

# Outreach Model Guide

Every Home service offerings



EveryHome



Our Purpose:

**To carry Christ to everyone,  
everywhere, in every generation.**

Our Mission:

**To inspire and empower the Church  
to carry Christ to their world.**

### Our 12 Outreach Models:



**Outreach  
Training**



**Gospel  
Materials**



**Mobilization  
Kit**



**Citywide  
Campaigns**



**Strategic  
Campaigns**



**Digital  
Platform**



**Discipleship  
Multiplication**



**Pioneer  
Missionary**



**Reaching  
Margins**



**Mass  
Marketing**



**Ministry  
Partnership**



**Creative  
Access**

Over more than 70 years of ministry, while recognizing the diversity and complexity of the global landscape, various outreach models have been developed. Each model is tailored to meet the unique challenges and opportunities presented by the more than 160 nations we serve. These models are not one-size-fits-all solutions but a testament to our adaptive and responsive approach. From citywide campaigns that unite churches in a shared vision to pioneer missionary efforts that bring the gospel to uncharted territories, each model is designed to maximize the reach and impact of carrying Christ to everyone, everywhere, in every generation.

As we navigate the varied contexts in which these models are deployed, it becomes evident that their effectiveness and sustainability are influenced by factors such as availability of resources, local church presence, leadership style, and the ever-present threat of persecution. **Within this nuanced reality, we find the true strength of our approach—flexibility.** This strategic adaptability ensures that even in areas where the Church's presence is minimal or where risks are high, the light of Christ continues to shine through tailored, context-sensitive efforts.

This document serves as an overview of the 12 standard outreach models currently employed globally. It outlines the methodologies and strategies at the heart of our global mission and acknowledges the dedicated personnel, from Ministry Directors to field staff to volunteers, who breathe life into these models.

Our models are not ranked in a hierarchy of importance but are assessed based on their alignment with our core objectives and suitability to specific situations. These ministry models work best in combination with each other to create a holistic approach and allow Ministry Directors to harness the models that make the most sense with their own strengths and passions.

As we evaluate these models, let it be a call to action—a reminder that the task of carrying Christ to the world is ever-evolving and requires both the collective effort of the global Church and the innovative spirit that defines our ministry.

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## Outreach Training

Nearly every outreach model begins with the foundation of training. When churches or groups want to get involved in evangelism, Every Home responds by providing the necessary training and resources to equip and mobilize them for local outreach. In these trainings, a staff member typically gives a presentation to a group on conducting an outreach. They teach on topics like the tone and approach believers should have when sharing the gospel, answer questions, provide materials, and sometimes even conduct a “practice” outreach session to lead by example.

After the training, when possible, Every Home will follow up with trained and equipped churches to continue the mentoring process and collect stats and reports from the outreaches.

Outreach Training is essential because it helps believers understand they are called and qualified to share the gospel. Many pastors want their congregation to understand the gospel and how to share it effectively, but barriers often hold believers back from sharing. A study done by Every Home and Barna Group showed that 85% of Christians in America allow obstacles to keep them from sharing their faith.

Here are some of the top reasons Americans aren’t sharing their faith with non-Christians:

- Don’t want to be pushy
- Prefer instead to live out the gospel through my actions
- Not sure I’ll be able to answer their questions
- Don’t know many non-Christians
- Don’t feel qualified

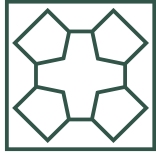
These barriers may differ from nation to nation but knowing the specific obstacles a church may face allows Every Home to address the existing barriers and provide coaching for different scenarios that may come up to help believers walk into an outreach feeling confident and comfortable.

Every Home USA is an example of a national office that built a strong foundation for training with an outreach training guide and several teaching videos to streamline training and offer a consistent and in-depth experience for churches.

To see more examples and download training resources, visit the [Resource Hub](#).



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## Gospel Materials

Gospel materials are a central piece of the mission of Every Home as they ensure the message of Christ reaches all people. This model involves providing large quantities of gospel materials to churches and individuals upon request.

Every Home is dedicated to creating high-quality, innovative gospel engagement tools tailored to meet the unique needs of distinct people groups and demographics. By investing time in research and understanding the specific challenges and opportunities within various communities, we craft tools that empower churches and believers to approach evangelism tactically and creatively. In some cases, these specialized resources are offered digitally or printed to the broader body of Christ.

