

## Or a “HOW” church?

### WHY or HOW?

**Take a Quiz.** You decide where **your** church should start.

Think about your congregation. Imagine that your great leaders – the 20% who do most of the work – aren't there. Take this quiz as if you're answering for the other 80%. Check all statements that apply:

- You** do evangelism! I'm going to alphabetize the Sunday School closet.
- Evangelism's why I left my old church. I don't want to embarrass friends.
- Nobody's going to make **me** pass out tracts.
- Evangelism is theologically inappropriate. It's not our ethos.
- Whoa! God's doing exciting things in my life and through our church! How can I help my friends connect with this?

WHY churches check boxes 1–4. HOW churches check box 5. [Martha Grace Reese estimates that 95% of mainline churches are WHY churches.]

**WHY churches can become HOW churches if they start with *Unbinding the GOSPEL*, then do an all-church saturation study with *Unbinding Your HEART*.**

**HOW churches can move into joyful faith sharing with *Unbinding Your Soul*.**

“...the ‘don't ask, don't tell’ evangelism program will not reverse the trend. Humor, whimsy and joy in the faith will serve us better. Reese's book is written to provoke, to tease and to charm us back into telling our story.”

*The Christian Century*

“This should be required reading in all our mainline churches. Our continuing existence may depend upon it.”

**RICHARD PEACE**, Fuller Theological Seminary

“I expect the *Unbinding the Gospel Series*' ‘E-vents’ to move at least 20,000 churches into their first invitational foray into the community in anyone's memory.”

**GEORGE G. HUNTER, III**, Asbury Theological Seminary

“Martha Grace Reese gently but persistently lures the Mainline back to the ministry of evangelism that is the heart of the church... the *Unbinding the Gospel Series* can convert even the most ‘evangelism-cautious’ Christians into eager disciples who love others enough to tell them why Jesus is the Answer.”

**JOHN H. THOMAS**, General Minister and President, United Church of Christ

“...with clarity and sound theological grounding, we are invited into a grand adventure....could be a watershed book for mainline Protestantism.”

**ALBAN INSTITUTE**, *Congregations*

Want to participate in a Lilly Endowment project with *Unbinding Series* coaching?

See [www.GraceNet.info](http://www.GraceNet.info)



**TO ORDER**  
**PHONE:** 1-800-366-3383  
**WEB SITE:** [www.ChalicePress.com](http://www.ChalicePress.com)

## THE *Unbinding the Gospel Series*...

### Change habits, not just minds!



[www.GraceNet.info](http://www.GraceNet.info)

## Are you a “WHY” church?

### What's Your Church's Question?

Evangelism books presume everyone *wants* to do evangelism, so they tell you *how* to do it. Six years of national research in nine denominations has demonstrated conclusively that most people would rather get a root canal than think about evangelism. You can tell people to “go be missional” until the cows come home. They just won't do it until they *want* to.

If we answer the “WHY share my faith?” question, we'll start wanting to know “HOW can God use me to help people move into faith?” Churches can't share their faith until they're loving, relational communities where people (1) pray, and (2) talk comfortably with each other about their own faith experiences. Once our churches make this shift, we'll want to know HOW to share our faith. The *Unbinding the Gospel Series* addresses both the **Why** and the **How**.

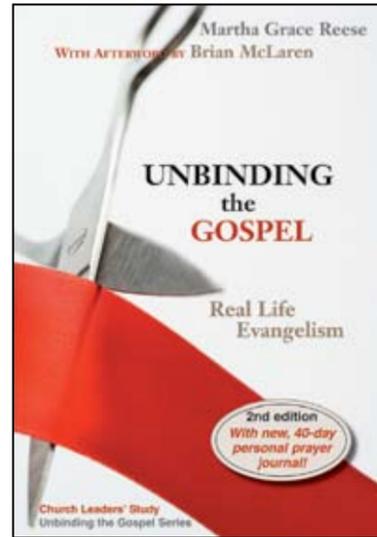
**MARTHA GRACE REESE**, MDiv, JD, embodies the experience of a researcher, corporate attorney, congregational pastor, middle judicatory minister and church consultant. She has initiated and given primary leadership to four national Lilly Endowment projects in evangelism and congregational transformation. The *Unbinding the Gospel Series* is grounded in two of these initiatives. The *Mainline Evangelism Project* studied highly effective evangelism in mainline churches across the country. It included 1200 interviews. The new *Unbinding the Gospel Project* will provide coaching support to, and learn along with, 1000 congregations as they work with the *Unbinding Series*. Reese serves as President of GraceNet, Inc. (See [www.GraceNet.info](http://www.GraceNet.info).)



# The Unbinding the Gospel Series

Helping people pray & share their faith  
in over 12,000 congregations, in 49 denominations

Grounded in Lilly Endowment research, enthusiastically endorsed by *The Christian Century*, 8 heads of denominations, Brian McLaren & Alban Institute's *Congregations*.



## “WHY” Churches Start with *GOSPEL/HEART*

**STEP ONE—**  
**Church Leaders’**  
**Study: *Unbinding***  
***the GOSPEL***  
(red ribbon)

Start with a test, small group study with 8–10 “quick adapter” leaders.

