



Mark  
GREENWOOD

making connections - changing perceptions

**Events, courses and resources**  
that present, equip and inspire



## Thanks for taking the time to read my brochure

Coming to faith in Christ tends to be a journey. During this journey, the seeker is likely to face a series of decisions, even if it's just a decision to find our more. Not only can we help that journey; we can be used by God to actively create it by a better understanding the process by which people come to faith in Christ.

It's not healthy to have a one-size-fits-all approach to evangelism. We need to create a multi-access approach to our outreach. We need everything from apologetics to full gospel preaching and from social action to light hearted perception changing events.

In this brochure you will find a broad range of **events, courses and resources** that present the Christian faith and will support your church's evangelism. They are built around, and are informed by, an evangelism framework I have created called, "**Big Yes, Little Yes, Healthy Maybe**" which you can read about in by book so named as well as my "Evangelism Timeline" which you can download. It gives you a practical way to implement what you read in the brochure.

I would love to work with you to make this happen. Why not make contact?

### Mark

Mark Greenwood

# creating an Evangelism Culture

**Helping churches** *discover*  
**a pattern of evangelism**

“**Inspiring!** Mark Greenwood’s way of communicating the nuts and bolts of evangelism has refocused our church again on the great call of God to GO... Highly recommended.”

**Jim Beattie**  
*Minister of Hope Church, Sunderland*



Our **Creating an Evangelism Culture** event is aimed at key leaders (or potential leaders) in your church. Having spent more than half his life in full-time evangelism, both locally and nationally, Mark uses biblical principles in conjunction with life experience to inspire churches to become more outward-looking. He shows how mindsets can be changed and demonstrates how a change of culture will naturally follow. Mark has worked with many churches and has helped to facilitate significant change over the years.

Mark explores how churches can develop a sowing as well as a reaping attitude to evangelism by understanding the process people go through before they come to faith. He discusses the delicate balance involved in attracting seekers and making proper connections with them. He goes on to show how we can change Church culture by

offering a number of practical ways to move forward.

Mark also introduces his philosophy of '**Big Yes, Little Yes, Healthy Maybe**', which helps churches build an effective pattern of evangelism. In other words, it helps them find out what works and then supports them in carrying it out. Many churches Mark has worked with have likened the transition they have seen to that of a boot camp. The aim is to inspire and then to equip.

**Creating an Evangelism Culture** can be delivered during an evening session or over a couple of evenings, although this will limit opportunities for prayer and discussion.

*“Mark is an evangelist, but evangelists can be found easily. Mark is enthusiastic and infectious in his approach. Again, this is not uncommon among evangelists. Mark understands our culture, has strategies and has developed tools ready to empower others in evangelism. This is uncommon. Mark has a heart to see my and your church grow and will personally invest his time and energy. This is indeed rare. Mark is one in a million and he has revolutionised our approach to evangelism. I commend him to you”*

**Arthur Woo**  
Vicar of Christ Church Coventry

Mark is happy to work around you, but Saturday slots from 10am to 3pm have proven to be most effective in the past. If this format suits, Mark is happy to speak at your church over a few Saturdays, helping to create a positive feeling about evangelism.



**Four sessions that will equip your church members to confidently share their faith with sensitivity and clarity**

# BOOT CAMP

“The people in my church have experienced both a deepening of their faith and a new joy and passion in sharing the good news of Jesus with others.”

**Mike Mitchell**

*Church leader at Ormskirk Christian Fellowship*





A recent YouGov poll revealed that 22% of UK Christians struggle when it comes to sharing their faith, and that many churches do not teach people how to share their faith.

Mark's Boot Camp teaches in such a way that people are inspired in their evangelism, feeling that they are able to do it well. We've even seen people recommit their lives to Christ because a new spark has been set alight in them.

Even the most experienced people doing evangelism are guaranteed to learn something as the Boot Camp is about practically equipping people. Communication underpins this course, as it's not just about what we say when it comes to evangelism, but how we say it.

