

Testimony of Christ International

TCI Great Commission Strategy

Church Planting



Apostle T Chareka

Document Approval

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Introduction

There are currently more than 8.2 billion people on Earth and approximately 31% which constitutes about 2.4 billion are said to be Christians. It is important to note that of those 2.4 billion Christian adherents, a bigger number of that is what I would call pseudo-Christians.

Our Lord Jesus Christ declared that *“And this gospel of the kingdom shall be preached in the whole world for a testimony unto all the nations; and then shall the end come”* Matt. 24:14 KJV.

It is this declaration that commissioned us to a global assignment which should occupy us till His second coming.

Given this background, we as Testimony of Christ International drew our Vision which is A WORLD REDEEMED THROUGH THE GOSPEL AND TESTIMONY OF JESUS CHRIST.

When our Lord Jesus Christ called us, He said, *“And He saith unto them, Follow me, and I will make you fishers of men”* Matt. 4:19.

We are therefore called to go fish.

Fishing is an art and a skill of trapping. it requires a plan and strategy especially if the task involves fishing men.

This document seeks to provide an ongoing strategy for our cause which we refer to as The Great Commission.

Our mission is to achieve OUR VISION through personal witnessing and testimony one soul at a time.

I have deliberately referred to our mission as our cause because the great commission is our reason/cause for existence as the Church.

Once we understand that our mission (the great commission) is our cause then we will do everything it takes to execute it.

In identifying our Cause (Mission) I would like us to look at the story of David and Goliath.

What made David to engage in the fight that led to the end of Goliath was his understanding and conviction of the need/cause to fight/defend the Name of Jehovah.

“And David said, What have I now done? Is there not a cause?” 1 Sam. 17:29.

You will notice that our Mission which is to achieve our vision has already articulated or provided a formula/strategy.

Therefore, I would not want to reinvent the wheel but to acknowledge and thank the founder and bishop of TCI, Bishops K & M Setoboli, for providing us with this most effective strategy which shall be our first Strategy.

#IS THERE NOT A CAUSE #OUR CAUSE IS OUR MISSION #OUR MISSION IS OUR CALL

STRATEGY ONE: Personal Witnessing the TCI Way (One Soul at a Time)

WHY Witness?

Because this is the great commission (assignment) we received from our Lord Jesus Christ after He died and rose from the dead (Mark 16:15,16).

It was the reason he went to the cross in the first place, that people may be saved and redeemed from sin, death and hell and be reconciled to their Creator and God.

Witnessing is actually a process of snatching hell-bound unbelievers from hell fire and bringing them to light and eternal life in Jesus Christ (Jude 13, John 3:16).

Objective: To engage individuals on a personal level by sharing the gospel and nurturing relationships that promote spiritual growth and conversion.

Key Actions:

- *Training & Preparation:* Train church members on how to share their testimonies effectively. Pray for God's leading to the ripe and ready harvest and bind opposing spiritual forces.

After prayer, Go and find someone to share & preach the gospel to.

- *Outreach Tools:* Have compassion for the lost souls, supply resources such as tracts, Brochures and invitation cards for members to utilize during personal outreach.
- *Follow-Up:* Implement a system to connect with individuals who have expressed interest or are new to the faith.

Resources Needed:

- Training materials and facilitators
- Evangelism toolkits (tracts, Brochures, etc.)
- Follow-up tracking system

Metrics:

- Number of personal interactions and conversions
- Feedback and testimonies from those reached

Please refer to Appendix 3 of the TCI handbook for more practical actions on this strategy.

STRATEGY TWO: Two by Two Strategy

Now after these things the Lord appointed seventy others and sent them two by two before His face into every city and place where He Himself was about to come (Luke 10:1).

The Bible tells us that two are better than one for they have a better reward for their labor.

This strategy is the most effective one for door to door and house to house outreaches.

It is more acceptable and easier for a couple or a pair to be welcomed into someone's house compared to a single individual.

When you are two, it also becomes easy to give each other moral support and courage.

For a husband and wife, this strategy works wonders as it allows you to work as a tag team and the bond of a husband and a wife is unbreakable.

There are many biblical examples which demonstrate this strategy.

For instance we have Peter and John who worked together in Acts 3:1, Paul and Barnabas teamed up in Acts 14, and Ananias and Sapphira are mentioned in Acts 5:1.

These examples demonstrate how effective it is when two work together on a mission.

Objective: To enhance outreach effectiveness by pairing members or sending out married couples for evangelistic efforts, providing mutual support and accountability.

Key Actions:

- *Pairing Process:* Create pairs or take advantage of married couples to collaborate on outreach initiatives.
- *Training:* Equip pairs with skills in teamwork, communication, and shared evangelistic methods.
- *Regular Meetings:* Schedule consistent meetings for pairs to assess progress, share insights, and receive additional training or support.

Resources Needed:

- Training materials for pairs
- Scheduling tools for meetings
- Communication platforms for coordination

Metrics:

- Number of pairs and outreach activities conducted
- Conversion rates and follow-up success

“Two are better than one, because they have a good reward for their labour” Eccles 4:9

STRATEGY THREE: Open Air Campaigns/ Public Rallies / Crusade Strategy

“Now when He had left speaking, He said unto Simon, Launch out into the deep, and let down your nets for a draught” Luke 5:4

This strategy requires us to cast our nets into the deep (deploying much resources) and we are bound to catch so many and all kinds of fish, some that may even break our nets.

Fishing with a rod can catch us one fish at a time until our basket gets full, howbeit, a dragnet can catch multitudes at once.

