

WHY?

A guide to effective crusade outreaches in the Philippines.

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Purpose of this Paper:

The Purpose of this paper is to explain not only what is done in a typical Church Multiplication Coalition (CMC) Crusade, but also explain the reason behind each action. This will help every person involved (Filipino and foreign) understand our motives, learn how to be most effective in each area, and more importantly will be able to transfer this highly effective evangelistic tool to other regions and other countries. Understanding the “Why” of an operation directly affects the motivation of each involved party.

Vision:

Jesus deserves to be worshipped in every village and by every people group in the world. At this time, the percentage of followers of Christ in the Philippines is a mere 9%. Our heart and passion is to reach the people of the Philippines showing them the love of God and sharing with them about the gospel that leads to salvation. Our vision is to reach these people by unifying local pastors and leaders, conducting evangelistic concert and healing celebrations, encouraging/enabling church planting, transforming communities using practical helps such as livelihood projects, humanitarian projects, and the like.

Preparation:

4-5 months before we schedule a crusade in a specific area we schedule a meeting with the ministerial fellowship of that area. At that time we present: our plan to do a crusade in their area, the length of the campaign (usually between 9-12 nights) and also our priority of choosing host pastors. (We give first priority to local pastors who are planning to plant a new church in a certain area, second priority goes to pastors who have pioneered a church within the last 12 months and have less than 20 members in attendance, lastly we will allow established pastors host a crusade to reach their community once the pioneering pastor have been given the first priority.)

After the initial meeting and knowing if the pastors are willing to use our crusade to further their ministry, we will return 3-4 more times to exchange information and prepare the pastor’s and their leaders for their participation in the crusade.

To further understand the preparation meetings we recommend reading “Crusade Action Plan for Filipino Pastors” written by Jonathan Morris. This is the paper distributed to the host pastors during the preparation meeting and covers all of their responsibilities and what to expect during the crusade.

We also schedule a Bible Study Leaders Training for the leaders in the church who will be leading the Bible studies that are formed as a result of the crusade. This training usually takes place a month or less before the crusade begins.

Devotions:

The Filipino team (leaders, band, kitchen, and interpreters) meets together at 6am for devotions everyday. The visiting team is always invited, but is not required to attend.

Why do Devotions?

- We need to start our day off right- in the presence of God so that we are filled up with God's power and ready to serve.
- This time also doubles as a time to voice concerns, questions and suggestions for improvements to our National Coordinator (Pastor Jill) and for him and/or the team leader to give specific instructions for the day. This is usually the only time the whole team is available.
- We take communion together.

Communion:

Everyday at devotions and at the crusade site we take communion.

Why take communion every day?

- We believe in the power of Jesus' blood.

Revelation 12:11 states "they overcame him (Satan) by the blood of the lamb and the word of their testimony"

The Passover lamb of Moses' time was a shadow. The reality is in Christ. Col 2:17

1st Power of the Blood- Salvation

- The Israelites were set free from Egypt Ex. 12:33
- We are saved from the power of sin Heb. 5:9

2nd Power of the Blood- Protection

- The Israelites were protected from the angel of death Ex 12:13
- We claim protection over our lives and families

3rd Power of the Blood- Destruction of Demons

- God executed judgment on the gods of Egypt Ex 12:12
- Satan's power was broken when Jesus died on the cross Heb 2:14

4th Power of the Blood- Restoration

- The Israelites brought with them the wealth of Egypt Ex 12:35-36
- We can claim back ANYTHING the enemy has stolen from us John 10:10

5th Power of the Blood- Healing

- There was not one sick among the Israelites when they left Egypt
- By Jesus stripes on His back we are healed 1 Peter 2:24

6th Power of the Blood- Revelation

- Two disciples recognized Jesus only when they took communion Luke 24:30-31

- We can receive revelation when the Word seems dry or meaningless
- 7th Power of the Blood- Deeper Worship

- Heb 10:19-20

Just as the Israelites had to apply the blood of the lamb to their doorposts in order for them to receive what was purchased, we also apply the blood of the Lamb by faith and by communion. Communion is not a tradition. When taken with understanding in our hearts, there is real power in communion.