We give an introduction to evangelism, explaining what it is and how people respond to the gospel, as well as discussing different ways of communicating the gospel.

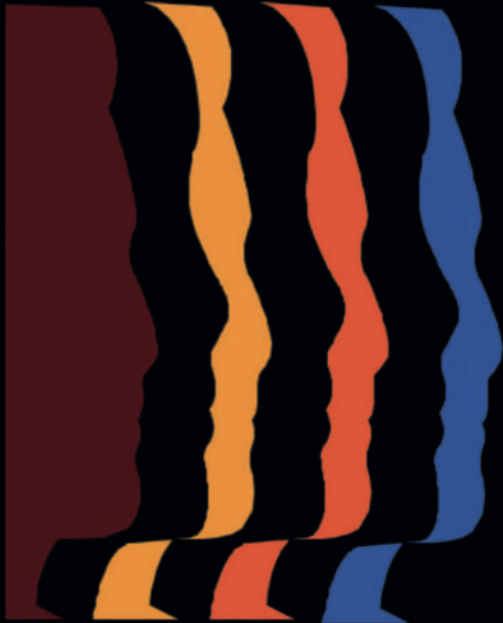
We help people develop their writing skills so that they are able to convey their testimony stories more effectively. We show participants how to handle people who ask questions and how to answer these questions. We equip attendees to help people say yes to God and to keep going once they've made a commitment.

The course ends with a commissioning service, during which we ask God to send us out empowered by the Holy Spirit.

“ The meetings provided what I can only describe as a spiritual boost. My love for the Lord and gratitude for the things he has done in my life was noticeably deepened. Totally unexpected and totally humbling. ”

**Peter Bootle**  
*Christ Church Aughton*

# *Prayerfully invite your friends*



“Mark is a passionate, thought-provoking and engaging communicator, but he recognises that for mission to be truly effective it needs to be founded in prayer. The *How to Prayerfully Invite* event prepares people for evangelism by giving them a strategy to pray, inspiring confidence in the God who answers prayer and equipping them to share their faith. I highly recommend Mark and this event.”

**Rev Sarah Whittleston**

*Rev Sarah Whittleston, associate pastor  
at Elim Kingstanding, Birmingham, and  
Elim Prayer Network and LiftUp prayer co-ordinator*

Worship - Prayer - Equipping - Resources





Inviting friends to Christian events is always daunting, which is crazy really as we don't have the same fear when we invite people over for coffee!

At this evening of worship, teaching, practical resourcing and praying, Mark will encourage your congregation. He will help attendees understand the purpose of events and feel that they can invite their friends along to the events that are right for them. Each participant will receive excellent resources that have proven to be very helpful for people as a means of prayerfully inviting their friends to events. All this takes place within an environment of worship and prayer.

Designed as a mid-week event, it also works well on a Sunday evening. It could even run as part of a Sunday morning service, although the same basic material would be delivered in a slightly different way in a Sunday morning setting. Whatever the format, I am sure we can make it work for you and your church, and that it will greatly increase your congregation's confidence regarding evangelism.

Many churches run this event as a follow-on from the Boot Camp, as another means of equipping, while others run it as a build-up to events such as Reason to Believe, the Life Series and Making a Meal of It.

“ Mark Greenwood is an exceptional communicator. I have had the privilege of working with Mark in both youth and adult contexts. He is highly versatile and takes the time to understand the environment. His delivery of a recent How to Prayerfully Invite session was outstanding, memorable and has had a real impact on us as a church in terms of the confidence and practicalities of inviting friends to Alpha. I highly commend him to you. ”

**Phil Knox**

*Head of mission to young adults  
at the Evangelical Alliance*

*a Meal of It' ©*

*A church member and  
Making a Meal of It participant in Stafford*

Meals with a message  
(and a healthy dollop  
of fun and laughter)



# The idea is **simple...**

A church spends between three and five days having lots of meals in as many venues as possible, using as many themes and formats as possible. We literally make a meal of the church week! This type of mission works as well in cell or small group style churches as it does in more traditional types of church, regardless of denomination. Making a Meal of It also works well when lots of churches take part together. So why not make a meal of it in your city or town?

