

Seven Reasons Your Church Needs the Gospel on Its Website

“It appears the Church ceded the world “wild” web to the Evil One long ago. And, no, potluck details, Home Bible Studies and “Men’s Saturday Prayer Breakfasts” do not count as reaching the Lost online. They need a spiritual Life-Line to the Savior.” (Quote from **Our Passion** at TheaXiomNetwork.com)

The “Great Omission”

One of the most puzzling things about the U.S. Church today is the absence of the Gospel online. With literally hundreds of thousands of Churches in the U.S., most having websites today, how is it possible that only a small handful actually make the path to Eternal Life available for their own site visitors? Did we miss the conclave where it was decided that Salvation would *not* be offered to the millions who search weekly for spiritual answers on the web? Why is the absence of God’s Plan so consistent across hundreds of thousands of Church websites? Is there a better answer? If Seekers aren’t finding spiritual help on Church websites where would we recommend they look?



More importantly, moving forward, there is a small, passionate group of us who want to see the Church make a “180” and reverse this reality. It doesn’t have to be complicated but it is critical. You believe the Gospel or you probably wouldn’t be reading this. You believe others need the Gospel. But, do you implicitly or explicitly insist the Seeker has to come to your Church service to get Saved? Is that the criteria? Why not the “world wild web”? Why not make it available on your Church website.

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Could your members use your Church website to share their faith with someone?

We have included seven reasons every Gospel believing church *must* have the Gospel on their website. There are others but I hope seven is enough to convince the pastor whose heart is sensitive to the Spirit to claim the internet for the Savior and make eternal life available to their Church, their community and the world.

Reaching the Lost

1. To declare to those without a saving relationship with Jesus Christ how they might be forgiven of their sin and receive Eternal life through Jesus Christ alone.
2. To make the Gospel available to reach those specifically who are most likely to look for spiritual help online.

The few times and places the Gospel has been available online, has historically been a passive technology, much like tracts left for someone to pick up or Bibles in hotel rooms. Since you can't simply hand someone a tract, preach them a sermon or discuss the gospel over a cup of coffee you can do the next best thing; namely, make it possible for them to providentially "find" the Gospel on your Church's website; much like "finding" a Bible in a hotel room.

With the advent of the "World *Wild* Web" the Church of Jesus Christ, for the first time ever, has the means and opportunity to make the Gospel available in their communities and around the world where there may or may not be an evangelical witness. Let me ask you honestly; is there a more important reason for having a Church website than to proclaim the Gospel of Jesus Christ? Until now Proclamation has pretty much been limited to activities within the Church's four walls.

I'm not referring to the overall motivation; to inform those who either want to visit your Church or currently attend. After all, once someone becomes a believer it is imperative they continue in their spiritual growth and part of that process includes keeping them informed of

"It is first and foremost the role, responsibility and the God-given resources of the local Church that must be at the forefront of making the Gospel accessible on the World Wide Web. Without tens of thousands of local Churches broadcasting the Gospel of Christ throughout the Web we forego the time and technology God has provided and deny this and future generations of the Truth in the one place they are most likely to look".

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opportunities for personal and spiritual growth: fellowship, prayer, worship and of course, evangelism.

Information or Transformation

While most Church websites inform site visitors about service times, location, maps, staff and many details that make up the daily routine of the typical local Church, there are, oddly, very few that include information that can actually transform them. If we believe, and have experienced, the life-changing Gospel of Jesus Christ it's not much of a stretch to ask why isn't an "evangelical" Church ministry offering salvation to others online. **TheaXiomNetwork** encourages Churches who believe and teach Salvation through Jesus Christ alone to move their sites from a passive "brochure site" to a potentially life-changing site; from a site that merely "informs" to one that "transforms"!

At its simplest we define a clear online Gospel presentation as one where a person can learn they must:

- ❖ Acknowledge and repent of their individual sinfulness.
- ❖ Agree that Jesus Christ is the Only means of forgiveness and eternal life.
- ❖ Personally accept Christ's forgiveness based on a basic understanding of His sacrifice as their substitute.

We're not suggesting that one visit to your site will win over the multitudes for Christ. Our own experience in coming to a saving knowledge of Jesus Christ was much more circuitous and nuanced than that; at least from our human perspective.

At any point in our own spiritual journey we probably would have benefitted from access to the Gospel. When we ask pastors and Church staff across the U.S. whether they offer their website visitors the opportunity to learn about Salvation, by far the majority say "no".

When asked *why* the Gospel can't be found on their sites the typical answer is, "I don't know" or "we never thought about it".

