

**SHARE**  
**“Sharing Strategically”**

**Introduction:** We continue to discuss sharing what’s most important.

**Specifically:** The sharing of our faith and inviting the unchurched to church.

**Review:**

Unchurched Described

U5—Very resistant and hostile (will argue-5%)

U4—Resistant but not hostile (may be religious-21%)

U3—Leaners/apathetic (open to discussion 36%)

U2—Seekers (looking for something in life-27%)

U1—Just waiting to be invited (11%)

**NOTE:**

— 74% of the unchurched are U3-U1

— 38% of the unchurched are U2 or U1

— 82% of the unchurched are somewhat likely or very likely to accept if invited

1. Sharing BROADLY (soils, we don’t know their heart)
2. Sharing CLEARLY (eternity, deity, exclusivity, grace alone)

Today—Sharing Strategically

*Walk in wisdom toward those who are outside, redeeming the time. 6 Let your speech always be with grace, seasoned with salt, that you may know how you ought to answer each one.*  
Colossians 4:5-6 NKJV

Strategy is NOT an unbiblical concept!

*For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it — 29 lest, after he has laid the foundation, and is not able to finish, all who see it begin to mock him, 30 saying, 'This man began to build and was not able to finish.' 31 Or what king, going to make war against another king, does not sit down first and consider whether he is able with ten thousand to meet him who comes against him with twenty thousand? 32 Or else, while the other is still a great way off, he sends a delegation and asks conditions of peace. 33 So likewise, whoever of you does not forsake all that he has cannot be My disciple. 34 "Salt is good; but if the salt has lost its flavor, how shall it be seasoned? 35 It is neither fit for the land nor for the dunghill, but men throw it out. He who has ears to hear, let him hear!" Luke 14:28-35 NKJV*

Four ways in which we are to share strategically!

## **I. Share Strategically with KNOWLEDGE**

*Let your speech always be with grace, seasoned with salt, that you may know how you ought to answer each one. Final Greetings Colossians 4:6 NKJV*

*"That you may KNOW how you ought to answer each one..."*

Knowledge in four areas

### **A. Knowledge of the unchurched**

1. They are NOT anti-church (only 26% are antagonistic or resistant, 38% friendly or very friendly, 36% neutral).

(That's why they would welcome an invite)

- a. Why we must develop relationships with unchurched
- b. They are open to an invitation and expect believers to talk about God/church

2. Most unchurched believe in existence of Heaven and Hell.
3. People are most open to the message of Christ during times of crisis (9/15-9/30/2001)-  
keen interest in spiritual matters.
4. Most unchurched are nervous but willing to talk about matters of faith.
5. Most unchurched have a fairly high view of the Bible.
  - a. 1/3 believe it is God's Word and totally true
  - b. 46% believe it is generally true
6. Most unchurched would rather talk to a layperson than a minister about religious matters.
7. Most unchurched wonder why their Christian neighbors and co-workers, don't invite them to church.

8. Most unchurched have a spiritual view of life.

- a. Believe in God
- b. Pray regularly
- c. Believe in the Bible

B. Knowledge of our responsibility

*"You are the salt of the earth; but if the salt loses its flavor, how shall it be seasoned? It is then good for nothing but to be thrown out and trampled underfoot by men. 14 "You are the light of the world. A city that is set on a hill cannot be hidden. 15 Nor do they light a lamp and put it under a basket, but on a lampstand, and it gives light to all who are in the house. 16 Let your light so shine before men, that they may see your good works and glorify your Father in heaven. Matthew 5:13-16 NKJV*

C. Knowledge of the power of relationships

(ILL) Jesus/Samaritan Woman—she went into a city

*And many of the Samaritans of that city believed in Him because of the word of the woman who testified, "He told me all that I ever did." 40 So when the Samaritans had come to Him, they urged Him to stay with them; and He stayed there two days. John 4:39-40 NKJV*

D. Knowledge of the evangelistic strategy of Paul

*Now when they had passed through Amphipolis and Apollonia, they came to Thessalonica, where there was a synagogue of the Jews. 2 Then Paul, as his custom was, went in to them, and for three Sabbaths reasoned with them from the Scriptures, 3 explaining and demonstrating that the Christ had to suffer and rise again from the dead, and saying, "This Jesus whom I preach to you is the Christ." 4 And some of them were persuaded; and a great multitude of the devout Greeks, and not a few of the leading women, joined Paul and Silas. Acts 17:1-4 NKJV*

