

GO TELL
AMERICA™
O U T R E A C H E V E N T S
WITH RICK GAGE

PREPARATION MANUAL

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HOW TO CONDUCT **A GO TELL AMERICA OUTREACH EVENT**

GO TELL Crusades, Inc. [an IRS 501(c)(3) nonprofit corporation] provides the technical support and experience to give oversight throughout the process. Our staff has developed proven strategies and methods to accomplish the goal of reaching a community with the Gospel of our Lord Jesus Christ.

GO TELL will partner with local leaders/volunteers to give direction and financial oversight for this outreach event. They will work closely with leadership and specific preparation teams to maintain a cohesive and an effective organization. GO TELL personnel will be available via phone and email, with regular trips planned to the area as necessary. Phone conferencing will be conducted regularly between the GO TELL staff and the Executive Team.

To begin the preparation process, the first step is the selection of the Task Force. These individuals will choose the event date and location. They also will select the members of the EXECUTIVE TEAM and the LEADERS for the preparation teams.

TASK FORCE

The Task Force is comprised of up to 12 people, including one who serves as Chairman. The individuals selected will be the keys to the success of the entire Crusade. Often those who serve on the Task Force also will be the best individuals to serve on the Executive Team or serve as a chairman on another Crusade Team.

Selects Leadership (Executive Team and Team Chairmen)

The Task Force will work together to fill each leadership position (see the Crusade Organizational Chart). Along with the Executive Team, these leadership/chairmen 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.

- Pray for God's wisdom and guidance in selecting those individuals who will best serve as the Crusade Leadership.

- Strive to select individuals with strong Christian character. Place them in positions which use their spiritual gifts and natural talents.
- Provide a copy of the applicable team section from the Preparation Manual to everyone who is asked to serve.
- Ensure those asked to serve have a clear understanding of their responsibilities and the commitment necessary before making their decision.
- Selection of all leadership positions should be completed within 30 days.

Selects Date

- Select a Crusade date. Make sure there are no conflicts with community or church events such as revivals, conferences, fairs, holidays, proms, ball games, etc.
- Make sure the date is available with GO TELL Crusades. Once the date has been determined, GO TELL will develop a tentative schedule of events leading up to the Crusade.

Selects Location/Venue

- Typically, Crusades are held on the home side of a local high school football stadium. GO TELL will help in the selection process to make certain of the suitability.
- *Recommended start time for the nightly crusade services is 7:00 p.m.*
- Determine an indoor alternative venue (if applicable) in the event of inclement weather.

Selects Name

- Choose a name that includes the area you are trying to reach but is short enough to be used in publicity material, i.e., Mid-America GO TELL Crusade or Southeast Georgia GO TELL Crusade. GO TELL should be a part of the name of the Crusade.

Plans Crusade Information Seminars

Each member of the Task Force should begin contacting other churches in their area to cast the Crusade vision and encourage them to become involved.

- These seminars will be conducted by GO TELL staff to inform pastors and lay leaders of the preparation process and answer any questions.

- They are held 6 to 8 months before the actual crusade date over 1 or 2 days with a video and Power Point presentation. (Please be certain the locations selected will have the means to show the media presentation.)

EXECUTIVE TEAM

The Executive Team is the leadership 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 and 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 6-to-9-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 can 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.

The Chairman will execute all contracts related to the Crusade. All contracts must be cosigned by GO TELL Crusades, Inc. personnel. Any insurance certificate requirements will be handled by the GO TELL home office.

Co-Chairman

He or she should be totally committed to the Crusade effort and available to assist the General Chairman as needed. 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

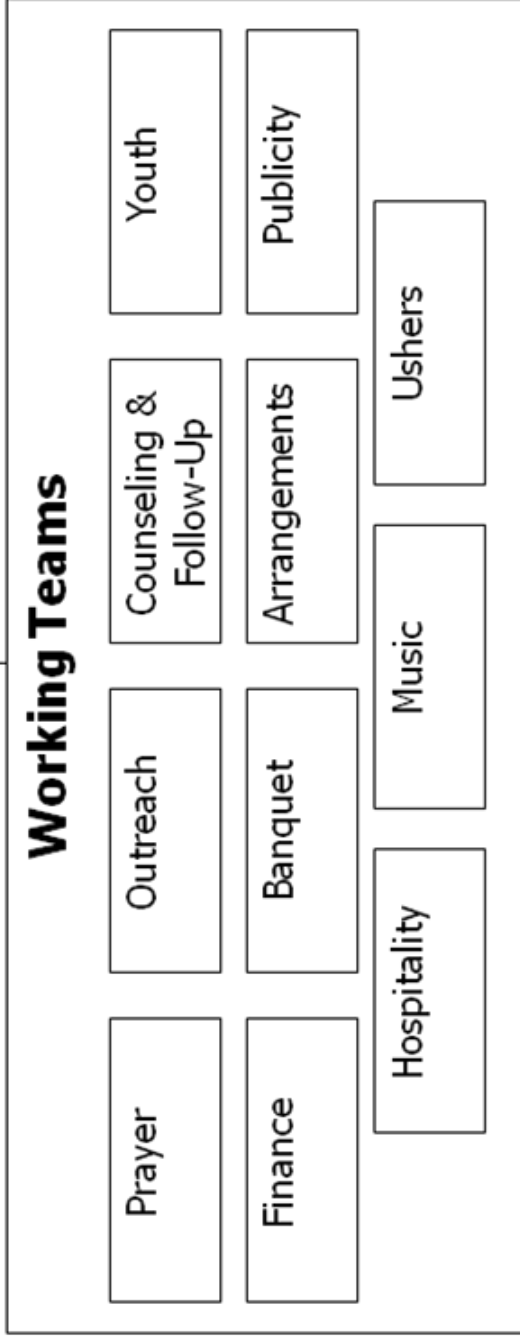
This individual also should be totally committed to the Crusade effort and available to assist the Executive Team and GO TELL Crusade Team as needed. He or she must have strong organizational and administrative skills. This person is responsible for having all Crusade-related data (donors and decisions)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

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.