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We've never had any pastor who considers himself "evangelical" to say they *shouldn't* have the Gospel available on their website. How is it possible that the most beneficial news to humankind that resides in the Body of Christ on earth is not available in the most likely place this generation will look to find it? The fear is that this generation of Church leaders runs the risk as never before of hiding its light "under a bushel" (Matthew 5:15).

Several years ago during the waxing days of the internet I was casually discussing the topic of butterflies with a young lady. (No, I don't remember why!?). She challenged my comment so I told her I'd bring in an article I read the next day to prove my point. Instead, to my surprise, she opened up a browser, Netscape I believe, on her computer and within seconds was able to confirm what I said. That incident taught me that young folks, even then, weren't bothering to search for and read a book or article. Why would they? They could find out nearly everything they needed or wanted online in seconds. How much more is this true today? This might seem like a quaint story about "way back when" but there was actually a time when searching on the web was an unknown activity. The fact that it no longer is makes my larger point of Seekers looking online for spiritual succor. Will they look at your Church's website? Will they find it?

The Internet exposes our truancy while at the same time remaining available to broadcast the Gospel to the world. Where would most Americans go to learn about Christ? Undoubtedly, many who are looking for truth will look for or end up at the sites of cults, false religions or those antithetical to Christ. Or be distracted by the increasing availability of entertainment (news, porn, games etc.)

In former days a Bible in hotels and motels throughout the U.S. and the world suddenly transformed that space into a quiet sanctuary where one could encounter the love and forgiveness of God. So, your Church website becomes a potential "hallowed meeting place" for those online to know more about The Gospel or your Church...but it's now available 24/7/365.

"The 'crisis at the heart of the church is that we give disciple-making lip service, but do not practice it."

Bill Hull – The Disciplemaking Pastor

Isn't sharing the Gospel implied in the definition of a (growing) disciple? It's time we provide our disciples with the tools they need, online and print, then get out of their way and let them do the job for which God has prepare them!

The Great Commission (Matthew 28:18-20)

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When Jesus gave the command to His disciples to “go into all the world and make disciples” (Matthew 28:18-20) He didn’t mention how they should accomplish this. Being products of their culture and with limited physical resources His disciples no doubt would have been thinking of spreading His message by land and sea and through contemporary technology such as scrolls and preaching. How could they think any differently?

The Internet today allows the Body of Christ on earth to propagate His message in unimaginable ways that just a few years ago were impossible. We believe part of God’s plan includes the World Wide Web and its ability to be virtually everywhere at the same time. The creation of this technological marvel didn’t catch God by surprise! Nor, should it be ignored by Christ’s Body on Earth!

As an evangelical minister, you are called to play a vital role in the fulfillment of The Great Commission. We implore you to make the Gospel available to any and all who intentionally or “accidentally” find your site either looking for information about your beliefs, to find out your service times or most beneficial, the search for the Promise of Eternal Life.

Answer this simple question? In your opinion, if the technology had been available after the Ascension, who among the following visionaries would have utilized the Internet to spread the Gospel? Paul? Peter? Steven? Tertullian? Augustine? Wycliffe? Luther? Calvin? Whitefield? Wesley? Edwards? Billy Graham? If your website belonged to the Savior would He provide the Gospel online?

Whatever differences, theological or otherwise, we might have had with these great evangelists and missionaries can we at least see their love for The Lost matches or exceeds our own?

The question remains...why wouldn’t you add the Gospel to your Church’s website?

Tool for the Holy Spirit

I wouldn’t pretend to understand a great deal of how the Holy Spirit works in His salvific ministry. Like you we’ve read and studied the passages explaining His activity to the point God wants us to understand it.

However, I’ve often imagined, no disrespect intended, that He works a bit like a “search engine robot”. Search Engines send their “robots” out through the internet to determine who, what, why and where everything is. It then loads that data back into the Search Engine’s databases to be used for online

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searches. When you request a search (butterflies?) the Search Engine scans its database of available information and provides it to you in the form of “Results”.

Throughout the Church’s history the Spirit has used inspired and even some not so inspiring tools to draw



men, women and children to Christ. That’s why Bibles in unlikely places, a “chance” meeting with a friend who shares the Gospel with them or for our purposes, a website with an available Gospel presentation all have been and, we believe, can and will be used by the Spirit in the future.

Humanly speaking, which version of your website do you sincerely believe the Spirit is more likely to use in His salvific ministry; the version *with* the Gospel or the version *without*? Of course, it’s entirely possible

He will use your online potluck information to reach the Lost on occasion.

With the Gospel available on your site and thousands of others we’ll simply trust the Holy Spirit to do with the Gospel what He may. Our role is simply to be faithful and leave the results to God. The Gospel on your website may indeed be the "shortcut" that the Spirit wants to use to guide and direct those seeking Salvation.