Evangecube:

The evangecube is an evangelism tool that is very effective here in the Philippines. We recommend each team member (visiting and Filipino) to become familiar with this tool before you arrive in the Philippines if possible. You can usually buy them at any Christian book store, and it will include instructions. We often use this tool when doing evangelism in classrooms, markets, during follow-up, and in house to house evangelism. This tool is highly recommended, but not mandatory.

Why use the Evangecube?

- The evangecube gives a good visual for the people to follow. Both adults and children enjoy the pictures and the movement of the puzzle.
- The evangecube gives confidence to less experienced missionaries by helping them remember each important element that will bring the people to make a choice to receive Jesus.
- The evangecube helps experienced missionaries simplify the gospel and avoid rabbit trails that may steal the short time we have with the people.

Host Pastors:

Each activity the team takes part in is hosted by a local pastor. This includes daytime activities and the nightly crusades.

Why do we always work with “host pastors”?

- Our focus is to see people not only come to a saving knowledge of Christ, but most importantly to see the new believers disciplined into mature followers of Him! The local pastors are qualified to do this, and have already been called by God to serve and reach the people of these specific communities.
- We need to work in unity with all Bible believing pastors and ministries to accomplish the large task at hand. (bringing the whole country to a saving knowledge of Jesus)

Daytime Activities:

We offer to help local pastors reach their communities by doing daytime activities. We ask them to arrange the activities that would be most helpful to them in their area. These activities may include, but is not limited to school, jail, hospital, market, or house to house evangelism.

Why conduct daytime activities?

- By doing daytime activities, we can still help pastors who were unable to host a crusade reach their communities in different ways.
- The visiting team is exposed to different methods of evangelism by sharing in different settings. This will help them apply what they have learned when they go home.
- The people we get to minister to in the daytime will often invite friends and family to the crusade because they experienced God's presence and/or healing during the daytime activities.

Schools, Jails, Markets, House to house:

Why visit schools?

- Schools are an ideal setting for evangelism because:
 - We have a captive audience
 - The children of the Philippines are very receptive to the gospel
 - The children in the schools represent a large majority of the families in the village so the families will all hear what happened in the school session and they will also be invited to the crusade

Why visit jails?

- It is important to reach prisoners because:
 - Prisons house some of the most spiritually needy people in the nation.
 - Only Jesus can bring hope to those who feel they have no hope.

Why do market evangelism?

- Often pastors will ask us to compose market evangelism in their communities. Why?
 - We can reach many people through individual or group evangelism
 - The team will experience evangelism in a totally different setting in which they will initiate conversation, share the gospel, and offer to pray for healing

Mayors and Other Leaders:

We often pay short visits to the local leaders of the towns in which we are ministering.

Why visit political leaders?

- The Bible commands us to pray for those who are in leadership over us. This has tremendous power over the spiritual atmosphere of any town.
- The leaders have given us permits to reserve and use the public areas for our crusades so we thank them for their permission.

Conferences:

Most teams conduct conferences on the last Saturday of the crusade. These conferences are catered toward Pastors, leaders, new believers, new mothers, couples or youth.

Why do we encourage teams to put on a conference?

- This is a great time for the visiting team to build up the body of Christ through:
 - Training
 - Instruction
 - Encouragement
 - Impartation

T-shirts, Banners, Posters, Flyers:

Every crusade preparation includes T-shirts, banners, posters, and flyers.

Why do we make these items a priority?

- T-shirts help the visiting team and locals identify who is with the Filipino crusade team so they can be easily approached if help, interpretation or prayer is needed
- Banners and posters announce the coming crusade to the community
- The flyers are distributed by the visiting team to every house in the area of the crusade just before the program begins (see **House to House Invitation** below)

Basketball Courts:

Almost every crusade site is on an outside basketball court.

Why do we prefer basketball courts?

- Basketball courts are usually centrally located in the village.
- It is easy and inexpensive to get a permit to reserve a basketball court.
- It is a casual setting, so the local people will feel comfortable joining the crusade.

Sound:

Our sound system is quite loud.

Why must the volume be raised so high?