Every Home believes that quality materials aren't old or outdated but are a cost-effective and tangible way to place the gospel into a person's hands that they can walk away with. The value and importance of literature lies in its consistency and repeatability. They are easily translated, multiplied, and hidden. They can be prayed over and are fearless and bold in their gospel presentation.

There are amazing testimonies of gospel literature being burned, crumpled, ripped, or thrown away and then salvaged from trash bins and gutters – even rescued from the ocean by fishermen on a pier – and these new readers have turned to Jesus because of their message. We desire that the Church would see the value in gospel materials and that it would be readily available to all believers as an outreach tool.

Visit the [Resource Hub](#) to see examples of literature being used in other nations.



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## Mobilization Kits

Mobilization kits are all about the Every Home mission: to inspire and empower the Church to carry Christ to their world. Mobilization kits are a collection of resources to engage a church in outreach for an entire year. They are created specifically to inspire and empower pastors to mobilize their congregations. They can include resources like sermons, testimonies, prayer maps, devotionals, journals, guides, bible studies, gospel literature, calendars, etc.

Mobilization kits are designed to supply pastors with everything they need to help believers feel supported and confident in their calling to carry Christ to their community. These kits aren't about coordinating a one-time outreach but about cultivating a lifestyle where believers grow in their relationship with Jesus and share their faith.

An example of a current mobilization kit used throughout several nations is the Love Your Neighbor kit. This kit is updated annually and provides pastors with resources for 12 families or individuals to understand and live out their missional calling. The kit includes:

- 1 Leader's Guide
- 12 Believer Packs, each with:
  - 1 Believer Guide
  - 1 Prayer Map
  - 1 Discovery Method
  - 12 Engagers







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## Citywide Campaigns

A citywide campaign mobilizes churches to bring the gospel to every home in a specific area. It is a holistic process of outreach that involves several steps. It begins by choosing a particular city or region to saturate. Pastors and leaders are gathered to plan and pray. Then, churches are trained on conducting an outreach covering topics like coordination, printed resources, spiritual conversations, and gospel presentations. Citywide campaigns can include home-to-home outreach, street evangelism, events, and other creative ways to share the gospel. Next, geographic areas are broken down and assigned to different groups.

The Every Home team supports coordination to ensure successful completion and collects data on outreach efforts, including participation rates, geographic coverage, positive responses, and contact information to follow up with those who respond favorably.

Citywide campaigns are about transformation and can be altered to whatever approach fits a specific city. In Honduras, the Every Home ministry calls it an “avalanche” because this type of saturation involves such a mass effort.

Citywide campaigns are Every Home’s legacy model. This systematic distribution strategy dates back to 1953 when founder Jack McAlister went to Japan with the vision of reaching everybody and having a measurable sense of what was accomplished.

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## Seasonal Advances

Seasonal advances are all about seizing a specific moment in time and equipping the Church with relevant tools. They rely on momentary events, time periods, or themes related to something specific that is happening as a bridge of interest to share the gospel.

Seasonal advances can have many different focuses and strategies. Below are some examples of them from Every Home ministries around the world.

- Seed packets with gospel literature related to springtime.
- Leveraging significant sporting events like the Olympics or World Cup to share the gospel.
- Special literature for holidays like Christmas and Easter.
- Booklets that promote prayer during a time of war.







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## Digital Platform

This innovative approach underscores our focus on creativity and expertise in developing unique digital formats to engage a community with the gospel effectively. Through this model, we provide churches and individual believers with content and a comprehensive system for utilizing digital gospel materials across various platforms. It can use a specialized app, social media, email, WhatsApp, or the web.

This is not about paid mass distribution (discussed in the “Mass Marketing” outreach model) but focuses on being intentional and personal with those in their digital community. It is about leveraging digital tools to share the gospel with friends in a creative way.

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## Discipleship Multiplication

Starting with a small, dedicated group, this model focuses on deep, personal discipleship that cultivates a strong foundation in Christ. In this process, people are also equipped to disciple others. Participants are encouraged to initiate their own discipleship groups, leading to exponential growth. With each participant eventually starting their own group, this method has the potential to impact millions through a structured process of multiplication over several discipleship generations. In this model, a group of six becomes six groups of six, which becomes 36 groups of six, and those 216 groups of six become 1,296 groups of six, and so on.