Each event ends with a talk delivered by Mark, who uses his humour and thought-provoking chat to unpack the life-changing message of Christianity. Making a Meal of It works well as a reaping event as well as a sowing event (the aim is decided beforehand with church leaders).

Many churches run Mark's Comedy at Christmas event as a follow-on, although in this case the event is called Making a Meal of Christmas. It can also run in conjunction with Mark's Celebrate events, such as Making a Meal of Harvest or Making a Meal of Pancake Day. Again, these events work well with single churches or with many churches.

“ If I hadn't come to see you when you were in Yeovil four years ago I would still be walking in darkness, but thanks to you I am walking in the light of Christ. So thank you for really telling me that God does not care about education, colour or size; that he loves me for who I am, which I had never heard before.”

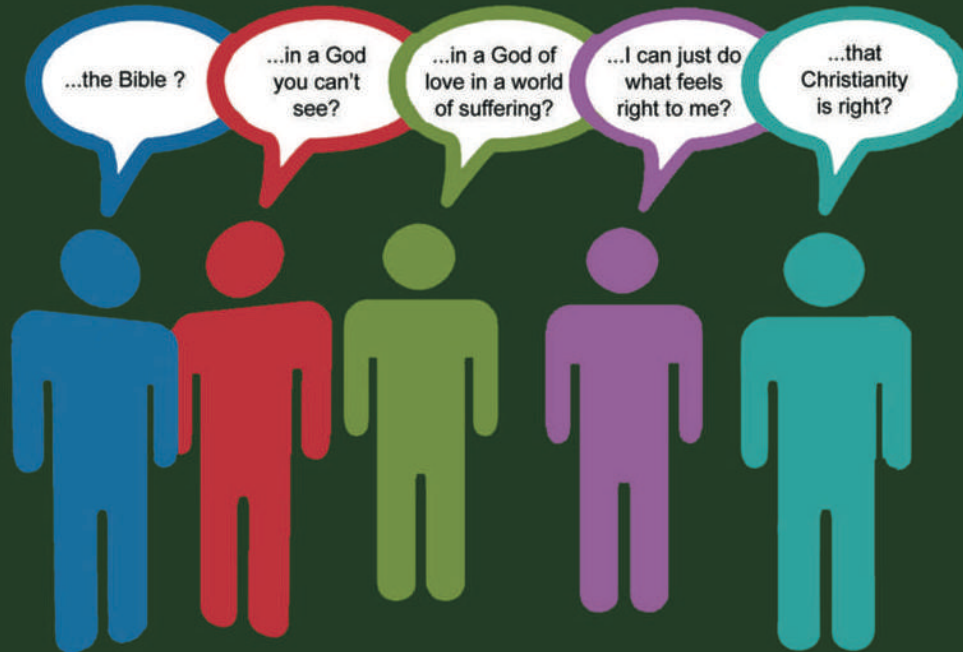
**Anthony Holmes**

*Anthony became a Christian at a Making a Meal of It event in Yeovil*



# reason to believe

Is it reasonable to believe...



“ I have never felt such emotion and deep stirring when I have listened to a religious talk. ”

*A Hindu man who was a guest at a Reason to Believe event*

Providing reasoned answers to frequently asked questions over five evenings





**O**ur **Reason to Believe** event discusses the most frequently asked questions, demonstrating to participants that it is reasonable to be a Christian. Engaging people in a way that causes them to examine the process by which they arrive at conclusions and beliefs means they will be more willing to hear the answers Mark offers as he relates how he arrived at what he believes. Engaging people in their minds and hearts is important, as not all questions people ask are red herrings. They can be genuine hindrances to believing.

