

Dear Pastor:

Thanks for the honor of inviting me to be your evangelist. Pray that we maximize our potential in reaping a great harvest to the glory of God. We trust you will find SHEA's preparation manual to be most helpful. The intent of this manual is to free you and your staff for your own ministries while involving the laity as much as possible. This manual does not guarantee automatic results. It does, however, provide guidelines and motivation toward the goal of spiritual awakenings. A willingness to follow these suggestions demonstrates the depth of desire to see a visitation of God among us.

You have pastored long enough to agree that involvement of the people in the preparation process will Raise the Expectancy Level ("according to your faith, be it done unto you") and often ignite the Spirit of revival before the actual meeting ever begins. We realize that God is sovereign and not confined to man's methods or manuals. He is, however, a God of design and organization. After 34 years of conducting crusades, my observation is simply this: When SHEA's **WINNING FOR CHRIST** manual is followed, the goal of revival is usually attained. To ignore the manual is to insure limited success. **Please pay special attention to the youth emphasis material located in the clear packet.**

With that reality in mind, it is my hope that you will conscientiously implement our suggestions whenever possible. However, I come to your church as a servant, not a high-powered dictatorial personality. I honor your position as pastor (under-shepherd of the church) and submit to that authority. As your evangelist, I want to be sensitive to your needs while also reinforcing your vision for ministry among your people. I come to edify and cooperate with the work you are doing as pastor. Prayerfully, this manual will accomplish all of the above stated purposes. May the motivating presence of God's Spirit rest upon you during these strategic days of preparation. Always feel free to call us anytime. Our office hours are 8:00 a.m. - 5:00 p.m. Monday through Thursday and 8:00 a.m. - 2:00 p.m. on Friday. You will find Wynelle, SHEA's secretary, to be most helpful in answering many of your questions. Of course, always know that I am available anytime as well. I look forward to seeing you soon.

By His Grace,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale



## TABLE OF CONTENTS

STEERING COMMITTEE	5
A WORD ABOUT THE MUSIC	9
USHER/ARRANGEMENTS COMMITTEE	11
HOSPITALITY COMMITTEE	15
PUBLICITY COMMITTEE	17
FINANCE COMMITTEE	21
EXPLANATION REGARDING THE LOVE OFFERING	23
CRUSADE BUDGET SHEET	35
ATTENDANCE COMMITTEE	37
LETTER FOR SUNDAY SCHOOL TEACHER	40
SUGGESTIONS FOR "PACK-A-PEW"	41
PIZZA BLAST	44
LETTERS	46
REACH THE YOUNG PEOPLE	52
EXAMPLE: SUNDAY SCHOOL POSTCARD/PASTOR LETTER	53
CRUSADE WEEK SCHEDULE	54
DEACON VISITATION	55
LETTER WRITING	57
TELEPHONE COMMITTEE	59
BIBLE READING MARATHON	63
PRAYER COMMITTEE	65
SPIRITUAL CHECKLIST TO PERSONAL REVIVAL	71
COUNSELOR/FOLLOW-UP COMMITTEE	75
COUNSELOR INSTRUCTIONS	77
SEVEN TYPES OF PUBLIC DECISIONS	83
APPENDIX	88
SAMPLE LETTERS	89



## STEERING COMMITTEE

Preferably, the pastor or pastor-appointed staff member should serve as chairman of the steering committee. The steering committee is comprised of all the chairmen of each respective crusade preparation committee. The chairman of this committee is a key person in the crusade preparation. If the pastor delegates the responsibility to a staff member or, in some cases, a qualified layman, he should still keep abreast on all facets of the crusade preparation. Closely assisting the steering committee chairman will be the crusade secretary, who may also be the church secretary.

### COMMITTEE MEMBERSHIP

Chairman: _____	To coordinate the crusade preparation with the steering committee and crusade director.
Secretary: _____	To assist the chairman with the preparation calendar, and supervise the securing and distribution of all printed materials.
Attendance Committee Chairman: _____	To promote crusade attendance by church members and the lost community.
Publicity Chairman: _____	To adequately inform the Christian and non-Christian of the crusade program and personalities through all possible channels.
Prayer/Visitation Chairman: _____	To organize and implement a thorough prayer program.
Finance Chairman: _____	To raise and manage the crusade expense budget and other financial needs.
Usher/Arrangements Chairman: _____	To organize and execute the total ushering program. Also, to supervise and provide the necessary physical arrangements for the crusade.
Counselor/Conservation Chairman: _____	To enlist participants, conduct necessary training for crusade counseling and local follow-up efforts.
Telephone Chairman: _____	To enlist and supervise callers for informing local area of crusade.

Hospitality Chairman:

To arrange and carry out the necessary physical accommodations for the crusade team.

## **CRUSADE COUNTDOWN CALENDAR**

### **TEN WEEKS BEFORE CRUSADE:**

Committee chairmen should be in place and materials distributed to them. If a particular chairman cannot be present for steering committee meetings, strong consideration should be given to replacing them or elevating someone to the position of co-chairman.

### **EIGHT - SIX WEEKS BEFORE CRUSADE:**

Be present for all scheduled meetings involving crusade preparation.

### **SIX - FOUR WEEKS BEFORE CRUSADE:**

1. With assistance from the crusade secretary, be available to help respective chairmen with any crusade preparation responsibilities.
2. Schedule two steering committee meetings to be held approximately four weeks and two weeks before the crusade. At each meeting, the chairmen will turn in progress reports and discussion will be offered regarding any preparation needs.
3. Contact and inform the steering committee members of the scheduled committee meetings. Remind them to turn in progress reports at each meeting.

### **FOUR WEEKS BEFORE CRUSADE:**

Moderate the first scheduled steering committee meeting. Discuss progress of crusade preparation and encourage the members.

### **TWO WEEKS BEFORE CRUSADE:**

1. Moderate second steering committee meeting and make sure each committee is working according to schedule. Encourage the steering committee and pray for the crusade.
2. Attend the counselor/conservation committee training session.

### **ONE WEEK BEFORE CRUSADE:**

Attention should be given to any last moment details for the crusade. The secretary should contact the steering committee personnel and confirm that all facets of preparation are on schedule.

**SAMPLE**

Report # \_\_\_\_\_

**STEERING COMMITTEE PROGRESS REPORT**

Report plans made and action taken since the last steering committee meeting. Submit this to the pastor or steering committee chairman at each steering committee meeting.

Name of Committee: \_\_\_\_\_

Committee Meeting: \_\_\_\_\_ (date)

Plans made:

Action taken:

This committee is up to date on its scheduled activities: \_\_\_\_\_ yes \_\_\_\_\_ no

Areas where assistance is needed:

\_\_\_\_\_  
Chairman Signature





## A WORD ABOUT THE MUSIC

Brother Steve recognizes the importance of soul-stirring, Spirit-anointed music. Every church has its own preferences regarding styles of music. The great percentage of churches that Brother Steve goes into, regardless of size, will choose to use their own minister of music. This is quite acceptable and insures that an adequate offering is given to the Steve Hale Evangelistic Association. It is our recommendation especially for any church running less than 300 in attendance to use its own musician or budget an honorarium for an outside musician. However, if an outside musician is preferred, please be aware that Steve has men whom he has used through the years. These men are “top-shelf” and highly trained. Typically, the musician comes on a contract basis with SHEA paying for his services. Through the years, this has never been a problem and the pastor and people have been quite pleased. Before selecting an outside musician, Steve would appreciate you allowing him to pursue this option.

However, if a church still desires to bring in an outside musician that bypasses this arrangement with SHEA, it is recommended that the offering be divided 70-30 with a musician who serves on staff at another church or 60-40 with a vocational music evangelist.

The length of music in any service should not exceed 25 minutes. If more time is needed, the service starting time could begin 5 minutes earlier than normal or a 15-minute pre-service concert could suffice. The local minister of music is expected to convey these expectations to whoever is in charge of the music for the week. Realizing that announcements and special promotions are factored into these 25 minutes, it is imperative that an attitude of flexibility be maintained throughout the week. Again, Steve loves praise and worship and could thoroughly enjoy a 45 minute long song service, but experience shows that makes the overall service to be too lengthy. In fact, many musicians have cut the music to 20 minutes, moving it along with great effectiveness.

From a musician’s perspective, this may appear rigid and relegating this part of the revival to a secondary role. That is not at all the intent. Music is an integral part in preparing our hearts for worship and Steve understands that it requires time for the Holy Spirit’s anointing to be expressed through song. This is where we must pray prior to the week and prior to each service that God’s presence will fall afresh upon us from the moment that the first note is sung.

During the invitation time, Steve will ask the congregation to bow their heads. The instrumentalist will begin to softly play a hymn or chorus. Steve will exhort the people to give their lives to Christ or he will appeal to the Christian to boldly recommit his life to Christ. Often, Steve will lead in the sinner’s prayer during this time of quiet meditation. Afterwards, the congregation will stand, the musician will lead, and those making decisions will be encouraged to come forward.



## **USHER/ARRANGEMENTS COMMITTEE**

### **PURPOSE:**

To organize and execute the total ushering program. To supervise and provide the necessary physical arrangements for the crusade.

### **IMPORTANT REMINDER:**

Flexibility is the key requirement of this committee. Throughout the weeks prior and during the crusade, this committee will be assisting other committees with the physical arrangements. Be prepared to do trouble-shooting. Ushering is vital during the crusade. This responsibility, coupled with assisting with the overall physical arrangements, makes this committee extremely important.

## INSTRUCTIONS FOR USHERS

### BEFORE THE SERVICE:

1. Arrive 20 minutes early for every service. On youth night you will need to arrive one hour early to provide assistance during the pizza blast.
2. See that there are enough love offering envelopes, visitors cards, and pencils in the pew racks each night. (SHEA love offering envelopes will have been sent two weeks prior to revival.)

### DURING THE SERVICE:

1. Give everyone a genuine greeting. People enjoy being spoken to as they enter the auditorium. If you recognize someone as a visitor, make an effort to extend a special welcome.
2. Know the location of the nursery. Cordially invite every parent that comes in with a child in arms to place them in the nursery.
3. **Do not seat anyone during special music or during prayer.** If people arrive at these times, hold them in the vestibule or at the back of the auditorium until the song or prayer is completed.
4. After receiving the offering, the offering should be taken to the church office or a previously arranged place. **Do not bring it back to the pulpit area.** (Discuss plans with the finance committee chairperson.)
5. One usher should be stationed at each entrance to the auditorium during the entire service. If the auditorium has entrances near the front, these entrances should not be used once the service has started. If anyone leaves during the preaching, seat them in the back when they return.
6. Seat all young people in the front half of the auditorium unless they enter after the preaching has started. **This is very important.** Use the balcony only after the ground floor is full. Please don't seat any young people in the balcony.
7. **During youth night, the head usher should come to the area where the youth have gathered for the pizza blast. Thirty minutes prior to the worship service ushers, ushers should count how many are attending the pizza blast and "rope off" the appropriate number of pews (front section) in the auditorium. The goal is to retain the largest number of teens possible without anyone leaving.** Check to make sure all young people are in the auditorium and seated in their designated pews. Ushers should be strategically placed at exits from the eating area to the auditorium in order to encourage the teens to stay for the worship service. This is extremely important since some unchurched teens are prone to leave after eating pizza. Your mission is to conserve a 100% attendance.

### REMEMBER:

Your job is very important - you are the first contact a person has upon arrival for the crusade service. You will be the first contact many visitors have with your church. How you greet a person will influence his overall impression of your church, and may be a factor in his involvement in the crusade service itself.

## **COUNTDOWN CALENDAR**

### **SIX - FIVE WEEKS BEFORE CRUSADE:**

1. Expect contact from other committee chairpersons about the crusade physical arrangements needs.
2. Begin enlistment of committee members.

### **FOUR WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and submit progress report. Be prepared to discuss any specific plans or problems.
2. Expect additional contact from other committee chairmen.

### **TWO WEEKS BEFORE CRUSADE:**

1. Attend the steering committee and submit progress report.
2. Committee membership should be complete.
3. Plan a meeting for the ushers next week and make copies of "Instructions for Ushers" for distribution.

### **ONE WEEK BEFORE CRUSADE:**

1. Conduct a meeting of ushers and hand out "Instructions for Ushers" for discussion.
2. Make preliminary plans for the physical arrangements needs for next week.

### **DURING THE CRUSADE:**

1. Manage the usher program for the crusade.
2. Work closely with the attendance committee and counselor/conservation committee, especially during the special youth activities, for clean up and set-up operations. This will be extremely important if the same location is to be used for both events.
3. Assist in loading any equipment that musicians may have brought. Please gather any remaining love offering envelopes left in pews after the last crusade service and return them to Steve.



## HOSPITALITY COMMITTEE

### PURPOSE:

To arrange and carry out the necessary accommodations for the crusade team.

### COMMITTEE MEMBERSHIP:

The chairperson's discretion will determine the membership.

### IMPORTANT REMINDERS:

1. Lodging - The crusade team prefers separate motel rooms for each team member. Our preference would be to stay in Hampton Inn, Fairfield Inn, or Holiday Inn if any of these are available. (The term "team" means Dr. Hale and whoever is leading the music for the week.)
2. Meals - With most families now consisting of two working parents, eating in homes is difficult, if not impossible. Consequently, the following suggestions are offered:
  - a. Allow \$35.00 - \$45.00 per person per day. This should be given to the team upon arrival which enables them the freedom to eat where and when they choose. With the frantic schedule of crusade work, coupled with special dietary needs, this proves to be quite effective and allows the privilege of variety.
  - b. An alternative is to secure arrangements at a nearby restaurant for the team to simply sign the bill and the charges will be sent to the church at the end of the week.
  - c. If meals are to be eaten in homes, Steve prefers an evening meal before the service. Youth and children's night activities, along with preliminary music arrangements make this a challenge. The team prefers flexibility for noonday meals in order to accommodate ministry or personal schedules.

*NOTE: Please rest assured that Steve enjoys Christian fellowship around the table with members and staff. The above options are not intended to suggest otherwise, but simply reflect what we have found to be the most practical format.*

3. Auto Provision - When traveling by air, it is usually possible to secure a car from a Christian car dealer in the community for the evangelistic team to travel to and from church, etc. Also, personal enlistment from a multi-car family in the church is a viable option.
4. Hobbies - Sermon preparation, school assemblies, office work and correspondence require much of Steve's attention during the day. Productive use of time is not a problem, so the hospitality committee should not feel the need to entertain. However, golf has become one of Steve's diversions from the stress of travel in ministry demands. When schedules permit, he enjoys a competitive round of golf.

## **COUNTDOWN CALENDAR**

### **SIX WEEKS BEFORE CRUSADE:**

1. Enlist committee members, if necessary.
2. Begin securing lodging arrangements and needs for the team.
3. If automobiles are to be used, begin making arrangements. Local car dealers will often provide cars as a courtesy to the church.

### **FOUR WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and turn in progress report. Be prepared to discuss any specific plans or problems.
2. Lodging arrangements should be finalized, if possible. It is helpful for Brother Steve's family and secretary to know the phone number of the motel in advance. A call to SHEA's office would be appreciated (770) 591-0320.
3. Meals should be discussed and a decision made as to which plan will be instituted.

### **TWO WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and turn in progress report.
2. Lodging, meals and automobile arrangements should be complete.
3. The responsible party for meeting Brother Steve at the airport on the Saturday before the crusade should be selected. Check with the pastor to see if he has taken care of this.