A call to a great harvest demand that we go all out and spare not, the deeper we cast our nets the bigger the catch.

Humans are social animals, and there is something about people being in crowds.

We are designed to feel a level of heightened physical arousal where we are in a crowd.

The ministry of our Lord and His apostles has many examples where thousands of souls were saved at one go.

“And he came forth, and saw a great multitude, and he had compassion on them, and healed their sick” Matt. 14:14

“They then that received his word were baptized: and there were added unto them in that day about three thousand souls” Acts 2:41

Objective: To engage larger audiences through public events, generating opportunities for mass soul winning and community interaction.

Key Actions:

- **Event Planning:** Coordinate and schedule public rallies, crusades, and open-air meetings, ensuring necessary permits and venues are secured.
 1. Organize community service events (e.g., food drives, clean-up days).
 2. Partner with local organizations to serve those in need.
 3. Host family-friendly events (picnics, game nights) to foster connections.
 4. Encourage church members to participate in local clubs and activities to build relationships.
- **Promotion:** Utilize multiple channels to advertise events, including social media, local marketing, and community flyers.
- **Execution:** Ensure the effective delivery of the message through well-prepared speakers, engaging presentations, and follow-up opportunities.

Resources Needed:

- Event planning team and resources
- Promotional materials and channels
- Technical equipment (sound systems, staging, etc.)

Metrics:

- Attendance figures
- Conversion rates and immediate feedback
- Follow-up engagement and new contacts established

“A little one shall become a thousand, and a small one a strong nation: I the LORD will hasten it in his time” Isa. 60:22

STRATEGY FOUR: Digital / Online Strategy



He's Got the Whole World In His Hands

The internet has transformed the world to become such a small village that it can now fit into each and every one of our hands, thereby allowing us to tap into God's attribute of Omnipresence.

We can now bridge the gap of distances and interact with anyone across the globe without needing to travel.

What an extraordinary time to be alive!!

The sky is no longer the limit; instead it has become the enabler.

Almost everything can now be done online - banking, dating, studying, shopping, competing, acquiring important documents, to name just a few

If criminals are taking advantage of this evolutionary technology and using it to commit cybercrime and scam many people, why can't we as Fishers turn the internet into a fishing net?

Indeed, we shall and must turn the internet to a fishing net .

Objective: To harness digital platforms to reach and engage individuals through online content, social media, and virtual events.

Key Actions:

- *Content Creation:* Develop engaging content on social media (testimonies, devotionals, live Q&A sessions) and consistently update content.
- Develop a user-friendly church website with resources about faith and community.
- *Online Engagement:* Use social media networks, email newsletters, and virtual gatherings to connect with members and prospective attendees.
 1. Offer virtual Bible studies and prayer groups to engage congregants and newcomers.
 2. Share online sermons and teachings through podcasts and video platforms.
 3. Make friends on social platforms by being creative and interactive.
- *Analytics:* Monitor and analyse online engagement metrics to refine strategies and enhance outreach efforts.

Resources Needed:

- Content creation team and tools
- Social media management platforms
- Analytics tools
- Smartphones and other electronic gadgets

Metrics:

- Engagement rates (likes, shares, comments)
- Increase in online followers and subscribers
- Online conversions and leads

STRATEGY FIVE: Discipleship Programs

“that the word might be fulfilled which he spake, Of those whom thou hast given me I lost not one.”
John 18:9

After all is said and done, we would not have done justice to the our cause if we fail to retain, keep and maintain the harvest which the Lord would have entrusted us with.

The discipleship strategy as an addition to the Shepherding School that is found on Chapter 6 of the Testimony of Christ International constitution, will help us retain the Lord’s harvest

(refer to the TCI Handbook).

Objective: Equip believers to grow spiritually and to increase their faith and knowledge.

Key Actions:

- Implement discipleship classes focused on salvation, faith and theology.
- Pair new believers with mature Christians for mentorship.
- Encourage participation in mission trips or outreach programs to gain practical experience.
- Provide resources (books, videos, courses) on faith, salvation and spiritual growth.

Resources needed:

- Discipleship class materials
- Mentors and class leaders
- Mission trip and outreach program coordinators
- Educational resources (books, videos, courses)

Metrics:

- Number of discipleship classes held and participant attendance
- Number of new believers matched with mentors and feedback from them
- Participation rates and outcomes of mission trips and outreach programs
- Usage and effectiveness of educational resources, based on participant feedback

Conclusion

This strategy document outlines a comprehensive plan for TCI to engage in effective witnessing and outreach.

By implementing these strategies:

Personal witnessing, the two-by-two strategy, open air crusades and digital onslaught, we aim to increase our impact and fulfil our mission of which is the Great Commission.

Regular reviews and adjustments of these strategies will be essential for maintaining their relevance and effectiveness in reaching the world.

The Bishop, missions and the church planting department are currently engaged in a global tour mission which is aimed at ensuring that TCI physically sets its foot in every continent. This initiative is a step of faith that draws its spiritual inspiration from the sword of the Spirit which is the Word of God as written in the book of Joshua 1:3

“Every place that the sole of your foot shall tread upon, to you have I given it, as I spake unto Moses”.

These spiritual instructions and strategies shall continue to be given to us by The Holy Spirit through His servants, the Bishops.

“If the axe is dull and he does not sharpen its edge, then he must exert more strength; but wisdom [to sharpen the axe] helps him succeed [with less effort].” Eccles.10:10 AMP

#TheGreatCommission, #PersonalWitnessing, #TwoByTwoStrategy, #OpenAirCrusades, #DigitalOnslaught