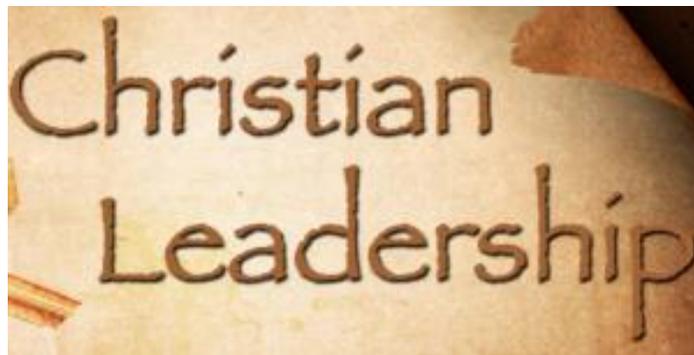


Reach 3-2-1

Part 4

Reach Initiative Leaders Guide



A GUIDE FOR UNDERSTANDING WHAT THE
“Reach Initiative” IS & HOW TO
IMPLEMENT IT IN YOUR CHURCH

A Reach Jesus Journey Resource

Tim Leahy

The Reach Initiative Outline

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The **Plan** for the Reach Initiative

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Reach Initiative – Reaching your community with the love and Gospel of Jesus

- **Pray** – actively, continually and communally (prayer walk)
- **Prepare** – Reach 3-2-1
- **Proclaim** – the Gospel (followers of Jesus reaching their circle of influence)
- **Provide** – Discipleship (followers of Jesus discipling new believers - Jesus Journey)
- **Proactive** – Outreaches of love regularly in your community
- **Promote** – the Glory of God (monthly public worship gatherings)

**Reach 3-2-1 Part 4 is a
Reach “Jesus Journey” Discipleship Resource**

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**Please become familiar with Reach 3-2-1 Part 1-3
in order to better understand Part 4.**

The Reach Initiative has several components in training every follower of Jesus to reach their circle of influence with the Gospel and discipling those who place their faith in Jesus as Savior and Lord.

The components of the Reach Initiative are: free online evangelism training and resources, free online discipleship resources, prayer emphasis, outreach emphasis, group life emphasis, Churches working together to reach their communities together emphasis, leadership emphasis, and the power of obedience, multiplicity, and transformation of people, churches and communities.

I. Introduction – The What Aspect of the Reach Initiative

Reach 3-2-1 Part 4, is written for the pastors, elders, and leaders of the Church to explain how to use Reach 3-2-1, the Reach Jesus Journey, and the Reach Initiative to reach your communities with the Gospel by making disciples that make disciples.

Reach Evangelistic Association¹ (REA) provides all our Reach Resources and Training online for free so that every follower of Jesus can learn how to engage people they know (circle of Influence) and don't know (outreach evangelism) in God conversations that lead to Gospel conversations. We also provide free online Reach Jesus Journey resources and training to equip every follower of Jesus how to disciple those who place their faith in Jesus as Savior and Lord. See Reach 3-2-1 Part 3 for details.

The Reach 3-2-1 Part 4 resource that you're reading is designed to help you understand how the Reach Discipleship System (RDS) works and how it corresponds with the Reach Initiative.

¹ <https://reach.lmiq.org/>

We believe that every follower of Jesus is created to be a disciple-maker, pointing people to God through His Son Jesus by the power of the Holy Spirit; and discipling those who place their faith in Jesus. This is what we refer to as Kingdom living and being about the King's business.

REA is a part of the Body of Christ, and we exist to honor our King by helping His Body fulfill His Great Commission and Great Commandment using the Reach Discipleship System (RDS). This resource (Reach 3-2-1 Part 4) is written to explain how to use our plan to reach your community with the Gospel through what we refer to as the "Reach Initiative".

The Reach Initiative is the process leaders (Pastor/Elders) can use to reach their community with the Gospel (which I layout in detail in this resource). In Part 1 of Reach 3-2-1 I start off by sharing that prayer is the most important part of reaching our circle of influence and communities with the love and Gospel of God. With this being said, it's vital that prayer be the foundation of a Reach Initiative.

The Reach Initiative and Prayer

As leaders we need to make sure that every part of the Body understands and incorporates prayer at every level of the Rich Initiative – personally and corporately. Personally, every follower of Jesus needs to be a person of prayer; standing in the gap in prayer for the people in their circle of influence and for other follower of Jesus seeking to reach their circle of influence. Corporately, we need to incorporate the same level of prayer within group life.