Preparation Teams

ARRANGEMENTS TEAM

- **Venue Logistics** - The Arrangements Team will coordinate activities pursuant to the venue contract.
- **Event Production** - GO TELL Crusades, Inc. partners with a professional production company for sound, staging, lighting and video needs. Specifications will be provided for electrical and labor needs for the venue. Typically, a generator is needed for the production equipment. Power requirements are 75 KW. In addition, plywood is often requested to protect field areas. Volunteers will be needed for production load-in on the day before the Crusade week. Volunteers also will be needed for production load-out after the Crusade on the final evening (about 25 to 30 strong individuals).
- **Tables** - Approximately 20 tables (6 or 8 feet) are needed that will be used for counseling/usher materials and the GO TELL Resource area. If outside music groups participate, others may be needed.
- **Security** - Arrangements should be made for a reliable security entity to ensure the venue is secure during the services and overnight during the Crusade. **This provision is NOT OPTIONAL.**
- **Counseling Area** - The GO TELL Crusade Team or Counseling Chairman will determine the placement of chairs and the number of chairs needed. The chairs may be provided by local churches and/or rented from local companies. Chairs also should be placed at the GO TELL Resource Table.
- **First-Aid/Medical Treatment Plan** - An area should be designated for this purpose. Make certain that arrangements are made for necessary first-aid materials and an ambulance/EMT service that will be on call all nights of the Crusade. **This provision is NOT OPTIONAL.**

BANQUET TEAM

The GO TELL Crusade Kick-off Banquet has a three-fold purpose.

- First, the banquet is designed to **cast a vision** before the people of what God can and will do in their community.
 - A GO TELL team member will bring a motivational message that will challenge people to support the Crusade effort through praying, serving on various teams and giving financially.
 - Occasionally, a leader from a previous Crusade town will participate and give testimony of the great things God did in their community.
- Second, those in attendance will be encouraged to **unite with Crusade leadership** by signing up to serve on the various Crusade Preparation Teams.
- Third, an opportunity will be given for everyone to **support the Crusade effort financially**. An appeal will be made for individuals, couples and businesses, etc. to give a contribution or make a pledge to support the Crusade Budget.

BANQUET TEAM RESPONSIBILITIES

- The purpose of the Banquet Team is to arrange and promote a GO TELL Crusade Kick-off Banquet. This short-term team serves until the banquet is over. Banquet Team members may serve in other key positions during the Crusade.
- The major responsibility of this team is to promote attendance for the banquet. This is primarily done through sponsorship table and ticket sales.
- Assist with the various arrangements and duties that are required.
- Select a banquet location that will meet all needed physical arrangements (including equipment needed for media presentations).
- Negotiate with a caterer and select a menu. The menu should be suitable for a large crowd which can be served quickly (30 minutes or less) through family-style or multiple buffet lines.
- Recruit a minimum of 10 ushers to collect materials/pledge envelopes at the end of the banquet. Baskets/containers/large envelopes may be placed on each table for this purpose.
- All contracts with venues or caterers must be executed by the Crusade Chairman.

- Coordinate with the Crusade Publicity Chairman for the advertisement and promotion of the banquet.

Banquet Facility Location

- **Select a location that can accommodate the anticipated attendance (depending on the size of the community and the number of churches participating, a goal of 500 to 1,000 is desirable) and the needed arrangements.**
- **The banquet location should be a neutral location, if possible, to avoid any particular denominational ties.**
- **Obtain a contract to guarantee the availability of the facility. GO TELL personnel and the Crusade Chairman must sign the contract and will secure any required insurance certificates. Community centers, civic centers and schools are excellent options. Points to consider when selecting a banquet facility:**
 - Does the location have a food service provider? If not, a caterer will be needed.
 - Does the location have kitchen facilities available? If not, be sure your caterer is aware, so they can plan accordingly.
 - Does the facility have adequate tables and chairs to accommodate the anticipated attendance and buffet/serving lines? If not, arrangements will need to be made to borrow or rent them.
 - Does the facility have a stage or platform? If not, arrangements will need to be made to have one available.

Audio-Visual Equipment

- Secure a professional sound and video system and technician to operate them. Often a church has someone who can provide these needs.
- The sound system should include a quality means for background music that may be provided during the event and the technology to show a video on a screen during the banquet.

Platform

A stage or platform with a speaker's podium is needed along with a cordless microphone.

Tables and Chairs

Round tables are preferable if available and if there is sufficient floor space to accommodate the seating requirements. Rectangular tables, placed end to end, generally will provide more seating in a limited space. Whatever type of tables are used, be sure the platform and screen are clearly visible by all. Visibility is more important than the type of tables used.

Decorations

Decorations do not need to be elaborate or costly. Simple but elegant should be the goal in the use of tablecloths, skirting for the platform and serving lines, table arrangements, plants, etc.

