

FRANGELISM, EVANGELISM AND SOUL-WINNING TODAY



PASTOR ISAAC T. ADEOLA

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By

Pastor Isaac T. Adeola

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Victorious Army Revival Movement Church

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INTRODUCTION

Personal witnessing, or one-to-one evangelism, is — and should be — every believer's ministry, as commanded by our Saviour Jesus Christ (Matthew 28:18–20). Sadly, today, it is one of the most neglected ministries in the church.

Many pastors and churches focus more on prosperity, healing, deliverance, prophecy, miracles, high praise worship, festivals, and ceremonies to attract crowds, giving little regard to the salvation of souls and in-depth teaching of the Word.

However, Bible-based church growth ought to be the result of the collective soul-winning efforts of the members of the church.

Bible Texts:

Psalm 126:5–6, Proverbs 11:30, Daniel 12:3, Ezekiel 3:17–21, Matthew 28:19–20, Mark 16:15

Outline

1. Definition of Concept
2. Reasons for Soul-Winning
3. Counsels for Soul-Winners
4. Benefits of Frangelism

1. Definition of Concept

Frangelism is a compound word that denotes evangelising your Friends, Relations, Associates, and Neighbours.

- Friends are those with whom you are close or share intimacy — those who show you friendliness.
- Relations include your core family (husband, wife, and children), as well as extended family members.
- Associates are people you relate with spiritually, socially, professionally, academically, etc.
- Neighbours are people in your immediate environment, such as fellow tenants, landlords, passers-by (like the Good Samaritan), members of local resident associations, and workers in nearby offices, markets, hospitals, restaurants, petrol stations, bus stops, shops, supermarkets, etc.

Conclusively, Frangelism is a soul-winning strategy that embodies the principles found in most forms of evangelism.

2. Reasons for Soul-Winning

A Christlike person must be interested in whatever Christ is interested in and must hate what He hates. Soul-winning is the work of making people become Christians. It is a divine mandate for the following reasons:

1. Soul-winning was — and still is — the preoccupation of the Father (Genesis 3:9), the Son (Luke 19:10), and the Holy Spirit (Romans 8:15). A Christlike person must be about the Father's business (Luke 2:49).
2. At the beginning of His ministry, Jesus called, trained, and equipped His disciples to be fishers of men (Matthew 4:19), and at the end, He gave the Great Commission (Mark 16:15).
3. Sinners rarely go to church on their own. We must go to them — in their homes, streets, markets, schools, prisons, amusement parks, stadiums, slums, etc. (Luke 14:23).
4. Soul-winning, when prayerfully, carefully, and systematically done, is the surest method for genuine church growth.

5. The world's population exceeds 6 billion, with true Christians being less than 5%. The harvest is great, but the labourers are few. "When Jesus saw the multitudes, He was moved with compassion and said pray ye, therefore, the Lord of harvest, that He will send forth labourer into His harvest. (Matthew 9:38)
6. The time is short. The yet-to-be-fulfilled prophecies concerning Christ's return make soul-winning a necessity (Matthew 24:14).
7. To avoid being held guilty of the blood of sinners (Ezekiel 3:17–20; 33:6), soul-winning is not optional — it is mandatory.

3. Counsels for Soul-Winners

To be effective, every soul-winner, evangelist, or frangelism minister must keep the following in mind:

1. Ensure you are genuinely born again — or you may end up like the sons of Sceva (Acts 19:15).
2. Identify with sinners but not with their sins.
3. Create or seize opportunities to preach (2 Timothy 4:2).
4. Be well-acquainted with the Word. Stick to the Bible, not ideas or dogma.
5. Use appropriate methods:
 - Direct: John the Baptist (Luke 3:7–9), Jesus with Nicodemus (John 3:3–5)
 - Indirect: Jesus with the Samaritan woman (John 4:7–26), Nathan with David (2 Samuel 12:1–14)
 -
6. Do not create problems in a sinner's mind, but rather dissolve them.

7. Do not fear to talk to anyone — whether highly placed or of low status. Paul spoke to kings, governors, and common people (Acts 9:15; Prov. 20:25).

8. Do not advertise yourself or exalt self above the sinner (Romans 12:3).

9. Have the right motive — never aim at merchandising the sinner.

10. Avoid having offensive, repelling, or bad bodily odour.

11. Speak plainly and in a natural tone (2 Corinthians 3:12).

12. Do not act too familiar, intimate, or try to score a point over the sinner (Titus 3:9).

13. Do not allow derailing or distracting arguments or discussions (Titus 3:9). Just present the message.

14. Do not teach sinners doctrines — lead them first to Christ (Acts 8:35).

15. Be polite in your questions, responses, and mannerism (John 4:7).

16. Be patient and persistent; do not be in a hurry to give up. Be like the Jehovah's Witnesses in persistence.

17. Lead a sinner to a firm decision for Christ — not just to “think it over.”

18. Counsel the new convert on how to live a God-approved life: in prayer, fellowship, quiet time, Bible study, etc. (John 3:16–17).

19. Do not condemn any denomination, government, or the sinner.

4. Benefits of Frangelism

Frangelism is one of the most effective evangelism methods because:

1. It is simpler, cheaper, and more personal.
2. It mobilises every church member for soul-winning.
3. Research shows most people who come to church and get saved were invited by friends (frangelism).
4. It depopulates Satan's kingdom and populates God's kingdom.
5. It helps achieve global evangelism faster — preparing for Jesus' return.
6. It improves church attendance, growth, and multiplication.
7. It offers eternal rewards (Daniel 12:3).

Conclusion

As Christ's ambassadors, we are to reflect His nature in our homes, workplaces, and daily living (2 Corinthians 5:20). In a time when "everyone claims to be born again," our lifestyle must be the evidence.

About the Author

Pastor Isaac T. Adeola is a minister of the gospel with a passion for revival and sound doctrine. He serves as the Lead Pastor of Victorious Army Revival Movement, Lagos.

To invite or contact Pastor Isaac:

 +234 816 928 2908 | 