Another corporate aspect to prayer is incorporating the pray warriors and prayer ministries within our congregations. In short, we need to saturate the Reach Initiative in prayer like Elijah pouring water on the wood (1 Kings 18:33). We need God's power, not ours, and that power comes through prayer.

“The work of praying is prerequisite to all other work in the Kingdom of God, for the simple reason that it is by prayer that we couple the powers which can turn water into wine and remove mountains in our lives and the lives of others, the power which can awaken those who sleep in sin and raise up the dead, the power which can capture strongholds and make the impossible possible.”²

² Change The World – the school of prayer, Dick Eastman – p.31

The Reach Discipleship System is based on the proven model and methods Jesus and the 1st century Church used as laid out in the Gospels and the book of Acts, as well as our own experience in using the system we are sharing with you.

Disclaimer: for maximum impact, churches need to have or desire to have a disciple-making culture. Culture, simply put, is “the way we do things”³. A disciple-making culture is therefore, the product of the deep values, convictions, and commitment to making disciples. See the article in footnote ³, as well as the author’s book⁴ – “Disciple Making Culture” for additional information on this topic. Also, visit discipleship.org/ for additional resources on this topic.

II. The Great Commission Crisis – The Reason for the Reach Initiative

Is there a problem, and are we a part of it?

Early in my 27 years of following Jesus, I often thought there must be more to being a Christian than the typical Sunday, Wednesday gatherings for worship, bible study, and prayer. As I grew in my relationship with the Lord I, was troubled by what seemed to be a failure of the church in fulfilling God’s Great Commission (Mt. 28:18-20). Very few people I knew were actually prepared or active in telling others about Jesus. Sadly, this is not just my random experience; this was and sadly is based on statistics⁵ the norm for many professing followers of Jesus.

Statistically, the numbers support this observation. The numbers, regardless of the research being used, indicate that a very small percentage of professing followers of Jesus are active in fulfilling the “Great Commission”, which means a large number of professing followers of Jesus are not about the King’s business of making disciples.

As I’ve mentioned in other Reach resources⁶, I believe that our failure of being about the King’s business is predominately responsible for the chaos in our communities, and in the church⁷. It seems reasonable to believe that there are consequences for our disobedience and what we see and don’t see in our communities and churches are a direct result of our disobedience.

³ <https://jimputman.com/2019/05/29/how-to-cultivate-a-disciple-making-culture-by-brandon-guindon/>

⁴ <https://himplications.com/product/disciple-making-culture/>

⁵ <https://reach.lmiq.org/the-culture-in-the-church/>

⁶ <https://reach.lmiq.org/gospel-implications/>

⁷ <https://reach.lmiq.org/the-culture-in-the-church/>

Pointing this out is one thing; doing something about it is another. Therefore, I started Reach Evangelistic Association in 2017 to do something about it. That's why I've written Reach 3-2-1 and provide it and the other Reach Discipleship Resources for free. Parts 1-3 are written to train every follower of Jesus how to engage in a Gospel conversation with the people in their circle of influence, so that they can be about the King's business of making disciples. As mentioned before, Part 4 is written to Pastors, Elders, and leaders of the Church to encourage and equip you to lead a Reach Initiative in your church and in your community.

III. Leading – From the Pulpit and By Example

As a Pastor/Elder, I've discovered the following reality: the sheep won't go where the shepherd doesn't lead. Another way of saying that is the body goes where the head goes. I realize, this may come across as harsh, and you may be thinking, "hold on there, I talk about the Great Commission and encourage my people to share the Gospel, but unfortunately, a lot of them don't listen".

Let me encourage you to adopt the "lead those who follow your lead mentality". The old saying "you can lead a horse to water, but you can't make him/her drink", is true. Also, adopt Joshua's mentality: "*As for me and my house we will serve the Lord*" (Josh. 24:15). You lead by example, and lead those who follow your lead, and let the chips fall where they may. Our job is to feed the hungry, and encourage the disobedient.

The 3 D's of Success

As a former athlete and coach, I learned that if I was going to be successful I needed 3 things: desire, discipline, and drive. The same is true with following Jesus. If someone does not have a desire to follow Jesus you can't do anything for them except love and pray for them, and do what you are called to do. As a coach, I was able to take those who had a desire and teach them discipline, and instill in them the importance of being driven. Since they had the desire, the discipline and drive became a part of the culture that grew because they saw the benefits of it as they put these things into practice.

