can reach 1000 homes in 6 hours.
2. How many homes do you want to reach?
3. How many canvassers will you need?
4. How many hours will you canvass on each date?
5. Can you arrange for a phone committee to follow up on those people who were not home? Phone canvass materials will be provided.

Listening visits: September 21-October 23

1. 6 individuals or teams can reach 120 "suspects" in 2 visits per week for a 4-5 week stretch.
2. Can you count on the canvassers to return to the same homes they visited for the listening visit or do you need a separate committee?
3. Figuring 120 listening visits per 1000 homes canvassed, how many "listeners" will you need?

Witness visits: October 12-November 14

1. 6 individuals or teams can reach 50 "prospects" in 2 visits per week during a 4-5 week stretch.
2. Can you count on the same group of people who did the survey and listening visits to make also the witness visits or do you need another committee?
3. Figuring 50 witness visits per 1000 homes canvassed, how many witnesses do you need?

Friendly neighbor visits: October 19-December 13

1. Figuring 50 friendly neighbor visits (the same prospects who received witness visits) per 1000 homes canvassed, how many visits will you make?
2. How many visitors will you recruit and how many visits will you ask each friendly visitor to make?

Evangelism visits: October 1-January 15

1. October 1-November 1: Figure 1 evening per week for visits.
2. November 1-December 15: Figure 2 evenings per week.
3. January 4-15 (reprise): Figure 1 evening per week to make follow up visits on those who've been visited before but need more gospel budes.
4. Figuring 25 "good prospects" per 1000 homes canvassed, and figuring 2 visits per night per evangelism team, how many teams will you need? The "Great Exchange" counts as 1 visit and the RSVP counts as a separate visit.
5. Can you count on the people who gave the "Great Exchange" presentation to make also the RSVP visit? Remember, in all these personal contacts, we are trying to build rapport and establish relationships.

Adult information class: Shoot for the first class to begin in the week of January 11.

CALENDAR OF EVENTS (as of 12-16-86)

January 5-8: Regional meetings to introduce congregational contact people to GO '87.

January - February: Follow-up on congregations which are not sure.

February 15: Final decision due for participation in GO '87.

March 14 and 28: Training sessions for God's Great Exchange. (Prof. Vallesky)

-14th for Metro North

-28th for Metro South

-held at WLC

-9:00 a.m. to Noon and 1:00 p.m. to 4:00 p.m. (provide your own lunch)

-Those trained on these dates will return to their own congregations to assist pastors in training evangelism committees.

May 2: Councilmen Conference (200-400 participants) (Pastor Sorum)

-Issue: How to make a positive first impression on people who visit our churches.

-Also: How can we begin to assimilate prospects and new members?

-held at WLC from 9:00 a.m. to 3:00 p.m.

May 16 and 23: Training sessions for listening visits and witness visit. (Rev. Kelm)

-16th for Metro North

-23rd for Metro South

-held at WLC

-9:00 a.m. to 11:30 a.m. and 12:30 to 3:30 p.m. (provide your own lunch)

-Those trained on these dates will return to their own congregations to assist pastors in training listening and witness visit committees.

August 15: Listening and witness visit follow-up seminar. (Rev. Kelm)

-Return of all those trained for listening and witness visits in order to create confidence and excitement.

-held at WLC from 9:30 a.m. to 12:30 p.m.

August 22 and 29: Canvass training (Rev. Kelm)

-22nd for Metro North

-29th for Metro South

-held at WLC from 9:00 a.m. to 12:30 p.m.

-4 to 5 members from each congregation who will assist their pastors in training the canvass committee.

September 1: Begin media coverage

September 12: Great Exchange follow-up seminar (Prof. Vallesky)

-All congregational lay evangelists invited to attend.

-The purpose of this seminar is to answer questions about the presentations, create confidence in volunteers and to generate excitement.

-held at WLC (times to be determined at a later date)

(over)

August 30, September 6, September 13: Special services in congregations

- 30th "How to be a Friend" (some emphasis on making positive impression on visitors)
- 6th "How to Help a Friend" (emphasis on friendship evangelism)
- 13th FRIEND DAY (members invite unchurched friends) "How to Become a Friend of God"
- Service and sermon details provided by July

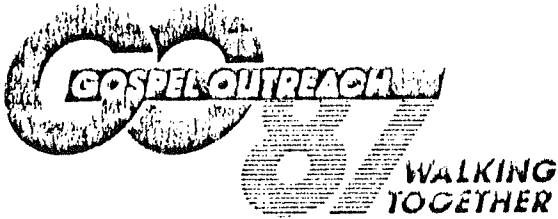
September 13 - October 4: (4 Sundays) Friendship Evangelism Bible Study

- This course will be given to and conducted by congregation's pastor
- to involve and equip general membership in evangelism
- course prepared by Rev. Kelm and distributed by July
- people encouraged to attend through special services outlined above

October and November: Follow-up by each congregation

November 22: Celebration! (Responsible person: )

- testimonials, encouragement to assimilate, snacks, thanksgiving
- encouragement to keep evangelism committees active
- perhaps two at once with one at Seminary and the other at WLHS



APPLICATION FOR PARTICIPATION IN  
GOSPEL OUTREACH '87: WALKING TOGETHER

Because we love the Lord Jesus for His tremendous gift of  
everlasting life;

Because He has called us to be His faithful, serving disciples  
today;

Because He has authorized us to make disciples of all nations  
today;

Because He has equipped us with the resources we need to do  
this work;

WE THE MEMBERS OF

\_\_\_\_\_ EV. LUTHERAN CHURCH OF

\_\_\_\_\_ HEREBY

\_\_\_\_\_ City

\_\_\_\_\_ State

DECLARE OUR PARTICIPATION IN GO '87: WALKING TOGETHER

Our congregation is able to fund the \$1000 needed for the mass  
media budget. \_\_\_\_\_ yes \_\_\_\_\_ no

Our congregation is not able to meet the \$1000 budget, but we  
would be able to provide \$ \_\_\_\_\_.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
GO '87 Coordinator

\_\_\_\_\_  
Pastor

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State and Zip

\_\_\_\_\_  
City, State and Zip

MAIL THIS FORM TO:

GO '87: Walking Together  
Grace Lutheran Church  
1209 North Broadway  
Milwaukee, WI 53202

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