Avoid placing anything on the table that is taller than 6 to 8 inches or that will obstruct a person's view. Also keep in mind that banquet materials (pledge envelopes, team enlistment cards, programs, collection basket/container/envelope, etc.) will be placed on the tables in addition to any type of arrangements or decorations. Recognition may be given to table sponsors along with the possibility of listing them on the video screen.

Banquet Materials

- **Banquet materials** are printed specifically for each Crusade (tickets, posters, bulletin inserts, team enlistment cards, pledge envelopes, banquet program, etc). Therefore, you should provide the **GO TELL Crusade Team** with the necessary information indicated below – as soon as they are available – to ensure timely printing and delivery of the materials:
 - Crusade name
 - Banquet location - name and address
 - Banquet date and time (*Recommended Start Time: 6:30 p.m.*)
 - Ticket price, etc.
 - Name and address of where the banquet materials need to be shipped
- **Tickets** – Tickets will be distributed at the **Ticket Captain Training** and should be ordered through the GO TELL Office at least four weeks before the training session. The ticket price should cover as much of the banquet cost as possible but **should not** exceed \$15 per person or \$25 per couple. The average cost of a banquet ticket is \$10 to \$15.
- **Posters** – Posters publicizing the banquet will be distributed at the **Ticket Captain Training** and should be ordered at least four weeks before your training session. They should be prominently displayed in local businesses as well as churches three to four weeks before the banquet.
- **Bulletin Inserts** – Bulletin inserts are available to order through the GO TELL Office to publicize the banquet within the participating churches the two Sundays prior to the banquet date. Again, these inserts should be distributed at the **Ticket Captain Training**.

- **More Than a Game Books** – Since many of the people attending the banquet may not know Rick Gage, providing each person or family with his autobiography will help them become familiar with him and his ministry. The quantity of books needed should be the number of people anticipated at the banquet. Books should be placed at each place setting before the banquet.

Ticket Captain Responsibilities

Ticket Captains – These individuals are selected by the pastor of each church to sell banquet tickets.

- Schedule a time to introduce the Crusade Banquet to your church, and sell tickets at appropriate locations and times. Introduce Ticket Captains to your congregation.
- Place announcements of banquet information in your church bulletin and worship center screens.
- Display banquet posters in prominent locations within your church facility.
- Distribute any publicity material provided by the **Banquet Committee**.
- Sell as many tickets as possible to the **Crusade Banquet**. Recruit key leaders in your church and community to attend (deacons, small group leaders, Christian business leaders, etc.). **The purpose is not to just sell a ticket; you want to ensure attendance.**
- **Please remember that all checks should be payable to GO TELL Crusades, Inc.**
- Move outside the church with ticket sales – friends, family, civic groups, news media, teachers, political and business leaders, public safety officials, etc.
- Tables may be sold to sponsors for \$200 to \$500. However, remember that each seat should be filled.
- Keep a record of the name, address, email and telephone number for each ticket sold on the **Ticket Sales Record**.
- Confirm the reservation with those who bought tickets three to five days before the banquet. If anyone says they cannot come, encourage them to give the tickets to someone who will attend. **Remember that the purpose is to fill the seat with someone who will catch the Crusade vision and make a commitment to be involved.**
- Turn in all money and remaining tickets by the appointed deadline to the Banquet Chairman/Finance Team.

COUNSELING AND FOLLOW-UP TEAM

- The Chairman of this Team will supervise the counseling and follow-up for those who have made decisions throughout the Crusade.
- **Initial training will be provided by GO TELL Crusades personnel** at the first team training session. Other training sessions will be provided by the Counseling Team Chairman for all counselors. It is mandatory to attend at least one counselor training session. (Materials will be provided by GO TELL Crusades. It is imperative for the counselors to use this material.)
 - There should be a minimum of three counseling training sessions before the Crusade.
 - A Pastor or Staff Member who has been through the Counseling Training can train his/her church members.
- The Counseling/Follow-up Chairman will work directly with each participating church's pastor or leadership to recruit an adequate number of counselors.
- Experience in previous Crusades indicates that up to 5 percent of the nightly audience may make decisions.
- Each participating church should have a quota of counselors in ratio to the size of their congregation.
- All decision cards will be given to the Chairman of the Counseling Team or an Advisor (Senior Pastor) nightly before leaving the counseling area.
- Counselors will be expected to contact the person they counseled within 24 to 48 hours.
- The Counseling Team, along with the Crusade Secretary, is responsible for data entry. Each decision will be entered on a spreadsheet format provided by GO TELL Crusades, Inc. Data from the prior evening service should be entered by noon each day of the Crusade, and these sheets (preferably legal size) will be provided to each participating church. Volunteers may be utilized as necessary to complete this task.
- The spreadsheet – including the decision, name, address, date of birth and church preference, etc. – should be ready for distribution before the noon luncheons each day. This list will enable every participating church to perform daily follow-up.
- A permanent list should be kept by the Counseling Chairman and the Crusade Secretary. A copy is to be given to every participating church during the week concluding the Crusade.

Excerpt from *Follow-up of New Converts*

3 John 4; Acts 15:36, 41; 18:11; 20:17-32

The HOLY SPIRIT is the greatest One to follow up. And you can be sure He does follow up each convert. This does not mean, however, that a soul winner should not do all he/she can to help a new convert become established and grow. But it is a real comfort to know that those met on planes, etc., who we may never meet again, will be cared for by the Holy Spirit. Who followed up with the Ethiopian in Acts 8? No man, for God took Philip away from him immediately after he was saved. No one followed up with the woman in John 4. She left immediately and witnessed.