The same is true for followers of Jesus. One of the most important parts of the Reach 3-2-1 training was always the field training. After we finished the in-class training, I would take the participants out to the streets to talk to people about Jesus. Every time without fail, the participants saw that people were receptive, willing to talk about God, and that God worked in their conversations.

This does not mean that people placed their faith in Jesus on the spot, although that does happen. What it means is that people are willing to have God conversations and that the Reach 3-2-1 approach works. It works because of the way we approach people; not so much what we say, but how we say it, and how we approach them.

Before I get into how we approach people, let me explain some very important things that lead up to followers of Jesus wanting to have God conversations with people. First, they need to understand that making disciples is not a suggestion, but a command God gave to every follower of Jesus which includes the leaders (Pastors/Elders). Second, most followers of Jesus, need to hear it and see it, before they catch it.

God's 2 Great Mandates

Another thing that gets in the way of being about the King's business is busyness and being out of alignment with God. The American churches are typically overworked and focused on too many good things that take their focus off the main things – the Great Commandment and the Great Commission. I refer to these as “God's 2 Great Mandates”.

We know that the Great Commandment is the most important commandment as Jesus pointed out to the person who asked Him what the most important commandment was (Mt. 22:36-40). In our busyness and desire to feed the sheep, we get distracted and out of alignment and off-track easily and unintentionally because we fail to focus on the main things which are the 2 Great Mandates.

In our busyness and misalignment, we fail to connect the dots, and our people miss that everything we do is connected back to the Great Commandment, and by default the Great Commission. In saying, “by default”, I mean that many have failed to realize, that the Great Commission is a byproduct of the Great Commandment. They are opposite sides of the same coin.

The Great Commission is a byproduct of the Great Commandment because telling others about Jesus is the greatest act of love toward others and toward God. Since God displayed His love toward us by sending Jesus to die for our sins and for our reconciliation (Jn 3:16), then telling others about this love is the most loving thing we can do for God and others. It is the King's business.

As leaders, we must make sure our people understand the nature of the Lordship of Jesus, the priesthood of the believers⁸, the current and future kingdom of Jesus, and the Kings “2 Great Mandates”. The reality is, that the King has left, and has left us here to advance His Kingdom before He returns. We all do this by being disciple-makers that make disciples who make disciples.... This is the reason for having a reproducible systematic evangelism and discipleship plan like the Reach Discipleship System.

Often, we think that if we say something too many times people will tune us out or get bored with the same old stuff, but we would be wrong. As a coach, I would do what all good coaches do, repetition, repetition, repetition... We would practice the foundational skills to run the main plays so that it would become second nature and the culture of the team.

The key was to install the fundamentals into everything we did no matter what we did. We would do new things, but the old things (fundamentals) always accompanied the new things (drills). The same is true in preaching and teaching. We must always connect the old things (2 Great Mandates) to the news things (the rest of God’s Word).

IV. Changing the Culture - The reason for the Reach Initiative

To fix the Great Commission Crisis we have to change the culture in the church by being PRO (Prepared, Ready, & Obedient) Christians. This takes time, intentionality, and consistency.

The first step in fixing a problem is to realize that we have a problem. Once we acknowledge the problem, we need to deal with the problem.

Step 1 – Acknowledge the Problem. Confess it, speak to it, and write about it. Acknowledge it from the pulpit; write about it in all your written resources. Keep the need and solution always before the team (out of sight, out of mind).

Step 2 – Provide a plan to resolve the problem. This is what the Reach 3-2-1 and other Reach Discipleship Resources provide. We provide the systematic intentional game plan. As a coach, your job is to invest the time, effort,

⁸ <https://www.thegospelcoalition.org/essay/the-priesthood-of-all-believers/>

and consistency it will take to change the complacent disobedient culture of the church, into a kingdom-minded disciple-making culture⁹.

Changing the culture in the church is just like taking a losing team and turning it into a winning team. Therefore, commit to doing what it's going to take to change the culture in your church.

Step 3 – Implement the Plan

Step 4 – Celebrate the Victories and Learn from the Losses

Step 5 – Stay the Course.

V. The Plan – The Reach Initiative

“The Reach Initiative” is a procedure and a process.

The Procedure

The procedure (Reach Initiative) deals with corporate aspect of reaching your community with the love and Gospel of Jesus.

