FIVE SESSIONS · FOR HOSTS

Solving The Evangelism Gap

Facilitator Guide

Five sessions on how coordinated generosity can close the evangelism gap.

FEATURING JOHN MAXWELL, SEAN DUNN, GILDA BASAVE, HENRY KAESTNER, JUSTIN FORMAN, AND MORE

SOLVING THE WORLD'S GREATEST PROBLEMS

SOLVING.ORG

You're here because something about the evangelism gap won't leave you alone.

Maybe it was a documentary. A headline. A number that lodged somewhere and never dissolved. Maybe it's closer than that—someone you know, something you saw, a story you've never fully told. Whatever brought you here, it started with caring. And caring is where every real solution begins.

What comes next is the harder question, and it's the one we're going to work through together: how do we best engage in the fight, and where do we hit so it actually breaks?

Over five sessions we're going to look at this problem as a whole—the culture, the strategy, the technology, and the people already closing it, and find where our generosity does the most to close this gap.

The Reality

5.5 billion

people on this earth do not know Jesus. That means over half of the world's population alive today has never had a clear, compelling presentation of who He is and what He offers.

But this isn't a resource problem. The Church has more capital, more talent, more technology, and more reach than at any point in its two-thousand-year history. We have the message. We have the means.

That is not a failure of heart. Some of the most faithful people alive are working to solve this problem. They're reaching people on the screens they never put down, training leaders in over 100 countries, calling the Church back to a theology of stewardship. They are faithful, and they are necessary.

> ***But without a shared way to measure what's actually working, capital scatters, and good intentions multiply effort without multiplying impact.***

So what's actually missing?

Two things that belong together. The first is the **how**—capital willing to go upstream and fund the ministries that combine faithfulness with measurable, scalable results, before reach is ever left to chance. The second is the **who**—givers who can recognize a working strategy, back it with conviction, and stop giving alone.

Ministries going upstream. Givers backing them at scale. Put those two together and this begins to look like a problem that can actually be solved. That's what this course exists to do.

ONE THING BEFORE YOU BEGIN

Before anything else, thank you for saying yes to this.

You're a host, you don't need to be an expert. You don't need to know all the answers, and you'll never be asked to defend a theology of evangelism or explain how a donor-advised fund works. What we're asking is simpler: press play, and be willing to facilitate the conversation that follows.

Let the hard questions sit. Wrestle through them with your group rather than for them.

Because you said yes, a group of people is going to gather around a problem most of the world would rather look away from. You're the reason that community exists at all.

Let's wrestle through it together.

01 SESSION

Giving Better

Is My Giving Effective?

RUNTIME · 17 MIN

THESIS

With 1.8 million nonprofits in the U.S. alone, caring is no longer the bottleneck. Coordination is.

Coordinated capital doesn't just go further, it goes sooner. A fund with committed dollars and standing diligence can move in weeks on something an individual donor could still be researching a year from now. In wartime, that gap makes all of the difference.

FRAME IT BEFORE YOU PRESS PLAY (45 SECONDS)

Tonight isn't about making you feel bad about your giving. It's about a question most of us have never been asked: who are you giving with? Everything else follows from that.

OPENING QUESTION · EVERYONE ANSWERS

Tell us about the first core giving memory. The first one you remember.

This does more work than it looks like. It surfaces formation, family, and church history, and it sets the norm that people talk about money here. Answer it first yourself, and go one level deeper than feels comfortable, whatever you model is the ceiling for the next five weeks.

OBSERVE

1. Henry compares most giving today to stock-picking before mutual funds existed: isolated bets, no shared diligence. Where do you see yourself in that comparison?
2. Justin says he misses the offering plate. What areas for discipleship did we lose when giving became a monthly auto-draft, if anything?

WRESTLE

1. Justin frames this as wartime. Peacetime giving is careful, deliberate, spread evenly. Wartime giving is concentrated, urgent, and costs something. Which one describes your last twelve months—honestly?
2. Who do you make investment decisions with—an advisor, a partner, a committee, a spouse? Now answer the same question about your giving.

   (The asymmetry does the teaching. Let it sit.)
3. What would have to be true for you to give a significant amount to something you didn't personally choose, vetted by people you trust?

   (This is the whole model, and the resistance to it is real.)

APPLY

1. Name one place your giving is scattered right now. Not wrong, scattered. What is it costing?

THIS WEEK

Ask two people in your life what they give to and why. Just listen. Bring back one thing that surprised you.

WATCH FOR

The room will want to defend its current giving. Let them. Don't argue scattered vs. coordinated, the next four sessions continue to pose questions around giving strategy.

Expect money questions tonight. Use the answers on page one, keep them short, and point to Session 3. "That's exactly what week three is. Write the question down and hold me to it."

AT THE END OF EACH EPISODE:

MOMENT OF INTENT

If you're ready to give to the fund and join the community closing the evangelism gap, you don't have to wait until the end of the course.

We built a giving portfolio tool to help you and your family think through your generosity, a framework for putting it behind the world's greatest problems.

Scan to take your first step.