In other words, we believe that other than the imperfect but powerful tool of the creation itself, occasional miracles and the like, the Spirit generally chooses to use the tools the Church has made available to Him for spreading the Gospel.

Only One Guarantee!

While there are no guarantees that any Church website that includes the Gospel will dramatically change Heaven’s population we can guarantee that if Churches don’t make the gospel available there are that many fewer opportunities, online or otherwise, for the Holy Spirit to draw people to Christ.

If individuals around the world do make an attempt to find Christ online then at least you can be sure your Church will be faithfully, if silently, doing what it can to make a difference in lives. While God doesn’t need

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us, our works or our technology to spread the Gospel He has, more often than not, chosen to do so. Now imagine the possibilities if your site had the Gospel available for Him to use. Imagine if there were tens of thousands, or even hundreds of thousands of Churches flooding the Web with the Gospel. Wouldn't this scenario provide abundant opportunities for the Spirit to work?

So again, why wouldn't you add the Gospel to your Church's website?

Use by Members

If you're reading this chances are your Church believes, and you probably preach and teach to leaders and members alike, how important spreading the Gospel is. So, what better way to exemplify your sincerity and commitment to world outreach than to add the Gospel to your Church website? People, members and others, are inclined to do what their pastors and leaders "do" more than simply what we say. It seems instinctual to us to place more trust in those who have gone before and shown us that what we're asking of them only what we're willing to do ourselves.

By placing the Gospel on your Church website you and your ministry leaders are saying to members that "we are taking a public stand for the Gospel" and broadcasting it to our community and to the ends of the earth. How many times have you communicated with your membership the importance of sharing their faith? You have developed brilliant strategies that you were sure would work and yet you don't see much response. It's not that your most faithful

members aren't willing but who doesn't fear misquoting a critical verse during their discussion?

Who walks around with a Gospel tract in their pocket? Do you? I don't! And, few pastors that we know do. Perhaps, one way to encourage them, and yourself, to share more readily and naturally, is by posting the Gospel on your website where it's available 24/7/365 when your members need it and have the opportunity to share it with family, friends and coworkers.

"Humanly speaking, which version of your website do you sincerely believe the Spirit is more likely to use in His salvific ministry; the version with the Gospel or the version without? Of course, it's entirely possible He could use your potluck dinner information to somehow bring Seekers to Christ but why limit His ministry to that when bringing the Lost to salvation is His desire?"

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Or, at a minimum, they can refer others to your Church website Gospel page. (There are several more suggestions how you, your leaders and members can use your Online Gospel Page in our Email sequence.)

After all, many of those who are likely to share are probably around computers on a regular basis. Who aren't these days? How great would it be if all they had to do was go to their own Church's website where they would find a Gospel presentation available and help a family member or friend understand God's path to Eternal Life. Imagine the Gospel online anywhere and everywhere you or your members have online access. They're able to share during lunch at work, when they visit relatives during the holidays, even leaving it on the desktop for the next patron to read after they use the computer at their local library.

Still, why wouldn't you add the Gospel to your Church's website?

Accessibility Now and in the Future

It grieves me to write this because like most Christians, I never believed this would happen in our lifetime. Our intent is not to paint an alarmist, bleak picture of the future. But, we believe, there are reasons for concern. And, if we're wrong, then the worse that can happen is the Gospel receives more exposure Online.

More and more social media venues are shutting down or curtailing conversations about political and spiritual matters they disagree with, especially Christian conversations. Their reasons, of course, are our message promotes "hate speech" when we say all people are sinners, among other things. We know this is absurd but we don't control the levers of these platforms.

Many Churches have staked their entire Online Gospel outreach on SM platforms that may someday, sooner than later, deny them a presence, at least unless or until they compromise their message to the point of being unrecognizable in order to satisfy the "gate keepers". Will the Gospel ever be entirely expunged from social media? Probably not; not entirely. The Church has 2000 years of history exploiting possibilities for spreading the Gospel.

But, how much is too much? The legal issues surrounding this censorship are yet to be worked through and will likely take years to arbitrate through the political process but what happens in the meantime?

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And, in the end, these issues may not be resolved in our favor. We should be prepared for that day starting today! Is it wrong to say at this point that as our society seemingly becomes more and more secular and hostile to eternal truths the Church must be careful about how much faith we put in the tools, mainly social media platforms, many of us use to disseminate the Gospel? Spaces we assumed would be available are demonstrating increased hostility to our message.

Put the Gospel on your Church's website where you control the message and accessibility and see how the Spirit uses your refocused, reinvigorated Online presence to draw others not only to the Gospel but to your Church. Provide your members and staff 24/7/365 uncensored accessibility to what you teach is the most important message of your ministry.

