

The 10 Best Servant Evangelism Projects For Getting Started



by Steve Sjogren



What Is Servant Evangelism?

Servant Evangelism is a straight-forward approach to sharing God's love in simple, practical ways. Perhaps our motto should read, "Small Things Done with Great Love Are Changing the World" because that's what's happening. We get reports from pastors, lay leaders and ordinary Christ-followers all over the world who have discovered the power and impact of "showing God's love in practical ways."

Servant Evangelism wins the heart before it confronts the mind. A small act of kindness nudges a person closer to God, often in a profound way as it bypasses one's mental defenses. The average Christ-follower is willing to hand a stranger a can of cold Coke on a hot day (low risk). The high grace is seen in the typical reaction. "Oh, thank you!" "This is so nice!" "I can't believe this is for free!" And, "Why are you doing this?"

Kindness builds the bridge for the person to receive a touch of love from God. It's simple, practical, effective, inexpensive and fun!



Why Is Servant Evangelism So Effective?

Servant Evangelism is effective because it is

- quick
- high volume
- done in groups
- culture-current
- gives the Holy Spirit an open door to convict those we are leading to Christ
- allows shy people to launch into effective evangelism
- an approach families can do together
- easily picked up by new Christians
- simple
- friendly non-pushy, non-aggressive
- appeals to every segment of our cities
- emotionally safe
- giving-centered rather than asking-centered
- provides a safe place for ambitious people to expend their energy
- provides an open door for the miraculous—if God so moves
- big fun!



When you first launch the idea of servant evangelism, the primary goal is to have a successful experience for your group. You want your group members to come back from their time together with a gung-ho attitude and to say, "We had a great time. Let's do this again -- soon!" You want them to enjoy themselves so much that not only will they come back the next time you do an outreach project, they'll also want to bring their friends.

These ideas in the pages that follows are my top ten picks for those of you who are starting out with servant evangelism. I've been doing this for more than 25 years, and have found that these are all sure-fire ways to get things rolling! I know that this introduction to servant evangelism has been fairly brief, and you likely still have questions. I highly recommend you visit our FAQ page about servant evangelism here:

<http://www.servantevangelism.com/questions/>

You can access the rest of the site from there, where you'll find many articles and stories, and a lot of great ideas.

Now, on to the outreach ideas!



#1 Totally Free Car Wash

If you're just starting out with servant evangelism and the weather permits, this is a good place to begin. Though not a high volume project, it's a great starting place for seeing the power of kindness touch the human heart. A car wash kit costs essentially nothing to do. There's something for everyone here, including children. Get plenty of signs. Find a good location with lots of cars driving past. Put evangelistic cheerleaders out in front of the street with your signs, and go for it. Don't forget to have a designated evangelist who explains to the recipients what was going on... "What is going on? We want to show you God's love in a practical way - with no strings attached! No donations accepted. It's Free! Seriously!"





#2 Soft Drink Giveaway

If you want to do a little more investing in product and touch a larger group, this is probably the way to go. Set up at a stoplight or at the end of a sports event. The police probably won't mind your outreach as long as you're mindful of the flow of traffic when the light changes. Try to give away at least 200 drinks at your first outing, even if you have a small



group. You'd be surprised at how fast that many drinks will go. Have connect cards printed with your church's information on it to hand out with the soft drinks ([read more about connect cards here](#)). What you don't use on your first outing, you can use later.



#3 Christmas Gift Wrapping

If you've gotten your feet wet doing a project and you want to step out a bit further for Christmas, gift-wrapping is wonderful. You will attract a lot of attention among shoppers. Be ready for a possible onslaught of people wanting their presents wrapped. Be careful what you promised to store management at the mall on your first time out with this. If your total workforce is one small group, I suggest you sign up for just one weekend before Christmas. We found that malls are also open to the idea of gift-wrapping on Valentine's Day, Mother's Day, and other gift buying holidays.





#4 Leaf Raking

As the saying goes, there's safety in numbers. When it comes to serving, this is a slam-dunk. Find the yards in your part of town that have a lot of leaves in the yard and go for it. Just make sure you have enough rakers on your team so that no ones gets worn out. I suggest you approach houses in mass numbers so that each place only takes a few minutes to complete. It is a beautiful sight to take care of the raking of an entire yard in a matter of minutes.





#5 Business Blast

If you're coming up on one of the special days that happen on the calendar such as sale holidays, pick up candy or flowers and serve the servants at retail operations. If you have ever worked in retail you are aware of the stresses involved in working in such settings over a prolonged time frame. You may be surprised how open-hearted these people become when the tables are turned and you are on the giving end of things.





#6 Newspaper Giveaways

Your mother always said, “Don’t play in traffic.” She was at least partly right in saying that! What she really meant was don’t go into traffic with your newspapers when the light is green. Set up on a busy corner and give away your papers at a red light. Of course, be mindful of traffic patterns. It is easy to get overly excited during these give-away times.



#7 Birthday Party Organizing at a Nursing Home

There are few places where your kindness will be more appreciated than the local nursing home. For many, this gesture will be the first time they’ve been remembered in years. Know that in touching the one you focus upon, you are not reaching out to the one resident, but to the extended family who will surely hear about this act of kindness.



#8 Grocery Bag Packing

Most people need their groceries bagged. Find one of the big, discount grocers and approach the manager with your idea. This is a great project because it can be done any day of the year, regardless of weather conditions.



#9 Giveaways



Once you've explained to a store manager your vision for serving the city and gotten in on his good graces, you have a powerful location for the future. Situate yourselves at the entrance, not the exit, of the store. On the way out of the store, customers are in hurry to get out to their cars. They won't take what you have, and your servant team members will feel rejected. You can give away any number of different things that people could use. Just make sure that you are not taking away from the business of the store you are in front of.



#10 Twenty-Dollar Outreach Experiment

For a little investment of money, your group will learn a lot with this project. This is a great way to jumpstart your group into the ministry of servant evangelism. If your people are a little shy, team up in groups of two or three. The ideas don't have to be completely original. Brainstorm several kindness ideas including the ones listed here. If you get another idea, that's even better. Don't forget to celebrate the projects that are the most daring, most creative, touched the most people, and so on. Make sure you take the time to capture the learnings you picked up as a group.





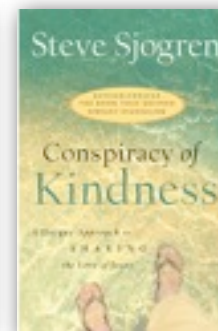
About the Author

Steve Sjogren is a veteran pastor and church starter who has helped start five churches in the course of his thirty year career in ministry. He has written over a dozen popular books on the power of generosity and kindness as it flows through the lives of those who follow after God. His first book, *Conspiracy of Kindness*, is considered a classic in the area of servant evangelism, and has sold a quarter million copies thus far. He leads ServeCoach.com, a coaching group that is dedicated to helping leaders and pastors develop into all they can be as they aim outwardly beyond their own sphere of life.

Steve is a regular contributor to a number of magazines and e-zines in the US. His best known publication is *Serve!* - an inspiring voice of outwardness to the church worldwide in the form of a monthly ezine. He has written more than a dozen books to date, and is working on several books presently. Steve's books and downloadable PDFs are available at reasonable prices at his resource site KindnessResources.com. Steve also regularly blogs at SteveSjogren.com.

Recommended Reading

Steve Sjogren's books *Outflow*, *Conspiracy of Kindness* and *101 Ways to Reach Your Community* are available [online here](#).





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