As a leader, our job is to rally the troops, call the team to action, and cast the vision. This primarily begins from the pulpit. As you stand before your congregation you need to authoritatively and passionately lay out the command and vision of God's Great Commission to make disciples and God's command to love Him and people.

The corporate aspect of the Reach Initiative is like the team aspect of a sport. Individually, an athlete works on the skills that enable them to work as a team. The coach then takes the athletes that worked individually and brings them together to accomplish the goal of the team, which is to win.

Likewise, the goal of a local church is to reach their local community with the love of God and the Gospel of Jesus to make kingdom minded disciples. As individual

⁹ See *The Kingdom Unleashed...* <https://www.amazon.com/Kingdom-Unleashed-1st-Century-Transforming-Thousands/dp/1732239908> for additional encouragement. Also, see <https://discipleship.org/bobbys-blog/why-is-the-culture-of-a-disciple-making-church-so-important/>

disciple-makers reach their circle of influence, they collectively accomplish the goal of reaching and discipling the community.

Therefore, as a leader, it's your privilege and responsibility to promote, lead, track and celebrate the progress of the team. The celebrations and transformed lives are what change the culture in the church and the community. Think about it; if the followers of Jesus are making disciples who lives are being transformed, and the new transformed followers of Jesus are testifying about the transformations, then Sunday becomes a time of celebration which is what Sunday should be about – a celebration of who God is, what He's done, what He's doing and what He's going to do. Sunday's would never be the same!

The process is making disciples who make disciples, who make disciples. This is one of the main businesses of the King's Church. The other is love.

In order for disciples to make disciples, they need to know what a disciple is and what a disciple does.

Step 1 was to “acknowledge the problem”. The problem is that we don't make disciples because many Churches don't have a disciple making culture that teaches how to make disciples. Therefore, as leaders we need to provide follower of Jesus a reproducible evangelism and discipleship system they can use to make disciples.

The Reach Discipleship System (RDS) is that system. In Part 3 of the Reach 3-2-1 resource we talk about the Reach Discipleship Resources known as “The Reach Jesus Journey”. These resources are what disciple-makers use to teach new believers.

The way disciple-makers learn to disciple new believers is to go through the same process they will take the new believers; therefore, taking the disciple-makers through the process helps create the culture and confidence in making disciples.

The Process

The process has a few variables. The variables depend on who your discipling. When beginning a new work (reaching an unreached or unidentified group) I start by inviting people to a “Discovery Group”. If I'm trying to reach my neighbors, I invite them to a “Discovery Bible Group” and start with the Reach Q&A resource.

The goal of the “Discovery Group” is to discover what the people I'm looking to reach and disciple know about God. Since many people have not been

systematically disciplined, the participants will range in what they know and don't know.

Another variable is the goal of the disciple maker. One of the main premises of the Reach 3-2-1 resource is to train disciple-makers how to reach their circle of influence with the Gospel. The reality is that this will most likely be a one-on-one encounter; which means the disciple-maker will be starting with the mentor process which also starts with the Reach Q&A resource that we talk about in Reach 3-2-1 Part 3.

Mentors & Mentoring

A quick word about the mentoring ministry: Having a church full of trained mentor/disciple-makers gives you a bullpen of people who can mentor new believers who come to faith outside of or because of the Reach Initiative. If new believers come to faith in Jesus and don't have a mentor, you will be able to match the new believers up with one of the many mentors you have at your church because of the Reach Initiative.

So regardless of the type of group (D2, D 3-4 or D-More), it starts with the "Reach Q & A" resource and moves into the "Foundation For Life" (FFL) resource. The direction the Jesus Journey goes from there will depend on whose going through it. If it's a new believer, they will follow the Jesus Journey numeric system. If it's a disciple-maker whose learning how to make disciples, then run them through "Reach 3-2-1", Part 1-3 after completing the FFL resource.

"The Life of Jesus – Harmony of the Gospels" and the "Following Jesus – The Book of Acts" resources are "Journey" and "Life" Group resources and the disciple-maker can go through these resources with their group without having to have gone through them previously.

The purpose for taking new believers through the Harmony of the Gospels is so they understand that the 4 Gospels tell one story, and by doing so they will get a complete understanding of the Gospel. This will also teach them how to deal with supposed contradictions in the Gospel accounts.