- The people we are trying to reach are not drawn to a “church-like” setting, but they are drawn to a secular concert setting.
- Some people will come to the concert because they hear the band playing from a distance
- Some people will stay in their houses and listen to the program and even receive Christ because they can hear the message

Lights:

Most basketball courts have house lights available, but we only use our own lighting. We purposely leave a large area unlit.

Why don't we use the house lighting?

- We want the focus to be on the stage and what is happening there.

- Most people (especially those we are hoping to reach) feel more comfortable in the dark where they cannot be easily picked out of the crowd. We want them to be comfortable to come and stay for the program.

House to House Invitation:

The American team arrives at the crusade site early to distribute flyers, personally inviting the local people to come to the free concert.

Why do we use house to house invitation?

- When the people see and are able to meet the foreign visitors their excitement rises and they are more likely to come.
- Many people feel inadequate or that they are not included because of their social status. When the visitor comes to their house in invites them personally, it means a lot to them and they feel honored to come.

Communion:

We take communion at the crusade site together with the host pastor and his leaders. (See **Communion** above)

6pm:

Why do we start the program at 6pm?

- Most people have arrived home from work or school by 6pm.
- It's very hot in the daytime, and by 6 the sun has begun setting.
- We aim to have the preaching of the Gospel finished before the people need to go home to prepare their children for bed. (See **7:30pm Preaching** below)

Part #1 of the Crusade:

The first half of the crusade may seem like a lot of fluff, but each element has a purpose and contributes to the success of the evening. The first half of the crusade is crafted to do several things:

- Draw a crowd
- Open the hearts of the people
- Bring the people to a point where they feel attached and invested in the program

Concert:

The crusade begins with a band playing Christian rock music

Why do we choose Christian rock music?

- The modern Christian music draws the general public much more than slow music
- The people will feel free to have fun at the concert

Seating of the Visiting Team:

The visiting team sits facing the crowd (and the lights)

Why do we seat the visitors in this way?

- The people want to see the visiting foreigners
- Filipinos want to honor their guests, and this shows the crowd that this is a special occasion
- The visiting team is communicating whether they are talking on stage or not. If they are listening to the testimonies and message, they are showing the crowd that what is being said is important.

Opening Prayer:

When the visiting team is seated, the program begins with an opening prayer by the host pastor.

Why do we open the program in prayer?

- We want to publicly dedicate this time to the Lord
- The people will see that we are working with the host pastor (whom some in the community will have already known)
- This is a very normal way for Filipinos to open even secular programs.

National Anthem:

The crowd will sing the Philippine national anthem.

Why sing the national anthem?

- This shows our respect for the country and leaders of the Philippines
- This shows that the visiting team is not coming to bring another culture, thought or religion, but rather they are enjoying the country of the Philippines.

Welcome Address by Local leader (Barangay Captain):

If the local leader (Barangay Captain) is present, we invite him to give a welcome address.

Why do we ask the Barangay Captain to speak?

- This shows honor to the local leader by giving him an opportunity to officially welcome the visiting team

Comical Skit:

We do a comical skit that may seem quite unconventional to the visiting team because we include cross-dressers and some secular humor.

Why do we do such skits?

- If a Filipino is laughing, his heart is open. The people are much more receptive and less critical when they can laugh with us.
- This kind of humor draws in the crowd that we are trying to reach.
- When people outside of the basketball court hear people laughing and clapping, they come running to see what is going on!

Introduction of Visitors:

The visiting team is introduced to the crowd along with some fun facts, jokes or the like about each team member.

Why introduce the visitors?

- The people want to know the foreign team members
- The crowd will begin to feel attached and invested in the people and the program as they hear more about each person
- Humor is involved for the same reason as the skit above and also the people will have a positive feelings about each team member

Greetings from Visiting team:

One or two people from the Visiting team are asked to give a short greeting to the people.

Why do we give greetings?

