



# Welcome!

Dinner 7:00 Thursday  
at Here's Life Inner City  
9-11 44th Drive

~ ~ ~

Lodging at  
Wyndham Hotel  
44-29 9th St.



Welcome to our first **Cru Launch** conference, and for most of you, welcome to New York City!

A little history . . . Cru Inner City began here in New York in 1983, and until very recently known as Here's Life Inner City, "the compassionate urban ministry of Campus Crusade for Christ."

Dr. Bill Bright, Campus Crusade's founder, often told the story of the beginning of Campus Crusade in Los Angeles this way: *Many Christians were reaching out to those in need, witnessing in the jails and ministering on Skid Row. But very few were going to the college campus, where tomorrow's leaders and influencers of society are being trained.*

So Bill and his wife Vonette founded a ministry directed (at first) to college students at UCLA in 1951. It grew and expanded far beyond the campus to the business and professional community, to athletes, to other nations. And the pendulum swung away from a focus on those in need.

In the mid-1970s when Campus Crusade was planning a national evangelistic campaign called "I Found It!", thousands of churches in America's cities were invited to share the gospel with respondents and enfold them into their congregations. As relationships with these churches began, Bill directed our staff to ask the pastors, "How can we help you? What do you need?" As inner-city pastors gave honest answers, the pendulum began to swing back to *gospel outreach inextricably linked with compassionate ministry*. And Here's Life Inner City was born.

~ ~ ~ ~ ~

We're glad you're here. We have just a short time together, but it promises to be a warm one - in every way.

You'll want to dress for the heat, keeping in mind that Friday we'll be spending time at a church in Harlem where shorts are not appropriate. Always wear comfortable walking shoes, and since thunderstorms are possible each day, bring an umbrella if you have it.

The conference ends after lunch on Saturday. If you are staying past Saturday afternoon, be prepared to pay for your hotel room.

Transportation: When you are on your own, know that each subway ride costs \$2.50. You can buy Metrocards of various amounts in machines at the subway stations (with cash or credit card) or sometimes at a manned booth. The Metrocard can be used on both subways and buses. Buses will not take cash – only Metrocards.

The back of your nametag contains helpful information, should you get lost, and the names of helpful people to suggest NYC activities, churches, etc. for those staying longer. ☺

# Cru Launch Conference Schedule

---

**June 27 – 29, 2013**

## **Thursday 6/27**

7:00 Dinner  
8:00 Welcome  
*In Christ: Empowered to Serve the Poor through the Church  
Circle of Hope (Connect/Empower/Develop)*

## **Friday 6/28**

8:00 Breakfast  
8:45 Worship  
9:00 *Why We Do What We Do*  
10:00 *Circle of Hope – Connect*  
11:15 Tour of Harlem  
12:15 Lunch at Bethel Gospel Assembly  
*Circle of Hope – Empower*  
1:45 *Circle of Hope – Develop*  
3:30 *Becoming an Expert from the Middle*  
*Connecting with Pastors in your Community*  
4:00 City Sharing – Q & A  
5:30 Dinner  
6:30 City Planning  
7:45 Travel back to hotel with stop in Times Square

## **Saturday 6/29**

8:00 Breakfast  
8:45 Worship & Sharing  
9:30 *Ministering for the Long Haul*  
10:15 *Seeing God Develop Resources for your Calling*  
11:15 Next Steps  
Prayer  
  
12:00 Lunch  
1:00 Conference ends

## In Christ: Empowered to Serve the Poor through the Church

---

- *“Above all else, guard your heart, for it is the wellspring of life.”* Proverbs 4:23
- *“The Lord is near to the brokenhearted and saves the crushed in spirit”* Psalm 34:18
- *“And God heard their groaning...”* Exodus 2:24-25
- **Personally:** Continuing to see that I am more sinful than I ever thought or imagined, but more loved and forgiven by Christ than I ever dreamed true! It is truly one beggar (sinner) telling another beggar (sinner) where to find the bread line!
  - *“When Christians who understand the gospel see a poor person, they realize they are looking into a mirror.”* Tim Keller (Daily Keller - Nov. 2010)
  - *“...who for the joy that was set before him endured the cross, despising the shame...”* (Heb.12:2). All this was done so that peace, not just an appearance of peace, but the reality of peace would be achieved between God and human beings.
    - *“Shame has the power to take our breath away and smother us with condemnation, rejection and disgust”* *Rid of My Disgrace* by Holcomb.
    - Dan Allender stated, *“To be covered in shame is to feel self-engulfed in something disgusting, even hideous. It may seem extreme, but the experience of shame feels like a prolonged, torturous death.”*
- **The reality of Genesis 50:15-21** (focus on vs. 20) is true: *“You intended to harm me, but God intended it for good to accomplish what is now being done, the saving of many lives.....so then do not be afraid.”* God uses our past to give presence to who we are today and therefore how we serve others.

