

who's your **1**ONE?

NAMB, Greear launch “Who’s Your One?” Evangelism Emphasis

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By *Brandon Elrod*

(ALPHARETTA, Ga.)— The North American Mission Board (NAMB) officially launched the *Who’s Your One* evangelism initiative today (Feb. 26) as part of an effort to encourage Southern Baptists to engage people with gospel conversations throughout the year. This evangelism emphasis asks believers to pray for and focus on one individual in the hope that that person may come to Christ.

Current Southern Baptist Convention president J.D. Greear has worked in coordination with NAMB to develop a special resource for pastors that will help them personally embrace the effort and also lead their congregations to engage in sharing their faith.

“As a pastor, it’s easy to live as a ‘professional Christian’ who urges others to bring people to faith in Christ without actually doing it myself,” said Greear. “There’s a saying, ‘Evangelism is caught as much as it is taught.’ When our people see us praying for lost friends, inviting them to church and sharing the gospel, they’ll join us! These *Who’s Your One* resources give us pastors simple tools to call our people to join us in personal evangelism.”

As part of *Who’s Your One*, **Bro. Danny will be delivering your church kits** or ARVBA pastors can pick up their free kit at the Association office. These kits include several items to help their church practice evangelism. The package includes an implementation guide, a 30-day prayer guide, a prayer journal, prayer bookmarks and a poster. A USB drive includes digital resources including promotional graphics, slides, sermon outlines and transcripts, sample sermons and a bulletin insert.

“My favorite thing about the *Who’s Your One* kit is that it provides pastors with resources to help kickstart a wave of personal evangelism in their churches,” said Johnny Hunt, senior vice president of evangelism and leadership at NAMB. “I pray that the *Who’s Your One* movement encourages Southern Baptists to get back to our roots as a gospel-focused people.”

Who’s Your One is one of several ways NAMB is elevating the importance of evangelism among Southern Baptists. Hunt officially joined the team at NAMB at the start of 2019 because of his passion to see Southern Baptists heighten their efforts to reach the lost in their communities.

As a part of that effort, NAMB launched a podcast—*Evangelism with Johnny Hunt*—that provides tips and interviews with pastors, began producing weekly evangelism videos and continues hosting evangelism conferences such as Engage 24 across the nation.

“At NAMB, it’s all about the gospel,” said NAMB president Kevin Ezell. “We want to do everything we possibly can to equip pastors and churches to reach their communities with the saving message of Jesus Christ.”

ARVBA Member Churches

Learn more about NAMB’s evangelism resources at [namb.net/evangelism](https://www.namb.net/evangelism)