- The people want to hear positive things you have observed or experienced in their country
- They want to know that you feel welcome and comfortable (because they value hospitality highly)
- They simply want to hear your voice and your way of communicating. They will feel like they know you more

Part #2 of the Crusade:

At this point of the crusade, the spiritual atmosphere often changes quickly. The people feel like they know some things about the team, but now it's time to go deeper! This half of the crusade also contains several elements- each with their own purpose. The main purposes are these:

- Stir up the people's desire for the things of God
- Prepare their hearts to receive the Gospel message
- Usher them into the presence of God
- Bring them to a point of decision for salvation
- Lay ground work for follow up

Special Music or Dance:

Sometimes a special song or dance is performed by the visiting team or by the host pastor's youth group.

Why include a "special"?

- At this point of the crusade the atmosphere changes and these art forms provide a smooth transition.

- This also gives team members an opportunity to use their gifts in a powerful way to reach others with the Gospel.

Testimony:

One person is called to share a 3-5 minute testimony (6-10 minutes including interpretation) of what God has done in their life.

Why give a testimony?

- This point of the crusade is critical because the people will transition from light-hearted laughter and getting to know foreigners to inspection of their hearts and what God wants to do in them.
- The testimony builds momentum for the message.
- The people will see what God is like and what He can do in their lives in a practical way.

Praise and Worship:

The band sings two or three worship songs. Usually at least one song is sung in their native language, Cebuano.

Why sing worship songs?

- The worship songs prepare the peoples' hearts for the message.
- The spiritual atmosphere changes when the people begin to worship.

Serious Drama:

The drama team presents one last drama. This drama is serious and shows the reality of Hell and Jesus' great salvation.

Why do another drama before the message?

- The drama gives a visual reference for the people to draw from while they are listening to the gospel message.
- The drama shows the critical condition in which all sinners live, and their need for a Savior.

7:30pm Preaching:

We try as much as possible to have the preaching started before 7:30 pm.

Why start the preaching at 7:30?

- By experience, the largest crowd is present by 7:30
- We want the people to stay for the message If they are not involved in listening and it is getting late some of them may go home to prepare their children for bed.

Altar Call:

Immediately following the preaching, a conclusion is given by the interpreter, and he invites all of the people to come forward to receive Christ as the Lord of their lives. He also reminds them that the team will be praying for their healing. He quotes the verse

James 4:8 Draw near to God and God will draw near to you. He also asks all Christians to help compel the people to come forward.

Why do an altar call?

- The people have been presented the gospel and they need to make a choice whether they will make Jesus their Lord or not.
- All Christian help individually invite the people because Filipinos are sometimes shy or hesitant. If they are personally invited they will most likely respond to the invitation.

Sinners Prayer:

The interpreter will invite those who have come forward to raise their hands as a sign of surrender and repeat the sinner's prayer after him.

Explanation:

The Emcee will say something like "If you prayed that prayer from your heart, congratulations! You are now a child of God. Do you feel peace or joy in your heart?" He will continue to explain that the feeling they are experiencing is the presence of God that has come to live in their hearts making them true children of God.

Why do we give this explanation?

- We want those who prayed to receive Jesus to know that the "feeling" they have inside is significant, real, and important.
- We want the new believers to be able to identify the presence of God.
- We want the new believers to understand what it means to be a child of God.

How to Grow:

One of the visiting team members is called to share what we can do to grow in our relationship with God.

Why do we include this in the program?

- Many of the new believers may have a feeling of "what now?" this segment will help them know how to develop the relationship that has started in their hearts.

How to Receive Healing:

One of the visiting team members is called to share how to receive healing in your body.

Why do we give instructions for healing?

- We want to build their faith in God's ability to heal their bodies.
- We want the people to know that we are only God's instruments (we cannot heal by our own power)

Prayer Lines:

The adults are formed into lines according to how many foreign team members are present, and the children also form lines away from the adults.

Why use healing lines?

- When each person is prayed for, they will go directly to a church member who will ask for their information and fill out a decision card (see Decision Cards below)

Decision Cards:

After each person is prayed for, they are sent to a “counselor” who will take their name, age, marital status, address, religion, what decision they made, and what healing they received. The decision card also has a stub stating “1 free Bible” which is given to the person who was prayed for.

Why use decision cards?

- The host pastor will be able to find and visit the new believers in their homes.

Testimonies:

When somebody is healed, the counselors will invite them to give a short testimony of their healing on stage.