### **DURING THE CRUSADE:**

1. Notify the team of plans regarding meals and necessary arrangements (who, when, etc.). A printed itinerary with names, addresses, and scheduled times of fellowship is very helpful during the crusade and after for "thank you" notes.
2. Be sensitive to the team's need for time in study and prayer.
3. Necessary arrangements for the team's departure from the airport need to be made (if applicable). (NOTE: the "team" refers to Brother Steve along with whoever is leading in music/worship during the crusade.)



## **PUBLICITY COMMITTEE**

### **PURPOSE:**

To adequately inform the entire city of the crusade program and personalities through all possible channels.

### **COMMITTEE MEMBERSHIP:**

Since this committee deals with an area commonly used in secular business, church members with professional or even amateur experience in related fields should be recruited. The size of membership depends upon the scope of the publicity and the discretion of the chairman.

### **IMPORTANT REMINDERS:**

Remember that people will not have the chance to attend if they know nothing about it.

The Coca-Cola Company says, "When we cease to advertise for as few as three days, the sale of Coca-Cola falls noticeably in that particular area."

One preacher has observed that "an evangelist of average ability does a better job with good publicity than a superior evangelist with poor publicity."

The great industries that spend multi-millions of dollars each year on publicity say, "The first 19 times a product is advertised on radio, television, or in the newspapers, it seems to make almost no impression upon the public. But after the 19th time, it begins to move with ever increasing volume."

Someone has said, "If the average business used the same advertising techniques employed by the average church, it would have to go out of business within less than a year."

## COUNTDOWN CALENDAR

### SEVEN WEEKS BEFORE CRUSADE:

1. Determine the quantity of posters needed for the crusade. SHEA provides 11 x 17 full-color posters for .75 cents each (price includes postage). NOTE: (25) posters were sent with revival preparation materials. Or posters can be downloaded for free at [www.stevemaleministries.com](http://www.stevemaleministries.com).
2. Secure required committee members.
3. If publicity strategy dictates the need, contact television and radio stations for available times and cost. Exhaust all possible means of exposure, including free public announcements, cable TV, etc. Prime television and radio time spots will not be free.

### SIX WEEKS BEFORE CRUSADE:

1. Crusade specifics, such as time, personalities, etc., should appear in the church newsletter and bulletin.
2. If outdoor sign advertising is used, begin planning for design and location. Portable sign companies should be contacted.
3. Some churches have developed lawn signs saying, "I'm going to the **WINNING FOR CHRIST** crusade at (place), (date), (time)." When scores of people put these on their front lawn, it communicates with many people. These signs should consist of one stick and a piece of pasteboard (very inexpensive, but very effective).
4. The crusade secretary should receive a copy of sample letters #1 and #2.
5. Contact local newspaper(s) about the upcoming publicity plans, and get information on costs and printing deadlines. Be sure to check on the schedule offered to churches.

### FOUR WEEKS BEFORE CRUSADE:

1. Attend the steering committee meeting and submit progress report. Be prepared to discuss any specific plans and problems.
2. Bulletin inserts should be used in both worship services four Sundays before the crusade. These can be produced by your church office or by a layman with a printing business.
3. Posters should be placed in the church.
4. Radio spots should be delivered to the local stations with crusade specifics for the disc jockey. Be creative and have fun with the radio spots.
5. If the local television station(s) have community-oriented programs, contact it about the crusade team's availability.

6. The pastor's letter to members and the letter to prospects should be completed and ready for mailing next week.
7. The church newsletter should promote the crusade.

### **THREE WEEKS BEFORE CRUSADE:**

1. Letter #1 should be mailed.
2. Posters should be placed in locations where people gather, such as store windows, bus stations, lobbies, schools, barber shops, businesses, etc...

NOTE: When placing posters in secular locations, ask for permission and inform the proprietor that someone will return after the crusade to remove the posters. Remember to follow through with this small, but important job!

3. Outdoor signs should appear.

### **TWO WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and turn in progress report.
2. Newspaper press releases, with glossies, should appear in the Sunday edition.
3. Radio spots should sparsely begin.
4. Television promotion and advertisement should continue.
5. The crusade services for the week, with attendance emphases, should appear in the church newsletter and bulletin.
6. Electric signs could be rented and placed in strategic places.
7. Flyers and posters should be requested for schools.

### **ONE WEEK BEFORE CRUSADE:**

1. Get local businessmen within the church to endorse and sponsor a large ad, or a full page in the newspaper, supporting their church's efforts through the upcoming crusade.
2. Television and radio spots should intensify in number as the week progresses toward crusade Sunday.
3. The church newsletter and bulletin should reflect high expectations for High Attendance Sunday and the crusade efforts.

## **DURING THE CRUSADE:**

1. Either short articles or simple layouts created by the publicity committee should be submitted for daily release in the newspaper, emphasizing special activities or messages. Remember the publishing deadlines!
2. Radio spot "trailers" should be updated by the disc jockey, if used at this time.

**FINANCE COMMITTEE**

**PURPOSE:**

To manage the crusade expense budget and other financial needs.

**COMMITTEE MEMBERSHIP:**

Usually, the church treasurer serves as chairman of this committee. Membership will be determined by the chairman, but three to four members normally will be sufficient.

**IMPORTANT REMINDERS:**

The Steve Hale Evangelistic Association operates on a "love offering" basis with the request that the congregation be given the opportunity to worship the Lord each service with their love gifts. Brother Steve prefers not to promote his own offering. However, with the pastor's permission, during the last service Steve would like to briefly (three minutes) explain how love offerings are used to underwrite SHEA's ministry. This will be done with integrity and tactfulness and for the purpose of revealing information about SHEA's ministry that may not be common knowledge. Again, Brother Steve operates under pastoral authority and awaits his approval before proceeding in this manner.

It is customary for the church to pay the routine crusade expenses out of its own budget. Those expenses are listed on the following page.

As the following guidelines are reviewed, SHEA deeply appreciates your friendship and understanding of this faith ministry. It is SHEA's utmost desire to uphold the banner of integrity by maintaining honest, reputable professionalism in a work which is often grossly misunderstood and misrepresented.

**CRUSADE FINANCIAL GUIDELINES**

1. All crusade expenses should be realized from other sources than the crusade love offering. Expenses should never be taken from the love offering.
2. Crusade expenses are:
  - A. Publicity materials - Posters, special youth activities, printing, newspaper ads, television and radio spots, outdoor signs, etc..., will be absorbed by the church as crusade expense.
  - B. Travel - Round-trip travel by the crusade team. The modes of travel determine the actual cost:
    - (1) Automobile - (the current I.R.S. standard - .57 cents per mile – as of 1/13.)
    - (2) Commercial air travel - coach fare
  - C. Lodging - Motel rooms are preferable. Any exception should be cleared with Brother Steve. Whenever it is not cost or location prohibitive, Steve prefers Hampton Inn, Comfort Inn, Holiday Inn, or Fairfield Inn as being on the road so much he is a frequent guest at these and receives some perks by staying with these chains. We are confident whatever lodging you choose and secure will meet his needs.
  - D. Meals - One of two options should be considered:
    - (1) A nearby restaurant should be arranged for the team to simply sign the bill and the charges be sent to the church at the end of the week, OR
    - (2) Each team member may be given \$35.00 - 40.00 per day upon arrival. This enables them the freedom to eat when and where they choose.
  - E. If a music evangelist is invited for the week, Brother Steve divides the offering 60-40. However, such an invitation should not be extended in churches running less than 300 – 400 in attendance, nor should such action be taken without first consulting Brother Steve. It is important that the team blends well in personality and philosophy. Keep in mind that it is extremely difficult to do financial justice to either evangelist when the offering is divided in half by a church running 400 in worship. For churches averaging less than 400, SHEA recommends enlisting an outside minister of music, with a budgeted honorarium. This allows the total offering to be an expression of love and appreciation for Brother Steve's ministry, which can only fulfill 35 revivals each year. If desired, Brother Steve can supply the name of excellent musicians with whom he has worked.
  - F. Special guest(s) - If confirmed during the crusade week, the expense budget should include round-trip travel and honorarium for the guest.
  - G. Attendance committee costs - Special youth suppers may require expenditures from the expense budget.
  - H. Postage, shipping costs - Mailings from the pastor and committees will require postage.

## **INFORMATION FOR PERSON EXPLAINING LOVE OFFERING**

## FOR STEVE HALE EVANGELISTIC ASSOCIATION

As you know, a vision must often be cast before we can expect our people to embrace it. A pastor in an Ohio church had a congregation of 300 in attendance. He said, "Church family, I want to challenge fifty families to give \$50 to the love offering. I know for a fact that Brother Steve cannot be in a revival crusade every week and \$2,500 will not meet his weekly budget needs. But, I need fifty families to help us form the nucleus of our offering this week. Others of you may be led to give more and some of you may be led to give less. But I believe that God would be please for fifty of you to give \$50 to insure that can build upon that foundation." Each evening, the pastor would report that we've had "X" number of families thus far to accept the challenge of giving \$50. We still need "X" number more. This worked quite well and the offering was one that honored our Lord.

1. Make sure the offering envelopes are stacked on the end of each row OR passed out by ushers at a designated point in the service.
2. Ask the person on the end of the row to pass the envelopes down to each person (the pastor must clearly assert himself at this point or they will never be passed). Ask everyone to hold an envelope while an explanation is given.
3. Take a few moments to clearly explain the faith ministry: (See the examples for effectively promoting a love offering).
  - A. No church, foundation, or outside group underwrites SHEA's ministry.
  - B. Two other staff members are employed by SHEA's ministry.
  - C. SHEA has the same basic expenses that any church office has, such as: secretarial help, office equipment, printing supplies and expense, postage, phone bills, etc...
  - D. The evangelist can NOT be in a crusade meeting **every week** throughout the year. There are approximately **twenty** weeks in the year that Brother Steve will not be in crusades.
  - E. Gifts to SHEA are investments into the eternal souls of people as hundreds will publicly decide for Christ each year.
  - F. Since its formation in 1980, SHEA has enlisted an independent accounting firm to audit its financial records each year.
4. SHEA is a tax-deductible, non-profit organization approved by the I.R.S. to receive charitable gifts. Records of all donations are kept on file for tax purposes. Receipts for gifts over \$200 are mailed at the end of the calendar year. For gifts under \$200, cancelled check serves as receipt.
5. **Checks** should be made payable to **Steve Hale Evangelistic Association**. No checks should be made personally to Steve Hale or any other team member.

Attention Pastor:

Through the years I have observed that many do not receive a love offering or say anything about the offering until Sunday evening. Certainly, I do not want to detract from the regular giving of your people. However, due to schedule conflicts, 40% of the Sunday morning congregation may not return for any other service. It seems only proper that they be given the opportunity to participate in the love offering.

Once again, my observation is that people are not going to give any more than they want to, but will give considerably less than they should if they are uninformed or unaware of the need. The enclosed sample letter has proven to be an effective reminder to that 30 - 40% whom we may not see the rest of the week.

Be assured that my utmost desire is to be a blessing to your people as together we strive to bring honor to our Lord in all ways. Thanks for all you are doing to help make this week a God-anointed success.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale

SH/swc

**SAMPLE LETTER FROM THE PASTOR TO THE CHURCH  
REGARDING FINANCES FOR REVIVAL**



Dear \_\_\_\_\_,

As you know, this Sunday begins the week for which we have all been praying. Our crusade with Steve Hale has every indication of being one of the great weeks in the life of our church. The steering committee has been giving attention to every conceivable phase of this crusade. I know it is your desire, as it is mine, to see the power of God move among us in such a way that it is unexplainable in terms of human energy.

We do not want to neglect our financial responsibility for this week. Enclosed you will find a love offering envelope which may be used Sunday morning as an expression of appreciation for the team God has sent us. Dr. Hale has served two terms as national president of all Southern Baptist evangelists and has been a keynote speaker at major conferences within our denomination. We are grateful that God now has entrusted us with a team of this caliber.

With this privilege comes the responsibility of taking care of the needs of his family and ministry during the week he is with us. Remember, this is his livelihood. Since his ministry is not underwritten by any church or foundation, God has given us the opportunity to make an investment into the multitudes who will be saved through Dr. Hale's ministry.

This love offering, of course, is beyond your regular tithes and offerings. In response to our generosity, God promises to open the windows of heaven and pour out such a blessing that there will not be room enough to receive it (Malachi 3:10). Doesn't that portray a vivid picture of revival? There is a direct connection between our financial support of the Lord's work and the revival blessings He entrusts to us.

Thank you for your prayerful consideration of this important matter. "Now may God do exceedingly abundantly above all that we ask or think..." (Ephesians 3:20, NKJV).

See You Sunday,

## HOW TO HANDLE THE NIGHTLY LOVE OFFERING FUNDS

1. Designate a committee large enough so that the offering may be counted and deposited quickly each night after the service.
2. All money should be counted before leaving the premises that evening.
3. When the envelopes are opened, extreme caution should be taken so as not to destroy or injure the contents or written information on the envelopes.
4. When an envelope contains a check and no information is written on the envelope, the counter should take the time to write the name and address of the person (as it appears on the check or the envelope). Also, he should write the dollar amount on the face of the envelope with CK - an abbreviation to indicate that a check was given.
5. Checks made to SHEA should be collected and rubber-banded each night and kept separately for SHEA's office to record and receipt.
6. Cash and checks made to the name of the church should be totaled and deposited. One check for the total amount should be written to SHEA at the close of the last offering and given to Brother Steve before he leaves.
7. At least two persons should take the money to a drop safe, preferably at the bank, each night after the crusade service.
8. Envelopes with names and addresses should be given to financial secretary to be **recorded daily** after each offering.
9. Checks for expenses should be kept separate from the love offering. Expense checks should be made to the **Steve Hale Evangelistic Association** and should be designated for expenses.
10. On the back of the offering envelope the contributor may request SHEA's E-newsletter, *The Winning Edge*. Those envelopes containing such requests should be photo-copied and handed directly to Steve after the final crusade service. In order to maintain the integrity of evangelism and honor the request of these persons, it is important for this detail not be overlooked.
11. For tax purposes, our federal I.D. number for Steve Hale Evangelistic Association is #35-152-4084. This number should be used on all tax filings, **NOT** Steve's Social Security number.

## PROCEDURE FOR TAKING THE OFFERING

1. For the following reasons, we strongly recommend taking the offering at the close of each service:
  - A. This allows adequate time for counseling during the invitation and the opportunity of publicly presenting these decisions instead of waiting until a future service.
  - B. A later offering does not interrupt the flow of the service prior to the message. The music is allowed to accomplish its designed purpose by building to a worshipful climax leading into the sermon.
  - C. After sitting under the ministry of the Word, people have been in the presence of God with their worship. The Word has accomplished its purpose of conviction, encouragement and cleansing. Giving, of course, is a part of and an outgrowth of our worship to God. Thus, there is greater preparedness to give as God directs.
2. As previously mentioned, the pastor is primarily responsible for exhorting his people to participate in the support of SHEA's ministry. (See example for promoting the offering.)

### **EXAMPLES FOR EFFECTIVELY PROMOTING A LOVE OFFERING**

Pastors sometimes feel uncomfortable or unqualified in promoting a love offering. As already stated, my desire is to remain blameless in all areas of ministry, but especially in the delicate area of finances. Every evangelist has his own "war" stories of being mistreated or misunderstood in this area. Likewise, many pastors can testify of being abused and misused by evangelists in the finances of the revival. Honesty, openness, and pre-planning should prevent any misunderstanding. On numerous occasions, the pastor has requested the ushers to come forward, called on someone to pray without any explanation or exhortation to the congregation. The evangelist sits in silence, grieved in his spirit, knowing that the financial demands of his ministry and family for that week rest upon the shoulders of this congregation. It is generally understood that when it involves financial concerns people are not going to give any more than they want to but will give considerably less than they need to if they are unaware of the needs and nature of vocational evangelism. They must be reminded and informed in each worship service.

