

We have been using the concert ministry as a platform of evangelism for 50+ years! Through this venue we have seen radical converts get saved and lock into our churches. Now, this is something that must be contended for. Concerts should have a flow of visitors, a flow of salvations, and a flow of lasting fruit!

Romans 10:17 So faith comes from hearing, and hearing through the word of Christ.

I MUSIC OUTREACH:

A- Using music as an outreach came about very early on in our fellowship!

1. **PWM** went to California with some disciples and saw "Coffee Houses" that featured coffee, Jesus Music and testimony.

a. When he saw it, he said "This would work in Prescott" and so began; The Door, The Arena, The Underground, One80...

This is where we get the term Door Director

B- Some would say, this is a dated outreach approach! It doesn't work like it used to in 1970...

1. And yet: The live concert industry is a \$20 Billion annual industry... Spotify has 761 million subscribers... Apple Music has 108 million PAID subscribers... People still like music! People enjoy live music.

a. Instagram and Tik Tok has revolutionized "house concerts" ... Artists promote themselves and turn living rooms, backyards, barns or literally any space into a Live Concert!

2. So what was the difference? Converts were playing what was captivating to their target audience.

a. Jesus music had a current & relevant sound. Coffee houses had a *come as you are* invitation vibe-

i. Eden (Ron Burrell) was already playing gigs, had record deals, reaching a young audience... Then they got saved!

ii Eden was our *Love Song* of Chuck Smith (the calvary chapel house band)

3. Today we can target audiences, we can target a sound or vibe and utilize the current sound to our advantage.

a. This is still a valid outreach approach. *But is it relevant to the listener.* **Q:** What is relevant to the desired audience?

i. In our band LRR (16-20) we had a sound that was attractive to young people, and we had influences to a wider audience

II CONCERT CONVERTS:

A- What made the biggest difference (then and in my own experience) was the **content** of the music, testimonies, drama, and videos... The content of the **Gospel!**

a. **Romans 10:17** So faith comes from hearing, and hearing through the word of Christ.

1. It was unashamedly JESUS! Converts that were saved by grace, and wanted to boldly declare it!

a. *During this time it wasn't just a "fellowship" thing... Christian churches all across the USA were doing this-

i. Coffee houses were springing up all across the US... Converts winning converts!

2. Those involved were openly Christian, openly direct about how Jesus saved and changed them-

a. The language of the music and testimonies and preaching connected with unbelievers.

B- That is a Holy Ghost dimension. We need a Holy Ghost dimension.

1. Paul Campo: Got saved at a concert. He as a musician loved the music, then when someone testified he said the Holy Spirit came upon him and he was ready to get saved!

a. Linda Campo: Went to a church service, seeing the dramatic change in Paul... Ron Burrell was preaching a revival... He played a cover song by the beetles and Linda was offended! But by the end of the night she was weeping at the altar!

2. This is something we need, that every concert would have a supernatural dimension on every part of the night!

a. **Psalms 127:1** Unless the LORD builds a house, the work of the builders is wasted.

III CONTENDING FOR CONVERTS:

A- This is something to **contend** for!

1. To Contend simply means to focus- Focused prayer, focused expectation, focused warfare: *evangelism, giving, fasting*

a. Its not the answer to complain to people or God... Its not the answer to criticize or blame-

i. **PG** would often ask us: WHAT ARE YOU GOING TO DO ABOUT IT?

2. Every weekend has to be viewed as its own battle- We can't be passive based on last week, or 50 years ago

a. Its an ongoing battle and warfare... Hell resists dominion and favor...

i. Part of that means you are contending through morning evangelism, you are contending in the prayer room-

ii Prayer slides, Ps Devon made that while on staff... let it prompt your prayer for your ministry!

b. Prayer is a fight, prayer is an act of faith, prayer drives the enemy back!

i. Gentlemen you need to carry the banner of prayer! Not a volume issue, but its also not a whisper-

ii **1 Cor 14:15** I will pray in the spirit, and I will also pray in words I understand. I will sing in the spirit, and I will also sing in words I understand.

3. It should be normal that the Holy Ghost fall on our concerts and get ahold of unsaved hearts!

a. It should be normal that they respond and come back, lock in, get involved!