Why allow the people to give testimonies?

- This will build their faith in God.
- This will also build the faith of those who are still waiting in line to receive prayer, and they will see people they know giving testimonies. They will know God’s power is real.
- They are given opportunity to publicly praise God for what He has done.

Explanation:

We tell the people that we want to give them free Bibles, but we only want to give it to those who are really interested in reading it. So we will give them a book to fill out. (it’s called “ang Tubag” or in English “The Answer”) We ask them to come back the following day with the small booklet completed to show us their interest. And we promise to bring free bibles and free snacks.

Ang Tubag (The Answer):

The “ang Tubag” is a small booklet that presents the Gospel in a clear way using one page of information (mostly Bible verses) and the opposing page of fill in the blank questions. The booklet contains 4 sections: What is Sin? What is the penalty for sin? What cannot pay for sin? What alone can pay for sin? Then finally there is a conclusion and instructions on how to receive Jesus’ payment for sin.

Distribution of work book and tracts:

After instructions are given, we distribute the booklets to the adults in exchange for the ticket taken from the decision card, and distribute tracts to the children.

Why distribute work books and tracts?

- Whether or not every person comes back to the Bible study, at least they will have a clear presentation of the Gospel in their homes.
- For many of the new believers, this is the first time they have read the Bible for themselves
- We do not distribute workbooks to children under 13 years of age because they are most likely not able to read English and the booklet would entitle them to a Bible which they would not be able to use.

Final Songs of Concert:

After all is said and done, the band will play a few more songs.

Why play longer?

- Singing songs of celebration is an appropriate way to praise God for what He has done in each crusade site.
- Often times the people feel so filled up by the presence of God that they don't want to go home!

Shortening Programs:

There are some special instances in which we will shorten the crusade program. Some parts of the program may be completely left out.

Why do we shorten the program?

- The weather seems unfavorable even after prayer. (Rain)
- The people are already ready for the message
- We were late to start
- We would otherwise be interrupting other programs (such as Catholic mass, a funeral or the like)
- There may be danger or political unrest in the area

Next Day Follow up:

The next day follow up Bible study is really where “the rubber meets the road” in the lives of these new believers. This is a different method than most crusades use, but it is the most effective transition from raising hands to receive Jesus to actually being taught and disciplined by a Christian and eventually becoming spiritually mature. The main purposes in the next day follow up are as follows:

- Stir up a hunger for the Word of God
-

4pm Follow up:

The next day follow up Bible study is usually scheduled at 4pm.

Why start the Bible study at 4pm?

- Many people are available and in their homes.
- Nap time is over
- The hottest part of the day is past.
- The follow up team can leave directly from the Bible study to the evening's crusade site.

Answering Work Book:

The first thing we do after welcoming the people is to go over the answers in the booklet given the night before.

Why go through the answers?

- The people have done their homework and they are curious if they have the right answers or not.
- Some of the questions and how they are answered help us know if the people need more explanation. (Example: one question asks- Can good works save you? Many times half of the crowd will say no while the other half says yes. This would require reviewing the Bible verses they read about the topic in order to make sure the new believers have a clear understanding of Salvation.)

Children evangelism:

If we have enough leaders present we separate the children from the adults and conduct child evangelism and Bible stories, songs and games for the children.

Why separate the children from the adults?

- Although the children will understand the adults teaching (it is a very simple presentation of the gospel) we can teach the children in a way that is especially fun and stimulating for the children.
- Separating the children from the adults usually cuts the crowd in half which gives a more personal feeling.
- Excess noise and distractions are reduced so the adults can focus on the teaching.

Evangecube:

We use the evangecube to reinforce what was taught in the work book.

Why present the evangecube at this point?

- Different people learn better using different senses. In the work book they read the Bible verses and write the answers; listening to somebody present

the evangecube allows them to have a visual and several examples to give practical applications and explanations of the principles they have learned.

- The evangecube simply puts all of the questions and answers they read into a narrative form with colorful visual and verbal illustrations.