02 SESSION

The Problem Worth Attacking

Awakening

RUNTIME · 16 MIN

EVANGELISM CULTURAL PIECE, WITH A FILMED JOHN MAXWELL INTRODUCTION

THESIS

Skepticism is rising in some corners, and cultural familiarity with the gospel is fading in ways that would have been unimaginable a generation ago. At the very same time, people are searching for meaning, truth, and belonging like never before, and the digital age has cracked open conversations that used to be impossible to start.

WHY THE RESULT IS AWAKENING

Session 1 established the problem in numbers. This session makes sure the room feels it as a cultural moment, not just a statistic. You can't back a strategy for reaching people you don't yet believe are reachable—and the room needs to see both the discouraging half of the culture and the hopeful half before either strategy or capital will move.

FRAME IT (45 SECONDS)

Watch for the moment the cultural piece stops describing "the world out there" and starts describing your own street, your own kids, your own group chat. That's the moment this session is built for.

OPENING QUESTION

Where in your own life have you seen the difference between fixing a symptom and fixing the root cause?

OBSERVE

1. Henry names four specific commitments this fund makes: data on every dollar, stories from the field, transparency on overhead, and independent diligence. Which one matters most to you? Which one would you actually check?

WRESTLE

1. John Maxwell calls this "wind at our back"—not something we manufactured, something God is already doing, and our job is just to move with it. Have you actually noticed faith surfacing in unlikely places, or does that feel like a story someone's telling you?
2. Maxwell refuses to let the room celebrate and sit down—he holds "wind at our back" and billions still waiting in the same breath. Which one is easier for you to feel at the same time, the hope or the urgency? Can you actually hold both?
3. "Wind doesn't move a ship that refuses to raise its sail." What's the sail in your own life right now—the thing you'd actually have to raise for this to change anything about how you give?

APPLY

1. If your giving moved one step upstream this year—from reacting to a need toward funding the strategy behind it—what would actually change about where the money goes?

THIS WEEK

Watch how you personally respond the next time faith comes up somewhere you didn't expect it—a podcast, a comment section, a conversation at work. Notice the impulse to disengage or lean in.

WATCH FOR

Someone may hear this as marketing applied to the gospel. Name it before they do: "This isn't about manufacturing interest. People are already searching. The question is whether anyone faithful shows up where they're looking." Session 3 answers that directly with numbers.

03 SESSION

Giving to What's Working

Proof

RUNTIME · 15 MIN

GROUNDWIRE, WITH A FILMED JOHN MAXWELL INTRODUCTION

THESIS

You are not being asked to fund a hope. You're being asked to back a track record. Groundwire built a strategy of "gospel interruptions"—meeting people in moments of hurt and searching on the platforms they never put down—and has produced 3.2 million professions of faith in the first half of 2026. That is a documented, verifiable result, and it's the standard for what this fund backs.

WHY THE RESULT IS PROOF

Two things have to be true before anyone gives seriously. The strategy has to work—Groundwire is the evidence. And the giver has to be able to see that it worked—which is what the data, the field reports, and the independent diligence are for. Proof is the product of both halves.

READ THIS BEFORE YOU HOST TONIGHT

This is the session your room has been waiting for since week one, and the one where a new facilitator is most likely to get pulled past the edge of what they know. Two rules: everything you need is in the session itself, so let the screen answer rather than you. And when you hit the limit—"I don't know how that's structured, but that's a fair question and I'll get you an answer." Then actually get it.

OPENING QUESTION

Have you ever given to something and never found out what happened? Tell us about it.

Expect a beat of embarrassment, then a flood. Almost everyone has this story.

OBSERVE

1. Four commitments were named: data, stories from the field, transparency on overhead, and independent diligence. Which one matters most to you? Which one would you actually check?
2. Groundwire's win is documented and verifiable—3.2 million professions of faith in the first half of 2026. Why does it matter, not just for the people reached, but for everyone else still in this fight?

WRESTLE

1. Would you fund a fight you didn't believe could be won? Most of us have—repeatedly. What changes when you see a win first?
2. You apply real rigor to your business and investment decisions. Most of us apply almost none to our giving. Why is that?

   (Central question of the session. Give it room.)
3. Partners. Peers. Fellow givers. What does a peer give you that a quarterly newsletter never will? And who—name someone—could ask you a hard question about your generosity and have it land well?

APPLY

1. Name one standard you'd apply to a business or investment decision that you've never applied to a giving decision. What would it look like to start using it?

THIS WEEK

You named a standard tonight that you've never brought to your giving. Before you use it, sit with where it came from, what it cost you to learn, and what it's protected you from since. Then the harder question: why did it never occur to you to bring it here?

WATCH FOR

This is the session where the trust question gets settled or doesn't. If someone in the room is genuinely skeptical, that person is a gift. Slow down and let them ask everything. The room needs to see the question survive daylight—and you do not have to win the argument for that to happen.

One caution in the other direction: "back what's working" can tip into "only fund the safe bet." Don't let the room land there—Session 4 shows an entirely different kind of reach, built through relationships and leadership instead of screens.