The examples on the following pages are actual exhortations which other pastors have used with their congregations. Whenever such an approach has been used, the offering has been adequate and honoring to God. These are merely suggestions. An example is given for each evening of the revival crusade.

## **AN APPEAL -- THROUGH PASTOR-EVANGELIST CONTRAST**

Tonight, as in each evening of our revival crusade, we have the opportunity of giving to a ministry that is reaching souls for Christ. Unlike myself, Brother Steve does not have a weekly salary from a church that he can depend upon. When I go away in revival, my salary here continues. A pastor does not depend on a good love offering to keep his ministry going. But God has called and equipped Brother Steve Hale as a vocational evangelist. This is all he does for a living. Brother Steve's health insurance, automobile insurance and other living expenses come out of approximately 35 love offerings throughout the year. He depends upon people like us to supply the needs of his ministry and family for this week.

Every year, scores of evangelists resort to selling insurance, real estate, or leave the ministry of evangelism entirely in order for their family to survive financially. After hearing Brother Steve preach, I think you will agree that he is one of God's choice servants. The Bible gives the church the responsibility of taking care of its ministers. This week, we want to do a worthy job of meeting Brother Steve's needs. Remember that he cannot preach like this every week. He needs time with family and rest for his body, voice and mind. I know that God will bless us as we give generously.

## **AN APPEAL -- THROUGH THE EXPENSES OF EVANGELISM**

Every evangelist has expenses which most of us are unaware. We sometimes take for granted the expenses of our office because the equipment and supplies come out of our budget as necessary operating expenditures. Brother Steve also maintains an office with the expenses of printing supplies, office equipment, postage expense, a secretary, and bookkeeper-treasurer who are on his paid staff. What we give this week helps underwrite the over-all expenses of this effective evangelistic ministry.

Literally, thousands are coming to Christ each year through Brother Steve's work. Your gift is an investment into the eternity of men and women. Remember, whatever we sow, we shall also reap. Let's do some good sowing this week as we give to spread the Gospel of Jesus Christ throughout our country by sending Brother Steve to those places where we ourselves cannot go.

## **AN APPEAL -- THROUGH THE NATURE OF EVANGELISM**

Ephesians 4:11 says, "God gave some to be apostles, some prophets, some evangelists, and some pastors and teachers." Brother Steve Hale is a God-called evangelist. By the very nature of the office, he is required to be away from home many weeks out of the year. He has a lovely wife (Debbie) who misses him, but is totally supportive of what God is doing in his life. If a light bulb needs changing, the plumbing goes out, the grass needs trimming, the car needs tuning, or the oil changed...we husbands are usually the ones who see that it gets done. Now I am sure Brother Steve does what he can around the house but there are sacrifices to be made while on the road some 35 weeks out of the year.

In addition to those adjustments, how would you like to go 17 - 20 weeks out of the year without an income? No evangelist can be in a revival every week. Yet, this is his livelihood. He depends upon churches like ours to supply his needs. His wife, children and staff are looking to us to meet their needs during this week. Most churches do not want to schedule a revival during December, January, June, July, Memorial Day, Labor Day or Thanksgiving. What we give this week must stretch into those weeks as well.

## **AN APPEAL -- THROUGH SCRIPTURE**

The Bible tells us that the laborer is worthy of his hire. Those who preach by the Gospel should live by the Gospel. Listen to what Paul says in 2 Corinthians 9:5-7: "Therefore, I thought it necessary to exhort the brethren to go to you ahead of time and prepare your bountiful gift beforehand, which you had previously promised, that it may be ready as a matter of generosity and not as a grudging obligation. But this I say, 'He who sows sparingly will also reap sparingly, and he who sows bountifully will also reap bountifully. So let each one give as he purposes in his heart, not grudgingly or of necessity; for God loves a cheerful giver.'" Two things stand out in that passage: We are to give bountifully and generously, not grudgingly and sparingly. Why? Because God blesses in proportion to the spirit of our giving.

For example, the church at Philippi was a poor, impoverished church. They did not have any wealthy businessmen to underwrite Paul's ministry...and yet they gave generously out of God's resources, even to the extent that Paul said this about their giving in Philippians 4:18-19: "Indeed I have all and abound. I am full, having received from Epaphroditus the things that were sent from you, a sweet-smelling aroma, an acceptable sacrifice, well-pleasing to God. And my God shall supply all your needs according to His riches in glory by Christ Jesus."

Just like the church at Corinth and Philippi, we too are a New Testament church who wants to give in such a manner that our offering will be a sweet-smelling aroma, an acceptable sacrifice, well-pleasing to God. God loves a cheerful giver who gives out of His resources. As was the Apostle Paul's ministry, so Steve Hale's ministry is dependent upon the love gifts of God's people. Let us give in the same spirit that these churches gave unto Paul. God promises to bless us as He did them.

## **AN APPEAL -- THROUGH APPRECIATION**

If you have appreciated Brother Steve Hale this week, say "Amen". If you have been here this week, you know that Steve Hale is a man of God who loves the Word of God. God has spoken to our lives through his messages. Wherever he goes, God is mightily using his ministry. We are privileged to have had him with us this week.

One of the most meaningful ways you can express your appreciation to Brother Steve is by giving out of your financial resources. I would like to see us give the best we've ever given. If you had attended a ball game or movie, you would pay dearly to be entertained with no eternal benefits received. This week your soul has been fed and our church strengthened through this man's ministry. I want Brother Steve to go home with fond memories of the gracious spirit in which we ministered to his needs.

## **COUNTDOWN CALENDAR**

**SIX - FIVE WEEKS BEFORE CRUSADE:**



1. Selection of committee members should be completed.
2. If a separate crusade account is to be used, it should be set-up in a local bank. This is a decision of the church staff and treasurer.

#### **FOUR WEEKS BEFORE CRUSADE:**

Attend the steering committee meeting and submit progress report. Be prepared to discuss any specific preparation plans or problems.

#### **THREE WEEKS BEFORE CRUSADE:**

Meet with usher/arrangements committee chairman and discuss the use of the offering envelopes: quantity for each service, distribution, collection, etc.

#### **TWO WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and submit progress report.
2. Finalize the counting and accounting procedures for the crusade love offerings.
3. Check with secretary and see if the current SHEA invoices have been paid.
4. Determine if the attendance and/or publicity committee chairmen are prepared for and are managing their financial needs.

#### **ONE WEEK BEFORE CRUSADE:**

1. Inform the attendance committee chairman that money will be available for the special youth activities. Make the necessary arrangements for the provision of funds for this committee.
2. Remind all committee chairmen to obtain and keep receipts for crusade expenses. (Especially if personal money is used.)
3. Contact the usher chairman and inform him that you have the crusade envelopes.

#### **DURING THE CRUSADE:**

1. Supervise collection and counting of the love offering.
2. Crusade expenses will be realized this week. Be prepared.
3. Make certain the crusade team receives their check **before** leaving the area. Also, those envelopes that were checked by persons interested in receiving SHEA's *Winning Edge* email newsletter or other information should be submitted to Steve after the final crusade service.

## **AFTER THE CRUSADE:**

Remaining bills should be paid from the crusade expense budget as they become due.

## **ONE FINAL WORD**

These suggestions are made with love and in the interest of all concerned. It is our prayer that they are received in the same spirit. SHEA's desire is to please and glorify the Lord Jesus in all areas of ministry.

## **CRUSADE BUDGET**

### **TRAVEL**

1. Evangelist
-

2. Musician \_\_\_\_\_

Total Travel Expense \_\_\_\_\_

**LODGING AND MEALS**

1. Evangelist \_\_\_\_\_

2. Musician \_\_\_\_\_

Total Lodging/Meals Expense \_\_\_\_\_

**CRUSADE PUBLICITY AND PROMOTION**

1. Bulletin inserts/flyers \_\_\_\_\_

2. Posters \_\_\_\_\_

3. Tickets for youth activities \_\_\_\_\_

4. Radio advertising \_\_\_\_\_

5. Outdoor signs \_\_\_\_\_

6. Newspaper ads \_\_\_\_\_

7. Other \_\_\_\_\_

Total Publicity Expense \_\_\_\_\_

**MISCELLANEOUS**

1. Follow-up materials \_\_\_\_\_

2. Phone calls, correspondence, etc. \_\_\_\_\_

3. Special events \_\_\_\_\_

Total Miscellaneous Expense \_\_\_\_\_

**TOTAL CRUSADE EXPENSE** \_\_\_\_\_

## **ATTENDANCE COMMITTEE**

### **PURPOSE:**

To promote crusade attendance by church members and the lost community.

## COMMITTEE MEMBERSHIP:

This committee should consist of every Sunday School department head, from the nursery to senior adults.

## IMPORTANT REMINDERS:

Total decisions made during our upcoming crusade will be in direct relationship to the number of people who attend the service. Numbers are not an end in themselves, but God will never revive empty pews.

Luke 14:23 must become the theme of the attendance committee, "Go out into the highways and hedges, and compel them to come in, that My house may be filled."

## METHODS FOR BUILDING CRUSADE ATTENDANCE

1. **High Attendance Sunday** - The goal here is to kick-off the crusade by reaching a goal of enrollment or record attendance in Sunday School. The key for reaching the overall goal is the reaching of specific department and (in some cases) class goals.
2. **Pack-A-Pew** - This method has been in existence for decades. For some churches its effectiveness has been lost due to extensive use in the past. For others, Pack-A-Pew still finds great success. If it has not been used in the last two or three years, you might consider "dusting it off". Beginning Sunday night, particular evening services will have a designated group within the church responsible for "packing the pews" (See Suggestions for Pack-A-Pew). Remember: The key is being specific. A pew for each particular service should have an assigned individual's name attached.
3. A variation to the **Pack-A-Pew** suggestions would be to use it for only one service. To continue the momentum from Sunday's services, Monday night may be the best evening. Also, if you have several golfers in the church, why not designate them as pew-packers? Encourage them to bring their golfing buddies. Perhaps offer a steak dinner prior to the service for their spouses and guests. As an incentive gift, the winning golfer who has the most guests may receive a free round of golf. The second place finisher may receive a green fee. Local golf stores may donate a sleeve of balls. Check it out!
4. **Youth Activities** - On at least two nights during the crusade, special suppers will be provided for particular age groups. (See pizza blast/world's largest banana split/hot dog supper suggestions for youth and children.)
5. The **telephone committee** (usually composed of retirees and wives who stay at home during the day) should call the entire membership on the Monday before the crusade begins. If a church has 2500 members, 25 names should be assigned to 100 callers. Envelopes containing names and phone numbers of church members should be prepared and distributed in advance to the caller volunteers.

6. Prepare a **nutritious meal** each evening at 5:30, enabling families to drive from their work place without worrying about what or where to eat. Busy schedules are frequent excuses for not attending revivals. A nice, inexpensive meal will appeal to many and help eliminate this common excuse. The meal should not be sandwiches if expected to accomplish its purpose.

## **COUNTDOWN CALENDAR**

### **SIX - FIVE WEEKS BEFORE CRUSADE:**

1. Secure all committee members.
2. Select one member from each "Pack-A-Pew" group to supervise that particular attendance emphasis. For example, within your committee, have one deacon, one lady, and one responsible youth to do the actual recruitment for each of their respective groups. When children's Pack-A-Pew is used, the children's Sunday School department director should supervise. **IT IS YOUR RESPONSIBILITY TO SEE THAT ALL PEW ASSIGNMENTS ARE MADE.**
3. Communicate with the ushers for any physical arrangement needs (children and youth suppers, etc.).
4. Through Sunday School department directors, begin setting specific departmental and/or class goals for High Attendance Sunday.

### **FOUR WEEKS BEFORE CRUSADE:**

1. Finalize, as much as possible, the pre-crusade physical arrangements for the children and youth suppers with the head usher.
2. Promotion of the High Attendance Sunday goal and other attendance methods should begin through the church newsletter and/or bulletin, as well as from the church staff during weekly services.
3. Names and mailing addresses of Pack-A-Pew participants should be submitted to the church secretary. It is very important that each participant have his or her pew assignment included for the secretary's mailing two weeks before the crusade.
4. Pastor should send sample letter #1. (See back of manual.)

### **THREE WEEKS BEFORE CRUSADE:**

1. Arrange for a meeting of either key committee personnel or entire committee membership. Reporting from Pack-A-Pew leaders should be given. Make sure that all pew captains have been turned in to the secretary no later than this week.
2. Make sure the youth activities are well-planned and ready to be put into action.

3. Promotion for the crusade continues.
4. Enclosed letter to Sunday School teacher from Brother Steve should be mailed.

#### **TWO WEEKS BEFORE CRUSADE:**

1. Promotion of the kids hot dog supper will begin this Sunday.
2. Be prepared to assist the Pack-A-Pew leaders with recruiting substitutes for Pack-A-Pew captain "withdrawals".
3. All Sunday School department heads mail a postcard to every member on the rolls, encouraging them to be present for High Attendance Sunday. (See example of postcard.) This task can be delegated to the Sunday School teachers within the departments. This task is very important and should not be overlooked.
4. Promotion of attendance methods continues.
5. Pastor should send "Pack-A-Pew" sample letter #3. (See back of manual.)

#### **ONE WEEK BEFORE CRUSADE:**

1. Pack-A-Pew leaders should create and finish nametags for their respective nightly pew designation. It is best to have all the tags uniform in design for each Pack-A-Pew service.
2. Pack-A-Pew leaders should telephone their group's pew captains to encourage and remind them of their upcoming responsibility.
3. Promotion of attendance methods continues.

#### **DURING THE CRUSADE:**

1. Pre-printed tickets for the hot dog supper and pizza blast should be passed out during Sunday School on High Attendance Sunday.
2. Pack-A-Pew leaders put names of pew captains on designated pews at least one hour before the service.

Dear Sunday School Teacher:

God has placed you in the most strategic position of your church as week after week you expose your students to the Truths of God's Word. During these brief weeks prior to our **WINNING FOR CHRIST** crusade, I'm asking you to do three things:

- (1) Develop a prayer list (soliciting requests from class members) and have a special time of prayer each Sunday for the crusade. Make this a priority without hurriedly rushing through it.
- (2) Share a clear presentation of God's plan of salvation each Sunday prior to the crusade. The Holy Spirit will bless it and the harvest will be reaped during, if not before, the crusade.
- (3) Make an all-out effort to visit your enrollment and show your concern for their support of the church's crusade. Leave publicity materials with them. A phone call or letter would be a good follow-up to your visit.

I know you're busy and many demands are made on your time. A restructuring of priorities may be necessary in order to accomplish what God lays on your heart. Your efforts will not go unrewarded in eternity nor will the fruit of your labor be in vain. So, let me thank you in advance for your witness and significant role in our **WINNING FOR CHRIST** crusade.

May God find each of us working in His vineyard with increased intensity while it is yet day. As your soul prospers, so likewise may our Lord grant you the health and encouragement to accomplish the tasks before you.

I look forward to seeing you soon.

Sincerely in Christ,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale

### **"SUGGESTIONS FOR PACK-A-PEW"**

This should be handled with great care. It is our purpose to win as many people to Christ as possible during the week, and in order to do this, lost people must be encouraged to attend. Two things should be noted: (1) Lost people cannot be won in an evangelistic service if they are not present. We must use



every available means to get them there. (2) You will meet more resistance at this point than at any other. Satan does not want people under the Gospel.