**During these evening sessions,  
Mark asks:**

- Is it reasonable to believe the Bible?
- Is it reasonable to believe in a God you can't see?
- Is it reasonable to believe in a God of love in a world of suffering?
- Is it reasonable to believe that I can just do whatever feels right to me?
- Is it reasonable to believe that Christianity is right?

Experience gained through personal evangelism has given Mark the ability to cover the questions he knows many people

are asking. As a result, his answers deal with the broader issues linked with these subjects.

While Reason to Believe is totally evangelistic, the very nature of an apologetics-based course means that it will benefit new Christians, established Christians and those who have yet to decide. Churches have run Reason to Believe as a precursor to Alpha, as Alpha starts where Reason to Believe finishes – with the person of Jesus – so the transition is seamless. Like Alpha, Reason to Believe includes food, a presentation, and discussion in a relaxed and safe environment.

*“You have answered the questions about suffering that held me back. At long last I can move on.”*

*A guest at a Reason to Believe event in Selly Oak, Birmingham*

# The Life Series

before it



during it



after it



unlock it

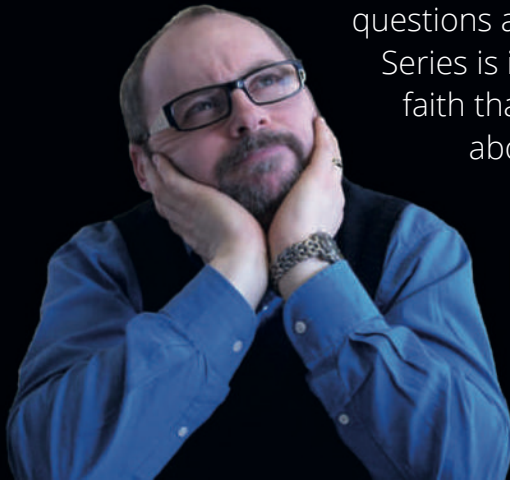


“The Life Series is a complete and accessible approach that brings a thoughtful and friendly presentation of how faith can relate to the questions and concerns that everyone has. The real value of the Life Series is its broad appeal. There isn't anyone at any age or stage of faith that will not find something helpful and something to think about. Oh, and be prepared to laugh often.”

**Mark Ryan**

*Senior minister at Kensington Temple, London*

Four fast-paced evenings of humour and multimedia, examining a life of purpose





Many people find themselves asking, “Who am I?”, “What am I here for?”, “What happens when I die?” and “How do I make the most of my life?”

Set in a relaxed environment, the Life Series helps those who are exploring the meaning of life to realise that there really is purpose to their lives. Although it is primarily aimed at non-Christians, it has also been a joy to see how it has helped Christians.

Through humour, music, multimedia, interview, discussion and chat (with coffee and cakes), Mark takes guests on a journey through life. Week one presents the idea that we are born for a purpose. Week two presents the concept that we can live like people of purpose, and week three presents the notion that even in death there is purpose. We end the series by presenting the fact that God wants to unlock his purpose in us. The evenings are called:

- Life...before it
- Life...during it
- Life...after it
- Life...unlock it

On the final evening, we offer a relaxed opportunity for people to say yes to God.

While the Life Series was created for midweek evenings in churches, it works just as well on Sunday mornings or evenings, and also lends itself well to a Costa or Starbucks type venue. Churches often run the Life Series before or after Reason to Believe, as it gives guests another opportunity to find out more about the Christian faith. It has also been run as a follow-on from Making a Meal of It with the same idea in mind.

“Mark, I just love the way you make sense of life.”

*A guest in Northampton*

# Comedy and Christianity



*“Mark Greenwood is seriously funny. The fact that he’s not seen on TV is in my opinion a serious crime against humanity.”*

International speaker and bestselling author Paul McGee (also known as The Sumo Guy)

An enjoyable evening of clean comedy  
and a relaxed introduction to Christianity





We live in a world in which there is a great deal of pressure, yet at the same time life can be full of 'funny stuff'. In Comedy and Christianity, Mark will help you laugh at life as well as making you think as he uses humour to unpack God's slant on life.