Immediately after a person has received Christ, if time permits, the soul winner should explain a few basic truths. Some of these are: the difference between relationship and fellowship (1 John 1:3-7); confession and cleansing of sin (1 John 1:8-10; 1 Cor. 11:31-32); faith, works and rewards (Eph. 2:8-10, 1 Cor. 3:11-15); and how to be filled with the Spirit and to walk in the Spirit. (Eph. 5:17-18; 1 John 5:14-15; Gal. 5:16; Col. 2:6)

If another Christian is nearby, get the new Christian to tell him what he has done right away. This is very strengthening and a great blessing to the new Christian and to the one told. The next important step would be for him to confess Christ publicly. (Matt. 10:32) Confession before a church congregation always brings great blessing. Taking him to a good Bible-believing church to make his confession also leads him to a place where he can be helped to grow and makes the church take the responsibility for caring for him further. (Heb. 10:25) The church then should have a new converts' class or some definite plan of instruction to help new Christians.

A vital step in growth is for new converts to be baptized. (Matt. 28:20; Acts 16:33) This is part of the Great Commission and a first step of obedience.

The point is well taken that one would not give birth to a baby and abandon it, but there are times when one must leave a new Christian in the hands of the Holy Spirit to follow up. It is also true that a firefighter does not rescue one person from a burning building and train him/her to be a firefighter before he tries to rescue another. The obviously correct procedure is both to rescue and train fervently.

FINANCE TEAM

The purpose of the Finance Team is to provide general oversight for all financial activity of the Crusade. This oversight includes but is not limited to:

- Fundraising efforts necessary to secure the Crusade budget.
- Establishing proper accounting procedures.
- Maintaining financial records and reporting financial activity.
- Processing Crusade donations and pledges received at the Kick-off Banquet, Crusade Challenge Sunday, Banquet Ticket Sales and love offerings/resource sales at each night of the Crusade.

How the Funds Will Be Used

While GO TELL Crusades, Inc. does not charge a fee to bring a Crusade to your community, there are expenses that will be incurred during the preparation process as well as during the Crusade itself. Anticipated expenses include facility arrangements, youth events, training and promotional materials, advertising costs, travel/lodging/meal costs for the Crusade Team and special guests, event production, etc. Funds raised will be used to cover Crusade expenses. Sources of income consist of contributions from individuals, local businesses, corporations, foundations and churches, etc.

Rick Gage does not receive any fees or accept an honorarium from the crusade. He receives a salary from GO TELL Crusades, Inc. which is a faith-based, nonprofit ministry that trusts the Lord's faithfulness to provide for its needs through the people of God. A free-will love offering will be received each night of the Crusade for the continued work of GO TELL Crusades, Inc. in fulfilling the Great Commission around the world.

How the Funds Will Be Managed

The Finance Chairman and Finance Team are appointed to manage Crusade expenditures in accordance with procedures established by GO TELL Crusades, Inc. A local bank account is established in the name of GO TELL Crusades, Inc. [a 501(c)(3) corporation] so that contributions are tax deductible (since the Crusade itself is not a legal entity but an event conducted by GO TELL Crusades, Inc). GO TELL will issue a tax receipt to all contributors. Because the local Crusade is an extension of GO TELL Crusades, Inc., all financial records will be submitted to the GO TELL Crusades, Inc. headquarters in Duluth, Georgia. The CPA firm retained by GO TELL Crusades, Inc. will review the records and submit the required reporting to the Internal Revenue Service.

The Executive Committee and Finance Team will ensure fiscal control in several ways. First, they bear full responsibility for raising all funds necessary to meet the Crusade budget. They will provide opportunities for individuals, businesses and churches to financially support the Crusade. Additionally, they will ensure the Crusade funds are handled with the highest ethical standards and in accordance with established

procedures. Finally, they will ensure monthly financial reports are prepared and made available upon request.

Finance Team Positions and Job Descriptions

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

Generally accepted accounting practices indicate that a definite separation of duties is necessary to safeguard the financial resources of the Crusade and to protect the integrity of all parties involved in the handling of finances. Therefore, the following positions and job descriptions are recommended:

Finance Chairman

- Ensures the financial arrangements – agreed upon with GO TELL Crusades, Inc. in the planning stages of the Crusade– are followed.
- Serves as the financial liaison to the community.
- Responsible for all banking related operations in coordination with a selected Crusade Treasurer.
- Oversees the handling of all monies involved in the Crusade.
- Authorizes the release of funds for payment.
- Recruits team members to fill recommended positions. Provides training and oversight to team members as necessary.
- Recruits individuals who are gifted in soliciting funds for the work of advancing God's Kingdom, specifically for this Crusade effort.
- Prepares financial statements each month as well as the final financial statement at the close of the Crusade.
- Sends all financial records to the home office of GO TELL Crusades, Inc.

Fundraising

Fundraising efforts should begin immediately. A worthy goal is to raise one-third of the Crusade Budget at the Kick-off Banquet. The remaining two-thirds should be solicited from businesses, corporations, foundations, individuals and churches.

A **Participating Church** is defined as one that provides volunteers and supports the Crusade financially. The Finance Team should begin seeking support from area churches as soon as the Crusade preparation begins. Requests also should be made to the local denominational associations, state conventions, ministerial associations and any other faith-based organizations, etc.

