# just10

## Church Leader's Guide

Scripture quotations are taken from the Holy Bible, New International Version. Copyright © 1978, 1984 by Biblica. Used by permission of Hodder & Stoughton, an Hachette UK company. All rights reserved.

©2023 Philo Trust

**just10: Conversation Starter** Church Leader's Guide
Philo Trust, Witton House, Lower Road, Chorleywood, Rickmansworth, WD3 5LB

www.just10.org

@JJohnGlobal

# Contents


| | | |
|---|---|---|
| 5 | **One** | Proclamation |
| 7 | **Two** | Prayer |
| 9 | **Three** | Preparation |
| 10 | **Four** | Promotion, Publicity and Press |
| 12 | **Five** | Programme |
| 16 | **Six** | Publications |
| 17 | **Seven** | Praise |
| 18 | **Eight** | Post Series |


# Church Leader's Guide

Hundreds of churches have used *just10* to consider God's timeless truths and how we can apply them to our life today.

Many churches have used *just10* in their small groups meeting mid-week. If reading this, you are looking specifically for material that can be used in smaller settings, we would suggest considering *just10: Conversation Starter* – details are available at just10.org.

This guide is a collection of wisdom that helps outline how best to use the *just10* material as a whole church – whether on ten consecutive Sundays or a series of special events.

Please contact the *just10* team if you require further information, advice or you wish to share ideas.

# One
# Proclamation

## The fields are ripe

It is our belief that the 'fields are still ripe for harvest'. Over 2,000 years ago, Christ showed us in no uncertain terms that he was in the business of transforming lives, and has promised that, through him, we will do even greater things.

The Great Commission instructs us to 'go and make disciples' – a vital link in the chain of this transformation is the proclamation of the Good News. *just10* is a series we have seen connect and engage with our culture in a positive way.

## Principles

### Motivation

The motivation must come from God alone. We need to pray that God would help us all to see the world as he sees it so that we are compelled to reach out to the lost.

> *A missionary is not someone who crosses the sea, a missionary is someone who sees the cross.*

If we have seen the cross of Jesus, then in the words of the apostle Paul, 'The love of Christ compels us.'

### Impact

*just10* can have a tremendous impact on a community, but it will:

- be most effective when it builds on an existing evangelistic programme.
- only bring people to faith in Jesus Christ if Christians are actively praying, caring and sharing with friends in the local community.

### Ownership

*just10* must be owned by the people. Leaders need to release the vision to the church. Ownership is the key to success – individuals need to be equipped and encouraged in their areas of gifting relating to the overall goal.

The accountability of each individual should be highlighted regularly and encouraged with prayer and commitment from the platform.

**Keys to a successful series**

- Enthusiasm of church leaders and other staff.
- Prayer to move people's hearts and create an atmosphere of expectancy.
- Publicity to give to Christians to invite their friends.
- Co-ordination to make everything run smoothly and professionally.

# Two
# Prayer

## Introduction

> *Devote yourselves to prayer, being watchful and thankful. And pray for us, too, that God may open a door for our message, so that we may proclaim the mystery of Christ, for which I am in chains. Pray that I may proclaim it clearly, as I should. Be wise in the way you act towards outsiders; make the most of every opportunity. Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone.*
>
> Colossians 4:2–6

The evangelist John Wesley said, *God does nothing except in answer to prayer.*

## Prayer strategy

- Launch *just10* to the congregation highlighting the importance of prayer and outlining the strategy for training and action.
- Organise a teaching day on prayer.
- Hold half nights of prayer and other prayer events – ideally one or two before the series starts.

### General points

1. Encourage prayer by every means – private prayer (daily), prayer triplets and weekly/monthly corporate prayer meetings.

   > *Again, I tell you that if two of you on earth agree about anything you ask for, it will be done for you by my Father in heaven. For where two or three come together in my name, there am I with them.*
   >
   > Matthew 18:19–20

2. Don't allow prayer to be squeezed out or sidelined in the increasing busyness of preparation. Continue to emphasise the necessity of prayer in every aspect of the series.

3. Pray for friends, family, neighbours and colleagues.
4. Pray continually:
    - 3 months prior to the series – church prayer meeting and introduction of prayer triplets.
    - 2 months prior to the series – train triplets and begin weekly prayers.
    - 1 week or day prior to the series – church prayer meeting.
    - 2 weeks after event – feedback on fruit of prayer.

# Three
# Preparation

Preparation is key, so make sure that there is sufficient lead-in time to maximise the impact of the series. The time needed depends very much upon the local situation.

Prepare by using J.John's resource, *The Natural Evangelism Course*.

J.John's course on evangelism for small groups is tailor-made for study and reflection, and is an ideal tool for equipping Christians for practical and effective evangelism.

The course runs over 6 weeks and is well suited for a term or Lent course.

*The Natural Evangelism Course* is available from jjohn.com

Encourage Christians to:

- Be wise making the most of every opportunity.
- Build bridges of friendship.
- Invest time in their friends.
- Be enthusiastic when inviting friends to church making it an attractive invitation.
- Consider inviting friends for a meal or a coffee before or after church if that makes the invitation more personal.

