

WELS Commission on Evangelism

Supplemental Report to the Districts 2026

The WELS Commission on Evangelism exists to encourage and equip WELS congregations and members to reach the lost with the saving message of the gospel. To that end, it offers the following resources.

Everyone Outreach

Everyone Outreach is a program designed to help congregations build a culture of outreach so that every ministry and every member is thinking about and participating in outreach. The program kicks off with a workshop where participants discover thought habits that may be keeping them and their congregation from reaching out with the gospel as well and as often as they would like. Following the workshop, resources are provided that help create new thought habits resulting in new behaviors and, Lord willing, more outreach.

Learn more at everyoneoutreach.com.

Congregational Evangelism Kit

The Congregational Evangelism Kit provides video-based training for congregational evangelism leaders and teams. It explains the importance and implementation of tools such as:

- creating a prospect database,
- capturing prospect information,
- creating a welcoming worship atmosphere, and
- Come and Go strategies.

The Congregational Evangelism Kit is available at welscongregationalservices.net.

One by One

This Bible study is based on Pastor David Rosenau's keynote presentation at the WELS National Conference on Lutheran Leadership in January 2020. Using powerful personal stories and drawing from his wealth of experience both as a detective and a parish pastor, Pastor Rosenau helps Christians understand why it is so important to see every soul as a treasure and why we want to be willing to spend the time and effort necessary to share the gospel with each one.

One by One is available at welscongregationalservices.net.

Let's Go!

This Bible study provides online, video-based personal witness training. It teaches a simple, three-part approach that any Christian can put into practice. 1) Love the unchurched people God has brought into your life. 2) Listen carefully to their thoughts, beliefs, concerns, etc. 3) Lead them to the gospel. Let's Go can be used by both large and small group Bible studies as well as by individual Christians.

Let's Go is available at welscongregationalservices.net.

In Season and Out of Season

This Bible study, based on the apostle Paul's evangelism experiences in the city of Philippi, seeks to encourage and equip God's people to share the gospel in any and every situation. The three-lesson, video-based Bible study can be used in large or small group settings.

In Season and Out of Season is available at welscongregationalservices.net.

Christmas Eve and Easter resources

The Commission on Evangelism provides outreach resources for Christmas Eve and Easter as part of the Congregational Services resource called *The Foundation*. The resources include graphics, a promotional video, postcards, and more.

You can access resources for Christmas and Easter outreach at welscongregationalservices.net under *The Foundation*.

WhatAboutJesus.com

WhatAboutJesus.com is an outreach website produced by the Commission on Evangelism. It aims to be a source of information and inspiration for those seeking to know more about the Bible and its message. Congregations are encouraged to make their members aware of it so they can direct unchurched acquaintances to it.

Daily Devotions

Daily Devotions are brief, daily encouragements from God's Word. They are produced both in print as well as via podcast. The devotions appear on the home pages of wels.net and WhatAboutJesus.com. They are also posted on WELS' Facebook page. Additionally, devotions are sent to about 10,500 e-mail subscribers every day.

Evangelism Certificate Program

The WELS Commission on Evangelism offers evangelism courses through the Martin Luther College online continuing education program. These evangelism courses are intended for laypeople and called workers to help them lead their congregations with planning and implementing efforts to reach more people with the gospel. These courses make up the Evangelism Certificate Program at Martin Luther College. There are three one-credit courses: 1) The Mission of the Church, 2) Practical Evangelism for Congregations, and 3) Friendship Evangelism.

Information is available at wels.net/evangelism.

School of Outreach

The School of Outreach workshop shares key components of a congregational evangelism program. Participants work with workshop leaders to develop outreach plans and strategies. Congregations can contact their district evangelism coordinator to schedule a workshop.

Information is available at wels.net/evangelism.

Evangelism Day at Martin Luther College

The Commission on Evangelism partners with the faculty of Martin Luther College to enhance the evangelism training of students at the college. Students are reminded of the importance of reaching the lost and encouraged to be evangelism influencers in their ministries.

Telling the Next Generation

Telling the Next Generation is a workshop developed by the Commission on Evangelism, the Commission on Lutheran Schools, and Early Childhood Ministry. The program serves congregations with planning, assistance, and resources for the implementation of outreach strategies utilizing a Lutheran elementary school and/or early childhood ministry.

Learn more at welscongregationalservices.net.

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