

## **Gospel Tracts: A Compilation of Helpful Tips. *Why, How, Where, Remember!, and Personal Tips***

### **Gospel Tracts**

It's been said that nothing costs less, goes farther, lasts longer, or presents the gospel better than a quality gospel tract. A tract, such as the Good News gospel tract, is to the point, relevant, captures our attention, contains the gospel of Christ, and takes us closer to saving faith. Powerful gospel tracts are an indispensable tool in the believer's tool belt! When you make tracts part of your gospel sharing habit, God will provide you many opportunities in your daily life to share them. Regardless of your spiritual maturity or experience in sharing the gospel, a tract is an indispensable tool.<sup>1</sup>

#### ***Why Use Gospel Tracts?***

- They can get inside homes and stay there until read.
- ...are willing to travel anywhere and willing to work overtime.
- ...can be read many times over.
- ...never lose their temper in presenting the gospel.
- ...never get discouraged.
- ...are an inexpensive way to share the gospel.
- ...can be used by the evangelist to completely read, summarize, or hand to someone.
- ...are a wonderful beginner's tool and a favorite of experienced evangelists.
- ...can be used as a platform by which to send people to more extensive material through web links, QR codes, emails, and phone numbers.

#### ***How Do I Develop an effective Tract Ministry?***

- Pray. You cannot win anyone to Christ, neither can a tract. Only the Holy Spirit can do that.
- Approach people with a loving smile. Make eye contact and smile!
- Use top-quality tracts. Invest in the best tracts available to make the most powerful presentation of the Gospel.
- Make every opportunity count. Never leave home without a tract and never miss a God-given opportunity to share.
- Distribute tracts each and every day. The Lord will abundantly bless your efforts by giving you the joy only God can.
- Tracts can provide an opening for us to share our faith. We can watch people's reaction as we give them tracts, and see if they are open to listening to spiritual things. I have had people light up with a smile and people have turned sour and have thrown them down in front of me. 95% of the time, people are very gracious and receive them with a smile.

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<sup>1</sup> The verbiage in this intro and paper has been adapted and is found online in many varying formats and sites. tractministry.com contains an example of this language and a quick Google search will yield many more sites using the similar language. The aim of this article was to compile information regarding gospel tracts and their distribution from current sources online in order to encourage and equip the Church and her saints. Material that I have added will be clearly noted throughout the paper.

- They can do the witnessing for us. If we are too timid to speak to people about the things of God, we can at least give them tracts.
- They speak to the individuals when they are ready. They don't read it until they want to.
- They can find their way into people's homes when we can't.
- They don't get into arguments; they just state their case.

### ***Where Can I Use Tracts?***

- Offer prayer before eating at a restaurant and leave a tract with a generous tip.<sup>2</sup>
- Hand out to customers at local fast food restaurants.
- Put on tables in post offices.
- Pass out on busy downtown street corners.
- Pass out at schools after dismissal.
- Hand tracts to the passengers on the elevators.
- Leave a tract next to the handrail on the escalator.
- Pass out to people waiting in line at the theater. (I once bought some nice cartoon "Star Wars" tracts and stood outside a theater on the opening night of the newest episode. We went through 100 tracts in about 10 minutes!)
- Pass out to customers waiting in line at restaurants.
- Pass out to downtown pedestrians.<sup>3</sup>
- Put in each box or bag of merchandise sold.
- Send to parents in birth announcements.
- Leave in phone booths.
- Leave on ATM machines.
- Leave in game rooms.
- Place under the car windshield wiper in parking lots.<sup>4</sup>
- Pass out door to door.
- Give to Flight Attendants, Cab Drivers, Truck Drivers.
- Put in Plane seat pockets, inside magazines, restrooms.
- Leave on sitting areas of shopping malls.
- Pass out at parades, festivals, and special events.
- Leave in city parks on benches, etc.
- Leave on Dressers for the Maid at Motels
- Hand out at stadium entrances, etc.
- Leave in Laundromats.
- Leave at funeral homes. (An adaptation of this...I preached a funeral message and used a tract in my illustration and offered them to people afterward. Had several people approach me later to receive a PTL.org tract.)
- Give to attendants at parking garages, etc.
- Leave in motel rooms (in the drawers, telephone book, etc.) (With a generous tip.)
- Put in magazines in waiting rooms.