PASTORS: *DON'T preach or write newsletter articles – you'll only create resistance!* Read the introduction and chapters 1 & 4 of *Unbinding Your CHURCH* and skim *Unbinding Your Soul* now. They will help you lead your *GOSPEL* studies effectively.

- Study *GOSPEL* in small groups over eight weekly sessions
- Do the exercises at the ends of the chapters
- Pray with 40-day personal prayer journal

Do you like it? Keep going! Do small-group studies of *GOSPEL* with staff, church leaders and teachers (20% of worship attendance).

**STEP TWO—All-Church Saturation Study:**  
***Unbinding Your HEART*** (purple ribbon)

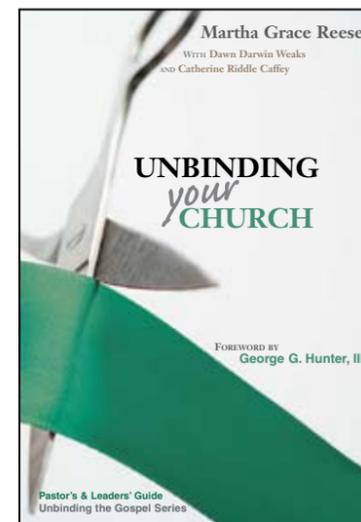
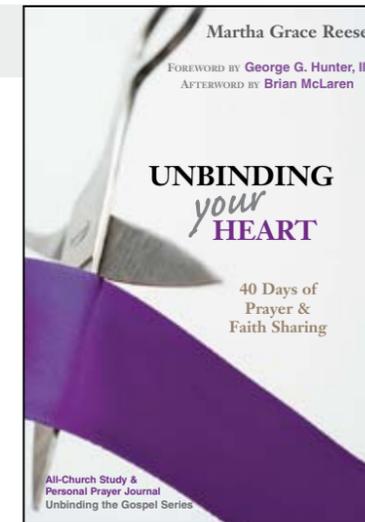
*Unbinding Your HEART* is a six-week version of *Unbinding the GOSPEL* with a different individual prayer journal. We see significant changes in churches that bring the “unbinding” experience to at least 85% of worship attendance.

Each week, for 40 days, people will:

- Pray each day's prayer exercise
- Study a chapter with their small group
- Worship—sermon, music & prayers enhance the week's chapter

**Support for STEPS ONE and TWO—**  
**Pastor's and Leaders' Guide:**  
***Unbinding Your CHURCH*** (green ribbon)

*Unbinding Your CHURCH* offers “best practices” for small group leaders, prayer teams, youth leaders, pastors. It provides comprehensive organizational aids, coordinated resources for children & youth, worship, full music plans & seven sermons.



## “HOW” Churches Move to *SOUL*

***Unbinding Your SOUL:***  
***Your Experiment in Prayer &***  
***Community*** (yellow ribbon)

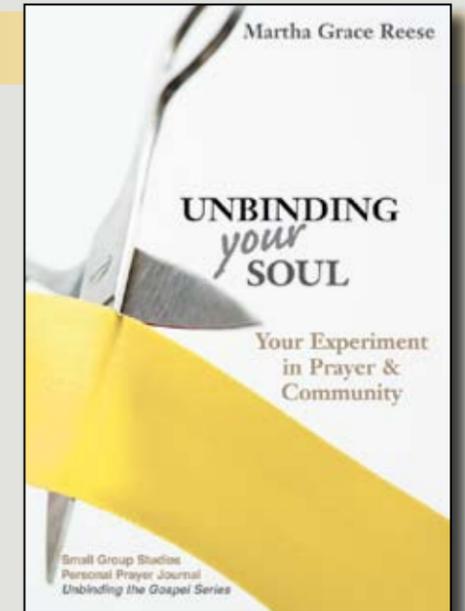
Many people who aren't connected with a church would love to try a no-obligation “experiment” of substantial spiritual discussion, prayer and community.

*Unbinding Your SOUL* prepares church members to invite their friends into a four-week small group experience with short study chapters, an individual prayer journal, prayer partner activities & group exercises.

*SOUL*—a framework for evangelistic growth in:

- Growing, healthy churches
- Churches that have done an all-church saturation study with the *Unbinding the Gospel Series*
- New church starts
- New members' classes
- Young adult groups
- “On fire” groups in typical churches

**Thinking of using the Series?** Review all four books at the beginning. *Unbinding Your SOUL* will help **WHY** churches see a trajectory toward becoming a **HOW** church. *SOUL* is laced with 70 stories and direct quotes from a huge range of churches that have worked with the Series.



See  
[www.GraceNet.info](http://www.GraceNet.info)  
for videos & more info.

**Unbinding the Gospel (Second Edition)**  
with 40-day prayer journal  
Church Leaders' Study  
978-08272-38084 (red ribbon)

**Unbinding Your Heart—**  
with 40-day prayer journal  
All-Church Study  
978-08272-38053 (purple ribbon)

**Unbinding Your Church**  
Pastor's and Lay Leaders' Guide  
978-08272-38060 (green ribbon)

**Unbinding Your Soul—**with personal prayer journal  
Small Group Studies for Members & Friends  
978-08272-38091 (yellow ribbon)