We have found that people will take responsibility more seriously when specific assignments are made. **Never apologize** for asking someone to fill a spiritual role. Assignments should be made assuming that they love the Lord and will want to do their part. They should receive a letter from the pastor saying, "You have been selected..." (see sample letter), along with an assignment sheet prepared by the attendance committee chairman. Some pastors object to "pew-packing", saying, "It won't work here." We have found it to work in every setting. Making specific assignments is a necessary part of helping to motivate church members.

## **SPECIAL NIGHTS**

### **MEN'S NIGHT:**

1. The men should set the example for the whole church on this night by striving to "pack the church" with church members as well as the "unchurched". (Names should be placed on the end of the pews.)
2. Important - set a goal to have as many people present as are on the church roll for this service. This can be an exciting opportunity for the men to set the pace for the whole church to follow during the rest of the week.

### **LADIES' NIGHT:**

1. Choose ladies who are 30 years of age or older to fill pews. Be discreet! One good way to avoid unnecessary "age" attention is by promoting the night as women's adult III, IV, and V, if your church has such Sunday School class designations.
2. At a minimum, two-thirds of all the church pews should have a lady's name attached to them.
3. A letter of encouragement from the pastor, along with the assignment, should be sent to these ladies two weeks before the crusade, expressing to them the importance of their task in making the crusade an overall success.

### **CHILDREN'S NIGHT:**

1. Assign pews with their names on each one.
2. During the service, the boy and girl who are responsible for inviting the most people who are present - including parents, friends, pastors, deacons, and other members - will be recognized.

3. A letter of encouragement from the pastor, along with the assignment, should be sent two weeks before the meeting to each boy and girl participating.
4. A small incentive gift may be offered as a token of appreciation and motivation to fill one or more pews.

### **YOUTH NIGHT:**

1. Assign a pew to each of your active junior high and high school youth. Preferably, two-thirds of your church pews should be assigned.
2. A letter of encouragement from the pastor should be sent to these youth two weeks before the crusade, stressing the importance of their role in the total framework of the crusade. Their pew assignment should be enclosed in the letter.
3. During the service, the boy and girl who are responsible for inviting the most people present will be recognized. A gift certificate from a Christian bookstore or nice restaurant should be considered.

NOTE: Any evangelist will tell you that there is an occasional problem with students coming to the pizza blast and then leaving without staying for the worship service. The challenge and goal is to retain 100% of the students for worship. One effective incentive is to offer an attractive door prize with names to be drawn at the close of the worship service. As students arrive for the pizza blast, record their names and addresses on registration cards. Inform them about the drawing for the door prize. This will insure that you have a record of all students in attendance for future follow-up as well as encouraging their attendance for the worship service. One church offered a new bicycle or a Wii. Another offered a \$125 gift certificate to the mall. If you have church members who are retailers, perhaps they can assist with nice incentive gifts. Gifts could be offered the guy and girl who bring the most friends, in addition to the overall door prize for a name randomly drawn. Lesser gifts could also be given for additional names drawn. Students enjoy this, but the prizes do not need to be extravagant and it does not need to be a "carnival" atmosphere. In all likelihood, God has just worked mightily in our midst, so these giveaways should be done with a spirit of order, dignity, and gratitude.

### **FAMILY NIGHT:**

1. Assign a pew to each active young married couple.
2. A letter of encouragement from the pastor should be sent two weeks before the meeting making this assignment. Stress to the members the importance of the job they are being called on to do.
3. The couple with the most people in attendance could be awarded a nice gift such as a gift certificate to the local Christian bookstore. The church is responsible for underwriting the expense.

### **SPORTS NIGHT:**

1. Extend an invitation to the high school or college sports teams in the area. The youth pastor, activities director, or attendance chairman should make personal contact with the respective

coaches. This will be followed by a letter of appreciation and encouragement. The date and time of service should be included.

2. Two days prior to the Sports Night, confirmation should be secured so that adequate preparation may be made. Various sections of the worship center will be reserved for each school and team.
3. Depending on available funds, you may consider a pre-service banquet in which Brother Steve will share a brief Gospel presentation.
4. A variation of Sports Night would include recognizing all of the church sports leagues. The baseball team, bowling league, volleyball team, etc. would sit in their appropriate section.

### **NEIGHBOR NIGHT:**

1. The goal is to invite as many neighbors on your street as possible to attend the crusade. As an incentive, have a neighborhood cookout at your home prior to the crusade service and then ride together to the church. The church may elect to prepare a potluck meal for all neighbors with a special devotional during this time.
2. Each member is encouraged to write a paragraph describing why he appreciates his neighbor. Four or five of these will be read publicly and these neighbors will be recognized with a token gift of appreciation. All letters should be written a week in advance of the crusade for judging. Letters may be displayed on a bulletin board.

### **GOLFER'S NIGHT:**

1. See above "Sports Night" details.
2. For those churches that have a large number of golfers, a "golfer's night" can be an effective outreach tool of motivating those persons to bring their golfing buddies to the revival service. The golfer who brings the most may receive a free green fee to a local golf course. If you have furniture store owners or other retail establishments that carry beautifully framed golf pictures, they may donate one to the revival effort to serve as a nice give-away. Smaller gifts such as a sleeve of golf balls, a gift certificate from a pro shop, a bag of tees or other golf items can be fun for those whose names were drawn or who made a special effort to bring a friend.

### **PIZZA BLAST**

One of the most crucial nights of our crusade will be when an all-out effort is made to reach young people. Please read the following instructions and follow them closely.

1. Please forget all "fore-drawn" conclusions you may have about pizza parties and their successes or failures in your church.

2. If a major schedule conflict unexpectedly arises among your youth, the nights can easily be switched or combined, if necessary. That is, if the high school has a basketball game on Tuesday night, Brother Steve can easily switch the emphasis, once he arrives, rather than totally miss an opportunity to minister to a large number of teenagers.
3. This event should start one hour before service time. Thirty minutes will be allotted for eating with the remaining time spent in a session with Brother Steve. Brother Steve has an unusual ability to work with teenagers and this time will be most beneficial. The pizza will be served buffet style, one hour prior to the service. Five to ten minutes before the service, the youth will be ushered into the auditorium.
4. If necessary, Steve will enlist volunteers during the preceding revival service to help cover the cost of the pizzas. It is better, however, if this item is budgeted. Unless you have an "inside" relationship with a local restaurant, we have found that *Papa John's*, *Little Caesar's* or *Domino's* will provide the greatest discounts.
5. If Steve will be speaking to school assemblies, thousands of pizza tickets need to be printed on a thick, colorful card stock for distribution in those assemblies. Remember, the quality of the ticket communicates a message...Quality ticket, quality night. Flimsy ticket, flimsy night.

\* ABOUT PIZZA TICKETS: Often the church will use its "in-house" printer who produces a flimsy ticket on colored copy paper. I am a firm believer that perception is of utmost importance. A visually appealing, professional quality ticket on heavy card stock will more likely convey the message that this is going to be a quality event. A cheap, flimsy ticket communicates the opposite. Refrain from using religious terminology such as "revival" and "evangelist." The word "FREE" should stand out. Also, it is wise to include the church's phone number and perhaps a miniature map on the back of the ticket which gives directions to the church. Also, refrain from stating the time of the pizza blast as a one-hour event. The pizza is another incentive, but the actual worship service is where they will be presented the Gospel. During the pizza hour, I will speak to students about "Love, Dating, & Sex." This establishes rapport and creates a conducive atmosphere to stay and hear more. Youth pastors or pastors are encouraged to print three times more the number of tickets than you think will be needed. A common mistake is not printing enough. It is almost as inexpensive to print five thousand as it is five hundred.

Once again, Youth Night will be our strongest night in seeing professions of faith. Time and time again we have seen churches with only a hundred in attendance on Sunday morning, but will witness 50 professions of faith on Youth Night. You can only imagine how this impacts the youth ministry of that church and the encouragement experienced by the rest of the church. Almost 60% of our churches failed to baptize one teenager last year. Yet, approximately 85% of all salvation decisions occur by the age of sixteen. That's right. Beyond their sophomore year in high school, only 15% of all people will go to heaven. We have no choice but to reach this generation of Millennials. Otherwise, we have sealed the destiny of our nation. Thanks so much for giving special attention to your students. What happens on this night will impact the entire church.

6. Several ushers will be needed to direct traffic into the worship center and to prevent youth from leaving after the pizza blast.
7. A section of front row seats needs to be reserved for all youth since Steve will hold them until five minutes before service time. They do not need lots of free time.

8. Steve needs to be in the pulpit 25 minutes (preferably 20 minutes) after the service has started. Often, parents are told to pick up their children within the hour. Steve likes to be into the invitation by this time in order to prevent youth from leaving prematurely.
9. See additional information in manual regarding youth night proceedings.

## **WORLD'S LARGEST BANANA SPLIT**

This may be used as an alternative to the pizza blast. This is especially appealing during the summer.

1. Twenty or thirty feet of guttering should be secured prior to the crusade. This will be lined with aluminum foil and placed on a long table.
2. The youth will line up on both sides and make their own banana split. Some may have reservations about eating out of the trough, so paper cups may be available to dip out of the guttering.
3. The church should furnish paper cups and plastic spoons. Large leak-proof trash bags should be on hand for clean-up purposes.

## **HOT DOG SUPPER**

1. One hour before the crusade service, a hot dog supper will be held for the children, grades 3 - 6. (Brother Steve has no problem including first and second grades with this group. This decision should be made by the pastor.)
2. Approximately 30 minutes after the start of the supper, Brother Steve will explain the plan of salvation to the children. Utmost tact and discretion will be used. Premature decisions and any resemblance of manipulative pressure are guarded against.

Dear School Administrator:

According to the **Department of Education**, 81% of violent crime victims are teenagers. In fact, murder is now the leading cause of death in young men 15-24 years old. There are 40 teenagers murdered every week in America, which is the equivalent of 150 Littleton, Colorado massacres a year.

As an educator, you're aware that America's schools remain one of the safest places in the world with a million to one chance of a student being a homicide victim. Ninety percent of our schools do not have a serious problem with violence. However, that is not the perception embraced by the nation. A **CBS News** report stated that 7 out of 10 Americans believe a school shooting is not only possible, but is likely to occur in their community. A **Fox News** report indicated that three out of four parents are worried that their child may be a victim of violence and one out of four parents are convinced that their child is capable of being the perpetrator of a violent crime in school. This perception causes 160,000 students to stay home from school everyday simply because they're afraid to go. One hundred thousand teachers are physically attacked each year, causing one-third of all teachers to seriously consider leaving the profession. America has the highest teenage homicide rate in the world. Thus, we are living in what's been called the AGE OF RAGE. I could go on and on with chilling statistics that seem unbelievable. The fact is, from parents to politicians the nation is asking, "What's gone wrong and where will it happen next?" Our "**Be A Winner**" assembly program addresses the risk factors of drugs, alcohol, and negative peer pressure in a motivational presentation designed to reinforce some of the essential ingredients required for a successful and productive life.

For over 34 years I have spoken professionally to teens. Rest assured that the presentation has been well received throughout the nation. I encourage you to scan through the manuscript because I will not veer from what you see written.

As you know, programs of this quality normally would cost hundreds of dollars. However, there is no charge for this program. It is our gift to your community. Our primary goal is to help hurting teens cope with the stress of failure and disappointment that life sometimes brings. "**Be A Winner**" is approximately 28 minutes in length and will simply challenge each student to maximize his potential with a standard of excellence. Thanks for your consideration. I look forward to the possibility of being with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale

SH/swc

Dear Mom or Dad:

Parenting a teenager in today's world is no easy task. Yet, there is no higher calling, nor greater challenge than trying to produce godliness in the lifestyle of your teenager. Youth Night in our upcoming crusade will greatly assist your efforts.

During this special night the youth group will meet an hour early for a pizza blast at which time I will talk to your teenager about some relevant subjects. Then we will proceed to the auditorium where I will often preach on TEENAGE SUICIDE. While you may think the subject is irrelevant to your child, home or community, please think again. One out of seven teenagers will attempt suicide before graduating from high school and another one out of three will seriously contemplate it. Yes, this is an alarming epidemic that we must not ignore. Almost without exception, youth night proves to be the highlight of the week as God literally grips the hearts of many teenagers.

I need your help in three ways. **FIRST**, do everything possible to encourage your teenager to be in attendance. School, work, and extracurricular activities may need rearranging for this night. If God powerfully speaks to your son or daughter on this night, then such effort will have been well worth the time. Wouldn't you agree? **SECOND**, your presence is greatly needed on this night. The subject matter presented will speak to all of us, but 71% of teenage suicides can be traced to the home. Please strive to set the example with your attendance. **THIRD**, you may know troubled teens in your neighborhood who come from broken homes, drink alcohol, do drugs, or appear rebellious. Invite them to the pizza blast and worship service. They will probably get saved. Remember to encourage your child to boldly invite his unchurched friends from school. Our goal is to more than triple the Sunday School attendance. This will only happen as you assist us in these three ways. Provided that we have a large representation of teenagers present, the relevant issues and pressures facing today's students will be addressed.

Please join me in praying that this crusade (and specifically youth night) will be the greatest ever for your church and God's glory. I look forward to seeing you soon.

Expectantly yours,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale

**A COPY OF THIS LETTER SHOULD BE GIVEN TO EACH CHILD WHO ACCEPTS  
CHRIST AS SAVIOR DURING OUR CRUSADE.**

Dear Parent or Guardian,

Tonight I had the wonderful opportunity of explaining what it means to have a personal relationship with God, as described in the Bible. Realizing the impressionable nature of a child, my simplistic presentation of the Gospel was very thorough, deliberate, and non-pressuresome. Being a parent of two, I am quite selective and precautious on who and how my children are exposed to spiritual matters that count for eternity.

I know that you will be thrilled to learn that tonight your child prayed to receive Jesus Christ as their personal Savior. According to studies, the vast percentage of people who make this decision in life, do so before the age of thirteen. So, your child made a wise and timely decision. Isn't it great to know that from this day forward, Jesus Christ is in your child's life and He has promised to never leave nor forsake them? You are to be commended for your part in this significant moment. Your influence and openness to spiritual matters afforded your child this all-important opportunity.

Again, rest assured that your dear child was quite attentive and our time together was conducted with integrity. While it is never our desire to recruit people from another church they may already be regularly attending, we certainly want to extend open arms that say, "You are loved and always welcome."

After deciding to follow Jesus, God encourages us to unashamedly identify with Christ by being baptized. This is something that you and your child will want to discuss. Someone from the church will drop by in the near future for a brief visit to leave some literature and answer any questions that you may have. Again, we join you in this time of celebration and thank you for allowing your child to share in this special evening.

For His Glory,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale

ATTENTION: Please request your church secretary to mail this follow-up letter the day after youth night.

Dear ,



Once again, I want to congratulate you on making life's most important and exciting decision. Your decision to receive Jesus Christ is what the Bible calls "being born again." In some ways your spiritual birth is similar to physical birth. The Bible says, "As newborn babes in Christ, desire the sincere milk of the Word that you may grow thereby."

You may be asking, "Where do I go from here? What's the next step?" God wants to help you grow, mature, and become strong in your Christian life. He wants you to experience the fullness of His joy and peace. This is why Jesus Christ established His church: as a source of encouragement to each of us.

The local church that you attended with me genuinely cares about you. If you are not regularly attending a Bible-believing church, I recommend this one to you. Here you will be taught the basics of the Christian life in addition to becoming acquainted with your new family and friends in Christ.