Most people attend meetings following a personal invitation from a friend.

Christians must make it a priority to cultivate the relationships they already have to invite friends. Church leaders must encourage, equip and release their members to do this. Time must be set aside and resources made available. This must be a focus of prayer as we allow God to work through us.

We would also suggest time should be prioritised to teach on mission and evangelism through the regular pattern of church activities – especially on a Sunday.

# Four
# Promotion, Publicity and Press

## Promotion

In attracting the attention of the right people at the right time with the right message we need to recognise that there are two main components when it comes to promotion: **those in the church** and **those outside the church**.

These broadly relate to two phases: preparation and outreach.

## Preparation

It is important that all publicity material reflects the style and standard of the series. This means that invitations and publicity need to demonstrate the level of quality that can be expected throughout. In terms of preparation, there are a number of communications that need to be produced:

- Invitation to church launch.
- Information leaflet for Christians. This covers the what, where, when and why of the series. It also allows people to respond individually and get involved.
- Regular news update.
- Social media images and video – the correct media for the correct platform.
- Prayer cards, bookmarks, etc.

Space on a website should be set up to cover these details and inform those inside the church of what is going on. It is worth remembering that the website can be viewed by anyone, so details and language need to be appropriate for a wide audience.

## Outreach

The website may need to change to reflect the outreach phase. As the website will be the main contact point on all external communications, it needs to be relevant to those outside the church, encouraging them to consider making *just10* a priority in their schedules.

## Publicity and press

The publicity and press for *just10* will follow the same phases as the promotion. During the preparation, you may choose to issue press releases and potentially organise interviews at any large gatherings that point towards the series.

If you would like a sample press release, please contact the *just10* team: connect@just10.org

If at all possible, it is useful to have an experienced media individual involved with connections and a strategy to make the most of the opportunities. At larger events it is also important to have a good media policy to effectively handle any press photography.

## General points

Effective publicity starts where the people are – i.e. make it relevant.

- Avoid using the word 'mission' and religious jargon in publicity.
- The series title is 'just10' (please note the use of a small letter 'j' and no spacing).
- Consider what you want to communicate and to whom.
- *just10* has a defined logo to use, which is downloadable from just10.org.

**Ensure:**

- The quality of publicity is of a high standard as it is the first introduction guests receive.
- Personal invitation cards are available as most guests will come through friends. Ensure these are high quality with all pertinent information, including time, place, event details, location and map.
- All printed material is available in good time and in sufficient quantity.
- Invitations to follow-up courses and events are prepared.

# Five
# Programme

The following are some reflections and values based on previous *just10* series. Please feel free to adapt the material to whatever best 'fits' locally.

The programme will be different for each church running *just10*. This section contains some suggestions which might aid planning a series.

## Welcome

The welcome should be warm, clear and concise. Notices should be avoided and minimised unless essential.

For example, the welcome could be:

> *It is great to see you all here. A very warm welcome on behalf of [church name].*
>
> *Tonight and over the next nine weeks we are going to look at different aspects of life and find out how God's values and plans for us really do work today.*
>
> *We hope you will enjoy this evening and find it enjoyable and food for thought.*
>
> *Tonight we're looking at 'How to . . .'*
>
> *So without any further delay, let me hand you over to . . .*

Obviously there may be a number of practical notices that need to go in as well. But in general there should be a 3–5 minute introduction to settle people and let them know that the meeting has begun.

## Worship

See Section Seven: Praise.

## Testimony interview

Testimonies are a significant component of the series. They help provide associations for the people listening, allowing them to see how God transforms individual lives. They also help localise the series.

The interviewer needs to have enough knowledge of the interviewee's story to draw out the relevant points, but should not over script the interview so that it appears 'wooden'.

## Talk

Deciding how to communicate the message of *just10* is of vital importance. Care should be taken to decide which option is best:

- Using the full-length videos downloadable from just10.org.
- Each video includes a short introduction from J.John, an outline of the relevance of the commandment, principles we can apply and a response.
- Each video is 28 minutes long.

## Response

Below are suggestions and methods that have been used in past *just10* series:

**Response team**

- The numbers responding always depends upon who is there to hear, and this depends upon Christians inviting their friends. As it is so hard to predict response rates, we suggest a large response team is formed, this means you will have sufficient back-up if overwhelmed by a large response.
- The response team members need to be trained so that they understand their role fully, i.e. what it is about and what it is not about. By explaining the follow-up process fully, they should be able to gather pertinent information on the response card.

- Attendance at a training event is strongly advised for everyone on the team regardless of experience, as specific training to the material in the *just10* series may be required. If needed, some simple guidelines can be sent to you from the team at Philo Trust.

**Response**

At the end of the talk, there is an invitation to respond publicly during a response song/hymn (e.g. 'Amazing Grace'). This response has normally taken the form of commitment/recommitment and/or general response.

The response team should connect with responders and make sure everyone has been spoken to and prayed with. There should be response materials and response cards available.