An example of this would be utilizing Be Fruitful and Multiply (BFAM), also called the Discovery Method. This curriculum walks new believers through four steps to engage with the truths of scripture so they can continue to grow in their faith.



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## Pioneer Missionary

When there are areas without a significant local church presence, Every Home deploys individuals or groups as pioneer missionaries. These pioneer missionaries travel to regions beyond their communities, aiming to reach towns or villages with the gospel and establish a foothold for Christ in new locations. Sometimes, they are paid staff who spend significant time traveling from village to village. Other times, we inspire church volunteers to visit a new town or city.

In Africa, we have often called similar individuals Mobile Training Centers or MTCs. This is a term used to describe an individual who is responsible for a specific area and is trained to teach others discipleship, prayer, and evangelism.



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## Margins

Recognizing the limitations of traditional outreach, this model focuses on reaching the margins of society—people who are often overlooked or whose circumstances may hinder their reception of the gospel. Through specialized efforts that combine addressing practical needs with evangelism, Every Home aims to demonstrate the compassion of Christ in a manner that opens hearts to the gospel.

Margins sometimes look like humanitarian aid, but it is not exclusively limited to that. It requires awareness and specialized effort for the parts of society that would normally be missed through typical outreach models. It means visiting military bases, hospitals, prisons, and universities to ensure that people living in these places aren't missed. It includes intentional ministry efforts to those who live on the street, are experiencing addiction, are outcast, people with disabilities, women, etc.

As a ministry, our desire is to carry Christ to everyone, everywhere and that requires intentionality and believing that Jesus came for all. In scripture, we see countless stories that show how his heart was bent on the neglected. Below are examples of how Every Home focuses on margins worldwide.

- Soles for Jesus: a ministry that Every Home partners with to provide shoes to people in Africa
- Crisis response in times of war or natural disaster
- Schools providing education in India
- Boats providing medical aid in Brazil
- Medical brigades in Honduras
- Gift baskets given to women coming out of prostitution





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## Mass Marketing

This approach seeks to proclaim the love of Christ on a large scale. It utilizes platforms like gatherings and events, billboards, radio, TV, internet, and digital and printed advertisements to share the message of Christ. Mass marketing may involve providing gospel literature, facilitating conversations about faith, or directing people to resources for further engagement. Below are some examples of ways Every Home does this around the world.

- Buying banners on the internet to share the gospel
- Sharing the gospel on social media
- Being interviewed on a television show
- Buying a billboard to share a message



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## Partnership Support

Every Home partners with other ministries focused on gospel saturation by offering strategy, endorsement, literature, and administrative support.

This approach capitalizes on the collective strengths of diverse organizations to amplify the impact and scope of gospel distribution. By identifying and collaborating with partners already established in specific areas, Every Home can efficiently allocate resources to unreached regions. This model highlights the principle that even minimal collaboration can result in more people being reached with the gospel.

One strong example of partnership support is our ministry's relationship with Go Movement. With a similar vision, Go Movement desires to see every believer sharing the gospel until everyone has had the opportunity to decide for Christ. Every year, during the month of May, they aim to mobilize believers to share the gospel, and Every Home provides them with literature. It isn't our program, but we can lend our strength to their effort.

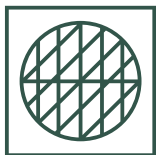
Opportunities like this are why it is important for ministry offices to be aware of what other believers are doing in their nation and continue to build strong partner relationships through networking.







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## Creative Access

In response to the challenges faced in regions where the gospel encounters social resistance or government restrictions, we have developed discreet evangelism efforts for Creative Access nations. These innovative strategies are designed to place the gospel within arm's reach of individuals in the most restrictive environments in a non-threatening and effective manner, thereby minimizing risks to recipients and distributors.

Creative Access is not a ministry model that every nation will utilize. Instead, it is for areas without many believers or other mechanisms to share the gospel. Every Home navigates the barriers to evangelism creatively and tactfully in these difficult situations.

Below are some examples of discreet outreach methods used around the world.

- Citywide distribution of 40,000 QR code stickers, which led to culturally and contextually relevant gospel presentations online
- Established Wi-Fi hubs in public spaces that serve as gateways to gospel content