Church membership is important. In fact, baptism is the Bible's first command of obedience after deciding for Christ. This demonstrates your sincerity. It shows that you meant business with God. It identifies you with God's family and says that you are not ashamed of Jesus Christ. Thus, **HERE IS YOUR NEXT STEP.** Go to church next Sunday and during the invitation time (decision time after the sermon) come forward and tell the pastor that you have already received Christ as Savior and would now like to join the church by baptism.

Remember, there are no born losers, only born choosers and tonight you made the most important of all choices. Life can be tough, but with God in your life and the Church by your side, there is real victory. So, let me encourage you to go ahead and follow through on what you did by choosing to be baptized and attending church regularly. Snowflakes are frail, but if enough of them stick together they can stop traffic. Together, we can make a difference! Have a great life and be a winner!

Your Brother in Christ,

A handwritten signature in black ink, appearing to read "Steve Hale", with a stylized flourish at the end.

Steve Hale

P.S. May I encourage you now to develop the regular habit of church attendance and a time for daily prayer and Bible study. This will not come easily at first, but the dividends far outweigh the cost.

**SAMPLE LETTER FROM PASTOR TO NON-CHURCH MEMBER PARENTS OF  
TEENAGERS SAVED DURING REVIVAL CRUSADE (REGARDING BAPTISM).**

Dear (PARENT's NAME),

Thank you for allowing your child to attend our exciting Youth Night service here at (NAME OF CHURCH). Many teenagers were in attendance and our speaker addressed relevant issues concerning today's youth. At the conclusion of his message an opportunity was given for students to receive Jesus Christ as their personal Lord and Savior. Your child was among those who responded positively to this invitation.

It is our hope that you will affirm your child and show your support for this most important moment in his/her life. It took courage for him/her to stand before their peers and pray to invite Jesus to be his/her Savior. We understand that many of these students come from different church backgrounds. Perhaps yours is one of them. We are not trying to pull your child away from your church if they are already faithful attenders. However, we understand as do you, that it is tough being a teenager in today's world. These kids need all the help they can get. We are here for your child and for your family.

This Sunday at (TIME) we are celebrating those who chose to follow Christ as their Savior by having a baptism service. We would love for your child to be among that number and for you as well as your family to join in attending this special occasion. Please know we have no hidden agenda other than desiring to encourage your child to know God and to grow more knowledgeable in the understanding of the Bible, God's Word. All baptismal candidates are requested to meet in (LOCATION) at (TIME) where the pastor will discuss the biblical significance of baptism and the details of the evening. Provided that you agree, your teenager should bring a towel and an extra set of clothes to change into after the baptism. You may also want to bring your camera to remember this special occasion.

Once again, thank you for permitting your child to attend our church. It truly was an evening that he/she will always remember. If you have any questions whatsoever, please feel free to call.

Sincerely,

Pastor

**SAMPLE LETTER FROM YOUTH PASTOR SENT TO TEENAGERS/OR GIVEN TO  
TEENAGERS AFTER ACCEPTING CHRIST IN REVIVAL SERVICE**

Dear (INSERT NAME),

Welcome to the family of God! Congratulations on making life's most important decision: receiving Jesus Christ as your personal Lord and Savior. This is a defining moment never to be forgotten and certainly never to be regretted. As important as your initial decision to follow Jesus Christ is, this is just the beginning of your journey with God. Jesus refers to your decision as being "born again." Yes, it is a new birth and new birth requires growth. This is the reason God created and established the Church.

As the first act of obedience to Christ, Jesus instructs all new believers to be baptized just as He Himself was baptized. By following His example, you are telling the world that you are not ashamed to publicly identify with Christ as your Savior. Make no mistake. Baptism does not save you. Only Jesus can do that. There is nothing magical or holy about the water. You don't have to make a speech. Your presence in the baptistery makes a statement in itself of your commitment to Christ. It is rich in symbolism which you will learn all about.

This coming Sunday, (DATE), at (TIME), NAME OF CHURCH is observing the biblical ordinance of baptism and we would like for you to join others who received Christ in our revival to make plans to follow your Lord in this special time. We are sending your parents a letter to inform them of this special event because we don't want to proceed without their permission. If at all possible, please meet in (LOCATION) at (TIME) where the pastor will discuss all the details that will follow. Don't worry; there is nothing to be nervous about. This is an exciting time and the church wants to celebrate with you on your new journey with Christ.

Once again, we welcome you to God's forever family. Please know that we are here for you and desire to help you in maturing and growing in your understanding of God's Word and His amazing plan for your life. Please call me at (PHONE NUMBER) if you have any questions. We look forward to seeing you soon!

Sincerely,

Youth Pastor

### **REACH THE YOUNG PEOPLE!**

Statistics from our North American Mission Board indicate that only 15% of all people get saved beyond high school. Desiring to maximize our potential in this area, we offer the following suggestions.

- 1) Our high school assembly presentation on "**BE A WINNER**" has been well-received by students and administrations. Explore this possibility. It will explode our youth night. You may assure the principal that I will conduct myself with integrity and not violate the separation of church and state. Personal contact with schools needs to be made well in advance of our crusade date. Principals need to receive a

copy of my manuscript found in our preparation packet. **Please do not schedule more than 3 assemblies per day.** I try to give 100% each time he speaks. Speaking in no more than 3 daily assemblies insures I will have the rest and voice needed to preach the Gospel boldly each evening.

- 2) Print three times the number of tickets you think you will need to be distributed for the pizza blast. The word "FREE" should be written boldly on the ticket. Tickets should be attractive and printed on thick, good quality paper. A poor quality ticket on "flimsy" paper does little to create interest. If 1000 tickets are distributed, 100 will likely attend.
- 3) I would like to meet with grades 7 - 12 for 25 minutes during the Sunday School hour. During this time, I will challenge the group to triple their attendance for youth night. A brief teaching session on "child to parent" relationships will be presented.
- 4) The enclosed letter to parents should be sent the week prior to our crusade. You may consider running a large ad in the local newspaper announcing the topic of TEENAGE SUICIDE.
- 5) Enlist a "Philip Squad" from the teenagers and use several telephones at the church on Saturday to invite their friends to Sunday School and youth night that week.
- 6) One hour before our pizza time, enlist as many as possible to "Bring 'Em Back Alive" as they go "kidnapping" their friends. Drivers need to be secured ahead of time. This simple technique is surprisingly effective.
- 7) After (or before) speaking to the teenagers during the Sunday School hour, I would like the other half hour to introduce myself to the children. I will simply "drop-in" each class briefly and encourage the children to bring their friends. At this time I will distribute their tickets to the "Free Hot Dog Supper". Children are not inhibited when it comes to inviting friends. With so many extracurricular activities (ballgames, piano, etc.) vying for time in the evenings, I would like the opportunity to share the Gospel with the children on Sunday morning as some may be unable to attend "Children's Night". Be assured that a conscious effort is made to handle children with integrity. There is no pressuring or manipulating.

In all our preparing, let us not forget the most important ingredient...prayer. Please try and use the prayer manual to its maximum benefit. I pledge to you my best in seeing the Lord Jesus Christ highly exalted among your people. Till then,

Expectantly yours,



### **EXAMPLE OF HIGH ATTENDANCE SUNDAY POSTCARD**

Dear \_\_\_\_\_,

Sunday morning, \_\_ (date) \_\_, is our High Attendance Day. Our class goal is \_\_\_\_\_ and your presence would help us attain the overall church goal of \_\_\_\_\_. Snowflakes are frail, but if enough of them stick together they can stop traffic. Together we can make a difference. I look forward to seeing you.

Your teacher,

Signature

## **SAMPLE PASTOR'S LETTER OF ENCOURAGEMENT**

Dear Fellow Member:

There are many important factors which go together to assure a successful revival - such as fervent prayer, visitation and personal witnessing.

Another **very** important factor is ATTENDANCE during the services. Unless the people are here, they will not receive the blessings.

Therefore, we have made extensive plans for attendance promotion. **YOU** are a part of those plans. **YOU HAVE BEEN SELECTED TO SERVE ONE NIGHT AS A "PEW CAPTAIN"**. We hope you will take this responsibility very seriously, and do your best to fill "your pew" and even more. As we all work, pray, witness, invite and attend, many people will be blessed, including ourselves.

Please carefully check the attached sheet, which indicates "your night" and "your row". Thank you in advance for serving our Lord in this way.

Sincerely,

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(Attendance committee chairman should provide enclosed sheet with designated night service and pew location.)

## **CRUSADE WEEK SCHEDULE**

Dates: \_\_\_\_\_

Time: a.m. \_\_\_\_\_  
p.m. \_\_\_\_\_

**SERVICE:**

Sunday a.m. High Attendance Goal \_\_\_\_\_

Sunday p.m. \_\_\_\_\_

Monday p.m. \_\_\_\_\_

Tuesday p.m. \_\_\_\_\_

Wednesday p.m. \_\_\_\_\_

Thursday p.m. \_\_\_\_\_

Friday p.m. \_\_\_\_\_

**DEACON VISITATION**

**PURPOSE:**

To invite as many prospective families as possible to the crusade.

**PROCEDURE:**

1. Organize a deacon visitation just prior to or beginning the Sunday afternoon of the revival. Each deacon visits as many prospective families as possible in the allotted time.
2. Expand the program by asking each man to choose a partner who is not a deacon. Secure commitments from every deacon.
3. Packets must be prepared for each team. These packets should contain information about the evangelistic personnel, the crusade, and any special events connected with it. Each team should be prepared to discuss the content of these packets.
4. Ask each team to make a complete report.

**VARIATION (A) SUNDAY SCHOOL VISITATION**

NOTE: The Sunday School is an organization already structured to meet the demands of crusade visitation. The best prospects are found on the Sunday School roll. The best-trained workers are found in positions like Sunday School teachers, departmental and outreach leaders. The best friends of many prospects are found among members of their class.

**PROCEDURE:**

1. Ask each class or department to identify their own prospects, then cultivate them for the crusade.
2. The Sunday School director should serve as chairman of visitation with departmental leaders making up the body of this committee.
3. The committee is responsible to see that each class follows through with its assignment and that results have been properly tabulated.
4. Send "Cultivation Visitation" letter to all church leaders three weeks prior to crusade. (See sample letter #2.)

**OPERATION BRINGATATION**

**PURPOSE:**

To enlist families and individuals to bring people who are unsaved and unchurched to the crusade. It is also the purpose of this project to bring Christians who have been inactive and have dropped out of the work of the local church.

### **PROCEDURE:**

1. Each church member should be asked to submit up to ten names and addresses of people who are not attending church, or do not seem to know Christ. Tell church members that the names will be kept confidential.
2. Assignments should be made to church members for "Cultivation Visitation" of all prospects in the church prospect card file. The pastor should write a letter (see example) asking a church member to take these specific assignments.
3. The **goal** is for church members to get to know prospects and to have an influence in bringing them to the crusade. Specific invitations for specific nights of the crusade is the goal (of course, under the leadership of the Holy Spirit).

Suggestions: "Which service can you attend?" "Do you need a ride?" "How about me picking you up?" or "I'll meet you at..."

4. Promote "Operation Bringatation" Sunday by making sure that the date (a Sunday morning service -- three weeks prior to the crusade) is on the calendar.
5. Some type of prospect card should be distributed in **every pew** throughout the auditorium for Operation Bringatation Sunday.
6. The duplicate cards or names should be sorted out by age group and by gender (this will help greatly with your prospect file).
7. Encourage the pastor to preach a sermon on "Operation Bringatation" and then challenge every Christian to write down the names of ten (10) people for whom they will pray, cultivate, and seek to bring to the crusade.

**NOTE: OPERATION BRINGATATION IS THE PROGRAM THAT WILL DETERMINE LARGELY THE NUMBER OF UNSAVED AND UNCHURCHED PEOPLE WHO ARE REACHED DURING THE CRUSADE.**

**VARIATION:** Class participation could be enlisted with each class member locating and cultivating a lost or unenlisted person for that class.

## **LETTER WRITING**

This can be an effective means of getting people to attend the crusade with minimal effort.



**PROCEDURE:**

The pastor writes a letter to every member of the church and encloses a form letter that can be sent to someone else who is a prospect for the revival. Some members will probably ask for several of the form letters.

**TELEPHONE COMMITTEE**  
**"Philip Squad"**

Jesus said to Nathaniel, "Before Philip called thee..." (John 1:48)

**PURPOSE:**

To enlist and supervise callers for informing the local area of the ***WINNING FOR CHRIST*** crusade.

### **COMMITTEE MEMBERSHIP:**

Members should be people who, for various reasons, could not serve on other committees. Senior ladies and even men are excellent for this committee, but don't exclude people of all ages. They should be courteous, positive, and stable enough to handle any negative reaction received from their efforts. The scope of the telephone list will determine the size of the committee. One member (caller) per 100 weekly calls is a good practice to follow.

### **IMPORTANT REMINDERS:**

This committee, if functioning properly, will add the "personal touch" needed to draw many people to the crusade who otherwise would not attend. Don't minimize the importance of this committee in any way! Let the committee members know of their major importance to the overall crusade preparation, even though their work is unseen by others.

### **SUGGESTED GUIDELINES:**

1. The total telephone listing will depend upon several factors:
  - a. Length of church prospect list (see pastor and/or staff for list).
  - b. Size of town and pastor's decision to contact surrounding area. Entire smaller towns (15,000 and less) may be called by dividing up the local telephone directory.
  - c. Number of committee members.
  - d. For larger cities, a map may be used to block off the streets in your church field. Then, take a city directory that lists the streets in alphabetical order. Each resident's phone number may be called with committee members being responsible for entire streets.
2. The committee members will be paired in teams of two.
3. Those able to give more time to the project should be given more names.
4. As final assignments are made, the chairman should make a list of every committee member, the assigned names, and the phone numbers for each caller.
5. Put 50 - 100 names in an envelope for the callers. You may cut up a phone book, copy a city directory or divide the church directory. Pertinent information about the crusade should be included.

6. The callers should call every name on their assigned list. They should call back those who did not answer or whose lines were busy.
7. The callers should be instructed not to enter into gossip, argument or criticism. The callers should never foster a negative spirit during the calls.
8. The Monday before the crusade begins, calls should be made to the entire church membership. The same principles apply when calling church members as calling prospects.

## **INSTRUCTIONS FOR TELEPHONE CALLERS**

### **ONE WEEK BEFORE CRUSADE:**

Call everyone on your list. If you do not get them at first, try again at a different time of day. Call between the hours of 9:00 a.m. and 9:00 p.m.

### **DURING THE CRUSADE:**

Exchange lists with your partner on the committee. Call this list during the first few days of the crusade (no later than Tuesday).

### **IMPORTANT REMINDERS:**

1. Introduce yourself and give the person a courteous, brief invitation.
2. Talk about the evangelistic team and the crusade in a positive, enthusiastic manner.
3. Don't forget to tell them the name of your church (not just "our church"), the church location, the time of the service, special service emphases, and information concerning the nursery.

### **SAMPLE CONVERSATION (A):**

"Mr. \_\_\_\_\_? This is \_\_\_\_\_ from \_\_\_\_\_ Church. Has anyone invited you to the Steve Hale crusade that our church is sponsoring? (Let them respond.) Well, I just wanted you to know how welcome you would be. The services are at \_\_\_\_\_ nightly. Steve Hale is our evangelist and is a dynamic speaker whom you'll enjoy hearing. \_\_\_\_\_ is our guest soloist for the week. We plan on a great service each night and I am looking forward to the special music that is planned nightly. It would really please us if you could be with us during the week."