Once a disciple-maker has taken a group through the Reach Jesus Journey they will repeat it with the next person or group they disciple. Once a new believer finishes the Reach Jesus Journey, they will then be using it to disciple the people in their circle of influence, and teaching them to do the same. This is when the generational affect (into the 4th generation) is realized. The 4th generation affect is when the 4th person in your line is discipling people in their circle of influence.

Jesus Journey Variables

The depth of the Reach Jesus Journey will depend on the people and the discipleship group. Life Groups typically go slower because there are more people in them and therefore their Jesus Journey may take longer. It is also possible and probable that disciple-makers belong to more than one type of discipleship group. They can be in a Journey Group that's slowly working their way through one Jesus Journey resource while at the same time working through a different Jesus Journey resource as a part of a Life Group.

This may happen when a husband and wife are in a Life Group together and the husband or wife or both may be in a Journey Group with a few people of the same gender from their Life Group. Since there are no set rules on how this all plays out, this dual group scenario may play out differently and that's ok. Each person has to gage what's best for them.

Another reality about the Jesus Journey is that we are developing additional resources that will lengthen the journey. Again, time is not the issue, learning God's Word and learning how to be a disciple-maker is the focus of the Reach Discipleship System and the Reach Jesus Journey.

VI. The Great Commandment – Love God, Love People The Outreach Aspect of the Reach Initiative

Up to this point, we've been talking about the "tell and teach" aspect of the Reach Initiative known as the Great Commission. Equally important, is the love God and love others aspect of the Great Commandment. In reality, they are different side of the same coin. They are co-partners in God's economy, and one without the other is malpractice. They must take place together if we expect to be in alignment with God in reaching our communities with the love and Gospel of God.

The procedure for loving God and others and telling and teaching others takes place within the process, which flows out of the Journey and Life Groups because every Journey and Life Group should have an outreach component to them.

This outreach component is where the disciples reach out in love to meet the needs of those in their community.

The Outreach Component

The old saying, “*they don’t care how much we know, until they know how much we care*” is true. Jesus lived this out in His mission to seek and save the lost (Lk.19:10). Jesus’ model and method was to meet people’s needs because He loved them and wanted them to know that His Father loved them.

When Jesus was asked what the greatest commandment was, He said, “*Love the Lord your God with all your heart and with all your soul and with all your mind.’ This is the first and greatest commandment. And the second is like it: ‘Love your neighbor as yourself.’ All the Law and the Prophets hang on these two commandments.*” Matt 22:37-40

Love is the reason God sent Jesus, it’s the reason He sends us to make disciples, and it’s the foundation for outreach and sharing the Gospel. Therefore, it’s vital that we follow Jesus’ model and method in reaching our community with the Gospel.

The Kingdom Mind Set

Reaching our community with the love of God is a natural and vital part of the disciple-making process because it impacts the recipients as well as the providers of love. The outreach of love should naturally flow out of the discipleship group setting.

As followers of Jesus meet together in groups to love and encourage one another, they can also plan how to love and encourage those who don’t yet know the full extent of God’s love for them. If every follower of Jesus was in a discipleship group, and every discipleship group was continually active in outreach, then God’s church would have no problems reaching their community with the Gospel.

The author’s of “The Kingdom Unleashed...” share the story of how William Carey reached and displayed God’s love to the people of India by meeting needs and sharing the Gospel:

“The goal of Carey and the other missionaries was to comprehensively improve the lives of the Indian people. They worked to end social practices that destroyed

*lives; they brought science, technology, economic development, and education—the supplying of which they saw as flowing out of their Christian faith.*¹⁰”

Cary correctly understood that God cared for the whole person (physically, mentally, emotionally and spiritually) and so should we.

As each discipleship group thinks through how God has uniquely gifted them, and how they can meet needs of the people in their community on a regular basis, they bring the Gospel and love of God with them.

Here’s what it looks like: As followers of Jesus are doing the outreach, some of the team (2-3) are cultivating the relationship with the recipient(s) of the outreach by getting to know them by hearing their story and praying with them. At some point during the conversation, the followers of Jesus ask the recipient(s) about their spiritual background in an effort to see where the person is in their understanding about God. This will naturally lead into a Reach 3-2-1 conversation.

The Reach 3-2-1 training is designed so that every follower of Jesus is equipped to reach their circle of influence, as well as everyone God puts in our path. When every follower of Jesus is equipped to share the Gospel and is involved in regular (monthly) outreach we will begin to see our communities and churches transformed by the love and Spirit of God. This is known as the Kingdom of God among us.

