

HOW TO CONDUCT **A GO TELL CRUSADE**

Who Does the Work?

GO TELL Crusades, Inc. provides the technical support and the experience to give oversight to the Crusade process. Our staff has devised proven strategies and methods to accomplish the goal of reaching a community with the Gospel of our Lord Jesus Christ.

GO TELL CRUSADE PERSONNEL/TEAM

GO TELL Crusade personnel will give the local Crusade Team direction and financial oversight. They will work closely with all teams and facets of the Crusade and its leadership to maintain a cohesive and an effective organization. GO TELL Crusade personnel will be available on a daily basis via phone and email with regular trips planned to the Crusade area as necessary. Phone and/or web conferencing will be conducted regularly between the GO TELL staff and the Executive Team.

EXECUTIVE TEAM

The Executive Team is the policy-making body of the Crusade. It is comprised of the General Chairman, Co-Chairman, Secretary, Finance Chairman and GO TELL's Crusade Team. Additional co-chairmen and/or members-at-large may be selected as necessary. This group of leaders may be comprised of pastors, Christian business/community leaders, etc. They will provide oversight of the Crusade, mobilize the church community and raise necessary finances to meet budgetary obligations. All members are expected to attend regular meetings for updates which may continue for a six-to-10-month period.

Crusade General Chairman

Typically, a single individual will stand out as the General Chairman. Often this person is either one of the initial organizers/inviters or a key layperson who will be able to invest and devote a great amount of time and energy to assist with the Crusade process. This person should be highly respected in the Christian community – a person of vision and integrity who has a history of success in his/her home, church and business responsibilities. His/her role will be to work closely with the GO TELL Crusade Team to keep the Crusade effort on track each step of the way, often being the Crusade's eyes, ears, hands and feet. He/she will need to be a decision maker and have the ability to communicate with pastors and the public. He/she should have a history of success in moving large projects forward. This individual will preside at Executive Team and Crusade Team Chairmen sessions.

Co-Chairman

He or she should be totally committed to the Crusade effort and available to assist the General Chairman at all times. The Co-Chairman should have the ability to supervise and motivate the teams assigned to him/her by the Chairman and will represent and act on behalf of the General Chairman in his/her absence.

Finance Chairman

This person should be totally committed to the Crusade effort with a background in business or financial management. He or she will be the financial liaison to the community, involving fundraising with churches, corporations, foundations, local businesses and the private sector. The Finance Chairman should have the ability to manage and direct members of the Finance Team.

Secretary

This individual also should be totally committed to the Crusade effort and available to assist the Executive Team and GO TELL Crusade Team at all times. He or she must have strong organizational and administrative skills. This person is responsible for having all Crusade-related data typed into Excel spreadsheets/templates provided by GO TELL'S home office.

Crusade Team Chairmen

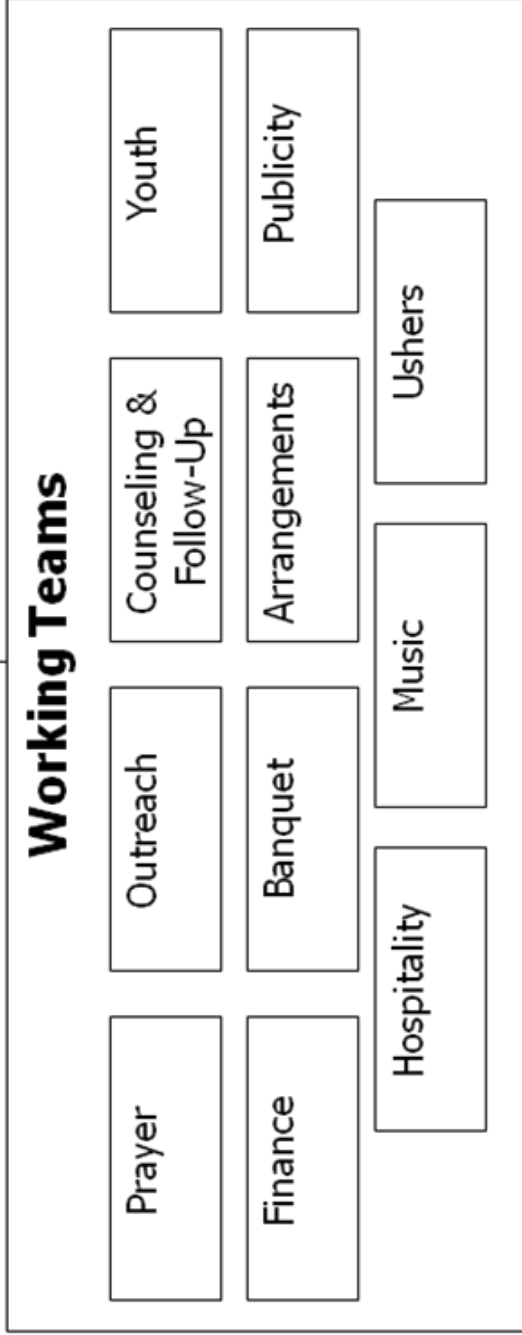
Team chairmen must be vitally interested in the success of the Crusade. They must understand they will be called upon to serve and lead dozens, possibly hundreds, on their teams. These chairmen must be aggressive, always positive and hard workers. This group may be comprised of laypersons, church leaders and pastors. They are selected by the Task Force from various churches to have hands-on control of specific aspects of the Crusade. These positions include: Arrangements, Banquet, Counseling and Follow-up, Finance, Hospitality, Music, Outreach, Prayer, Publicity, Ushers and Youth. The GO TELL Crusade Team will work closely with each of these persons to ensure they are well informed, trained and prepared for their roles.

Finance Team

This team should be comprised of several members who have a background in finance, accounting or business management to ensure the expertise necessary to perform financial management procedures. It also will provide the community with confidence that their financial resources will be handled in a professional manner. A few business and community leaders should be on the team to assist with community fundraising efforts. The Crusade budget should be secured no later than two weeks before the Crusade. Individuals with fundraising experience, who are well known in the community, will be a great asset in accomplishing this goal.

GO TELL Crusade Organizational Chart

Individuals are responsible for ownership and oversight of Crusade from a local perspective.



Individuals selected from the participating churches and the community to oversee specific areas of responsibility.