### **SAMPLE CONVERSATION (B):**

"Mr. \_\_\_\_\_? My name is \_\_\_\_\_ from \_\_\_\_\_ Church. We have invited a dynamic speaker named Steve Hale to address some issues this week that concern all of us. For example, one evening he will deal with stress in the home and keys to a happy marriage. Another evening he will address the explosive issue of teenage suicide. He has been known to speak on intriguing subjects such as "What is Heaven Like?" and "Current Events in Bible Prophecy". The service begins at \_\_\_\_\_ nightly and lasts until approximately \_\_\_\_\_. Great music is planned for each service and it would really please us if you could attend."

### **DURING THE CRUSADE:**

Introduce yourself. Talk about the crusade and how much you are enjoying it. Tell them the time, etc., and invite them to be there.

### **REMEMBER:**

Your job is most important! It will result in many more people hearing the Good News of the Gospel! The Lord will give direction as you make these calls. So, get busy, and God bless you!!

## **BIBLE READING MARATHON**

**PURPOSE:**

To help the church be spiritually prepared for revival.

**GOAL:**

To read through the Bible from the pulpit.

**PROCEDURE:**

1. Enlist members to sign up for 30 minute segments similar to the 24 hour prayer vigil.
2. By beginning on Thursday morning, this should insure completion sometime on Saturday before the crusade begins.
3. Because of the amount of time this takes, you may need to encourage some members to assume more than one time slot.

**ADVANTAGES:**

1. It exposes members to God's Word and allows the Holy Spirit to speak to their own hearts.
2. It acquaints members with the pulpit and public speaking.
3. It saturates the auditorium with the Word of God days before the revival begins.
4. It builds a Divine Hedge around the building with the spoken Word of God.
5. It stirs revival and anticipation within the hearts of the members.

**NOTE:** Though this may seem too involved, if adequate help is enlisted, it can be a great excitement builder. Just knowing that someone is at the church, standing in the pulpit, reading the precious Word of God for over two solid days will mysteriously create anticipation among people.

**PRAYER COMMITTEE**



## **PURPOSE:**

To organize and implement a thorough prayer program.

## **COMMITTEE MEMBERSHIP:**

This committee should have at least two members from each Sunday School department, juniors through adults.

## **IMPORTANT REMINDERS:**

If only one committee is dedicated to the Lord in crusade preparation, it needs to be this one. It is the key committee that can bring revival even if the others fail. Do not let the following instructions be an end in themselves. Do not just plan a prayer meeting, **pray**. Remember, "The effectual, fervent prayer of a righteous man availeth much." (James 5:16)

## **COUNTDOWN CALENDAR**

### **SEVEN - SIX WEEKS BEFORE CRUSADE:**

1. Begin recruiting committee members. You may choose to select individual members to supervise each specific prayer program.
2. Meet with the pastor and/or staff and begin discussion on a probable prayer vigil location in the church.
3. Begin geographical sectioning of the church field for the prayer groups.
4. Ask the pastor about the possibility of conducting the Prayer Commitment Service during the mid-week service the week before the crusade.
5. Assist the pastor in compiling a current prospect list, if one is not already available. This must be completed by four weeks prior to the crusade.

### **FIVE WEEKS BEFORE CRUSADE:**

1. Conclude geographic sectioning of the church field. Select host families in each section for the prayer cell groups. Explain what is expected to the hosts.
2. Prayer for the crusade should be given at each regular church worship service.
3. The vigil hours should be determined and the poster completed by this week.

### **FOUR WEEKS BEFORE CRUSADE:**

1. The vigil location should be confirmed. At least half of the time slots on the poster should be filled.
2. Vigil recruitment to continue as does public prayer for the crusade during the church services.
3. Attend the steering committee meeting and turn in progress report. Be prepared to discuss any specific, as well as overall, preparation plans or problems.

### **THREE WEEKS BEFORE CRUSADE:**

1. Arrange for a meeting of the prayer committee. Determine at this meeting if the prayer programs are well under way. The following should be accomplished by this time:
  - a. Prayer Cell Groups - Hosts have been selected and given a choice of either Tuesday or Thursday night prior to the crusade week for their meeting.
  - b. Vigil location has been determined and poster placed in position. Enlistment of participants should be at least half completed.
  - c. Prayer Commitment Service - Pastor and staff should have definite plans for this midweek service before the crusade week.
2. Promotion of cottage prayer meetings and vigil continues during the regular church worship services, bulletin, and newsletter.
3. Prayer for the crusade during the church services should continue.

### **TWO WEEKS BEFORE CRUSADE:**

1. Final arrangements for prayer cell groups should be made with hosts. The host's names and locations, with times of meetings, should be included in both the church newsletter and bulletin. Announcement of these specifics should be given during the church services.
2. Promotion and enlistment of vigil participants should continue. By next Sunday, all slots should be filled.
3. The pastor and/or staff should promote the upcoming mid-week Prayer Commitment Service. Prayer committee chairman, or committee member, could make a brief testimony during the church service, with the pastor's approval.
4. Attend the steering committee meeting and turn in progress report.
5. Encourage people to begin cultivating relationships with those listed on their prayer list to attend the crusade services.

### **ONE WEEK BEFORE CRUSADE:**

1. Prayer cell groups meet on Tuesday and Thursday.
2. Mid-week Prayer Commitment Service.
3. Final arrangements and preparations for the prayer fasting vigil should be made. With the assistance of the crusade secretary, all materials should be compiled. A list of vigil participants, with phone numbers, must be completed! Announcement of vigil location should be made during the Sunday services and the Prayer Commitment Service. Remember that the church must be unlocked for the vigil on Saturday!

### **DURING THE CRUSADE:**

Prayer does not stop. Encourage the committee members to meet at the church, thirty to fifteen minutes before the services to pray, if at all possible.

## **PRAYER CELL GROUPS**

**WHEN:** Tuesday and/or Thursday, 7:00 - 7:30 p.m., the week prior to the crusade.

**WHERE:** The church field should be divided into at least two sections, possibly more if needed. Locate one home of a church family in each section that will host the prayer meeting.

**WHO:** Participants that live in the closest proximity to the hosting family will go to that prayer meeting. Those participants that do not live near any of the host families may choose which cell group they wish to attend.

**WHAT:** Encourage everyone to arrive by 7:00 p.m. Don't waste time talking to one another. Have host invite everyone to pray then lead out in conversational prayer for approximately 30 minutes. Let the people know in advance the purpose of the gathering. Encourage everyone in the church to participate. There is no need for refreshments. Do not be discouraged by low attendance. Do not criticize those who do not attend. Dismiss by 7:45 and encourage everyone to make one brief prospect visit on the way home.

## **PRAYER COMMITMENT SERVICE**

This is to be held the regular mid-week church service the week before the crusade. Have an old-fashioned prayer meeting, calling on people to find a partner, get on their knees, and pray, as the instruments play softly. Lead the people to sign the "Revival Prayer Covenant" card as shown below.

### **Will You Pray For Revival?**

#### **REVIVAL PRAYER COVENANT**

I covenant to pray daily for revival. I acknowledge that the great need of this hour and throughout the nation is revival evidenced by repentance and renewal within the church.

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Signature

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Address

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Phone

#### **TWELVE HOUR PRAYER/FASTING VIGIL**

**TIME:** The vigil is to be held on the Saturday prior to the crusade Sunday. Most vigils have been held either 6:00 a.m. to 6:00 p.m. or 8:00 a.m. to 8:00 p.m., but this is the prayer committee's decision. Occasionally, some larger churches have chosen to conduct a twenty-four hour vigil.

**PLACE:** The vigil should take place at the church. The location should be the choice of the prayer committee, with leadership from the pastor. Wherever the location, it should be conducive to prayer. Include a phone.

**PARTICIPANTS:** A large poster with a reproduced pie graph should be posted in a highly visible area of the church. People should be enlisted to sign up until all one hour slots are full. Therefore, a twelve-hour vigil would require 12 participants. A twenty-four hour vigil would require 24 participants. It is an attractive option to reduce the time slots to thirty-minutes, thereby enlisting more participants. The prayer committee should encourage others to sign-up by their taking the more difficult times.

**PROCEDURE:** Several printed items will need to be provided in the prayer vigil location. They are: 1) copies of the "Spiritual Checklist for Personal Revival"; 2) a Bible; 3) a copy of "Instruction Sheet for Vigil Participants"; 4) a prayer list which should include the church staff, crusade team, crusade week emphases; 5) the "Prayer Manual"; 6) a list of vigil participants along with their phone numbers and their respective time slots; 7) soft instrumental praise music may enrich the atmosphere of prayer.

### **INSTRUCTION SHEET FOR VIGIL PARTICIPANTS**

Greetings to you who pray.

You have committed yourself for the next 60 minutes to the greatest requisite for revival. As you begin to pray, spiritual forces are set into motion that otherwise would have remained stagnant. There are some things to review before you begin praying.

First: **Right now** - call the next person on the prayer list and remind them to be at the church in 55 minutes.

Second: Remember the three-fold nature of prayer. Prayer is:  
Worship toward God.  
Work toward man.  
Warfare toward Satan.

Third: You may never have prayed 50 minutes before. The following structure for 60 minutes of prayer may help your concentration. Here's the structure: **Praise, Repentance, Asking, and Yielding. PRAY.**

- I. **Praise** (7 - 12 minutes) Psalms 145 - 150 are all Psalms of praise. Pick one or two and read them out loud, then go to the Lord, praising Him. God has been good to you. Count your blessings and praise His Name.
- II. **Repentance** (12 - 15 minutes) Use the "Spiritual Checklist for Personal Revival" or thumb through the "Prayer Manual". Let the Lord speak to your heart concerning sin. Claim 1 John 1:9.
- III. **Asking** (10 - 15 minutes) Read Mark 11:22-24, and Philippians 4:6-8. Make your requests known unto God...He will answer! Make your intercessions here. Remember to claim the weapons of spiritual warfare in praying for the lost and backslidden (2 Corinthians 10:3-5). Your weapons are: 1) the Word of God; 2) the Name of Jesus; 3) the blood of Jesus; 4) the word of your testimony; and 5) the commitment of your life unto death.
- IV. **Yielding** (3 - 4 minutes) Read Romans 12:1-2. Yield, item by item, all you are and have to Him.

**Rejoice:** You have now prayed and obeyed - but keep on asking, keep on seeking, and keep on knocking...God will answer!

## **OTHER PRAYER SUGGESTIONS**

Apart from the 12 or 24-hour prayer vigils and the prayer cell groups, here are a few other suggestions which will give proper emphasis to prayer. We can never over-emphasize this aspect of preparation.

1. **PRAYER PARTNERS**

A prayer partner card may be used for sign-up. This may be called the FIVE AT FIVE PLAN.

I, \_\_\_\_\_ and I, \_\_\_\_\_ promise to pray daily for prayer requests and people whose names we have written on the other side of this card. We promise to pray every day for at least five minutes at five o'clock.

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Revival Dates  
Matthew 18:19

2. **PRAYERTATION**

This is a combination of prayer and visitation. Meet for prayer on Wednesday night and then visit prospective families on the way home.

3. **"TEN MOST WANTED PRAYER LIST"**

4. **SUNDAY SCHOOL PRAYER GROUPS**

Using their class rolls, each teacher prepares a list of the unsaved and unchurched. Prayer lists are then given to each person. Time before each class should be devoted to prayer for the crusade.

5. **PRAYER LETTERS**

A project of writing friends, relatives, and sister churches to pray for the crusade can be most helpful.

6. **PRAYER WALKS**

Leisurely walk around the street of your neighborhood and pray for those homes that God brings to your attention. As you walk, be sensitive to God's Spirit. When hundreds of church members take prayer walks, neighbors are more easily won to Christ and invited to the crusade as a God-consciousness is created within the hearts of participants.

**SPIRITUAL CHECKLIST TO PERSONAL REVIVAL**

CHECK THE FOLLOWING IF THEY APPLY TO YOU:

- |                          |                   |                  |
|--------------------------|-------------------|------------------|
| ___ ABORTION             | ___ NAME-CALLING  | ___ FIGHTING     |
| ___ ADULTERY             | ___ FOUL TALK     | ___ REBELLION    |
| ___ AGAINST THE BIBLE    | ___ GOSSIPING     | ___ ROBBING GOD  |
| ___ ARGUMENTATIVE        | ___ GLUTTONY      | ___ RESENTFUL    |
| ___ BETRAYING FRIENDS    | ___ SPOUSE ABUSE  | ___ GREED        |
| ___ BITTERNESS           | ___ HATRED        | ___ STEALING     |
| ___ BRAGGART             | ___ HOMOSEXUAL    | ___ STRIFE       |
| ___ TROUBLEMAKER         | ___ HOT-HEADED    | ___ BRIBES       |
| ___ BROKEN PROMISES      | ___ IDOLS         | ___ UNBELIEF     |
| ___ CHILD ABUSE          | ___ UNFORGIVENESS | ___ IMMORAL      |
| ___ CARNAL KNOWLEDGE     | ___ IMPATIENT     | ___ UNGODLINESS  |
| ___ CONDEMNING ATTITUDES | ___ IMPURITY      | ___ WILD PARTIES |
| ___ WRONG DOCTRINE       | ___ JEALOUSY      | ___ CURSING      |
| ___ DISOBEDIENCE         | ___ LOVE OF MONEY | ___ PROFANE      |
| ___ DOUBLE-TONGUED       | ___ LUSTFUL       | ___ PROSTITUTE   |
| ___ DRUNKENNESS          | ___ LYING         | ___ PRIDE        |
| ___ ENVIOUS              | ___ PORNOGRAPHY   | ___ MURDERER     |

THE FOLLOWING ARE SOME OF THE FEATURES AND MANIFESTATIONS OF THE SELF-LIFE. THE HOLY SPIRIT ALONE CAN INTERPRET AND APPLY THESE TO YOUR INDIVIDUAL CASE. AS YOU READ, EXAMINE YOURSELF IN THE VERY PRESENCE OF GOD. ARE YOU EVER CONSCIOUS OF:

**A secret spirit of pride** - an exalted feeling; in view of your success or position; because of your good training or appearance; because of your natural gifts and abilities? An important independent spirit?

**Love of human praise** - a secret fondness to be noticed; love of supremacy; drawing attention to self in conversation; a swelling out of self when you have had a free time in speaking or praying?

**The stirrings of anger or impatience**, which, worst of all, you call nervousness or holy indignation; a touchy, sensitive spirit; a disposition to resent and retaliate when disapproved of or contradicted; a desire to throw sharp, heated flings at another?

**Self-will** - a stubborn, unteachable spirit; an arguing, talkative spirit; harsh, sarcastic expressions; an unyielding, headstrong disposition; a driving, commanding spirit; a disposition to criticize and pick flaws when set aside and unnoticed; a peevish, fretful spirit; a disposition that loves to be coaxed and humored?

**Carnal fear** - a man-fearing spirit; a shrinking from reproach and duty; reasoning around your cross; a shrinking from doing your whole duty by those of wealth or position; a fearfulness that someone will offend and drive some prominent person away; a compromising spirit?

**A jealous disposition** - a secret fear of envy shut up in your heart; an unpleasant sensation in view of the great prosperity and success of another; a disposition to speak of the faults and failings, rather than the gifts and virtues of those more talented and appreciated than yourself?

**A dishonest, deceitful disposition** - the evading and covering of the truth; the covering up of your real faults; leaving a better impression of yourself than is strictly true; false humility; exaggeration; straining the truth?

**Unbelief** - a spirit of discouragement in time of pressure and opposition; lack of quietness and confidence in God; lack of faith and trust in God; a disposition to worry and complain in the midst of pain, poverty, or at the dispensations of Divine Providence; an over-anxious feeling whether everything will come out all right?