The proposed schedule of events includes a **Crusade Challenge Sunday** which is an opportunity for participating churches to take up a special Crusade offering. All churches should be encouraged to offer their congregation this occasion to support the Crusade.

The Finance Team also should approach local businesses for financial support. Explain the benefits their businesses can expect to receive by supporting the Crusade and encouraging their employees to attend.

The Crusade Budget

GO TELL Crusades, Inc. will present a proposed budget to the Executive Team before the Kick-off Banquet/Rally. The presentation of the Crusade budget will take place in a scheduled meeting to discuss each line item related to the overall expenses of the Crusade. Once the Crusade budget is finalized, the Executive Team and Finance Team will provide opportunities for individuals, local businesses, corporations, foundations and churches to financially support the Crusade budget. The final approved Crusade budget becomes the financial operating guide for the leadership of the Crusade once it is signed off on by the Crusade Chairman, Finance Chairman and GO TELL personnel.

Any adjustments must be approved by the Executive Team and GO TELL Crusades, Inc.

Crusade Treasurer

A Crusade bank account will be opened at a local bank in the Crusade area in the name of **GO TELL Crusades, Inc.** Contact the GO TELL Crusades home office before opening the account to obtain the ministry's tax ID number and specific instructions on how to open the account. The CPA and Corporate Secretary for GO TELL Crusades, Inc. will need to be added to the local Crusade account. It is essential that the account be opened in the name of **GO TELL Crusades, Inc.** for contributions to the Crusade effort to be tax-deductible.

- **GO TELL Crusades, Inc.** is a nonprofit 501(c)(3) organization to which contributions are tax-deductible; the local Crusade is not.
- The local bank will have a standard corporate resolution that will need to be executed by an officer of **GO TELL Crusades, Inc.**
- The resolution should be provided to the Corporate Secretary to authorize the account at GO TELL Crusades, Inc., P.O. Box 2138, Duluth, GA 30096.
- Questions concerning the Crusade account should be directed to the home office of GO TELL Crusades, Inc.

No more than 60 days after the Crusade is over, the bank account should be closed and any remaining funds – along with all original invoices and payment documentation, bank statements, any additional contributor information and a final financial report – should be mailed to:

GO TELL Crusades, Inc.
P.O. Box 2138
Duluth, GA 30096

A letter should be sent to the GO TELL Crusades, Inc. home office, along with the records verifying the account has been closed, no longer than 60 days after the end of the Crusade.

- Serves as the primary signer of all checks issued from the Crusade checking account and is responsible for accounts payable functions.
- Ensures all expenses paid are recorded in conjunction with the Crusade budget to make certain no category exceeds the allocated amount.
- Maintains an accurate balance in the Crusade checking account.
- Records and deposits all contributions received.
- Reconciles the bank statement.
- Keeps all deposit receipts and contribution documentation in order each month to reconcile the bank statement.
- Prepares the bank deposit slip for the Crusade Love Offering each night.

- Secures cash and checks as well as transports the deposit safely to the bank after the counting is complete. A sheriff's deputy or police officer, providing Crusade security, should escort the Banker to the night deposit.
- Sorts and counts the love offering each night of the Crusade in accordance with the Crusade Offering Procedures.
- Ensures that a W-9 form is completed by all individuals being paid for services rendered **prior to checks being issued**. These forms are required by the IRS to be on file in the home office of GO TELL Crusades, Inc. and should be submitted immediately after the Crusade is over. GO TELL will provide W9s for all personnel on our team.
- Have per diem amounts available in cash for each member of the Crusade Team during the Crusade. GO TELL will provide envelopes from our home office for this purpose. These per diems should be given to the GO TELL staff upon their arrival.
- Issues a check to GO TELL Crusades, Inc. for the total amount of the love offering received each night of the Crusade ***within one week***. Also responsible for issuing the remaining balance in the Crusade account to GO TELL Crusades, Inc. after all bills have been paid.
- To close the account in a timely manner, all bills should be received from vendors within one week of the end of the Crusade. Please make sure all vendors are aware they need to send their invoices by this date.

Payment Procedures

The Crusade Leadership and Team Chairmen are accountable for how they utilize the resources made available to them for the conduct of the Crusade. The following guidelines have been established for processing Crusade payments:

- All purchases must have the appropriate team chairman's approval and Finance Chairman's authorization before payment will be made.
- A receipt or an invoice must be attached for a check to be issued.
- In the event a purchase is necessary that is not included in the budget, the appropriate team chairman should notify the Crusade Chairman or Finance Chairman for the appropriate action to be taken. GO TELL also must approve any such changes to the budget.

Crusade Love Offering Procedures

A love offering will be taken each night of the Crusade. The love offering is a contribution to GO TELL Crusades, Inc. and should be recorded separately from Crusade budget contributions. Enough money counters should be present each night of the Crusade to help prepare the funds to be deposited.

HOSPITALITY TEAM

Airport Transportation

Coordinate the Crusade Team's transportation to and from the airport if applicable. When making transportation arrangements, it is extremely important that a member of the opposite sex **NEVER** pick up a member of the team alone.

In addition, the GO TELL Crusade Team/personnel will make several trips into your community for different training sessions before the Crusade that may require airport transportation. Often GO TELL personnel will rent a car and not require transportation from the airport. Several members of the Crusade Team also will come to town for the Crusade Kick-off Banquet. The GO TELL Crusade Team will coordinate all air travel arrangements for the team, as well as any special guests, and will notify the Hospitality Chairman of those arrangements.