The Reach Initiative that I’ve talked about is the Kingdom process and procedural mindset that God’s Word (New Testament) lays out regarding God’s 2 Great Mandates of loving Him and others by meeting needs and making disciples.

If we are going to fulfill God’s 2 Great Mandates, we (leaders) must equip the followers of Jesus to do the work of the ministry of making disciples that make disciples, that make disciples... It is for this reason; that I provide the Reach resources for free.

Together, we can change the culture of complacency and disobedience to a disciple making, Kingdom minded culture if we lead with purpose, plan, and procedures outlined in this resource.

¹⁰ Trousdale, Jerry. *The Kingdom Unleashed: How Jesus' 1st-Century Kingdom Values Are Transforming Thousands of Cultures and Awakenning His Church*. DMM Library. Kindle Edition. Chap. 2 – location 516-547.

VII. Additional Ways of Reaching Our Communities

Additional Aspects of the Reach Initiative

In addition to the equipping follower of Jesus to reach their circle of influence with the Gospel and discipling those who place their faith in Jesus as Savior and Lord, and meeting the needs of your community through regular outreaches of love, there are other important things we can all do the reach our communities.

These additional things would be prayer walking ministries and monthly community worship events.

Prayer Walking

Another important prayer ministry is prayer walking. I find that walking through the neighborhood I'm trying to reach is an extremely important aspect of the Reach Initiative. It allows us to pray for each residence directly, it allows us to visually see who we want God to draw.

One of the things we do when we prayer walk is to leave a note letting them know that we stopped by and prayed for them. This not only lets them know that they've been prayed for, it also allows us to let them know we care for them and allows us to connect them to additional information about the Church.

When it comes to prayer walk ministries there are different philosophies on knocking on doors vs. just praying and leaving information. I personally do not usually knock on doors for the simple reason that I myself do not like to be interrupted (sadly, this is an affluent American attitude).

It is also easier to get people to go prayer walking when they know they don't have to knock on doors. For people who do knock on doors, more power to you. I know that the Lord uses this approach to draw people to Him.

Divine Appointments

Prayer walking is also a great way for divine appointment to take place. As we prayer walk we are also prepared to pray with anyone God places in our path. This often leads to God conversations about Jesus and salvation. It is always amazing how God opens doors that would not have opened if we had not been out on the highways and byways of our communities.

Another powerful opportunity is stopping in local business (store fronts) and praying with employees and owners if they are available. The key to this type of outreach is to never disrupt the flow of business. We typically do this type of outreach during slow business times. Usually, people are sitting around bored and hoping for something to break up the boredom. I find that this is a great way of building relationships and most of the people really appreciate us stopping by to pray for them and the success of their business.

Once we've made the initial visit, we then have an open door to stop by to see how they are doing and if there is anything else we can be praying for them for. It is important to keep a prayer list so that we can continue to lift them up in prayer and if we do that, then when we stop back to check on them we can ask about specific things we've been praying for them for.

Regular Community Worship Events

In a skeptical and busy community it is vital that they see followers of Jesus joyfully and publically worshipping the God we are trying to introduce them to. These skeptic and busy people may not attend a worship service at your Church, but they are open to check out a party.

In my mind, that's exactly what worship is. It's a party where we celebrate who God is, what He's done, what He's doing, and what He's going to do. If we do it well, people can't help but be drawn to this type of celebration.

This type of celebration is also great for the followers of Jesus because they are encouraged. If we create regular public community worship events that include all followers of Jesus from all the churches in our community it encourages them and speaks volumes to everyone. It communicates and partially fulfills Jesus' John 17 prayer that we would be united.

Jesus specifically said: *"I in them and you in me. May they be brought to complete unity to let the world know that you sent me and have loved them even as you have loved me."* John 17:23

I believe that a divided community needs to see a united church and regular public worship gatherings are a great step to a united church.

Additional Note:

The Jesus Journey Resources are a prototype for a systematic approach to making disciples. If you have other resources for systematic disciple making, then use what you have and what works for you. The obvious benefit of the Reach Jesus Journey Resources is that they are free and are accessible to anyone (online), anywhere (there is internet) at anytime.

May God richly bless you lead the Lords Church in making disciples who make disciples...!

If you have any questions, suggestions or would like to speak to someone at [Reach Evangelistic Association](#) please e-mail us at reach.lmiq@gmail.com.