**Formality and deadness** - lack of concern for lost souls; dryness and indifference; lack of power with God?

**Selfishness** - love of ease; love of money?

NOW! REPENT -- Turn from each of these and claim cleansing by the blood of the Lamb. Mark through the sin list you have written and list you have checked as you claim and receive forgiveness for each sin.

"If we confess our sins, He is faithful and just to forgive us our sins and to cleanse us from all unrighteousness." (1 John 1:9)

## CLEANSING PRAYER



Dear God,

I desire to forgive all those for whom I have unforgiveness and all who have anything against me. I receive forgiveness in the name of Jesus. I ask You now to forgive the secret desires and hidden intents of my heart. There has been a spirit of disobedience in my life. I ask You to forgive me for not doing those things that I know You expect from me. I receive that forgiveness now. Lord, I pray that You will deliver me from every curse, evil force or power that may be present. I invite You to be the Lord and Master of my life. Thank you, Lord Jesus. I now accept Your total forgiveness and claim victory over every circumstance that may come my way for I know that greater is Your Spirit within me than he is that is in the world.

In Jesus' Name I pray,

Amen.

## **COUNSELOR/FOLLOW-UP COMMITTEE**

**PURPOSE:**

To enlist participants and conduct additional training for the crusade counseling and local follow-up efforts.

### **COMMITTEE MEMBERSHIP:**

This committee should consist of every committee chairperson, every Sunday School teacher and officer, every active deacon and individual members selected by the pastor and counseling chairperson. If the church has an active witness training program such as "F.A.I.T.H.", "Evangelism Explosion" or "Continuous Witness Training", incorporate trainees into this committee. Members should not include anyone younger than seventeen years old and should represent not less than 10% of your active church membership or 100 members, whichever figure is less. Do not ask for volunteers. Communicate to each counselor that they have been selected for this vital task of assisting people who are coming to Christ.

### **IMPORTANT REMINDERS:**

This committee is responsible for enlisting those who will be helping inquirers make concrete, lasting decisions for Christ. Therefore, the utmost importance of this committee is obvious!

### **COUNTDOWN CALENDAR**

#### **SEVEN - SIX WEEKS BEFORE CRUSADE:**

1. Determine with the pastor who will actually conduct the training sessions before the crusade.
2. Plans and arrangements should be made for the training area.
3. Determine the location of the counseling area.

#### **FOUR WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and submit progress report.
2. Conduct the first training session. Go over the "Counselor Instructions" with participants. Copies of the "Counselor Instructions" should be provided.

#### **TWO WEEKS BEFORE CRUSADE:**

1. Attend the steering committee meeting and submit progress report.
2. Conduct a second training session.

3. Inform the usher/arrangement committee of the upcoming physical arrangements for the counseling area.

#### **ONE WEEK BEFORE CRUSADE:**

1. Make sure all necessary counseling materials are on hand and ready for set-up in the counseling area.
2. Check with the usher/arrangement committee about any last minute details on the set-up of the counseling area.

#### **DURING THE CRUSADE:**

1. Set-up of the counseling area should be completed before the Sunday evening service.
2. Be prepared for additional set-up of the counseling area during the crusade week if the area is also to be used for special youth activities. The usher/arrangement committee is responsible for this work, but supervision should be administered by the counselor/follow-up committee.

#### **ONE WEEK AFTER CRUSADE:**

Encourage committee members in their follow-up efforts.

#### **TWO - FOUR WEEKS AFTER CRUSADE:**

Contact each committee member and ask for a progress report on the personal one-to-one scheduled meetings that should be taking place with the converts.

#### **SIX WEEKS AFTER CRUSADE:**

1. Plan a meeting in the form of a fellowship banquet for the committee and have testimonies on follow-up work shared.
2. Good ideas that have worked in the past should be encouraged and attempted by other committee members with their follow-up work.

## **COUNSELOR INSTRUCTIONS**

### ***WINNING FOR CHRIST CRUSADE***

PLEASE NOTE: Many of those making decisions may have little or no New Testament church background. Therefore, your commitment as a counselor is very important. Since your role as counselor is of eternal value, please dedicate yourself to prayer and adherence to the following instructions.

## I. GENERAL INSTRUCTIONS

### A. Concerning the Counselor:

1. Personal appearance should be neat and attractive.
2. It is recommended that you have breath mints or candy available.
3. Counsel with those of your own age group and sex, if at all possible. The minimum counselor age should be seventeen unless otherwise permitted by the pastor.
4. Never foster a negative or "know-it-all" attitude. Your countenance should portray the joy and awe of the moment.
5. It has proven helpful to keep Kleenex on hand.

### B. Concerning the Counselee:

#### **SEVEN TYPES OF DECISIONS:**

1. Membership by salvation/baptism
2. Membership by baptism
3. Membership by letter
4. Membership by statement
5. Spirit-filled life/recommitment
6. Call to Christian service
7. Unsure of why they came

### C. Concerning the Materials:

1. Materials will be in the counseling room or area.
2. Always have your Bible available for ready reference.
3. Always have a pen or pencil in hand.
4. Decision cards, follow-up booklets, new member's packets, and other tracts and helps should be in the counseling room.

### D. Counselor Committee Chairman:

1. Will assist in any additional instructions and training sessions.
2. Responsible for material distribution.

## II. THE INVITATION

- A. **Seating arrangement** - Counselors should not sit as a group, but attempt to find a place accessible for quick movement to the front.
- B. **Coming to the front** - As Brother Steve invites inquirers to make their public decision, a few counselors should move toward the front. There should always be more counselors than

necessary to meet the number of inquirers. Counselors should spontaneously respond without being requested to do so.

- C. **At the altar/front** - No counseling is to be done at this time (the exception being the Sunday services by the pastor or church staff). While some decisions may be secured at the front of the church as the invitation hymn is sung, most will need to be escorted to the counseling area. The determining factors for use of the counseling room include:

1. The emotions of the inquirer
2. The uncertainty of the inquirer
3. A child who needs clear instruction
4. As you discern the time and privacy needed

- D. **Moving to the counseling room** - On the way to the counseling room, be sure to smile and be very warm. The Holy Spirit is at work in the prospect's life, and you must be careful not to divert their attention. Provide an atmosphere that will allow them to continue being spiritually sensitive to the Lord. Attempt to put the prospect at ease by saying, "\_\_\_\_\_, it is a real joy to be able to share this time of decision with you." Remind him that his family will be waiting for him during the brief time of the interview. **DO NOT ENGAGE IN SMALL TALK...THIS IS SERIOUS BUSINESS!**

### III. THE COUNSELING AREA

- A. Materials will have been dispensed either on seats of chairs or on tables near the entrance of the counseling area. If placed on tables, get an ample supply for the number of inquirers with which you will be working.

#### B. PROCEDURE

##### 1. Invitation Procedures:

- a. Inquirers will come forward as the invitation is extended. The pastor will be the first to have contact with the inquirer and will (in most cases) refer the person to a trained counselor who will then proceed to the counseling area.
- b. As men or boys come, male counselors should come immediately and be ready to receive the candidate. When women or girls come, female counselors should come forward.
- c. An appointed Christian leader will be responsible for making sure everyone has a counselor and will get the counseling started. This relieves the pastor of great pressure and allows the invitation to flow smoothly without long lines of inquirers becoming congested. (This person will usually be the counselor chairperson.)

##### 2. Counseling Procedures:

- a. Deal with only one person at a time, if at all possible.
- b. Initiate the conversation by introducing yourself. Write down the person's name on the decision card. Later, you may need to glance down to recall the name.
- c. Assure the inquirer their friends and relatives have been instructed to wait.

- d. Make sure the inquirer understands what he/she is doing.
- e. Do not detain them unnecessarily.
- f. Rely upon the Holy Spirit for guidance.
- g. Bring a Bible and always use it to answer the inquirer's questions so that they can actually see what the Scripture says.
- h. Encourage the prospect to express themselves by asking why they came forward.
- i. Ask two diagnostic questions.
- j. Use an open Bible or Gospel tract (*Four Spiritual Laws* or *Peace With God*) so that they can see the verses. Don't use too many verses. It's confusing. USE WHATEVER MATERIAL YOU ARE FAMILIAR WITH.
- k. Do not overly persuade them to make a decision.
- l. Once the decision is ready to be made, the counselor should lead in prayer.
- m. Then, the prospect should pray. It is good to pray aloud. If they don't know what to pray, suggest a simple prayer.
- n. After they have prayed, the counselor should lead in a prayer of thanksgiving.
- o. Talk briefly about their decision.
- p. If everything does not seem to be settled, do not hesitate to seek help.
- q. Give out follow-up materials.
- r. If the prospect is to be presented at the next service they attend, give them a card which to bring forward during the invitation of that service.

#### IV. COMPLETING THE DECISION CARD

- A. Please **make it legible**. Print, unless your writing is excellent.
- B. Complete the card with accurate information.
- C. Remember to secure the proper mailing address and zip code.
- D. Make sure that the card clearly indicates that the person has received Christ at that hour and/or has made some other commitment.
- E. Do not forget to sign your name at the bottom. This is very important! Since a copy of this card will become yours for future follow-up work; write down personal comments.
- F. Ask the inquirer to write one or two sentences in his/her own words of what has taken place in their heart. If the prospect is to be presented at the next service they attend, give them a copy of this card which they bring forward during the invitation of that service.
- G. Return the cards to the counselor/follow-up committee chairperson. Someone will contact you soon about the follow-up work.

#### ONE EXCEPTION

It should be noted that on youth night the altar is often flooded with teenagers. During the invitation of this service Steve will request these youth to stand before him as he leads them in this decision time.

While Steve talks and prays with this group, all counselors should be ready to proceed immediately to the counseling area where counseling cards will be completed and essential information secured.

Counselors should be especially sensitive to these young people. Some may be quite emotional and need to talk. Some may be suicidal or experiencing the trauma of divorce. Additional attention and loving care may be needed. On the other hand, some will have parents waiting for them and need to get home immediately. In that case, get the essential information and follow-up later.

## V. FOLLOW-UP SUGGESTIONS

### PLEASE NOTE:

- A. **A definite time and place** should be pre-arranged for those who made public decisions of any kind (including rededications) to meet as a group. Inquirers should be informed of this meeting the night they come forward.
- B. Perhaps this special meeting should take place during the Sunday School or Church Training hour on the **following** Sunday. This special meeting should be led by the pastor.
- C. During this initial follow-up meeting, future follow-up classes should be scheduled, rotating every six weeks:
  1. This could be on a continuing, permanent basis throughout the year.
  2. The church should consider setting up special Christian Maturity Classes on the basics of the Christian life to be taught for six weeks beginning immediately following the crusade. Suggested subjects are the following:
    - a. The Certainty of Salvation
    - b. The Importance of Bible Study
    - c. The Priority of Prayer
    - d. Victorious Christian Living
    - e. How to Give Away Your Faith
    - f. Spiritual Warfare
  3. Suggested follow-up materials include:
    - a. *"Knowing Christ"* booklets, which may be ordered from Billy Graham Evangelistic Association, 1303 Hennepin Avenue, Minneapolis, MN 55403.
    - b. Survival Kit from any Lifeway Christian Bookstore.
    - c. Follow-up booklets for new Christians from Navigators, such as *"Lessons on Assurance"*. Navpress, P.O. Box 20, Colorado Springs, CO 80901.
    - d. Follow-up booklets from Campus Crusade for Christ International, Arrowhead Springs, San Bernardino, CA 92404.
    - e. "Keep on the Winning Track" booklet purchased from SHEA.

Total follow-up involves three areas of emphasis:

- 1) **Group follow-up** - Churches have an effective follow-up built-in called Sunday School and Church Training. Make full use of it.



2) **Personal study** - This is Christian growth provided through the channel of the new convert's own individual study, such as *"Lessons on Assurance"* or *"Survival Kits"* or some other helpful tool provided by the church.

3) **Personal one-to-one follow-up** - This is the most important and Biblically-based method of conserving fruit. It is simply the Paul-Timothy relationship of one mature Christian helping a new convert to grow spiritually. This method stands or falls with the depth of commitment of each of the counselors.

- a) At the initial follow-up meeting, every new Christian should be assigned a "Big Brother" or "Big Sister" for follow-up over the next six weeks.
- b) A commitment for more mature Christians to serve in this capacity should be arranged well ahead of time.
- c) Although the one who counseled the new Christian will likely be the one doing the follow-up, there may be others who have more in common with the new Christian in which case, they receive the actual assignment.
- d) "Big Brothers/Big Sisters" will be primarily responsible for bringing these new babies out of spiritual helplessness to some degree of growth. (See appendix for six week Big Brother/Big Sister" relationship plan.)

D. **Follow-up Meeting** - On Saturday morning following the crusade, all counselors should meet at the church for a light breakfast and conservation assignments.

9:30 a.m. - Meet for donuts and coffee

10:00 a.m. - Divide cards according to age groupings and assign them to the appropriate Sunday School workers. The youth divisions will likely need more workers than the adult division.

10:15 a.m. - Dismiss in prayer. Instruct the counselors to establish some contact with each inquirer that day. A personal visit is preferred. Results should be submitted by Sunday night.

1. Establish a priority list. Example: identify those who desire to affiliate with other churches and those who have no preference or who prefer to join your church.

- a. Concentrate your follow-up efforts where the soil appears the most fertile.
- b. Make it a church-wide priority to contact every inquirer within one week of their public decision. Let them know that you are interested in their spiritual welfare. REMIND THEM OF THE SPECIAL MEETING OF ALL THOSE MAKING DECISION, TIME AND PLACE.

## VI. OTHER SUGGESTIONS

- A. Remember to arrange the worship services so that the offering and announcements come after the service, thus allowing the counselors time to deal with each decision in the counseling room.
- B. The new member may read statements or repeat them after the minister, as in a marriage ceremony. For example, after the new member gives their pledge as the pastor has led them to read, the congregation's pledges may be read in unison if they are pasted in the hymnals.
- C. Church officers should be given the name, phone number, and address of every new member. This allows the opportunity for visiting, calling on them for service, or inviting them to social events.
- D. It would be ideal for at least one officer to be responsible for calling each new member for the purpose of a friendly conversation. He may ask, "How do you like the church? Is there anything we can be doing to make the church more useful for you? Do you like to bowl? Are the members of your family getting started in the church all right?"
- E. Ushers should be given the names of new members so that they can make a special effort to welcome them by name.
- F. Give the new member your name and phone number.
- G. Take just three more minutes counseling time for them to complete a Christian Service Survey Sheet before you leave the counseling room. This will greatly help the church office to know in what areas to involve the new member.
- H. They should receive a new member packet which contains the following:
  - 1. Christian Service Survey Sheet
  - 2. Building layout (reduced form)
  - 3. Description of church training opportunities (updated periodically)
  - 4. Letter from the pastor
  - 5. Schedule of Sunday School departments, locations and meeting times
  - 6. Family devotional guide
  - 7. Offering envelopes
  - 8. Church Constitution
  - 9. Church directory

## **SEVEN TYPES OF PUBLIC DECISIONS**

## I. The Counseling Interview - Salvation/Baptism

Attempt to put the prospect at ease by saying something like, "John, it is a real joy to be able to share this time of decision with you." You might want to remind them that their family will wait for them during the brief time of the interview.