<sup>2</sup> I have highlighted the methods that I currently use or have used.

<sup>3</sup> "One teenage girl spent 3 hours giving out 350 Gospel Tracts on Aucklands Queens Street today."  
<https://www.youtube.com/watch?v=mMAEs1VT58o>.

<sup>4</sup> I am not crazy about methods such as this one.

- Leave in beauty parlors. ( The lady who does my hair has a stack of gospel books that I left her. She promises to make them available to her customers when COVID restrictions lessen.)
- Hand out at zoos, picnic areas, beaches.
- Include in bills paid by mail.
- Hand to store employees, check-out clerks. (They generally receive them graciously. I've only had one or two people get upset with me.)
- Leave on waiting areas of hospitals. (Prior to his death, a mentor of mine took to visiting a chemo treatment center. He would visit with those in the waiting room, offer prayer, and share a full-sized *Good News for You!* booklet with them. [churchgrowthinternational.com](http://churchgrowthinternational.com))
- Leave in restrooms at restaurants, schools, airports, etc.<sup>5</sup>
- Leave in the bank where deposit slips are located.
- Give to hospital and nursing home patients.
- Leave in returned library books. (Use it as a bookmark and leave it there.)
- Leave on tables at flea markets, Swapmeets, etc.
- Leave on tables at the health club.
- Put in airport lounges, bus terminals, etc. (Bus terminal evangelism is great, especially in large cities. Often you get a new crowd of people every 15-20 minutes.)
- Leave on seats on the bus, cab, airplane, etc.
- Rent booths at county or local fairs. (VERY effective! Small-town county fairs will allow your church to have a booth. Be sure to ask what you can and cannot do prior to evangelizing.)
- Put in pockets of used clothing given away.
- Leave in dressing rooms of clothing stores.
- Put in sealed bottles in the ocean.
- Hand out at sporting events.
- Attempt to give them to Jehovah's Witnesses at their booths. (I have learned that they do not like/are not supposed to take Christian literature. I have gotten around this by talking to them for a little bit and offering to take some of their material if they take mine.)<sup>6</sup>
- The endless possibilities as the Holy Spirit leads you.<sup>7</sup>

### ***Remember! Helpful Hints to Follow***

- Remember that it is each believer's responsibility to go and evangelize (see Mat. 28:19-20; Mk. 16:15; Lk. 24:45-48; Acts 1:8; 2 Cor. 5:17-21; Phil. 2:16; 2 Tim. 4:5).
- Remember that by giving out a gospel tract, you are offering the greatest gift in the world. When we share the gospel we are offering dead people life; we are offering poor people riches; we are offering sick people healing; we are offering lost people eternal salvation.

<sup>5</sup> I do not leave them in restrooms. The "yuck" factor is too much for me. I see them in truck stop restrooms though.

<sup>6</sup> When I have convinced them to receive a tract, I generally share the gospel as I am handing it to them. This can be done very quickly and graciously.

<sup>7</sup> I adapted the list from various online sources. The highlighted portions indicate tactics I currently use, or have used in the past.

