

A common truth in churches: Entire groups of people in cities not reached – either because the church have no eyes to see them, or they have written them off because of struggles to reach them in the past.

I. THE REALITY OF SOCIAL GROUPS

A. We need to see the reality of social groups

1. We were made for relationships: We are social creatures - We want to be with other people
 - a. This is often in groups of people; Inter-connected relationships
2. **People join together by choice:**
 - a. The most common choice is family: Bible speaks of tribes & clans
 - b. Another common choice is race or language: Tower of Babel separated people into racial groups
 1. People of a certain nationality often live in the same area/ethnic markets/stores
 - a. *They understand each other – they're on the same page in many ways*
 - c. People join together by common interest: Hobbies/sports teams
 1. *In US there are over 14,000 members of Airstream Travel Trailer clubs!*
3. **People join together by circumstances:**
 - a. *Job/school/clubs/sports teams; Perhaps joining with people we otherwise would not join with*

B. These social groupings bring connections

1. They naturally know or are on the same wave-length as other members of the same social group
2. These connections bring influence
 - a. These people see one another & speak to other members of the same group

II. IMPACTING SOCIAL GROUPS

A. God's will is that we impact people groups (not just individuals)

1. **We must identify social groups:**
 - a. *John 4:35 lift up your eyes and look at the fields, for they are already white for harvest!*
 1. It had never occurred to them to reach out to Samaritans
2. **We must pray for social groups:**
 - a. *Matthew 9:38 Therefore pray the Lord of the harvest to send out laborers into His harvest."*
 1. Any open door/breakthrough in a social group is always preceded by people praying for them
3. **We must target social groups:**
 - a. Outreach: Dream up ways to attract or locate people to share the Gospel with
 1. Jesus goes to a well in Samaria: that's where he knew Samaritans would be!

III. KEY CONVERTS

A. John 4: shows the reality of key converts

1. People that are the key to unlocking entire groups of people
 - a. *John 4:28-30 The woman then left her waterpot, went her way into the city, and said to the men, "Come, see a Man who told me all things that I ever did. Could this be the Christ?" Then they went out of the city and came to Him.*
 - b. *John 4:39 And many of the Samaritans of that city believed in Him because of the word of the woman who testified, "He told me all that I ever did."*
2. Other Bible examples: Demoniac of the Gadarenes – 10 cities!
 - a. Cornelius: Entire family/new race of people opened by him
3. This is usually the way social groups are impacted: By one of their own!
 - a. God gives 1 key convert supernaturally – and they are able to relate/reach their own
4. *Who know what key convert God would give you if you saw/prayed/targeted social groups?*