Closing explanation of Cube/ q&a:

If a foreigner was the one explaining the evangecube the interpreter will often give some extra explanations and see if the crowd has any questions about what they have heard. He poses a question to them: “If you had to give God a reason to allow you into heaven, what reason would you give?” Their answers will confirm if they truly understood and internalized the teaching.

Prayer:

The interpreter will ask the adults if any of them had not attended the crusade the night before then he will lead them all in prayer.

Why do they pray at this point?

- If some of the adults were not present at the crusade, they are given an opportunity to receive Jesus.
- If all of the adults already received Jesus the night before the interpreter will simply pray over the people for their spiritual growth and blessing in their lives.

How to grow (the four things):

We give an in depth explanation of why and how to grow in our relationship with God. (Pray, Read the Bible, Fellowship, Evangelize)

Why share the four things a second time? (Considering we share them the night of the crusade)

- There may be misconceptions about these things because of previous teaching the people have received in the Catholic Church (such as salvation by good works, and specific ways they must pray)
- We teach them practical applications on how to grow. (They can pray directly to God anytime and anywhere. We are giving them free Bibles so they can learn more about who God is. They can start Bible studies in their own village so they can grow together in their relationship with God. They can tell everybody what God has done in their lives.)

Encouragement for Bible Studies:

The leader/interpreter asks the new believers if they have enjoyed their Bible study and most of them will say yes. Then he will ask them if they would like to continue holding Bible studies so they can grow in their relationship with God, and once again most of them will say yes. He will point out that they are many so they will need some houses in which to meet.

Opening of Bible Studies:

At this point the leader/interpreter will ask the adults: “Who is willing to open their house for weekly Bible studies?” We will only open as many Bible studies as the pastor requests according to how many Bible study leaders he has. (We conduct a one day Bible study leaders training before the crusades take place)

Why open houses for Bible studies?

- “Strike while the iron is hot” The people’s hearts are soft and receptive to the Word of God. In a few days they may not be welcoming to somebody knocking on their door.
- If the people are given a chance to learn the Word of God in their homes they will often join the host pastor’s church in the near future. While they would most likely be very opposed to joining a “Born again” church otherwise. Remember most of these new believers are strict Catholics.

Names and Addresses:

After the Bible studies are opened, we ask the people to remove the back page of their booklets which contains their name, age and address. We exchange a Bible and snack for each paper.

Why gather the names and addresses again?

- This makes it easy for the host pastor to find the homes that are opened for Bible study (we write the scheduled time and day on the paper of each person who volunteered)
- This makes it easy for the host pastor to prioritize house to house visitation by comparing the decision cards to the booklet information. They will know who came forward for healing and who came back the next day for the free Bible and Bible study.

Distribution of Bibles and Snacks:

Lastly we distribute the free Bibles and snacks.

Why do we give free Bibles and snacks?

- Of course every new believer will grow in knowledge and faith as they read the Word of God.
- Announcing at the crusade that we are giving free snacks makes the follow up Bible study not only a “religious” activity, but also a social activity. Filipinos love social gatherings, and they love eating at social gatherings. This helps make the activity more casual and fun.

Extra Bibles Given to Pastor:

We always provide the host pastor with extra Bibles when we leave the follow up site.

Why do we give the pastor extra Bibles?

- Each person who filled out a decision card was promised a Bible. If the person was not able to attend the follow up Bible Study the pastor can still

- visit their house, (with the address given on the decision card) give them the free Bible, and continue to minister to that family
- The Bible studies that are formed will experience growth and we want to help the pastors to provide the new believers with this very basic need

Victory Party

The last day of the crusade we set aside to celebrate with the host pastors. We prepare a feast with roasted pig and all the trimmings.

Why have victory parties?

- God deserves praise for everything He does.
- We are busy during the ministry times and crusade so this is a nice time to fellowship with the local “host” pastors.
- This time also doubles as a time for encouragement for the pastors as they will be the ones following up with the new believers.

Extended Follow Up:

A follow up team will return to each area of crusades and meet with the host pastors quarterly to encourage the pastors, acquire updated reports of the Bible studies formed as a result of the crusade, and continue to build relationships with the pastors. These meetings also help us know if a certain area is ready for the next step of Church Multiplication.