



## To SEEK and SAVE the lost:



### PLANTING AND WATERING



### IN ANTICIPATION OF GOD PROVIDING THE GROWTH

**R**evitalization. Many in the church are talking about it. In fact, every church needs revitalization. Revitalization is part of our ongoing work. LCMS Witness & Outreach Ministry has created a large-scale answer to the need for revitalization with the *re:Vitality* Lutheran revitalization program.

“Revitalization provides us with an excellent opportunity to think through what it means to be the Church that we are in new ways and then to act on those ideas,” said the Rev. Mark Wood, director of LCMS Witness & Outreach Ministry. “It is also a great reminder that whether large or small, growing or declining, prosperous or struggling, we are the Body of Christ; we are dearly loved and assured of His favor.”

Revitalization is part of every congregation’s ongoing work. Approximately 78 percent of LCMS congregations (over 4,500) have reached a plateau or are declining. This reveals a great need for revitalization efforts. Healthy and growing congregations can also use *re:Vitality* resources for continued health and growth. Revitalization from strength rather than from weakness is fundamental to addressing congregational well-being through a proactive approach.

The *re:Vitality* program is based on the understanding that revitalization is amplifying the life of a living church; being the Church we are in new ways; and doing what we do because we are the Church, not because we are a church in decline. *re:Vitality* is all about life; the name literally means “regarding

life.” Wherever the Word is proclaimed in purity and God’s Sacraments are rightly administered, there is spiritual vitality. Congregational vitality starts with spiritual vitality, but it also includes factors that affect the congregation’s ability to begin, increase or continue activities that convey the spiritual vitality of Word and Sacrament ministry.

To learn more, visit [lcms.org/revitalization](http://lcms.org/revitalization).

“Large or small,  
growing or declining,  
prosperous or struggling,  
WE ARE THE BODY  
OF CHRIST.”



PHOTO: LIGHTSTOCK

# EVERY ONE HIS WITNESS™

**E**very One His Witness is a burgeoning Lutheran evangelism program. Building on the solid foundation of Scripture and *The Lutheran Confessions*, *Every One His Witness* equips Lutherans to engage nonchurched people in real-world contexts. God seeks and saves the lost. He uses His witnesses as instruments through whom He brings His Word to those He has chosen for eternal life.

“But you are a chosen race, a royal priesthood, a holy nation, a people for his own possession, that you may proclaim the excellencies of him who called you out of darkness into his marvelous light” (1 Peter 2:9).

Simply put, being a witness is about listening to and talking with people in our everyday lives. God equips Every ONE of us to be His Witness in the places He has put us for the people He has placed in our paths. *Every One His Witness* puts sound doctrine into practical action through a relational approach for sharing the faith with the people we already know. *Every One His Witness*

training teaches the LASSIE approach to witnessing: Listen-Ask-Seek-Share-Invite-Encourage. LASSIE is a natural and conversational way to share the Good News of Jesus.

The call to be Christ’s witnesses is a result of God’s love in Christ. *Every One His Witness* proclaims this Gospel

motivation. Special attention is paid to deconstructing misunderstandings of evangelism that promote guilt, fear, shame and angst. Sharing the Good News is a joyful task for Christ’s witnesses.

“The *Every One His Witness* core workshop is received with great enthusiasm everywhere I go,” said Deaconess Maryann Hayter regarding her facilitation of workshops throughout the country.

The first step in the *Every One His Witness* program is the core module. Several

churches throughout the Synod already have hosted this one-day workshop. The core module presents the “what,” “why” and “how to” of witnessing. But the core module is only the entry point into this comprehensive program.

“When I think about telling others about Christ I am intimidated. NOW, I FEEL EMPOWERED!”\*

“I would recommend this class to anyone interested in sharing God’s love with the people in their lives. **IT HELPED TO REALIZE IT’S NOT WHAT WE DO BUT HOW GOD WORKS THROUGH US.** Too often in [the] past I was afraid I would do it wrong/mess it up.”\*



\*The above quotes are anonymous comments from *Every One His Witness* surveys.

# RELATIONAL, CONTEXTUAL WITNESSING



## Head, Heart and Hands

The LASSIE approach focuses on communicating well with people. People communicate in different ways, summarized by “Head, Heart and Hands,” representing cognitive, emotional and practical aspects of communication. Each element of the LASSIE approach is explored in light of “Head, Heart and Hands” in both the core and context modules.

“[The] workshop is filled with very effective, relational, well Law/ Gospel-balanced tools for **WITNESSING THE LOVE OF CHRIST IN TODAY'S CULTURE.** It was worth every minute of a beautiful Saturday!”



*“But you are a chosen race, a royal priesthood, a holy nation, a people for his own possession, that you may proclaim the excellencies of him who called you out of darkness into his marvelous light.”*  
(1 Peter 2:9 ESV)



Learn more about  
**Every One His Witness:**  
[lcms.org/witness-outreach](https://lcms.org/witness-outreach)  
 ✉ [witness-outreach@lcms.org](mailto:witness-outreach@lcms.org)  
 f [lcmsE1HW](https://www.facebook.com/lcmsE1HW)

## Every One His Witness Goes Online

Every One His Witness core module training will be available to everyone this summer. Concordia Publishing House will offer a kit for purchase that will include an instructional DVD and participant workbooks.

The core module addresses witnessing in general. Those who have completed the core module will gain access to the *Every One His Witness* website. This website will contain free context modules to help apply the general concepts of the core module to specific situations.

The *Every One His Witness* evangelism program includes over 30 specific context modules covering the “how to” of witnessing in contexts such as witnessing to Mormons, witnessing to someone who’s drifted away from the church and witnessing to someone during a health crisis. The context modules will include video training, external content links, case studies and a discussion forum.



# REVITALIZATION THROUGH...

# *re:Vitality*



*re:Vitality* and *Every One His Witness* are separate, robust programs designed to complement and build upon each other. *re:Vitality* equips congregations and *Every One His Witness* equips individuals — both with the same purpose: to join in God’s mission to seek and to save the lost.

The *re:Vitality* program consists of three parts: **congregational self-assessment**, **action-oriented training** and **outreach-integrated witness**.



### 🕒 Objective, Consistent Self-Assessment

- 100 question online survey-type tool
- No cost to the congregation
- Simple report for quick action

### ⚙️ Action-Oriented Training equipping every congregation in areas such as:

- Connect To Disciple (congregational outreach) — already in over 30 congregations
- Shepherding the Strays (serving our inactive members)
- Members of One Body (assimilation and incorporation)
- Joining in God’s Mission (strategic planning for the congregation)
- And more ...

### 💬 Outreach-Integrated Witnessing

- Well-equipped witnesses extend the reach of the congregation
- Weaves together the LASSIE approach to witnessing with the Connect To Disciple congregational outreach module
- Connects people to Jesus and His Church

“What then is Apollos? What is Paul?

Servants through whom you believed, as the Lord assigned to each.

*I planted, Apollos watered, but GOD GAVE THE GROWTH.*

So neither he who plants nor he who waters is anything, but only God who gives the growth. He who plants and he who waters are one, and each will receive his wages according to his labor.

For we are God’s fellow workers. You are God’s field, God’s building” (1 Cor. 3:5–6, 8–9.)

