

Pastor to pastor. What we did, what it cost, what to steal.

A season of relational evangelism organized around six styles God gave the church.

THE THESIS

Most evangelism strategies fail because they treat every believer like a Street Preacher. They are not. God gave your church **six styles** — Street Preacher, Professor, Witness, Friend, Inviter, Servant. When members evangelize from their gifting instead of from the pulpit's script, the whole church starts to move.

Pull Up organizes that movement. **Coaches lead Squads. Squads pray for Threes. Threes get invited into the room on Pull Up Sunday (Event Day).**

WHAT IT COSTS

\$0	Software. Every tool runs in a browser. No SaaS, no per-seat fees. Host on Netlify for free.
1	Coordinator. One lay leader who runs the Coach Huddle each week. Not staff. A trusted volunteer.
3–5	Members per Squad. Ratio, not headcount. 40 members = 8–10 Coaches. 15 members = 3 Coaches.
8	Weeks per campaign. Launch (Week 1) to Event Day / Pull Up Sunday (Week 8). One campaign per year.

THE 8-WEEK RHYTHM · LAUNCH TO EVENT DAY

Pre-Launch (2–3 wks prior) · Pastor casts vision. Air launch video. Recruit Coaches. Private Coach Kickoff.

Week 1 · Launch Sunday. Vision cast + Personality Assessment. Squad assignments announced. First Squad Huddle.

Week 2 · Presence. Sunday teaching + Squad Huddle + members make PRESENCE touches on their Three.

Week 3 · Understanding. Curiosity-first conversations.

Week 4 · Listening. The discipline of silence.

Week 5 · Love. Tangible acts of service to each Three.

Week 6 · Uplift. Naming Jesus out loud with each Three.

Week 7 · Prayer. Prayer Huddle. Invitations to Pull Up Sunday sent.

Week 8 · Pull Up Sunday (Event Day). Members bring their Three. Decisions made. Names to Follow-Up Lead.

Post-Event · 30/60/90 Day Pathway. Every guest tracked through the Integrate / Instruct / Invest pathway.

“We had run every evangelism program you can name. None of them stuck. Pull Up stuck because it started with how God had already wired people, not with what we wished they were.”

SELWYN DAVIS · SERVANT CHURCH

- Full replication kit: pullup.servantnc.church/partners.html
- 8-Week Calendar (PDF): pullup.servantnc.church/resources/Campaign_Calendar_8_Week.pdf
- Contact: selwyn@servantnc.church