

## Endorsements

“With sprightly, imaginative, creative experiences in formulating fundamental Lutheran insights for proclamation and practice, the authors call all Christians anew to the task of confessing their faith so that others may know Jesus Christ as their Lord and Savior.”

—Robert Kolb, Director, Institute for Mission Studies, Concordia Seminary, St. Louis

“For lay persons, pastors, and bishops who have prayed for a rebirth of a Lutheran witness that really matters without denying our rich theological heritage. . . . Read this book.”

—Mike Foss, Senior Pastor, Prince of Peace, Burnsville

“This book is a remarkable work of solid theological scholarship, evangelizing zeal, practical insight, and immediate applicability. . . . It is a model for how other ecclesial traditions might productively engage the challenge of the missional church’s vocation.”

—Darrell L. Guder, Professor of Missional and Ecumenical Theology, Princeton Theological Seminary

“Never let it be said that Lutherans lack a theology of mission and evangelism. This collection should end all doubt. . . . This book is confessionally sound, theologically astute, passionately wrought—and a lively and fresh blueprint for the evangelizing church.”

—Martha E. Stortz, Professor of Historical Theology and Ethics, Pacific Lutheran Theological Seminary

“What ELCA Pastors are saying: A wonderful tool for the mission of the church written from a biblical, missional, theological, Lutheran, and contextual perspective.”

—Khader El-Yateem, Salam Arabic Lutheran Church, Brooklyn, NY

“The discussion in this book comes at a crucial time. . . . Lutherans want to remain faithful to a God-centered approach to evangelizing, and [this book’s] presentation of the proclamation of the gospel is an emblem of this.”

—James M. Capers, Mission Develop, Indianapolis, IN

“Indispensable for everyone interested in the organic growth of the church.”

—Rayford J. Grady, Pastor, Lutheran Church of the Holy Spirit, Chicago, IL

“What ELCA Bishops are saying: The ELCA Evangelism Task Force longed to provoke our best thinkers to engage the issue of evangelical witness for our church. This book rises to that challenge.”

—Jon V. Anderson, Bishop, Southwestern Minnesota Synod, Evangelical Lutheran Church in America

“I have been praying that we as a denomination would reflect deeply about a Lutheran theology and practice of evangelizing. I thank God for this important contribution to the conversation about mission in the Lutheran Church.”

—Gary Wollersheim, Bishop, Northern Illinois Synod, Evangelical Lutheran Church in America, Chair of the ELCA Evangelism Task Force

“What Presidents of ELCA Seminaries are saying: This book is a strong and reforming proposal for a Church that needs fresh language for its mission. It is a must read for seminary faculty members, church leaders, and all the baptized.”

—Philip D. Krey, President, Lutheran Theological Seminary at Philadelphia

“These authors call for the resurrection of the evangelizing church. This Lutheran re-claiming of the Gospel’s mission imperative is just what we-and the world-need.”

—Duane H. Larson, President, Wartburg Theological Seminary

“What ELCA Theological Professors are saying: This carefully crafted and a welcoming book will generate enthusiasm not only among Lutherans but all those who cherish the Protestant heritage. . . . A sought-after volume at a time when the ELCA is engaging in an Evangelism Strategy.”

—H.S. Wilson, Professor of Mission and Cultures, Lutheran Theological Seminary at Philadelphia

“This timely and practical volume builds on the thesis that Lutherans have a critical contribution to make, but only if the church heeds the call of its own Confessions to become an evangelizing church.”

—William O. Avery, Professor of Stewardship and Parish Ministry, Lutheran Theological Seminary at Gettysburg

“Is there any unique contribution Lutheran theology can bring to an understanding of God’s call on the church in North America? Grounded in a Lutheran understanding of God’s action in Word and Sacrament, the authors answer ‘yes!’”

—Phillip Baker, Associate Professor of Missiology and Evangelism, Lutheran Theological Southern Seminary

*“The Evangelizing Church offers a thorough analysis of obstacles which Lutherans face in proclaiming and witnessing to the Gospel. It also presents helpful theological insights into the creation of an evangelizing church.”*

—Mark Thomsen, Visiting Professor of Mission, Lutheran School of Theology at Chicago

*“Serious scholars of mission theology analyze contemporary Lutheran practices in light of Lutheran theology. They offer clear guidance for re-rooting Lutheran practice in the fertile soil of a Lutheran confessional understanding.”*

—Tim Huffman, Professor of Christian Mission, Trinity Lutheran Seminary, Columbus, Ohio

*“If you: (a) couldn’t care less about reading another book on evangelism-tricks, trends, and techniques; (b) are interested in being evangelical without doing evangelism; and (c) believe that Lutherans have something to offer to this conversation; then look no farther than this book.”*

