

robert coleman master plan of evangelism

Robert Coleman Master Plan of Evangelism is a transformative blueprint that has shaped the way countless individuals and churches approach the mission of evangelism. First published in 1963, Coleman's work has stood the test of time, providing a deep understanding of how Jesus Christ himself modeled evangelistic outreach. By focusing on relationships and discipleship, Coleman emphasizes a strategic, intentional approach to spreading the Gospel. This article will explore the key elements of the Master Plan of Evangelism, its historical context, and its relevance in today's world, making it a must-read for anyone interested in effective evangelism.

Historical Context of the Master Plan of Evangelism

The Master Plan of Evangelism was developed during a time when many churches were experiencing a decline in membership and a lack of direction in their outreach efforts. The 1960s were marked by social upheaval, and the church needed a renewed vision for evangelism that aligned more closely with the teachings of Christ.

Robert Coleman, a professor at the Ashland Theological Seminary, sought to address these challenges by looking closely at the methods used by Jesus during His ministry. His examination revealed a systematic approach to evangelism that was deeply relational and focused on discipleship rather than mere conversion.

Key Components of the Master Plan of Evangelism

Coleman's Master Plan is built around eight key principles that reflect the model of Jesus. Each of these components is crucial for forming an effective evangelistic strategy:

1. **Selection:** Jesus chose a few individuals to be His disciples, emphasizing quality over quantity. This principle encourages evangelists to focus on investing in a small group of committed followers who can, in turn, reach others.
2. **Association:** Jesus lived life with His disciples, sharing experiences and teachings. This principle underlines the importance of building relationships and spending time with those you wish to influence.

3. **Consecration:** Jesus called His disciples to a life of commitment and obedience. Evangelism requires a clear call to follow Christ and live according to His teachings.
4. **Impartation:** Jesus equipped His disciples with the necessary tools and teachings to carry on His work. This emphasizes the need for training and education in the faith.
5. **Demonstration:** Jesus modeled the life He wanted His followers to live. Evangelists must demonstrate the values and behaviors of Christ in their own lives.
6. **Delegation:** Jesus empowered His disciples to go out and preach the Gospel. This principle highlights the importance of giving others the responsibility to share their faith.
7. **Supervision:** Jesus provided guidance and correction to His disciples. Ongoing support and accountability are vital for effective evangelism.
8. **Reproduction:** The ultimate goal of Jesus was to make disciples who would, in turn, make more disciples. This principle underscores the importance of multiplication in evangelism.

Implementing the Master Plan in Modern Evangelism

The relevance of the Master Plan of Evangelism extends far beyond its publication date. In today's fast-paced and often distracted world, the principles outlined by Coleman provide a solid framework for effective outreach. Here are some practical ways to implement these principles in modern evangelism:

1. Focus on Relationships

In a society that often prioritizes superficial connections, the emphasis on building deep, meaningful relationships is more important than ever. Engage in conversations, listen actively, and demonstrate genuine care for individuals.

2. Establish Discipleship Programs

Churches should create structured programs that focus on discipleship, allowing new believers to grow in their faith and learn how to share the

Gospel with others. This can include small groups, mentoring relationships, or one-on-one training sessions.

3. Encourage Community Involvement

Encourage church members to be active in their local communities. This could involve volunteering, participating in local events, or simply being present in neighborhoods. Building a strong presence in the community can open doors for meaningful conversations about faith.

4. Use Technology Wisely

In the digital age, technology can be a powerful tool for evangelism. Utilize social media, podcasts, and online resources to reach a wider audience while maintaining the personal touch that Coleman emphasizes.

5. Foster a Culture of Multiplication

Encourage church members to share their faith and disciple others. This can be achieved through training sessions that focus on the principles of evangelism and discipleship, emphasizing the importance of reproducing leaders within the church.

The Lasting Impact of the Master Plan

The Master Plan of Evangelism has had a profound impact on individuals and churches worldwide. Its principles have been integrated into various evangelistic movements, missionary organizations, and church planting efforts. Many have found success in their outreach endeavors by adhering to the relational and discipleship-focused model that Coleman championed.

Case Studies of Successful Implementation

Several churches and organizations have seen remarkable results by implementing Coleman's principles:

- **Community Church Growth:** A local church that adopted the Master Plan reported significant growth in both membership and engagement. By focusing on small group discipleship, they nurtured committed believers who actively shared their faith.

- **Missionary Movements:** Various missionary organizations have utilized Coleman's model to train new missionaries. By emphasizing relationships and reproduction, they have successfully planted churches in diverse cultural contexts.
- **Online Discipleship Programs:** Several ministries have developed online platforms that allow for virtual discipleship and evangelism, reaching individuals who may not otherwise engage with the church.

Conclusion

The **Robert Coleman Master Plan of Evangelism** offers a timeless and effective approach to evangelism that prioritizes relationships, discipleship, and multiplication. In an ever-changing world, Coleman's principles provide a solid foundation for individuals and churches seeking to fulfill the Great Commission. By implementing these strategies, believers can create a lasting impact in their communities and beyond, ultimately reflecting the love and teachings of Jesus Christ. Whether you are a seasoned evangelist or just beginning your journey, the Master Plan serves as an invaluable resource for effective outreach today.

Frequently Asked Questions

What is the main premise of Robert Coleman's Master Plan of Evangelism?

The main premise of Robert Coleman's Master Plan of Evangelism is that effective evangelism is rooted in the life and teachings of Jesus Christ, emphasizing personal relationships and disciple-making as key components.

How does Coleman suggest we should approach evangelism?

Coleman suggests that evangelism should be approached through the process of making disciples, focusing on training and equipping individuals to share their faith and lead others.

What are the eight key elements of Coleman's plan?

The eight key elements of Coleman's plan include: selection, association, impartation, demonstration, delegation, supervision, reproduction, and expectation.

In what year was 'The Master Plan of Evangelism' first published?

'The Master Plan of Evangelism' was first published in 1963.

How does Robert Coleman emphasize the role of the Holy Spirit in evangelism?

Coleman emphasizes that the Holy Spirit is essential for empowering believers in evangelism, guiding them in their efforts and providing the necessary boldness and wisdom.

What is the significance of the 'selection' phase in Coleman's plan?

The 'selection' phase is significant because it underscores the importance of choosing individuals with potential for leadership and discipleship, rather than spreading efforts too thin by attempting to reach everyone.

How has Coleman's work influenced modern evangelism strategies?

Coleman's work has influenced modern evangelism strategies by promoting relational evangelism and discipleship models that prioritize depth over breadth in spiritual growth.

What is the relationship between evangelism and discipleship according to Coleman?

According to Coleman, evangelism and discipleship are inseparable; effective evangelism leads to discipleship, and true discipleship involves sharing the Gospel with others.

What role does community play in Coleman's Master Plan of Evangelism?

Community plays a crucial role in Coleman's plan, as he believes that believers should work together in relationships to support and encourage each other in their evangelistic efforts.

Why is 'reproduction' a critical aspect of Coleman's evangelism model?

'Reproduction' is critical because it emphasizes the need for followers of Christ to not only grow in their faith but also to actively share their faith with others, creating a cycle of evangelism and discipleship.

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