The evening is set in a relaxed atmosphere with refreshments. Mark delivers approximately 50 minutes of stand-up comedy with the gospel sprinkled throughout the last 25 minutes. He weaves a clear, cringe-free presentation of the gospel into his set. As with all good comedy, there is excellent banter and interaction with the audience, so some flexibility may be needed in terms of timings.

Comedy and Christianity is a great perception-changing event, so it's perfect for those who have never been to an event at your church before. Some churches have booked it as an Alpha warm-up event. If you let Mark know in advance, he can shorten his set so it can be added to the introductory Alpha talk entitled 'Christianity: boring, irrelevant or untrue?' which works really well with Mark's own story.

“That was comedy at it's absolute best, and it was clean.”

*An audience member at  
Batley Variety Club*

The Comedy and Christianity evening is one of three. The other two are: Curry, Comedy and Christianity, and Comedy at Christmas. You don't have to book all three, but you might as well! They are fun evenings that present the message of Christianity. All three are a great way for people to hear about God.



# FOX Sundays

“A genuine, funny guy who, along with the best, ingeniously pitches his act to each audience. A great combo of comedy and truth.”

**Rev Helen Robertson**  
*Pastor at Bethel Church, Oldbury*

Talks for people with no faith,  
little faith and complete faith in God



It's a Sunday morning  
and you have a mixture of  
Christians and non-Christians  
within your congregation.  
Can we speak to both?

Most definitely! Look Closer Sundays do just that. These events can run as a series of evangelistic Sundays that inspire Christians as well as giving clear opportunities for those who aren't believers to respond.

Mark's talks are aimed at all people. In other words, his talks are written in such a way that they connect and apply to people wherever they are on their faith journeys. They contain something for the established Christian, the new Christian and the not-yet Christian. The advantage of doing it this way is that it doesn't look as though we are targeting non-Christians.

One of Mark's strengths is that he is able to build relationships with the friends of church members in such a way that they will love hearing him speak and will come to hear him many times. Look Closer Sundays are a great way to connect these people with the rest of your church community, giving participants fresh opportunities to find out more. Many people who have heard Mark speak at his

other events, such as Reason to Believe and Comedy and Christmas, come along to Look Closer Sundays.


“ Mark has the rare quality of not only being funny but also profound. He communicates effectively with people of faith, little faith and no faith at all in such a way that, whoever you are and whatever your story, you want to know more. His insights are rich, inspiring and helpful. If ever we needed the truths of an old message communicated in new and effective ways it's now, and Mark is one of the best at doing just that. ”

**Leon Evans**

*Senior leader*

*Life Central Church, Halesowen*





**“Mark** has an amazing ability to think and communicate creatively. He has spoken many times at my church, and both my congregation and their guests find him enjoyable and engaging.”

**Jason Heron**  
*Senior pastor at Elim Church Northampton*

# Celebrate

Using the rhythm of the  
year to reach out to families





“I’ve **really enjoyed** coming along to your events. They’ve been **fun** and **not what I thought church was like**. I never thought I could learn anything religious from the fireworks code!”

*A lady who became a Christian at a Bonfire Night event*

**There are many fantastic opportunities to hold family-friendly evangelistic services throughout the year. It’s a real shame when we let the years roll by without any proper celebration.**

Using the rhythm of the year, our Celebrate events use seasonal festivals to present the gospel through a family-friendly event. The service is fast-moving (lasting a maximum of an hour) and easy to organise. If your budget will stretch, why not have some themed refreshments afterwards?