- A. Ask them to share their decision with you. Example: "Why have you come forward?"
- B. If the decision is clearly salvation, then share the Gospel with them. Use whatever method you are the most comfortable with in presenting the Gospel to them. The counselor packet will contain a tract you should already be familiar with it. Many have marked their Bible with the page numbers of key verses.
- C. A very simple and effective plan of presenting the Gospel message during the counseling interview is the "Roman Road". To mark a "road map" in your Bible, first in the front cover write Romans 3:10-12. Then, second go to the page where Romans 3:10-12 is found. At the bottom of that page (or beside the verse) write "3:23". This indicates that the next verse in the "Roman Road" is Romans 3:23. Third, at the bottom of the page where Romans 3:23 is found, write "6:23". This is the next milestone of the road. Do this for every verse. At the bottom of the page where Romans 10:13 is found, write "end". This indicates you've finished the "road".

As you go to each verse in the "road", carefully explain what the message of the verse is before proceeding to the next verse.

### ROMAN ROAD TO SALVATION

Romans 3:10-12	"...none righteous, no, not one..."
Romans 3:23	"...all have sinned, and come short..."
Romans 6:23	"...the wages of sin is death; but the gift..."
Romans 5:8	"...while we were yet sinners, Christ died for us..."
Romans 10:9-10	"...confess with thy mouth...believe...shall be saved."
Romans 10:13	"...call upon the name of the Lord, shall be saved."

- D. Clarify commitment - Ask the prospect if they understand that to receive Christ is to **repent** of sin and place all of their trust in Jesus Christ alone for eternal life. (Repentance is a change of mind, direction, and purpose. Simply stated: turning from a life of sin.) It is making Christ absolute Lord or "Boss" (Luke 6:46) of their life. Ask, "Is this what you want to do?"
- E. Prayer of commitment - Often a person needs assistance in wording what their spirit is trying to say. For this reason it is a good idea to offer to lead them in prayer. A good way to

suggest this is to say, "If this is really what **you** want, then **we** can go to God and **I** can lead us in prayer."

- F. Assurance - A counselor should never tell the prospect that they are saved. But rather lead the prospect to the Scripture where the Holy Spirit can reveal this truth to them directly. Proceed by sharing assurance verses like John 6:47 (or John 3:36; 5:24, 3:16; 1 John 5:13 or Romans 10:13).

Conclude by asking, "Did you really mean it when you asked Christ to cleanse your sins and give you the gift of eternal life?" (pause) Then refer to John 6:47 and ask, "Based upon what Christ has said here in His Word, what do you now have?" (pause) "Eternal life" should be their answer. Then ask, "If you were to die tonight, according to what you've read, where would you wake up?" (pause) "Heaven" should be their answer. Extend your hand and say, "Welcome to God's family!"

- G. See "Counseling Procedures" for additional suggestions.

## II. The Counseling Interview - Baptism

As in every type of decision, you **begin by assuming NOTHING and asking the right questions** to determine what the prospect is trusting in for eternal life. It is not uncommon for a person to come forward thinking that baptism is synonymous with salvation.

- A. Share with them that our church feels it is vital for a person to thoroughly understand their total relationship with Christ. Therefore, ask, "If you were to stand before God, and He were to ask 'Why should I let you into My Heaven?' what would you say?"
- B. If the answer to the above question indicates they are not trusting in Christ, then share the Gospel with them leading them to a commitment to Jesus Christ.
- C. If they are trusting in Jesus Christ alone, then ask them to share their experience with Christ (testimony).
- D. Ask them for their own understanding of the purpose of baptism. Our purpose is to help them understand that:
  1. Baptism is not essential to salvation.
  2. It is a picture of their new life in Christ.
  3. The scriptural mode is immersion (not sprinkling).
  4. The scriptural sequence of baptism is after salvation (not before, or as an infant).

### E. Scripture - What God says about Baptism.

Matthew 3:16-17	Christ's Example..."Went up straightway out of the water"
Matthew 10:32-33	Confess Christ
Matthew 28:19	Christ's Command
Acts 8:12	Sequence of Baptism
Acts 2:41	Gladly received His Word
Acts 8:26 - 38	Philip and the Eunuch
Romans 6:4-5	New Life

Colossians 2:12      Picture of Baptism  
John 3:23            Much water there

#### F. Illustrations

1. The wedding ring is a symbol of marriage. One can be married without wearing one. However, it is a testimony to the world (and to their mate) to wear it. The same is true for baptism.
2. The uniform is a symbol of belonging to the Army. It identifies the person with their command. The same is true for baptism.

G. **Schedule Date** - Most any Sunday evening can be scheduled for baptism. Go ahead and secure the soonest date possible for the prospect to be baptized. This will be confirmed to them by a letter from the church office.

H. Give the prospect a new member's packet and Baptism Instruction sheet. **BE SURE TO REPEAT THE TIME TO MEET IN THE PASTOR'S OFFICE.**

I. **Pray together.** Preferably, both of you pray and praise the Lord for their decision.

J. Bring the decision card and the counselor's packet to the appropriate office or staff person.

### III. The Counseling Interview - Letter of Statement

In the previous section on baptism we learned that we assume NOTHING and begin counseling by trying to determine what the candidate is trusting in for eternal life.

- A. Ask the diagnostic questions.
- B. Once you have determined that they are trusting in Jesus Christ alone for eternal life, then you will want to ask them to share with you their baptism experience. You will need to know the following:
  1. HOW were they baptized? sprinkled \_\_\_? immersed \_\_\_?
  2. WHEN were they baptized? before \_\_\_? or after \_\_\_ conversion?
  3. WHAT do they understand baptism to mean? essential for salvation \_\_\_?  
picture of new life \_\_\_?
  4. WHERE were they baptized? Baptist church \_\_\_? Another denomination \_\_\_?

Note: If someone is coming for membership from another denomination and they were baptized by immersion, you would share with them that: "There are some denominations that hold different baptism views; therefore, it is the policy of our church for a staff member to meet with all new members like yourself and fully explain the details. However, I'm sure there will be no problem."

- C. A letter is requested for someone coming from another Baptist church.
- D. The decision to come by statement is reserved for those whose church, for some reason or another, no longer exists or if he was at one time a member of a Baptist church but has since changed to another denomination.
- E. Explain the new member packet.

- F. Answer any questions they might have and conclude with prayer.

#### IV. The Counseling Interview - The Spirit-filled Life (Recommitment)

- A. When counseling this type of decision, it is important that you encourage the person to express their feelings. As in previous types of decisions, ask for their Christian testimony and be sure they are a Christian who has assurance of their salvation.
- B. Explain the principle of confessing our sins (1 John 1:9), dying to self (Galatians 2:20; John 12:24), and asking God to fill them with the Holy Spirit (Ephesians 5:19).
- C. You may want to use the booklet *"Have You Made the Wonderful Discovery of the Spirit-filled Life?"* You can point out that the Spirit-filled life is not a one-time experience, but a moment by moment walk with the Lord, continually confessing sin and appropriating the fullness of the Holy Spirit.
- D. Identify with the inquirer when possible. Share a similar recommitment that you have made.
- E. Pray together. It is wise to let the person pour out their heart to the Lord. Encourage them to tell God what they are feeling and in their own words ask for forgiveness and filling. They must confess sins to the Lord, not to you.

#### V. The Counseling Interview - Children

- A. **By Letter** - If a child is being counseled that is coming by letter and is not able to share a clear Christian testimony, then the following procedure is recommended.

1. Introduce the booklet *"Trusting Jesus"* or a similar tract and explain it to them. Also, go over the booklet with the parent and explain to the parent that it is our goal to help children really understand the significance of their decision.
2. Ask the parent to review this booklet with the child during the week and use it as a tool to refresh the child's understanding.
3. Be careful not to place doubt in the child's mind or the parent's mind about the child's salvation. Rather, share with the parent that frequently children find it more difficult to express their conversion experience than do adults. But, point out that if the parent would like any personal follow-up help with their child, the church staff is available to accommodate them. However, if the parent is satisfied with their child's progress and understanding, then we have no reservations about presenting them to be received.

- B. **By baptism** - If the child is coming by baptism, having made a profession of faith in the Lord Jesus; follow the same procedure as above mentioned. Our primary goal is assisting the parent in having confidence in the reality of their child's decision. It is an obvious fact that no one knows the child better than their parents. *"One Way"* is a tract pictorially explains the Gospel (available at Lifeway Bookstore.)

#### VI. The Counseling Interview - Call to Full-time Christian Service

Pray with the person and rejoice with them. Fill out a decision card and a staff member will contact them.

## **VII. The Counseling Interview - Unsure Why They Came**

- A. Pray in your spirit that Satan be bound and that the Holy Spirit will move on their heart.
- B. Ask diagnostic questions and if the person is lost, share the plan of salvation, asking them for a decision.

## **APPENDIX**

### **Diagnostic Questions**

Question One: Have you come to the place in your spiritual life where you know for certain that if you were to die tonight, you would go to Heaven?

Question Two: Suppose you were to die tonight and stood before God and He asked you, "Why should I let you into My Heaven?" What would you say?

Question Three: In your opinion, how does a person get to heaven when they die? Listen, the share what the Bible says.

### OTHER BOOKS OF THE BIBLE TO LEAD A SOUL TO CHRIST

Fact of Sinnership	John 3:18	Hebrews 10:26	Revelation 21:8	1 John 1:8	Isaiah 53:6
Judgment for Sin	3:36	10:27-31	21:8	5:16	53:12
Christ Died for Us	3:16	10:10-12	5:12	4:9	53:4-10
Receive Christ by Faith	1:12	11:1	3:20	4:15 5:11,12	55:6-7

### SUGGESTIONS ON ROLE FOR BIG BROTHER/BIG SISTER RELATIONSHIP

1. The Big Brother/Big Sister should explain to the new Christian that they will be their spiritual partner for the next six weeks.
2. **Phone calls** to the new Christian twice each week will encourage them. Try to have lunch or dinner together during the week.
3. Get together for some other social occasion and work it into your schedules.
4. See to it that the new Christian is enrolled in Sunday School, Discipleship Training, and other programs.
5. Make sure that the new Christian can get to church. Pick them up if necessary. It would be good to sit with them during the service.
6. Encourage the new Christian in personal Bible study, prayer, and in reading other books which you consider helpful to spiritual growth.
7. Take the new Christian witnessing in your normal witnessing endeavors. Let them see you share your faith.
8. Be creative in communicating other ways to grow. In general, be a friend!

### SAMPLE LETTER #1

EXAMPLE FORM LETTER:



CRUSADE INVOLVEMENT LETTERS FROM PASTOR  
SEND TO ALL MEMBERSHIP LEADERS ABOUT FOUR WEEKS PRIOR TO CRUSADE

Current Date

Dear Fellow Member,

THIS LETTER IS IMPORTANT!

Our **WINNING FOR CHRIST** crusade with evangelist Steve Hale and singer \_\_\_\_\_  
will be \_\_\_\_\_ dates \_\_\_\_\_.

With all my soul, I am burdened that this crusade will be all that God desires. We have a wonderful church fellowship; and I believe you desire the same spiritual blessings that I do. I am asking that we all do **three specific things** which will make this planning time for evangelism truly miracle days for all of us.

**First** - Let's each make our own personal and private **prayer list** of people and burdens that we will continually bring before the Lord. Let's pray that a lasting spiritual impact will be evident in our church.

**Second** - Please **clear your own personal calendar** of activities from \_\_\_\_ through (give dates)\_\_\_\_\_. This crusade does not belong to the evangelist. It is **OUR crusade**; and we need to plan to attend every single service.

**Third** - Let's concentrate on **definite individuals** for whom we are burdened. Many non-Christians will attend these "special crusade" services when they have **not attended** our "regular" services. Whole families may be salvaged by our direct and friendly invitation.

Let us show the people of our area that we are serious about spiritual values. I know you'll be blessed by Steve Hale's positive and dynamic presentation, but he cannot bring revival. **We must give 100%** cooperation and faithfulness if we expect a great spiritual awakening.

Expectantly yours,

Pastor

**SAMPLE LETTER #2**

EXAMPLE FORM LETTER:

"CULTIVATION VISITATION" LETTER  
SEND TO ALL SUNDAY SCHOOL TEACHERS, DEACONS, CHURCH LEADERS,  
AND AS MANY OTHER CHURCH MEMBERS AS POSSIBLE.  
MAIL THREE WEEKS PRIOR TO CRUSADE.

Current Date

Dear Christian Leader,

I am writing to ask some of our leaders to do something special in regard to our coming **WINNING FOR CHRIST** crusade, \_\_\_\_\_(give dates)\_\_\_\_\_.

I've heard it said, "Everyone's business is nobody's business." There are **scores of families** who have not been regular in church attendance, who have never met Christ as Savior, or who may be Christians looking for a church fellowship.

I need your help! I'm asking you to contact some of these families on our "spiritual need" list. Because of the magnitude of the job before us, if you do not make some contact with these people, they probably will not be reached during this evangelistic crusade.

I hope you will **call** them, **visit** them and generally cultivate them for **attendance** at the crusade. Often people will attend an evangelistic crusade when they will not attend regular church services.

Listed here are the names, addresses, and numbers of those we're asking you to contact:

- 1.
- 2.
- 3.

Thanks for your help! I know the Lord will bless you in this effort.

Sincerely,

Pastor

**SAMPLE LETTER #3**

EXAMPLE FORM LETTER:

THIS LETTER SHOULD BE SENT ON THE PASTOR'S LETTERHEAD APPROXIMATELY TWO WEEKS PRIOR TO THE CRUSADE. A COPY OF THE **DIAGRAM OF THE AUDITORIUM** WITH PEW NUMBERS AND ASSIGNMENTS SHOULD BE SENT. SEND TO ALL PEOPLE SERVING AS "PEW PACKERS" WITH ASSIGNED PEWS DURING ONE OR MORE SERVICES OF THE CRUSADE.

Current Date

Dear Fellow Member,

There are many important factors which go together to assure a successful revival - such as fervent prayer, visitation and personal witnessing. Another **very** important factor is **ATTENDANCE** during the services. Unless the people are here, they will not receive the blessings.

Therefore, we have made extensive plans for attendance promotion. **YOU** are a part of those plans. You have been selected to serve **one night** as "Pew Captain". Believe me, I understand that these are busy days when so many things compete for our time. However, when we consider the sacrifice that Jesus made for us on the cross, we are reminded that He gave us His best effort. Can we afford to do any less? If each one does his part, then we will see lives changed for God's glory. This is our utmost desire.

Please carefully check the **attached sheet**, which indicates "**Your Night**" and "**Your Row**".

Thank you,

Pastor

## **SAMPLE LETTER #4**

EXAMPLE FORM LETTER:

PERSONALIZE THIS LETTER, OR USE IT FOR A PATTERN IN WRITING YOUR OWN.  
MAIL THREE WEEKS PRIOR TO CRUSADE.

Current Date

Dear (Personalized Name),

You are cordially invited to attend the services of our **WINNING FOR CHRIST** crusade, to be conducted by evangelist Steve Hale on \_\_\_\_\_.

These are critical days. The hour of decision is at hand. Eternal destinies hang in the balance. What you decide to do with your relationship to the Lord Jesus Christ requires urgent attention. We wanted you to know about our **WINNING FOR CHRIST** crusade so you could take advantage of this great opportunity.

We have set a high attendance goal of \_\_\_\_\_ for this Sunday and are hopeful you will be able to join us in meeting and exceeding our goal. Evangelist Steve Hale will be speaking on a timely subject each service.

We want to visit with you in the near future, but until then please know that we are lovingly concerned for you. We want to be of any assistance possible. We hope to see you Sunday morning and each evening of our **WINNING FOR CHRIST** crusade.

Yours in Christ,

Pastor