The response team members should:

- Listen to find out the reason for response – commitment, recommitment, issue, other.
- Pray for, affirm, encourage and advise those responding appropriately.
- Take details for follow-up using a response card.
- Give people appropriate response materials e.g. *Making the Connection*, Bibles as required and any other relevant information.
- The response team members should be alert and sensitive. It is strongly advised they are adequately trained and authorised (identifiable).
- The response team leader would then generally oversee all that is happening from close to the front.

**Practical response**

One call for response is advised as it allows everyone to come forward in one go – whether for first-time or recommitments or in response to the subject of the particular commandment.

In responding to the theme, we have seen both non-believers and committed Christians asking for prayer for a particular issue. As individuals may be wanting prayer in general as well, it is essential that the team is trained to listen carefully and respond to individual needs.

Material to assist with practical responses needs to be available. Information can be kept from previous weeks' topics. Someone pastoral might need to be on hand to help people access the right information.

**Amnesty bins**

In addition to the specific responses each week, we allow people to respond practically as well as spiritually. The method we have commonly used is by providing amnesty bins.

Amnesty bins allow people to dispose of inappropriate materials throughout the series, for example stolen items, pornography, weapons, etc. Contact the team at Philo Trust for an example of an amnesty-bin procedure.

If you are concerned about any items that you find in your amnesty bins, please contact the police. Proper consideration should be given to the risks and a written procedure should be followed.

If it is foreseen that there may be a significant possibility of weapons or drugs being deposited in the amnesty bins, then it would be wise to contact the police in advance. There is usually a police officer in one of the churches who can oversee this.

## Close

After the speaker has prayed a prayer of response and people are moving to the front with the response team, the host needs to draw the event to a close.

There may be other messages that need to be given regarding amnesty bins, refreshments, etc. In terms of response, it is worth underlining any challenges the speaker has raised, e.g. if you have borrowed anything from anyone and forgotten to return it, put it in the amnesty bin over the next week.

Each use of the *just10* material will differ locally and be specific to local needs.

## Six

# Publications

J.John has produced useful resources for both before and after a *just10* series. There are many fantastic resources available from different organisations. We would suggest setting time aside to look at what is the best fit for your congregation.

J.John's resources can be used in the following ways:

1. **To equip and inspire the church in outreach:**
   - *The Natural Evangelism Course*

2. **To promote outreach and as follow-up material for enquirers and new Christians:**
   - *Making the Connection*
   - *Jesus Christ – The Truth*
   - *Making the Christmas Connection*
   - *Making the Easter Connection*

# Seven
# Praise

There is an important place for worship in evangelism. As the people of God praise him, hearts can be touched in a powerful way, especially as God's presence is felt.

It is very difficult to make worship totally seeker-sensitive, but songs should be chosen with guests in mind. Worship that declares the truth about God and his relationship with us does much to prepare the way for the message. Singing more intimate songs to God can be included, but generally to a much lesser extent and only towards the end of the series.

While one or two modern songs help to introduce some of today's contemporary worship style, by incorporating a more traditional hymn, such as 'Amazing Grace', we may connect with more guests.

People should be made to feel relaxed during this short time of worship. They should be given permission to just listen if they prefer, and occasionally it can be helpful to explain what the song is really about and why we are singing it.

Note that during the series, it is wise not to:

- make the worship songs or worship time too lengthy.
- use songs that speak of reaching the lost.
- teach a new song.
- lead Christians into an extended time of singing in the Spirit.
- encourage the congregation into dance.
- allow 'banner wavers' or dancers to perform, as this can be very distracting.

## Eight
# Post Series

Follow-up is essential to evangelism. Unless a strategy for follow-up is in place, there is a risk that a series will only produce decisions and not disciples.

It is essential to know the follow-up strategy at the start of planning so as not to lose anyone in the process. This is especially important when multiple churches are involved as there are additional complexities that must be discussed and planned.

It is helpful to think of a new Christian as a newborn baby. The early stages of their development are essential if they are to develop properly and have a healthy life. This will involve care in the initial stages as they get involved in the church and the supportive relationships they will need to grow.

It is therefore best for the church to have a follow-up course that is suitable for new Christians.

Generally the series will result in one of four types of response:

1. **Those who become Christians** – these will have met with the response team so they should have already received some follow-up material: book, Bible and/or prayer. Initially they need to be invited to a follow-up course such as *Alpha* or *Life Explored.*.
2. **Those who want to know more** – these may or may not come forward during the series, so it is worthwhile publicising some seeker/follow-up courses during the event. Courses like *Alpha* can be attended equally well by new Christians and those who are still looking. It is good to publicise these during the series.
3. **Those who are not interested** – we need to pray for these people and encourage the Christians who invited them.
4. **Those needing to deal with issues that require pastoral oversight** – the church will need to respond to the needs highlighted in the lives of their congregation by the series. This may be through seeking professional help in marriage counselling, debt counselling, etc.

# just10

www.just10.org

©2023 Philo Trust