This case study focuses on the relationship between communicator style and evangelism. It examines two research questions: Is there a relationship between communicator style and evangelism style?; and What factors affect choice of a particular evangelism style? Both survey and interview methods will be employed. Surveys will be administered to campus ministry leaders and student leaders at a mid-sized Midwestern university. Interviews will subsequently be conducted only with the campus ministry leaders. Norton’s (1978) Communicator Style Measure (CSM) will be used to measure communicator styles and Wiermann’s (1977) Communicative Competence Scale (CCS) will be used to measure communicator competence. Data will be analyzed to determine the relationship between communicator style and evangelism style, and to examine the factors affecting a person’s choice of particular evangelism style. Results will be used to help promote better communication between those who engage in evangelism and the people with whom they converse.