While these events usually take place on Sundays, they can be adapted for midweek events if that is more convenient. So whether you need a talk for Mother’s Day, harvest or Bonfire Night, Mark has something up his sleeve that is entertaining,

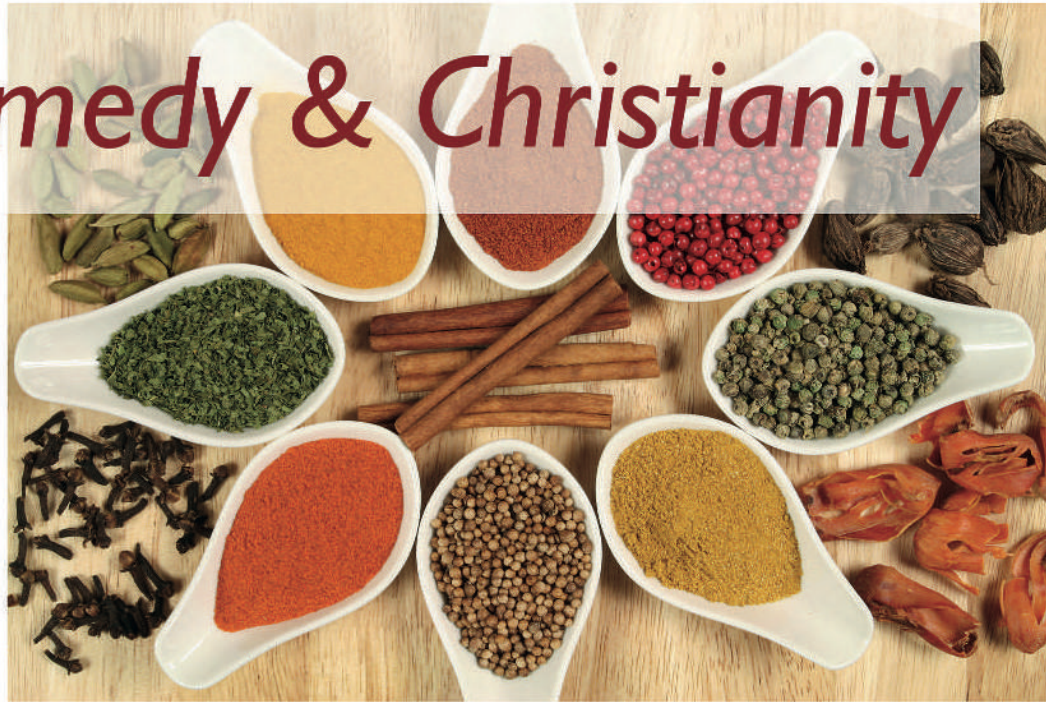
on theme and clearly presents the gospel. You don’t have to use the whole service as a family service; you may just decide to give the Sunday nearest the event in question an evangelistic edge. This has been done a number of times and works well.

Mark is happy to host any of these seasonal celebrations as a one-off event, but it may be worth booking several each year so that they link together, providing continuity and keeping the momentum going.

These events are great for building better connections with your community through schools, kids groups, Messy Church, mums and toddlers groups, Alpha groups and so on.

# Curry Comedy & Christianity

Curry and laughter  
with stories from  
Mark's curry  
pilgrimage and a  
great introduction  
to the Christian faith



*“Mark engaged everyone and even the curry house manager joined in by telling a joke about curry! A great night and the man I took became a believer in Jesus. What could be better than that?”*

**Rev David McDougall**  
*Senior leader at St Saviour's Sunbury*



There is nothing quite like going out for a curry with friends.

Why not make it an evangelistic event that is suitable for anyone with an interest in the Christian faith? At the Curry, Comedy and Christianity event, Mark chats about his 'curry pilgrimage' and the things he has experienced, using these stories to explain why he is a Christian. The evenings are simple in format, involving food and conversation followed by a talk from Mark. The message of Christianity is presented within a very relaxed environment.

These evenings (along with Mark's other comedy events) are great for people who have never been to church before as they involve plenty of fun with a light dusting of the gospel, enabling those who are invited to find out more by chatting to the friends who brought them.