- Study the tracts first yourself before giving them out to others. This way you will know exactly what it says and you can refer to it when you talk to people. You may find some tracts to be offensive, biblically inaccurate, or poorly prepared/illustrated. Only use ones that are attractive, clear, and biblically accurate.
- Make a faithful commitment to give out at least so many tracts each week, each month and each year. You will be amazed by the joy the Lord gives you in your heart each time you pass out a tract to a stranger with a prayer.
- Always smile and be pleasant and polite. Remember that you are a complete stranger to the people you are approaching. Ask kindly, “May I share Good News with you by giving you this free booklet?” or “I have some Good News for You” or “May I give you something that has been a blessing in my life?” If they are busy, ask them to take it and read later at home.<sup>8</sup>
- ***Keep in mind that the goal is not merely to give out tracts, but to find opportunities to witness to people about the Lord Jesus Christ with the goal of leading them to salvation. Use the tracts to open the conversation, and when you find someone who is interested take the time to talk further with him and see if he or she is willing to meet again for further sharing of the Gospel.***
- Don’t ever get discouraged or upset if someone says something against Jesus and the Bible, or they mock you and what you are doing. “For the message of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God” (1 Cor. 1:18).<sup>9</sup> “Blessed are you when people insult you, persecute you and falsely say all kinds of evil against you because of me. Rejoice and be glad, because great is your reward in heaven, for in the same way they persecuted the prophets who were before you” (Matt 5:11-12). “Blessed are you when men hate you, when they exclude you and insult you and reject your name as evil, because of the Son of Man. Rejoice in that day and leap for joy, because great is your reward in heaven. For that is how their fathers treated the prophets” (Luke 6:22-23).
- Give gospel tracts to those who look like they might be interested as well as to those who do not. It may be the last and only opportunity to be saved for some people. We cannot look upon the hearts of men and we cannot know who God might be dealing with. Jesus commanded us to preach the gospel to every creature (Mark 16:15). “All who were appointed for eternal life believed” (Acts 13:48).
- Be cautious regarding children. If the tract is appropriate, ask their parents permission first.
- One of the most important things about tract distribution is faithfulness, persistency and prayer. Some may be thrown away but others may find them. We have met many people who first got interested in Christ by reading tracts that were given by their friends and street evangelists. This has happened many times. God wants faithful workers. Do not get discouraged if nothing seems to be happening. We must do this work by faith, not by

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<sup>8</sup> An easy way to get started giving away gospel tracts is prior to a major holiday. In the weeks before Christmas you might keep some themed tracts with you ([such as these](#)) and say, “Our church is giving these away this Christmas. Did you receive one yet? Merry Christmas!!” The beautiful covers of the Pocket Testament League Gospel of John are very attractive, it comes in several languages, has a gospel presentation in the front, and a QR code on the back to learn more about the Lord.

<sup>9</sup> Unless otherwise stated, all Bible references in this paper are to the New International Version, (Grand Rapids: Zondervan, 1984.).

sight. Keep your eyes on the Lord and trust Him to accomplish His will and to give fruit and just continue to give out the gospel. “Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously” (2 Cor. 9:6). “Now it is required that those who have been given a trust must prove faithful” (1 Cor. 4:2).

- Remember that our real enemy in gospel tract distribution is not people, but the devil. He is the god of this world who is blinding the minds of the unbelievers “The god of this age has blinded the minds of unbelievers, so that they cannot see the light of the gospel of the glory of Christ, who is the image of God” (2 Cor. 4:4). Thus we must have on the whole armor of God as we go about this important work “Put on the full armor of God so that you can take your stand against the devil’s schemes”(Eph. 6:11-12).
- Pray much before and after your tract distribution. Pray that God will open the spiritual eyes of the people so that they desire to know Him and that they will read and come to accepting Jesus Christ as their personal Savior and the Lord. Praise the Lord for the mission! “Pray also for me, that whenever I open my mouth, words may be given me so that I will fearlessly make known the mystery of the gospel” (Eph 6:19).
- Tracts can make an opening for us to share our faith. We can watch people's reaction as we give them a tract, and see if they are open to listen to spiritual things.
- They can do the witnessing for us. If we are too timid to speak to someone about the things of God, we can at least give them a tract, or leave it lying around so that someone will pick it up.
- They speak to the person when they are ready--i.e. they do not read it until they want to.
- They can find their way into people's homes when we cannot.
- They do not get into arguments. They just state their case.
- Dr. Oswald J. Smith said, "The only way to carry out the Great Commission will be by the means of the printed page." Billy Graham said, "Nothing surpasses a tract for sowing the seed of the Good News." The Apostle Paul said, “I might by any means save some.” I'm sure that if Paul had access to the printed page that we have access to, he would carry his convictions to the full. “When preaching and private talk are not available, you need to have a tract ready...Get good striking tracts, or none at all.<sup>10</sup> But a touching gospel tract may be the seed of eternal life. Therefore, do not go out without your tracts.” – Charles Spurgeon