Courtesy Vehicles

During the week of the Crusade, the Crusade Team will need vehicle transportation if they fly to the Crusade. The Hospitality Team should arrange for the use of at least three to four vehicles for the GO TELL Team to help reduce the budget for the Crusade by not having to rent vehicles.

Because of their varying schedules, it is unfortunately impossible for the GO TELL Team to share the use of a vehicle. Some local car dealerships may provide courtesy vehicles at no cost to the Crusade. In the event this service cannot be obtained, some church members might loan the use of one of their vehicles or perhaps a church van. If any additional vehicles are needed, the GO TELL home office will notify the Hospitality Chairman of the need as soon as possible.

Hotel Accommodations

Specific accommodation requirements will vary, depending on the Crusade guest lineup. Generally, seven to 10 rooms will be needed during Crusade Week. The GO TELL Crusade Team will again notify the Hospitality Chairman of specific accommodation needs when the guest lineup has travel plans confirmed.

Refreshments

Coordinate refreshments for any meetings, training sessions and/or rallies as requested by other Crusade Teams.

OPTIONAL: Provide an after-Crusade service meal for the team in a local church meeting hall, etc. as an opportunity for everyone to gather and fellowship and/or baskets with water/fruit/snacks for GO TELL Team member rooms.

MUSIC TEAM

Oversees and corresponds with the GO TELL Worship Leader.

OPTIONAL: Build a Mass Crusade Choir for the opening night of the Crusade.

- Encourage as many as possible to be a part of the Crusade Choir by working with worship/choir leaders from all participating churches.
- Ask each participating church to set a goal, indicating how many choir members they will enlist.
- Organize TWO preliminary rehearsals - location, date and time. *Use rehearsals to teach parts, and make sure they are ready to lead worship and perform to the best of their ability. Music will be provided by the GO TELL Worship Leader.*
- Schedule FINAL Mass Rehearsal with GO TELL Worship Leader on Saturday night before Crusade week.
- GO TELL Worship Leader will send the local Music Team Chairman selected music to print for choir members.

Assists the GO TELL Worship Team as may be needed.

Secures any needed equipment in conjunction with GO TELL's contracted production team.

Secures licenses for lyrics display and music use.

Coordinates with a local Music Team the person(s) who will assist the video/IMAG production team if applicable.

OUTREACH TEAM

The Outreach Team is responsible for pre-Crusade, evangelistic outreach.

- The Outreach Chairman will work directly with each participating church to recruit an adequate number of outreach team members.
- Approximately five weeks before the Crusade, conduct an **Each One Reach One Sunday** in each participating church. An Each One Reach One card will be available for each church member.
- Three Saturdays before the Crusade, the outreach members from the participating churches should focus on visiting inactive church members and unchurched prospects.
- Three weeks before the Crusade, outreach members should conduct doorstep visitation, canvas community neighborhoods, host block parties, etc. Crusade Invitations will be provided for distribution.

Outreach Strategies

Each One Reach One Program

- Each One Reach One is a ministry designed to have everyone pray for, invite and bring at least one unbeliever to the Crusade.
- Participants should ask God to give them a burden for the **lost**. Pray that their eyes will be opened so that they will see their need for Christ. Pray that their hearts will be receptive to the Gospel.
- Pray that friends and family members will accept an invitation to the Crusade and that any walls of resistance will be torn down.
- Each One Reach One cards (provided by the GO TELL Office) should be distributed in every participating church. The pastor can distribute and explain to his congregation the Each One Reach One program during the morning and evening worship services. We want God's people to become concerned for the lost.

PRAYER TEAM

"Call to Me and I will answer you and tell you great and wondrous things you do not know" (Jeremiah 33:3).

The Prayer Team fervently bathes the Crusade in prayer. The Prayer Team will work to recruit an army of prayer warriors within each participating church.

Suggested ways to involve others to be a part of praying for the Crusade:

- Each church could offer prayer meetings in homes of resident members or select a central location with specific hours where individuals could come to pray.
- Each church should enlist a host or hostess for each home prayer group.
- Be sure that each church provides the prayer group information (schedule and number of people participating) to the Crusade Prayer Chairman.
- If pastors and ministerial groups already have a weekly organizational meeting, encourage them to pray for the Crusade. If there is not a weekly pastors' meeting scheduled, one could be organized. Select the meeting place, set the time and notify all pastors and church leaders of the participating churches.
- Encourage churches to devote Wednesday night services toward praying for lost souls and revival.
- Organize events to help unite the churches and community through prayer. A prayer breakfast, which would involve the civic and business leaders of the community, could be held. A ladies' prayer luncheon with a guest speaker is another possible option.
- Conduct Doorstep Visitation/Prayer Walking in coordination with the Outreach Chairman two weeks before the Crusade.
- Hold a Day of Fasting and Prayer on the Saturday before the Crusade.

PUBLICITY TEAM

The goal of the Publicity Team is to make every person in the community and region aware of and excited about the GO TELL Crusade. Good publicity and advertising are essential to create an image, build credibility, prepare people to receive an invitation and encourage Christians to invite and welcome others.

Mobilize the Christian Community

- Identify and integrate publicity within all existing means of communication of local churches and faith-based organizations such as TV, radio, newspapers, websites, social media, email, newsletters, etc.
- Encourage each church to make regular announcements during services and on their image screens (if applicable). GO TELL can provide Power Point slides or a short video to be used.
- Obtain Crusade promotional materials from the GO TELL Crusade home office.
- Distribute promotional materials to the local churches during Team Training meetings or other means that are feasible.

