

True evangelization does not use manipulation, emotional appeals, carefully prepared questions or statements, or high-pressure “sales pitches.”

### EVANGELISM IS...

A dialogue, an honest, two-way process. Since people come from different backgrounds and cultural settings and possess varying needs, doubts, and aspirations, there is no one “standard” approach which can be used in every situation. Evangelization

- ✧ is based on an honest concern for others;
- ✧ demands that we listen as well as speak;
- ✧ seeks no personal gain or self-gratification; and
- ✧ has the experience of Jesus Christ as its only goal.




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To *evangelize* means to proclaim the Good News of the risen Jesus Christ and to announce that the Good News of salvation and eternal life in God’s Kingdom is truly with us—here and now—in the life of the world.

Evangelization is the act of proclaiming the Truth. It affirms that entering into friendship with God through His only begotten Son, Jesus Christ, is not only possible, but is, in fact, the very purpose of human life. “This is eternal life,” Jesus prayed in the midst of His disciples, “that they know Thee, the only true God, and Jesus Christ whom Thou hast sent” (Jn 17:3).

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**FOR MORE INFORMATION,  
PLEASE CONTACT:**

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## PROCLAIMING THE GOOD NEWS OF JESUS CHRIST



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## THE LIGHT OF CHRIST ILLUMINES ALL

The content of the eternal life proclaimed in the Gospel is Jesus Christ. He is “the way, the truth, and the life” (Jn 14:6). He is “the Light of the world” who grants the “light of life” to those who follow Him (Jn 8:12). He invites all “to share in the inheritance of the saints in light” (Col 1:12). He is the One from whom the Good News proceeds and to whom it leads, the One who appears in the midst of His People to illumine all reality, to disclose the meaning and purpose of human existence, and to transform and sanctify the whole of creation. He reveals all that has been so freely and lovingly given by God.

Jesus Christ came into the world “preaching the Gospel of God and saying, ‘The time is fulfilled, and the Kingdom of God is at hand; repent, and believe in the Gospel’” (Mk 1:14, 15). In fulfillment of Isaiah’s prophecy, He reveals Himself as the One “anointed” to “preach Good News to the poor, to proclaim release to the captives and recovering of sight to the blind, to set free those who are oppressed, to proclaim the acceptable year of the Lord” (Is 61:1, 2; Lk 4:16-21).

The apostles, convinced that Jesus was indeed “the Christ, the Son of the Living God” (Mt 16:16), proclaimed the Gospel as witnesses

to His resurrection (Acts 1:22). Empowered by the indwelling of the Holy Spirit, the first Christians—and all convinced Christians after them—proclaimed the “promise in Christ Jesus through the Gospel,” which “was not made known to the sons of men in other generations as it has now been revealed to His holy apostles and prophets in the Spirit” (Eph 3:4-6).

As the very personification of Truth, Jesus Christ discloses God’s plan of salvation. He redeems the world, forgives humanity’s sins, defeats evil, and shares His loving power and presence by making it possible for all to “become partakers of the divine nature” (2 Pet 1:4). Above all, He grants God’s friendship and eternal life, fully present in the community of believers, to all who accept His invitation to “come and see” (Jn 1:39).

## COMING TO TERMS

*Evangelize.*

*Evangelism.*

*Evangelization.*

While these terms are sometimes misunderstood, they are—and always have been—at the very heart of the Church’s life and experience.

*Let us note that the very tradition, teaching, and faith of the Church which the Lord gave was, from the beginning, preached by the apostles and preserved by the Fathers. On this the Church was founded. The Lord sent out the apostles and commanded them to make this the foundation of the Church by saying: “Go out and teach all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit” (Saint Athanasius the Great).*

Evangelization, then, is

- ✧ the *sharing* of the Good News of the risen Christ with others;
- ✧ the *utilization* and application of our faith in our day-to-day activities, behavior, and relationships; and
- ✧ the *work* of every Christian.

## WHAT EVANGELISM IS NOT

Evangelism is not a monologue; nor is it limited to the proper transmission of certain religious facts. This approach is incorrect for two reasons:

- ✧ The correct understanding of facts is not sufficient to bring about personal, interior conversion; and
- ✧ Christianity is a total way of life, involving more than doctrinal definitions.