—Nathan C. P. Frambach, Professor of Youth, Culture & Mission, Wartburg Theological Seminary

*“This book offers an interesting variety of perspectives on Lutheran missionary and evangelistic approaches. It opens up a much-needed discussion.”*

—Frieder Ludwig, Assoc. Professor of Mission & World Christianity, Luther Seminary

*“This book issues a two-fold challenge: to recognize the essential evangelizing identity of the church that is grounded in the gospel of Jesus Christ; and to actually practice evangelizing in our pluralistic world in light of the confessional foundations in the Lutheran heritage.”*

—Winston D. Persaud, Professor of Systematic Theology, Wartburg Theological Seminary

*“This book calls for ‘the death of evangelism’ and ‘the resurrection of an evangelizing church culture.’ To my knowledge no other group of Lutheran church leaders have provided such a candid analysis and rich agenda.”*

—Patrick Keifert, Professor of Systematic Theology, Luther Seminary

*“It is not easy to develop a dialectic between the evangelizing vocation of the church and the theology of the cross. This book makes a uniquely Lutheran contribution to the evangelical vocation and challenge for the church.”*

—Charles Amjad-Ali, Professor of Justice and Christian Community & Christian-Muslim Relations, Luther Seminary

“What ELCA Churchwide Staff are saying: As Lutherans, we so often fail to grasp the rich and practical meaning of the word *evangelical*. This book helps us recapture and resurrect our imagination, vision, and truth-speaking about the good news.”

—Y. Franklin Ishida, Director for Leadership Development, ELCA Division for Global Mission

“Can Lutherans be evangelical? This book uses [justification by grace through faith] to substantiate the claim that evangelism as a program must die so that the priesthood of all believers can flourish through an evangelizing people.”

—Richard Magnus, Executive Director, Division for Outreach, Evangelical Lutheran Church in America

“Working as a community of leaders these scholars have written about a key question for Lutherans: ‘How do we go about the work of being evangelical?’ Anyone in whom that question burns will want to read this book.”

—Dave Daubert, Executive for Renewal of Congregations, ELCA Division for Outreach

“In this book we are called to a resurrection life, and it propels us to be a witnessing church-to be about the task of transforming, releasing, healing, and inspiring.”

—Kathryn Bradley-Love, Associate Director for Evangelism, Division for Congregation Ministries ELCA

“This provocative and challenging contribution offers fresh insights, valuable motivation, and new practices for communities of faith. This is a must read for seminary students, parish pastors, and congregational leaders.”

—Brent Dahlseng, Director for Evangelism & Prayer Ministries, Division for Congregational Ministries, ELCA

“One of my homiletics teachers taught that many good sermons tread the edge of heresy to let the gospel get through. Perhaps the same is true of good books. This book is observational theology, not abstract theory. I think the ideas will preach.”

—Stanley N. Olson, Executive Director, Division for Ministry, Evangelical Lutheran Church in America

“Many American Protestant leaders have observed that Lutheranism could make important contributions to the church if Lutherans would only tap their tradition’s theological resources and find their voice. This book sets that agenda.”

—Mark Wilhelm, Director for Ministry Leadership-Planning, Division for Ministry, ELCA

“Are evangelizing passion and wisdom something Lutheran congregations must simply import or outsource? These authors respond with a clear, unanimous ‘No’ and invite readers into identifying the mission resources—and imperatives!—in central Lutheran themes.”

—Jonathan Strandjord, Director for Theological Education, Division for Ministry, ELCA

“What the Gospel and Our Culture Network (GOCN) Participants are saying: Finally, a book that tasks seriously both a church’s confessional heritage and its missional identity! These authors take a hard and honest look at their Lutheran heritage and discover rich resources for ‘the resurrection of an evangelizing church culture.’”

—George Hunsberger, Professor of Congregational Mission, Western Theological Seminary, Holland, MI

“Cruising along with my own biases, I would not have sought out Lutherans for a word on evangelizing. I was not prepared for this invigorating encounter. These authors serve those of us who long for churches that see the world through God’s eyes in seeking to participate in the Holy Spirit’s ongoing missional initiatives.”

—Mark Lau Branson, Associate Professor of Practical Theology, Fuller Theological Seminary

“An excellent example of how missional church theology can be embraced from within a particular ecclesial tradition. The authors delve into historic confessions and Scripture to connect evangelizing with Word and Sacrament, as well as with a Christian community. May other church traditions follow their example!”

—Lois Barrett, Director, Great Plains Extension, Associated Mennonite Biblical Seminary