Reach the Unchurched Community

- In reaching the community at large, the most effective tool is mass media. This includes billboards, television, radio, movie theaters and newspapers. **Please use GO TELL Crusade Inc.'s media material.**
- GO TELL Crusades, Inc. has a graphic design firm that will assist in creating any custom publicity materials that may be needed.

Meet with all media outlet representatives to secure publicity.

Ensure that all costs incurred with publicity are within the approved Crusade budget.

Develop social media communication – Create a team or select a strong individual to set up a Facebook page for the local Crusade that can be linked to GO TELL'S corporate Facebook page. Keep it current and use it to provide information to the churches and community.

USHER TEAM

- The Usher Team Chairman is responsible for enlisting individuals to serve as Crusade Ushers.
- Determines the number of Ushers needed based on the venue and the anticipated attendance.
- Coordinates with each participating church to recruit individuals from as many churches as possible.
- Obtains Usher badges, Crusade programs and offering envelopes. If the programs are printed locally, the Usher Chairman can coordinate pickup from the printer if necessary. Arranges for offering envelopes to be inserted into the Crusade programs before the opening night's service. These envelopes will be needed for each night of the Crusade.
- Has orange/yellow tape to use for reserved sections if needed.
- Obtains offering buckets/baskets to use during the Crusade.

Usher Responsibilities

- **Parking** – Coordinates with local law enforcement and implements a parking plan that will enable a good flow into and out of the Crusade venue.
- **Greeting** – Makes sure all entrances to the venue have greeters. Hands out Crusade programs/offering envelopes as guests enter the Crusade.
- **Seating** – Assists any special needs of guests and late arrivals.
- **Collecting Offering** – Performs the offering collection and transfers receipts to the Finance Team.

Usher Training

- Conduct a meeting at the venue to perform a walk-through before the Crusade.
- Set up an Usher Booth with visible signage at the Crusade venue.
- Ushers will receive assignments, offering buckets, Usher badges/lanyards, Crusade programs and envelopes when they check in at the Usher Booth.

YOUTH TEAM

The Youth Team will work directly with each participating church's Youth Leader/Worker to recruit volunteers from each church.

Responsibilities of the Youth Chairman

- Serves as the Youth Team liaison to all of the participating churches, the staff of ***GO TELL Crusades*** and the community. He/she will meet with youth pastors, school officials, coaches, community leaders, government officials, law enforcement officers, business leaders, civic groups, school groups (i.e., Fellowship of Christian Athletes, Young Life, First Priority, etc.) and anyone who could assist the Youth Team in achieving its goal.
- Provides training and oversight to all who serve on the Crusade Youth Team. Organizes and promotes all organized outreach efforts. Works with the Outreach Team on dates where youths can participate in Crusade Invitation distribution or other activities.
- Coordinates arrangements for the ***Pre-Crusade Student Rally***. This rally is held on the Wednesday or Saturday before the Crusade. A local area worship band may perform. Secure a venue such as a high school gym, area civic center, local church, etc. GO TELL's Youth Evangelist will be the key speaker. Counselors need to be available for those who make decisions for Christ. Production will need to be provided locally. GO TELL will help coordinate content, including any videos, etc. Questions, concerns or recommendations for this event should be discussed with GO TELL's home office before any changes are made.
- Schedules the ***"ON TRACK" Assembly Program*** in the local middle and high schools.
- Ensures all arrangements for the ***Wednesday Night Pizza Blast*** are made.

PIZZA BLAST

- Student Emphasis Night is the last night of the Crusade. This event will be kicked off with a “gigantic” pizza blast for all students one hour before the service begins. ***Do not substitute anything for pizza.*** Pizza is by far the easiest thing to serve, and most kids love pizza.
- Estimate the amount of pizza needed. Contact all pizza vendors in your area to let them know what will be taking place and how much pizza you will need. Then negotiate the best price. It is suggested you order several different toppings, i.e., pepperoni, cheese, beef, etc.
- Check with the pizza provider to ensure the pizzas are delivered on time. If it is delivered by 5:45 p.m., there should be plenty of time to prepare to serve by 6 p.m.
- Set up a serving line for each different type of pizza and one for drinks. Make sure you have enough adults to serve and limit the number of slices until you are sure you won't run out. (Example: 2 per youth until everyone is served, then allow seconds.)
- Items needed:
 - Plates
 - Napkins
 - Drinks (bottled water preferred)
 - Gloves for servers, etc.
- Serving should stop no later than 6:45 p.m.

ON TRACK School Assembly Program

ON TRACK is a 30- to 45-minute assembly program that has been presented to more than 2 million students in schools nationwide. *ON TRACK* has been praised by scores of principals across America as one of the finest and most captivating assembly programs ever presented to their students. *ON TRACK* has achieved an unusually high success rate of reception in public and private schools across America. Because of the subject matter, *ON TRACK* is accepted by many schools and organizations that have been closed to other outside programs.

ON TRACK is ideal for all middle and senior high school campuses. In addition, it is designed for private and alternative schools, youth detention facilities and even youth drug treatment facilities. The school assemblies should be set up at least three months before the local Crusade. They should be conducted on Monday, Tuesday and/or Wednesday of the Crusade week.

