

The Review

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Author Biography

The *Engage* writing team is comprised of faculty, students and other contributors related to New Orleans Baptist Theological Seminary.

Their work blends biblical conviction, cultural awareness, and simple, repeatable practices that fit local-church ministry rhythms.

Reviewer's Biography

Randy Stone is Lead Consultant and Coach with Strategic Church Solutions, serving pastors and churches with practical tools for revitalization, discipleship pathways, leadership development, and volunteer mobilization.

He helps congregations build clear ministry systems that produce spiritual health and measurable mission progress.

An Executive Summary of **Engage: Tools for Contemporary Evangelism**. Edited by Wm Craig Price.



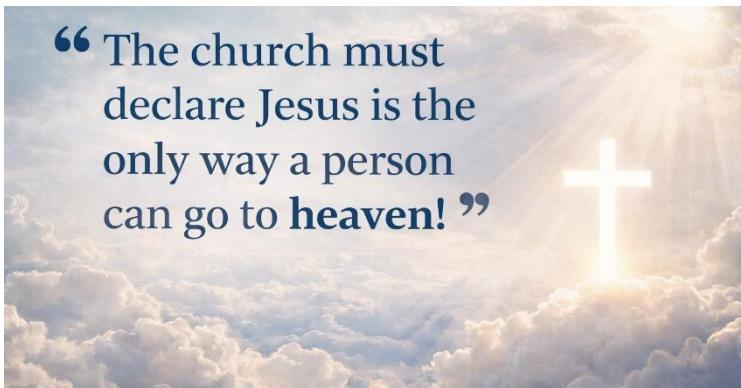
Basic Summary

Engage: Tools for Contemporary Evangelism is a practical, church-ready playbook designed to help believers share the gospel with clarity, confidence, and compassion in today's cultural climate. Rather than treating evangelism as a program reserved for specialists, Engage reframes it as a normal expression of discipleship—something every Christian can learn, practice, and grow in over time. The resource emphasizes “tools” that lower the intimidation factor: simple conversation starters, clear gospel pathways, and repeatable habits that move people from spiritual curiosity to genuine consideration of Christ.

A central theme is that contemporary evangelism requires both conviction and connection—biblical faithfulness paired with relational wisdom. Engage encourages listeners-first posture: asking good questions, understanding a person's story, and responding with grace instead of pressure. It also highlights the value of intentional next steps—moving beyond one-time encounters toward ongoing relationships, invitations into community, and opportunities to explore Scripture. Churches are guided to create a culture where evangelism is supported: leaders model it, teams celebrate attempts (not just outcomes), and members are trained to recognize everyday “open doors.” In short, Engage turns evangelism from a vague expectation into a workable set of practices that help churches consistently put the mission into motion.

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“ The church must declare Jesus is the only way a person can go to heaven! ”



Ministry Application

Engage offers a timely bridge between gospel urgency and cultural reality. It helps congregations move evangelism from the margins (events and experts) to the center (discipleship and daily life). Leaders can implement these tools through short training huddles, small-group labs, and sermon-series alignment—equipping members to share their testimony, explain the gospel simply, and invite others into safe next steps. The strongest application is culture: celebrating faithful presence and spiritual conversations, not just attendance spikes. Churches can also strengthen follow-up systems, so seekers have a clear pathway—relationships, Scripture engagement, and community—rather than a dead-end moment. Used well, Engage supports a disciple-making culture where outreach is normal, coordinated, and sustainable.

Favorable Critique

Engage is the kind of resource most churches say they want—practical, clear, and immediately usable. It doesn't guilt people into evangelism or drown them in theory; it equips them with real tools that fit real life. I appreciate the balanced tone: strong confidence in the gospel paired with a relational approach that respects people's stories and questions. The emphasis on repeatable practices is especially helpful for building a church-wide culture, not just running another short-lived initiative. Pastors and lay leaders will find this easy to train, easy to reproduce, and easy to integrate into existing disciple-making pathways. If your church wants evangelism that actually happens on Monday—not just talked about on Sunday—Engage is a strong next step.

Final Thoughts

Evangelism doesn't need to be complicated—but it does need to be intentional. Engage succeeds because it turns a big command into doable steps without watering down the message. The resource gently exposes the real problem in many churches: not lack of concern, but lack of clarity, confidence, and a supportive system. When believers have simple tools, consistent encouragement, and a pathway for next steps, gospel conversations become more natural—and more frequent. The win here is not a flashy program; it's a healthier culture where people expect God to work through everyday relationships. Used consistently, Engage can help a church recover a mission-forward identity, strengthen disciple-making momentum, and build a joyful, outward-facing posture that reflects the heart of Christ.