### ***Personal Experience: Principles Toby Has Learned Through Tract Distribution***

- Gospel tracts are an extension of my personal evangelism ministry. For every one person I talk to, many more are able to read the gospel through a tract, or by visiting my evangelistic website that I include on each tract that I design.<sup>11</sup>

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<sup>10</sup> “None at all” for me include “Chick Tracts” and those that people print at home on their printer and fold, or those tearable business cards. Many believers use “Chick Tracts” and find them useful, but I do not care for their cartoons or presentation of the gospel. Take some time to learn why you like a tract as well as why you do not like a certain tract. We all have our preferences!

<sup>11</sup> Matt419.net and quidestveritas.net (“what is truth” in Latin from Pontus Pilate’s question in John 18:38) were developed by Toby DeHay to accompany tracts, social media posts, and other evangelism efforts. I utilize Google Voice as well as an option for people to talk directly to me regarding spiritual questions or issues. This free service

- Smiles work! People will take a gospel tract when you are genuinely smiling.
- Do not ask if the person would like a gospel tract. Nine times out of ten they will respond with a “no.” Instead say, “did you get one of these?” Natural curiosity as well as the tendency to take something that is being handed toward them are powerful tools. The smile works wonders too! When they ask what it is, tell them; “It’s a gospel tract. It contains the best news you will ever read! Do you have time for me to share with you?”
- If someone says no to the tract, smile and say “thank you, have a good day!” Most people are super gracious in their “no.” A few are not. In encountering these, I have found it best to thank them with a smile and turn my attention to someone else who may be available to receive a tract. Some people desire a negative interaction. It is not my desire to take time to argue with someone. It’s a poor witness to the negative person as well as those who may be watching.
- When tracting where there are large groups (campuses, festivals, and events), the first person in a group is the key person. If they receive a tract, almost everyone else will as well. The opposite is true. Give it a try!
- I do not use a “bait and switch” method. Generally when handing out many tracts in one location or walking around a large gathering I have a stack of tracts in one hand and many times my Bible in another. Most of the time people know that I am out sharing some type of religious message.
- Be ready!! I consider myself to be an introvert and at times, very shy and inward focused. Since I know this about myself, I purpose to “be ready” at all times with a gospel tract. This helps to take away the excuse I may have when I encounter someone that “I cannot share because there’s not enough time/I do not have anything to give them/my tongue is tied and I am embarrassed.” I do this by keeping tracts:
  - in my cars.
  - in a “Share Jesus Without Fear” New Testament that fits in my back pocket.
  - by the front door.
  - in my work bag.
  - in my overnight bag.
  - in my big church Bible (lost people visit church!).
  - in the inside of my winter coat pocket.
  - in several languages that are common to my area. (I was able to share a tract with a man from the Congo. I had a Swahli language tract with me because of the diversity that comes with our local university. He was impressed that I had literature in his language in my car!)
- Be an evangelistic encourager. When you begin encouraging others in their evangelism several things happen:
  - Both you and the one you are encouraging are blessed.
  - You may be able to disciple another evangelistically.
  - You may receive some discipleship and new techniques.
  - You learn that you are not alone in your anxiety regarding evangelism.
  - You are held accountable.

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forwards all calls to my cell phone and protects me and my personal phone number. When the caller ID reads, “Toby DeHay,” I know that the caller is from a gospel tract.

I hope you have found these tips on gospel tracts helpful! If you have any questions, I would love to chat with you. Please send me an email at [goodnewstoby@gmail.com](mailto:goodnewstoby@gmail.com).