



IMPLEMENTATION

GUIDE



**North American
Mission Board**

   **#WhosYour1**

A Southern Baptist Convention entity supported by the
Cooperative Program and the Annie Armstrong Easter Offering®
For general information, call 770-410-6000 or visit namb.net.

who's your
1ONE?

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Imagine if every member of your church could answer that question with the name of a person—a person for whom they're praying and with whom they're sharing the gospel. How would it change your church? How would it change the world?

God's people don't merely need another method for evangelism. What they need is a white-hot passion to see people who are far from God experience the new life He offers through Jesus Christ.

It doesn't matter how many buildings we construct, churches we plant or sermons we preach if we're not intent on doing everything so that lost men, women and children will experience the transforming work of God. Without that one thing, we fail.

That's why we're launching *Who's Your One*. This effort is designed to mobilize every Southern Baptist to identify one person in his or her relational network to pray for and share the gospel with in 2019. At The Summit Church, we tried something similar. We kept asking our members, "Who's your one?" It's not an elaborate or complicated idea, but this simple idea led to our most evangelistically effective year to date. Because of this intentional push toward evangelism, we ended up baptizing more than 650 people that year. What an incredible joy it was to have people come up to me at church and say, "Pastor, this is my one." Or to see them stand in the baptistery with someone and tell me later,

"That was her! She was my one!"

As you launch *Who's Your One* and pray for God to use your church members to reach those who are lost, pray also about what God wants to do through you.

If we're going to move the evangelism needle in our churches, we've got to be modeling what we're preaching. By God's grace, we can all partner to reach our one.

J.D. Greear

President, Southern Baptist Convention



1

CAST VISION

WEEK 1

1. Identify and begin praying for your *one* using the 30-day Prayer Guide.
2. Host a meeting with your pastoral staff, elders, deacons and other key leaders to discuss your church's launch of *Who's Your One*. Cast the following vision:

Q: What are we doing?

A: Engaging our church members in the work of evangelism.

Q: Who should be doing this?

A: Every Christian in our church, beginning with us as leaders.

Q: Why do we want to do this?

A: As disciples of Jesus, we are called to go and make disciples and fulfill the Great Commission.

Q: How are we going to do it?

A: Launch a Who's Your One campaign.

3. Explain the premise of *Who's Your One* with your leaders.
4. Allow your leaders to ask questions and offer suggestions.
5. Share the person you have identified as your *one*.
6. Ask each member of the leadership team to identify one person each will commit to praying for and seeking to introduce to Jesus.
7. Spend time praying for these *ones* and for your church as members embark on this journey in the weeks ahead.



2

PREPARE

WEEK 2

1. Begin planning for *Who's Your One* launch Sunday.

Listen to or read the sermons provided.

Begin praying through and preparing the introduction message that you will preach on launch Sunday using the first sermon outline.

Communicate the vision for Who's Your One with your Sunday School teachers, small group leaders and other leaders in the church, so they will eagerly engage in the campaign and can help encourage participation during their group times.

2. Lead by example by praying for your *one* and seeking opportunities to share the gospel with that person.
3. Continue praying for your church members and the *ones* the Lord will put on their hearts.



3

ORGANIZE ASSETS

WEEK 3

1. Finalize your first sermon.
2. Print Prayer Bookmarks to distribute to every church member on launch Sunday.
3. Print Prayer Guides to give to every church member on launch Sunday, or provide a way for them to access it online.
 - You may also choose to use the Who's Your One plan on the YouVersion Bible app.*
4. Print and hang Promotional Posters and other graphics around the church.
5. Print copies of the Bulletin Insert.



4

LAUNCH WHO'S YOUR ONE

WEEK 4

1. Preach your introduction message.

Inform the congregation of the evangelistic needs in your community in a way that personalizes the campaign for them.

Illustrate the responsibility of all Christians to share the gospel.

Find ways to share your own experience of sharing with your one.

Discuss how people can invite friends to church to hear the gospel (Come and See) and how they can share the gospel in everyday life (Go and Tell).

2. Unveil the *Who's Your One* campaign.

Model for the congregation that as their pastor, you are leading the way by identifying your own one for whom you are praying and with whom you are having conversations.

3. Call the congregation to action by challenging each member to identify the one for whom each will commit to pray and seek to share the gospel.

Have each person write his or her one's name on a Prayer Bookmark.

Encourage them to use the Prayer Guides which you have provided in print or digitally to pray for their ones over the next 30 days.

Ask them to keep the Prayer Bookmarks or have them turn in the bookmarks at the end of 30 days as a means of accountability.

4. Use each day's verse and prayer from the Prayer Guide as posts on your church social media to remind your members to pray. Tag your posts with #WhosYour1.



5

CONTINUE WHO'S YOUR ONE EMPHASIS

..... WEEKS 5-8

1. Continue using the provided sermon outlines to develop your Sunday sermons.
2. Talk about *Who's Your One* each Sunday morning to keep it in front of the congregation.
3. Discuss *Who's Your One* during Sunday School and small group times for accountability.
4. Continue to use each day's verse and prayer from the prayer guide as posts on your social media to remind your members to pray.
5. Encourage and celebrate when church members have conversations with their *one*. Even conversations are a win.
6. Celebrate stories of salvation, particularly if you baptize a *one*.
7. Continue modeling evangelism for the congregation by sharing personal stories.
8. Use *Who's Your One* as an emphasis for invitations to church. Challenge the congregation to bring their *one* to church on a specific Sunday.

GET STARTED!

1. Open and review the audio, print and digital resources on the flash drive.

Sermon Audio Files

Sermon Outlines

Sermon Transcripts

Sermon Presentation Slides

Prayer Guide (formatted for both print and digital use)

Bulletin Insert

Logos

2. Visit WhosYourOne.com for additional resources.
3. Set your calendar date for the campaign launch.
4. Join the conversation online by promoting the campaign using **#WhosYour1** (social media kit found on the website).
5. Need help? Contact North American Mission Board at info@namb.net or **1-800-634-2462**.

WhosYourOne.com

#WhosYour1

