

HOW TO CONDUCT A GO TELL AMERICA CRUSADE

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 staff will be available via phone, email, and zoom calls, with regular trips planned to the area as necessary. Phone/video 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 Preparation 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, Administration, Banquet, Church Coordinator, Counseling and Follow-up, Finance, Hospitality, Music, Outreach, Prayer, Publicity, Security, Ushers and Youth, Women's and Men's Events. 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 for the specific role they are asked to serve. Having the right leadership in place is crucial to the success of the campaign. If at any time the Executive Team feels that a specific team could use additional support, a co-chair can be added to strengthen that team.

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 30-45 days.

Selects Date

- Select a Crusade date. Make sure there are no conflicts with community or church events such as revivals, conferences, fairs, holidays, school testing, 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. It is important that a shared calendar is made available to all leadership to coordinate the proposed preparation events.

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 AMERICA 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. This is the first of several preparation events that will be part of the proposed schedule of events provided by GO TELL Staff.
- Information seminars are held 6 to 8 months before the actual crusade date over 1 or 2 days with a video and PowerPoint 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.

All contracts must be signed by GO TELL Crusades, Inc., the Crusade Chairman, the Finance Chair, or another member of the Executive Team. Any insurance certificate requirements will be handled by the GO TELL home office. Contracts are required for the usage of any open to the public event/facility, including crusade venue, outreach events such as block parties, youth events, or other public gatherings. GO TELL can provide a sample contract if needed.

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 Crusades Team as needed. He or she must have strong organizational and administrative skills. This person is responsible for having all Crusade-related data typed into Excel/Google spreadsheets/templates provided by GO TELL'S home office. This individual will assist in communicating via email to team members and assist in the collection and association of contacts at various recruiting events. Developing a small team of administratively gifted individuals is recommended due to the work involved as the crusade date nears.

The Secretary is responsible for receiving items shipped for various preparation events such as the banquet, prayer breakfast, counseling training, outreaches and the items necessary for the crusade itself. This person/team assists with communication from the Executive Team to all teams and volunteers. Communication is necessary to organize the crusade effort. Email services such as Constant Contact are useful to send pertinent information to all those involved in the working teams.

Each night after the crusade service and after the pre-crusade youth rally, the secretary will receive hard copy decision cards that will be entered into an Excel/Google Sheet. It is important that the data is entered each night prior to leaving the crusade service (unless a data entry site has been identified as a better location). On the following days (Monday-Thursday), the sheets need to be printed on 8 1/2 x 14 legal sized paper for easier viewing. The total number of copies is dependant on the number of participating churches. Digital copies can also be sent to participating churches. The sheets should be sorted and printed in 2 different formats: sort by decision and sort by location (city or zip).

This team will also sort the decision data by counselor and email the contact information for the individual(s) to the counselor.

For the crusade week, nightly programs will be printed by the secretary and provided to the usher team to be handed out at the entrances to attendees. The programs are designed by the GO TELL home office and a digital copy is provided to the secretary for printing. Do not make changes to the program unless agreed upon by the Executive Team.

GO TELL AMERICA CRUSADE ORGANIZATIONAL CHART

GO TELL

EXECUTIVE LEADERSHIP TEAM

(Chairman, Co-Chairman, Finance Chairman, Secretary)

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

WORKING TEAMS

Baptism Team
(optional)

CHURCH
COORDINATION

PRAYER

OUTREACH

COUNSELING
& FOLLOW-UP

YOUTH

HOSPITALITY

MUSIC

USHERS

SECURITY

FINANCE

BANQUET

ARRANGEMENTS

PUBLICITY

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