We have hosted this event in more than 50 Indian restaurants around the UK and will use our experience to ensure that your curry

night is tailored well to your church. These evenings have been run within churches, but when this is the case we encourage organisers to order the food from a tried and tested Indian restaurant. Our curry nights have also been used to launch the Alpha course.

You could even tie in your event with National Curry Week, which usually falls in October.

“Saved at a curry night by someone who proves you can walk with Jesus and still be funny and normal. This guy will melt the ice that surrounds new faces and public speaking.”

*Doug became a Christian at a Curry, Comedy and Christianity event*





# MEN BEHAVING GODLY

“Mark Greenwood is a communicator for the 21st century Church. He communicates particularly well with men and is one of the first names we think of when planning events. *Men Behaving Godly* is an absolute must for every men's group.”

**Rob Styles**

Pastor at Burton Elim Church,  
regional evangelism director for Elim in the Midlands

A day conference (or  
an evening/weekend  
away) for men





**MEN BEHAVING GODLY** is a day conference for men. It is honest and challenging but very inspirational, giving men a chance to ask themselves: 'What does God want us to be?'

We will look at what it means to be godly in the home, at church and in the workplace. Using multimedia, lots of laughter, along with bacon butties, pastries and lashings of coffee, this has proved to be a significant day in the lives of many men around the country. We still receive feedback from sessions we hosted several years back.

While Men Behaving Godly is designed to be a daytime conference, it can also be held in the evening, although this means there is less time to unpack the material. It has also been used as a men's weekend away, which provides more opportunity to think through the issues raised.

Sometimes churches book it over the Father's Day weekend, and Mark has then spoken at the Father's Day service on the Sunday using the talk from his Celebrate

events (mentioned elsewhere in this brochure). We are very flexible with this event, so give us a call to discuss how we can make it work for you.

We have found that running a Curry, Comedy and Christianity evening works well about six weeks after Men Behaving Godly as it is a practical way to take what men have taken from the conference event forward.

*“My wife is really glad I went to this event. She particularly liked the home bit! Seriously though Mark, thanks so much. It's reignited my faith in God. Oh, and by the way, my mate loved you at the curry night.”*

*A conference delegate at Hope Church, Sunderland*

It's always good to build on that sort of momentum. Some churches have even used this event to launch or relaunch their men's groups.

# comedy at christmas

Mark's Christmas stand-up show  
(you've got to see the towel routine!)

“Fantastic evening with evangelist Mark. Laughed my nylon sport socks off! He's a great gospel preacher; a gift to the Church. Thank you Mark.”

**Rev Bill Chapman**

*Senior pastor at Myrtlehouse Elim Church, Llanelli*





Mark's Christmas show, **Comedy at Christmas**, is also known as Making a Meal of Christmas when it takes place after a sit-down Christmas dinner. It is in high demand across the country, with some dates booked up years in advance. The event uses music, comedy and chat to unpack the Christmas message.

Churches and groups of churches have found that Comedy at Christmas gives people an opportunity to come along to a totally different kind of event, despite the fact that they might not come to a standard church service. This event is often held in theatres, sport centres, restaurants and community halls, as well as in church buildings.

Mark has his own set and lights, which create a great atmosphere. Using his experience in stand-up comedy and his observations about Christmas, he presents a 50-minute show that will make audience members laugh and cry while hearing very clearly what Christmas and Christianity is really about. Mark has an amazing bunch of talented singers he can bring along if you would like to include that in the package.

Mark has two Comedy at Christmas events, and many churches that have booked it once find that it works so well they want to book it for the following year. Some churches also book Mark's A Christmas Carol the same year as the comedy event, using the comedy as a taster for the carol service. Other churches have booked the Life Series in January and used Mark's Christmas events to launch the series.

“Your observations of Christmas are hilariously accurate. How you use them to talk about God is genius and powerful.”