ON TRACK is not a religious program!!! It should not be presented as such. The purpose of the program is to reinforce the message already being taught by the school system. *ON TRACK* simply wants to make this opportunity available to each of the schools in your community to lock arms with them and support the awesome job they are doing already with your young people. It is best if an influential, articulate layperson (businessman or woman) makes the approach to the school administrator or, at least, accompanies the Youth Chairman. This approach helps to dispel any preconceived notions that this program presents a religious message.

Use the *ON TRACK* brochure and video from **GO TELL Crusades** when approaching the principal. Strive to schedule the assembly program during your initial meeting.

A local sound technician and sound system often are needed to ensure the quality of the sound for the presentation. Many sound systems in schools are not adequate to handle a student body assembly. The Youth Chairman should enlist one or two teams to help set up the sound system since often there may be two groups presenting in different locations at the same time.

Enlist several youth leaders/workers to hand out *Pizza Blast* tickets at the end of the assembly to ensure that every student has a ticket, inviting them to the free Pizza Blast on the closing night of the Crusade. It is important to know the total numbers of students at each school to guarantee an adequate number of tickets are available.

SECURITY

Security for the Crusade's nightly services and any other related events is of the utmost importance to GO TELL Crusades. Our staff will work closely with the Executive Team to help develop a **Security Response Plan** to cover all events. Brotherhood Mutual Insurance Company provides the property and liability coverage for GO TELL Crusades and has resources to assist in creating a specific plan for each community. Following is a summary of their general statements to begin formulating this plan. While it is aimed mainly at a church setting, it helps raise the questions you should begin to ask in developing the **Security Response Plan** for the crusade.

Prepare for Potential Violence

Emergency preparedness for churches used to mean having a plan for responding to reports of fires and severe weather. Today churches also must be prepared to deal with crises created by violent people such as shootings.

Many people find it hard to believe that such things could happen at their ministry, says Brock Bell, senior manager of risk control at Brotherhood Mutual Insurance Company. Bell travels the country each year, advising churches how to reduce their risks.

"It's kind of like lightning," Bell says. "You know it's out there, but you never expect it to hit you."

While outbreaks of violence at church seem unthinkable, they're happening with increasing frequency. Just type "church shooting" into your internet browser and see how many results appear. Browsing the list makes you realize that violence can happen anywhere – even in the smallest communities.

Fortunately, you can take steps to prepare for many situations in a way that will improve your ministry's ability to respond quickly and appropriately.

"A traumatic incident can only get worse if you're not prepared," Brock says. "While you can't make the risk go away, you can manage it by doing what a prudent person would do to prepare for it."

Assess Risks

For each ministry you operate, consider possible threats that could emerge. Imagine what would happen on weekends when the sanctuary is full or on weekdays when a handful of staff are present. Don't forget to consider what could happen at a school, preschool or day care center you operate.

For example, could an angry father enter a children's wing, demanding to have a child no longer in his custody? What barriers are in place to stop him? This is a time to imagine worst-case scenarios. Developing your response will come later.

Consider these possibilities:

- An estranged boyfriend stalks his ex-girlfriend at church.
- An agitated man enters the building, looking for someone
- A group of people stands outside, hurling insults at people entering the church.
- A person, seeking assistance, pulls out a knife when denied the help sought.

What would you do if one of these situations were to erupt? Does your church have a safety team or a response plan to guide staff and volunteers? For more great questions, [download our Responding to Church Violence checklist](#).

Once you have listed possible threats, determine the probability of each event happening. What impact would each emergency have on people, property and the ministry?

Now you have a better picture of the risks your ministry will need to address.

Develop a Plan

Creating a [violence response plan](#) involves assessing your ministry's individual situation, determining how to respond and practicing what to do if it happens. In many ways, it's identical to creating a disaster response plan for weather-related events. The only difference is the type of threats you face.

You'll need more than one person to help you. Enlist a broad cross-section of people, including staff, volunteers and church members, who can contribute their expertise to the plan. Including people with experience in law enforcement or public safety would be helpful.

Then make a plan for dealing with crisis situations when they happen. Keep in mind that your response on a Sunday morning might differ drastically from what you would do on a weekday.

Establish Protocol

Your church may already have a plan for dealing with fire or weather emergencies. In many cases, you can modify that plan to deal with incidents of violence in your congregation. Here are some aspects to consider:

Communicating a Threat: If you have a large church, how will you communicate that people need to evacuate because of a threatening intruder? Could you use a public address system or assign certain people to deliver the message to various parts of the church?

Contacting Law Enforcement: Who will call police? Does this person carry a cell phone?

Communicating with the Public: How will you deal with a possibly overwhelming response from people concerned about the situation, including friends, family members, the community and the media? Do you have one or more spokespeople who could work with each audience?

Evacuation: How will people leave the building, and where do they go afterward? Have you posted evacuation routes and procedures throughout the building? Does your congregation know where to meet after evacuating? Do you have a system for evacuating small children and people with disabilities? How will you know that everyone has gotten out?

Responsibilities: Who will do what? Does your ministry have a current list of all people (on- and off-site) who would respond to a crisis of this nature? Does the list note their responsibilities and their 24-hour telephone numbers? Is anyone responsible for keeping this information up to date?

First aid: How will you treat the injured? Do you have an appropriate first-aid kit that someone checks regularly to make sure all items are available? Are key volunteers and staff trained in first aid and CPR procedures?

Training: How will you ensure that everyone knows what to do in a crisis? Does your ministry provide general training regularly to make sure that new people know what to do? Do you update responsibilities as church membership changes?