It Can Transform the Web

The Internet, or as we refer to it sometimes, The World “Wild” Web is a very big place. And, it’s safe to say that adding the Gospel to your website won’t upset the secular, even demonic, equilibrium that now seems to reign there. Our rough estimate is that currently less than 5% of evangelical Churches have the Gospel on their sites; hardly the numbers necessary to reshape the Internet in Christ’s image.

Where would your members go to find the Gospel to share? Why not your own website?

On October 30, 2019 the Internet will have been in existence for 50 years. From its very humble beginnings, humble by today’s standards, it is estimated the web will grow over twenty times its current size! It is impossible to imagine that amount of data being accessible by most of the world’s population in such a short time. But, like all good actions in life, it’s never too late to start!

When I think about the numbers necessary to truly set the web on fire with the Gospel I think about a now familiar story. It’s been told from the perspective of kids, soldiers and even a retired Wall Street stock broker.

One day, while walking down the beach two people observed thousands of starfish stranded on the beach. One fellow picked one up and threw it back into the sea. The other guy said, “Why are you troubling yourself with throwing one back into the water. Does it really matter? The other guy responded, “Well, it matters to this one!”

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I know every Lost and Saved soul matters to you. That's part of the joy and the burden of your ministry. I want to stress that having the Gospel on your Church's website can make a difference. Yes, it does matter and it matters today!

Given the resources of the Holy Spirit I also believe the smallest, seemingly

inconsequential tool can be used to make the Web a better, more hospitable place for saint and sinner alike and change millions of lives if only one at a time.

The question remains...why wouldn't you add the Gospel to your Church's website?

It's What Leaders Do

I wrote an essay for an affiliate organization about leadership to encourage Churches to see the Internet as one of God's greatest gifts since Pentecost. It was intended as a challenge to Pastors of smaller Churches who often have limited resources and don't feel they can have an effective online ministry.

My point was that while no Church can do everything, every Church can do something. And, getting their ministry online is a critical first step to growing their Church and fulfilling The Great Commission.

Are you the leader your organization needs?

I've pondered for years what I believe is the most profound definition of a leader. It says, **"A leader is someone who stands in the future and beckons us to join him!"**

Wait...read that again!

Isn't that amazing? And, they are amazing people to watch, to be around and to minister with. Are you that type of leader in your organization? Do you have such a grasp of where your Church or Organization should go that you are living it right now. As you look around you see the colors, experience the tastes and enjoy the smells which for you are obvious but for others are only murky, risky and scary.

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The best most can do is wonder why you would jeopardize so much or what's wrong with the status quo? Your job then is to instill confidence, motivate action and clear the path so others can join you. As a leader in the Kingdom there is absolutely no question that the world "wild" web must be a critical component of any ministry for it to stay relevant much less grow and thrive in the future. You know too much darkness resides there and too little of the Body of Church is creatively invested.

In your mind the Church of Jesus Christ must, by faith, claim for Him the greatest technical breakthrough since

Gutenberg or, humanly speaking, both the present and future of the Church could be at stake.

The question left to answer on an individual level is, what is the fastest, easiest and most effective way to clear the path so others can join you? Stand in the future with the Online Gospel and beckon others to join you in reaching *your* world for Christ. If you have a vision and communicate it clearly and often others will join you.

Please contact us with your questions, comments and suggestions. We welcome them all.



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Note to Pastors, Church Leaders and Church Members:

If you would like more information about how you can quickly and easily create an **Online Evangelism Ministry**, add a **customized** Gospel page to your Church's website and do it all in less than 5 minutes visit us at www.theaxiomnetwork.com.

3 KEYS TO A COMPLETE ONLINE EVANGELISM SOLUTION...IN 5 MINUTES



Key 1: Online Access to the Gospel



A Church-centric Gospel Presentation

Add our **customizable** Gospel Template to your Church's Website in 5 minutes and provide 24/7 access to the Gospel for the Spirit to use.



Key 2: Effective Follow-up & Discipleship



Attractive, Biblical Follow-up Materials

Biblical Follow-up Materials for those who make online decisions for Christ. Use for 1:1, small groups or adult Sunday School for New Believers.



Key 3: Network with aXiom Churches



World's Largest Online Church Referral Network

Network with nearly 130,000 other U.S. Churches for referrals and follow-up on the first and largest online Church directory in the world.

Join with us and stand in the future. The view is outstanding...

Rev. Don Walley, Director

TheaXiomNetwork

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P.S. Learn how your Church can optimize your current online ministry by adding the Gospel for your Church website. To start receiving these helpful tips you must **Confirm** in your Email Inbox. (You can unsubscribe anytime).