*A man who accepted Christ at one of Mark's Comedy at Christmas events*





# A CHRISTMAS CAROL

“As always, Mark mixes a blend of humour with the truth of the Christmas story to communicate a message that is entertaining, relevant and direct. Everyone leaving the event will have had the opportunity to laugh out loud as well as seriously considering their connection with God.”

**Duncan Clark**

*Senior pastor at Coventry Elim and a  
member of Elim's national leadership team*

A traditional carol  
service with a touch  
of Ebenezer Scrooge





Churches work hard year after year to come up with creative themes for their traditional carol services. Mark's take on Charles Dickens' *A Christmas Carol* provides a suitable theme, while preserving the traditional carol service feel.

In the original story, Scrooge is haunted by ghosts of the past, present and future, but he is also given the chance to change. Combining carols with Christmas readings from the Bible, Mark uses four clips from *The Muppet Christmas Carol* to weave in his talk throughout the evening, presenting it as three mini talks. This builds the theme, giving the service purpose and direction. The advantage of this approach is that the talk is an integral part of the service rather than being tagged on at the end. The result is a more rounded service.

While Mark provides a basic template to fit around the talks, there is plenty of space to add your own items, such as dramas, readings and carols.

“You have given me **hope** and made this the **best Christmas ever**. Thanks so much.”

*A lady who made a decision at one of Mark's evangelism events*

# RESOURCES



To help you understand the **Big Yes**, **Little Yes**, **Healthy Maybe** framework, which is all about understanding the process by which people come to faith, we would recommend you the book and study guide. It would also be a good idea to take your church through it. Bulk discounts are available so email in.

I have also written 3 books that resource **Big Yes**, **Little Yes**, **Healthy Maybe**. A **Big Yes** book (for those who have become a Christian, or on the verge of doing so; a **Little Yes** book for those investigating and a **Healthy Maybe** book to gently challenge people to be open minded about it.



To buy these resources visit my shop at [revmarkgreenwood.com](http://revmarkgreenwood.com).  
If you would like to discuss bulk prices email [revmarkgreenwood@gmail.com](mailto:revmarkgreenwood@gmail.com)

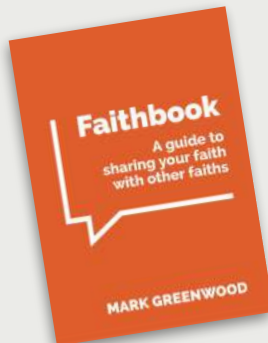


## Now that is a good answer

Simple but helpful answers to the most frequently asked questions by those we journey with. Let's get good at answering these questions.

## Faithbook

It's important to know how to share our faith with those of other belief systems. This book introduces the main religions/cults in the UK and suggests a good way for us to be able to witness well in an informed way



## LOOK CLOSER MARK'S GOSPEL

Taking a magazine style approach, a testimony in each chapter and gospel words explained, this is perfect to give someone investigating the Christian faith or someone new to it.

To buy these resources visit my shop at [revmarkgreenwood.com](http://revmarkgreenwood.com).  
If you would like to discuss bulk prices email [revmarkgreenwood@gmail.com](mailto:revmarkgreenwood@gmail.com)

**Mark Greenwood** has been a full-time itinerant evangelist since 1988. During this time, he has also served part time on the ministry team of two churches, helping them create an evangelism culture and pattern. Mark travels around the UK speaking evangelistically as well as equipping local churches and Christians to carry out effective evangelism.

Mark is an ordained evangelist in the Elim Church where he serves as their National Evangelist and Head of Evangelism. He is an associate evangelist with Canon J. John who he is also mentored by. He is an author, speaker, podcaster and broadcaster as well as sought after mentor.

He is known as an evangelist who presents the gospel in a humorous and engaging way. He inspires and equips Christians to feel that they can share their faith and not simply that they must share their faith. He is passionate about the local church and wants to do everything he can to help churches become all that they can be.



“Mark is one of the most real, refreshing and relevant communicators of the good news of Jesus Christ today.”

**Rev. Canon J John**

International evangelist and author

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