

# The ABCs of Shirt Evangelism

*The fruit of the righteous is a tree of life,  
and he who wins souls is wise.  
Proverbs 11:30*

## The Goal is to Share

If you're like me when I try something new it helps to have some information to guide my steps. I often do things my own way but I love to know the basics. Almost all of you have worn Christian t-shirts before. But to use a shirt to open doors for sharing the gospel may be new. Most Christian shirts declare that you are a Christian, but Shirt Evangelism is evangelism. The goal is for you to share. God's Word is so powerful, but for it to work, you must share. That is why God commands us to share with those around us. They need to hear the Word and feel its power. Shirt Evangelism practiced properly will open doors. You will have opportunities to share. So you should prepare to make opportunities and you should prepare how you will respond when they come. By following these steps you will be successful.

Just a note or two; everyone is different, so feel free to make modifications to my suggestions. But, try my ways first, then modify. I am giving the basic principles, they do not change; how you apply them changes. Work these principles in your own individual style. And, we all need preparation and we can always improve, but do not let this keep you from going out. Do your best to prepare, but going is more important than perfection. If you wait for perfection you will never go. And finally, most importantly, let the Holy Spirit guide you. He knows more about this than all of us together.

### A. Prepare Before You Go

Preparation is very important. The principles listed here are more Christian lifestyle principles than just for Shirt Evangelism. These are good for all of us and apply to every aspect of our Christian walk. They are not new, but here we apply them to Shirt Evangelism.

#### Pray

When we read the book of Acts, we see them spending a lot of time praying. People today are too busy to pray; yet every great Christian man and women has prayed. Make time for prayer, learn how to pray and develop a lifestyle for prayer, if you want to be successful. Pray for your opportunities, for open hearts, and for boldness. Finally pray in faith we serve a God who is well able to answer our prayers, so pray believing He will answer. He wants the Word to go out even more than you do.

## **Evangelistic Lifestyle**

Read your Bible and look for evangelism, both examples and promises. The Bible is our best guidebook and it is full of stories that are to guide and inspire us. It also has wonderful promises designed to strengthen and help those who witness. What did Peter do? How did Paul share the gospel? Let them guide how you share.

## **Spend Time With People Who Are Gifted In Evangelism**

God has gifted people with special abilities when it comes to evangelism; this is a special anointing. Don't be condemned if you are not gifted in evangelism, each of us is gifted. Learn all you can from the gift. Listen to what they say and what they do. What is successful? What can I use?

## **B. Know Your Shirt**

The key to shirt evangelism is people asking about your shirt. You must have a shirt that draws questions. You must be ready with answers. Now you may have a conversation and can share about Jesus. The key here is for you to share the Gospel

## **Prepare An Answer**

A good Shirt Evangelism shirt will draw questions from people... 'What does your shirt mean?' It is important that you are ready with an answer; this is the opening you have been praying for. Tell them about the shirt. Keep it simple, but let them know all about it...hey, they asked.

***But in your hearts set apart Christ as Lord.  
Always be prepared to give an answer to everyone who asks you  
to give the reason for the hope that you have.  
But do this with gentleness and respect,  
1 Peter 3:15***

## **Direct The Conversation To Salvation**

Some times the conversation will end with just your answer about the shirt, but you should watch for an opportunity to tell them more. Prepare a transition that will help you to direct the conversation to the subject of salvation. If your shirt is about Jesus coming as King of kings and Lord of lords, a transition might be to ask how they will respond when He comes. This step is very important, remember, this is shirt evangelism.

## **The Word Of God Is Powerful**

You should know scriptures related to your shirt and salvation. God's word is a very powerful, it is vital that you share His Word with them. His Word changes people. You need a verse or two ready to use (memorized). As you share be sure to share God's word. This is the key to powerful sharing and evangelism.

## **C. Go**

Until you go all of this is just talk and means nothing. Shirt Evangelism is going to people and sharing the gospel. Remember God cannot direct the STEPS of someone who is not going.

## **Pick The Shirt Of The Day**

Pick the shirt you want to use, one you are prepared to talk about and are comfortable wearing. Let the Holy Spirit guide you for the day ahead. He knows who is coming across your path and asking about your shirt. His plan may be for many conversations or perhaps the day is for just one person.

## **Go Where There Are People**

Remember evangelism is the winning or revival of personal commitments to Christ. Go where there are people that can see you shirt and ask you about it. Be guided by the Holy Spirit, and be watching for new locations where Shirt Evangelism can be successful. Just a note: for Shirt Evangelism you should carry your Bible in your heart by memorizing a few verses about your shirt and salvation; someone caring a Bible is declaring that they are Christians and often this will end a conversation before it begins.

## **Present the Gospel**

When you have an opportunity work at sharing the Gospel. Your opinions and their speculations are OK, but it is the Word of God that changes people. You may have to turn the conversation back to the Gospel several times. Keep at it! Don't argue with them, your job is to present the Gospel, the Holy Spirit and the Word will change them. Salvation comes as a decision not a debate. Some studies have shown that it takes several presentations of the Gospel before most people make a decision.

***So he said to me, "This is the word of the LORD to Zerubbabel:  
'Not by might nor by power, but by my Spirit,' says the LORD Almighty.  
Zechariah 4:6***

Now you are ready for the adventure of your life. Get your shirt, practice your ABCs, and go share.

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