

EXECUTIVE SUMMARY

The evangelism dynamics in Kenya have changed tremendously with civilization in the information technology era, further complicated by emergence cults and some churches whose reconciliatory message differs with the biblical doctrines. Like all mainstream churches, the Methodist Church in Kenya is faced with a grave challenge of reaching out and retaining members, a situation that limits its potential for societal transformation towards godly purposeful living. This project discusses the importance of developing a strategic plan for the Methodist Church in Kenya in its endeavors for evangelism.

The Methodist Church in Kenya was planted by both European Missionaries and African converts in 1862 in Mombasa. Over the years, the church has a following from across the country with members in each of the eight provinces. However, for many years its influence has remained largely at the Coast, Nairobi and Meru regions. During this time the Church has also made enormous contribution to the social-economic development of the country in education, health, governance and community service. Essentially, MCK has been involved in all areas of human development.

Regionally, the Methodist church is now in Kenya, Uganda and Tanzania but there is minimal impact at the grassroots level despite such contribution to society. To this end, the main goal of the Methodist church in Kenya is to marshal up resources to facilitate the spread of the Gospel of Jesus Christ with a clear purpose to expand the Christian outreach. Evidently, it has sufficient resources for skills development and facilitation for its ministers to adequately participate in the design and implementation of relevant activities for world evangelization. MCK has a fully fledged university, long serving ordained ministers, committed lay preachers and network of churches in each province; it only needs to position itself for the harvest. This cannot be realized without a realistic strategic plan for evangelism.