(Reasoned, took time, built relationships)

**II. Share Strategically with WISDOM**

*Walk in wisdom toward those who are outside, redeeming the time. Colossians 4:5 NKJV*

*"Walk in wisdom toward those who are outside..."*

(Outside of relationship with Christ)

**NOTE:** Early church was slandered by unbelievers (atheists, believe God's not visible, cannibals because of Lord's Supper, unpatriotic-didn't burn incense for emperor)

WE ARE STILL MOCKED: Bigots, intolerant, extremists

A. Why is wisdom so crucial?

1. Representation of gospel depends on it
2. Christianity judged by what is seen in us

B. What does wisdom look like?

1. Sympathetic
2. Compassionate/humble
3. Loving
4. Patient
5. Know when not to speak

C. What does wisdom do?

*Walk in wisdom toward those who are outside, redeeming the time. 6 Let your speech always be with grace, seasoned with salt, that you may know how you ought to answer each one. Colossians 4:5-6 NKJV*

1. Redeems the time (buys up the opportunity)

*See then that you walk circumspectly, not as fools but as wise, 16 redeeming the time, because the days are evil. Ephesians 5:15-16 NKJV*

2. Speaks graciously—(always with grace, seasoned with salt)
  - a. No gossip/slander
  - b. No favoritism
  - c. No bitterness, jealousy, hatred, envy
  - d. ALL CONVERSATION (politics, FB, etc.)
  - e. Kind
  - f. Salt prevents corruption

*Let no corrupt word proceed out of your mouth, but what is good for necessary edification, that it may impart grace to the hearers. Ephesians 4:29 NKJV*

Sharing Strategically

- Knowledge
- Wisdom

### III. Share Strategically with PURPOSE

#### A. Purpose of holistic wholeness in people's lives

*Now when Abram heard that his brother was taken captive, he armed his three hundred and eighteen trained servants who were born in his own house, and went in pursuit as far as Dan. 15 He divided his forces against them by night, and he and his servants attacked them and pursued them as far as Hobab, which is north of Damascus. 16 So he brought back all the goods, and also brought back his brother Lot and his goods, as well as the women and the people. Genesis 14:14-16 NKJV*

1. Lot made bad decisions
2. Was in trouble
3. Abraham sought wholeness for him—so he built relationship with him

#### B. Willingness to share the nitty-gritty of life with the unchurched

*For you yourselves know, brethren, that our coming to you was not in vain. 2 But even after we had suffered before and were spitefully treated at Philippi, as you know, we were bold in our God to speak to you the gospel of God in much conflict. 3 For our exhortation did not come from error or uncleanness, nor was it in deceit. 4 But as we have been approved by God to be entrusted with the gospel, even so we speak, not as pleasing men, but God who tests our hearts. 5 For neither at any time did we use flattering words, as you know, nor a cloak for covetousness — God is witness. 6 Nor did we seek glory from men, either from you or from others, when we might have made demands as apostles of Christ. 7 But we were gentle among you, just as a nursing mother cherishes her own children. 8 So, affectionately longing for you, we were well pleased to impart to you not only the gospel of God, but also our own lives, because you had become dear to us. 1 Thessalonians 2:1-8 NKJV*

C. Willingness to be among the unchurched is to follow Christ (John 1:14—left heavenly residency for us)

D. Isaiah 7:14—He is GOD WITH US

### IV. Share Strategically with URGENCY!

*“Tell them,” Marian begins, “that the world and Satan will give them many reasons not to be bold in telling others about Jesus. They will even have many reasons not to invite someone to church.” She pauses with obvious intensity in her face. “But tell them never to accept those excuses. The unchurched do want to be invited to church. The lost do want to be told how to be saved.”*

*Marian is now holding back tears. She continues slowly. “But what if Paula had not cared enough to invite me to church? What if no one had been there for me during my divorce? What if no Christian had the guts and the conviction to tell me about Jesus? Tell them, Thom, to stop listening to the lies of Satan and the world and to be obedient. There are millions of people who were like me, waiting on someone like them to be unashamed of what they believe.”*

**Conclusion:** We cannot wait to share what's most important!

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