04 SESSION

Changing the System

Scale

RUNTIME · 16 MIN EQUIP

THESIS

You can reach one person at a time, or you can train the leader that person already trusts. EQUIP was founded by John Maxwell in 1996 on the conviction that leadership development and evangelism belong together, and has trained millions of leaders across three decades, in over 100 countries.

WHY THE RESULT IS SCALE

Last week was about a strategy that reaches people through a screen, one interruption at a time. This week is the necessary counterweight—reach that multiplies through people instead of platforms. Leaders training leaders is what patient capital buys that a single campaign never will.

FRAME IT (45 SECONDS)

Last week we watched someone reach a stranger in crisis, one interruption at a time. Tonight we watch someone reach a room most ministries can never get into at all—and that's a different kind of investment entirely.

OPENING QUESTION

What's one change you made a single time that improved a process and made it easier every time since?

Think small and concrete: a standing weekly meeting that killed a hundred email threads. Automating the bill you kept forgetting. A hook by the door so nobody loses keys again. Finally hiring someone to do the thing you kept doing badly.

OBSERVE

1. Before tonight, did you know a ministry like this existed—built specifically to reach leaders inside rooms that are normally closed to outside ministry? What did you assume those rooms were like?
2. EQUIP's participants become facilitators for the next group, multiplying reach as the work grows. What's the difference between reaching a person and reaching a network?

WRESTLE

1. Leverage means asking, "where does one dollar move the most?" Some find that language cold when we're talking about human beings. Is it? Or is refusing to think that way its own kind of failure?
2. Every portfolio you've built has both: reach at scale through content, and reach through relationships that took decades to build. How do you decide what share of your giving goes to each? Which one is harder for you to write the check for?

APPLY

1. Be honest—on your own, would you ever have found EQUIP? Developed a leadership-development model operating in over 100 countries? Stayed with it for years? Giving through the fund means you never have to choose between reach at scale and reach through relationships, because the portfolio holds both and someone does that work full time. What does handing that decision off free you up to do?

WATCH FOR

You are not expected to know anything about EQUIP's country-by-country training model beyond the one line in the fact table. If the room goes deep on strategy, hand it back to them: "Anyone here work anywhere near this?" Somebody usually does.

Some rooms get political here—government, leadership, influence. Redirect once, kindly: "Set the politics down for a second. The question on the table is just whether the leaders shaping culture ever get a real, trusted chance to hear the gospel."

05 SESSION

Giving Together

Multiplication

RUNTIME · 22 MIN

RICHARD GARNETT, WITH A FILMED CASEY CRAWFORD INTRODUCTION

THESIS

The boy in John 6 didn't give a portion. He gave his lunch, all that he had, and stepped back. The late Richard Garnett didn't just give from the outside of his resources—he spent his life calling Christians to be rich toward God rather than rich toward barns.

WHY THE RESULT IS MULTIPLICATION

Every other result in this course is something your gift produces. This one is something God does with it. Five loaves feed a boy. Handed over, they feed five thousand—and the math is unmistakably His, not the boy's. Multiplication is also the practical close: participant becomes host, one room becomes ten.

FRAME IT (45 SECONDS)

Four sessions have been about the problem and the proof. Tonight is about you. Don't leave without answering the question.

OPENING QUESTION

Where in your life do you feel most compartmentalized—business over here, faith over there?

OBSERVE

1. Casey opens with the parable of the rich fool—full barns, a longer life assumed, and a soul required that same night. What was actually wrong with what the man in that story did? It wasn't having wealth—what was it?
2. Richard Garnett made it his life's work to call Christians toward being rich toward God rather than rich toward barns. Who models that for you?

WRESTLE

1. The boy handed over everything and then stepped back—no recognition, no control. Which is harder for you: the handing over, or the stepping back?
2. Five weeks ago most of you were strangers with separate giving plans. What becomes possible in this fight if the people in this room go at it together, that isn't possible if we each go alone?

   (Don't answer it for them. This is the question the whole course was built to hand over.)

APPLY

1. Complete the sentence, out loud, to this room: "My next step is _____, by _____." A date. Not "soon."
2. How can we hold each other accountable?

   Answer this one yourself too, and go last. Five weeks ago you told them you were deciding alongside them—this is where that promise comes due.

Read John 6 aloud. Then:

“We started five weeks ago talking about scattered generosity. Here's where we've landed: coordinated generosity. Not because togetherness is nicer—because it's the only thing that has ever moved a problem this size.

Give—the QR code takes two minutes. Tell someone—bring them into what you just experienced. And when you're ready, lead it. That move, from participant to leader, is where the multiplication happens. It's how this problem actually gets solved.

Come join the fight. Find your people. Let's go.”

SCAN TO GIVE

Within 72 hours, text each person one line.

What you saw in them, and one specific next step they named. That text is the difference between a good five weeks and a changed year.

Then look at your own room. You just did the thing you thought you weren't qualified to do—five weeks ago you had never hosted this. Somebody in that circle is now exactly where you were, thinking they couldn't lead it either.

> ***Tell them what you know now: you don't have to be an expert. You have to open a door.***