- Joel 2:25 *“I will repay you for the years the locusts have eaten—the great locust and the young locust, the other locusts and the locust swarm—my great army that I sent among you.”*
- How we have been comforted personally frees us to comfort others -- for His glory!
- **The heart of the gospel** is this: *“Though [Christ] was rich, yet for your sake he became poor, so that you by his poverty might become rich.”* (2 Corinthians 8:9)
  - John Piper, in his book *Don’t Waste Your Life*: *“The salvation we savor for ourselves and send to others is a ministry of God’s mercy to the poor, which includes all of us.”*
  - Remember Jesus got dirty doing it. In fact, he got killed. This merciful suffering is the *purchase* and the *path* of our salvation. *“Christ also suffered for you, leaving you an example, so that you might follow in his steps.”* (1 Peter 2:21)
  - *“It’s time to enjoy grace anew – not the decaffeinated grace that pats us on the hand, ignores our deepest rebellions and doesn’t change us, but the high-octane grace that takes our conscience by the scruff of the neck and breathes new life into us with a pardon so scandalous that we cannot help but be changed. It’s time to blow aside the hazy cloud of condemnation that hangs over us throughout the day with the strong wind of gospel grace. Jesus is real; grace is defiant; life is short; risk is good. For many of us the time has come to abandon once and for all play-it-safe, to dabbling Christianity and dive in.”* John Dink - blog
- Pastor Tim Keller (Redeemer Presbyterian NYC) calls for how **the church should rightly affect the culture for Christ**: *“We need more Christians (1) living long-term in the cities, (2) with a deeper grasp of the gospel, (3) who are creating dynamic counter-cultures inside the city, (4) integrating faith with work, (5) pouring themselves out sacrificially for the common good of the whole city, and (6) contextualizing.”*
  - Therefore, our inner-city ministry of Cru works through the church in partnership - not paternalistically.
  - Dr. John Perkins’ thoughts via video
  - Being true to our inner-city ministry Cru mission: *“We serve and mobilize the Church to live out God's heart for the poor, so all can grow in Christ and spiritually multiply.”*

Inherent in this statement are the convictions that:

1. God has mandated the church to minister to the needs of the poor. The inner-city ministry of Cru works with churches that see the importance of meeting both spiritual and physical needs (wholistic) in their communities.
  2. God has already placed local churches in the inner city with the vision and calling to meet specific needs of the poor. If fully mobilized and resourced, the sum of these ministries would have an enormous redemptive impact upon the inner city and its people.
  3. Inner-city communities will not be transformed by quick-fix programs or by outside leaders. A generation of godly indigenous leaders must be raised up who are committed to mercy, compassion, and justice. Therefore, Cru seeks to partner with churches that have a developmental orientation and a long-term commitment to the community. Commitment to discipleship in the context of evangelism.
  4. Empowering inner-city churches to fulfill their compassionate ministry potential must be viewed very broadly. Helping a church develop a drug rehabilitation program involves more than funding and clinical training. The ministry may need management training, evangelism skills, volunteer and other resources, job training and networking, encouragement, assimilation skills for the congregation, etc. The resources Cru provides are driven by the needs of the partner!
  5. To facilitate the empowering function, a RESOURCE TEAM is developed for the city. Drawing together skilled and experienced urban workers, the team exists for one purpose: to serve the local church and help it succeed in fulfilling God's mandate toward the poor.
- A powerful thought from Galatians 2:19-21, *The Message*:  
*“I tried keeping rules and working my head off to please God, and it didn't work. So I quit being a “law man” so that I could be God's man. Christ's life is the way, and enables me to do it. I identify myself completely with Him. Indeed, I have been crucified with Christ. My ego is no longer central. It is no longer important that I appear righteous before you or have your good opinion, and I am no longer driven to impress God. Christ lives in me. The life you see me living is not “mine,” but it is lived by faith in the Son of God, who loved me and gave Himself for me. I am not going to go back on that. Isn't it clear to you that to go back to that old rule-keeping, peer-pleasing religion would be an abandonment of everything personal and free in my relationship with God? I refuse to do that, I refuse to nullify God's grace.”*
  - Video: *Cities Arise*



**Connect:**

Tools which build connection to the poor include blankets, clothing, school supplies, and holiday meals for families. Christ-centered churches use our products and programs as entry points for evangelism and discipleship in their neighborhoods. Everything we do involves reaching people in need so they can be enfolded into the body of Christ.

**Empower:**

We look for ways to build the capacity of church ministries as they establish solutions to the issues of the poor in their communities. We learn from partner ministries about their mission and offer training, manpower and other resources to help them be increasingly effective in their ministry to those in need.

**Develop:**

We offer curriculum, training and materials to churches wishing to build programs for youth development, adult life-skills development, and job-readiness training – with the goal of bringing lasting transformation to their communities.

# Why We Do What We Do

---

## Introduction

*He who has a -why- to live for can bear through almost any -how-.*  
- Victor Frankl

My own personal journey in CRU Inner City

### I. It is Standard.

- <sup>7</sup> The righteous is concerned for the rights of the poor, The wicked does not understand *such* concern. **Proverbs 29:7 (NASB95)**

\*Prov. 14:31; Prov. 19:17; Prov. 22:22; Prov. 29:14

- <sup>8</sup> Zaccheus stopped and said to the Lord, “Behold, Lord, half of my possessions I will give to the poor, and if I have defrauded anyone of anything, I will give back four times as much.” <sup>9</sup> And Jesus said to him, “Today salvation has come to this house, because he, too, is a son of Abraham. **Luke 19:8**

\*Luke 18:22; Luke 21:2

### II. It is Strategic.

- <sup>1</sup> The Spirit of the Lord GOD is upon me, Because the LORD has anointed me To bring good news to the afflicted; He has sent me to bind up the brokenhearted, To proclaim liberty to captives And freedom to prisoners; <sup>2</sup> To proclaim the favorable year of the LORD And the day of vengeance of our God; To comfort all who mourn, <sup>3</sup> To grant those who mourn *in* Zion, Giving them a garland instead of ashes, The oil of gladness instead of mourning, The mantle of praise instead of a spirit of fainting. So they will be called oaks of righteousness, The planting of the LORD, that He may be glorified. <sup>4</sup> Then they will rebuild the ancient ruins, they will raise up the former devastations; And they will repair the ruined cities, The desolations of many generations. **Isa. 61:1-4**

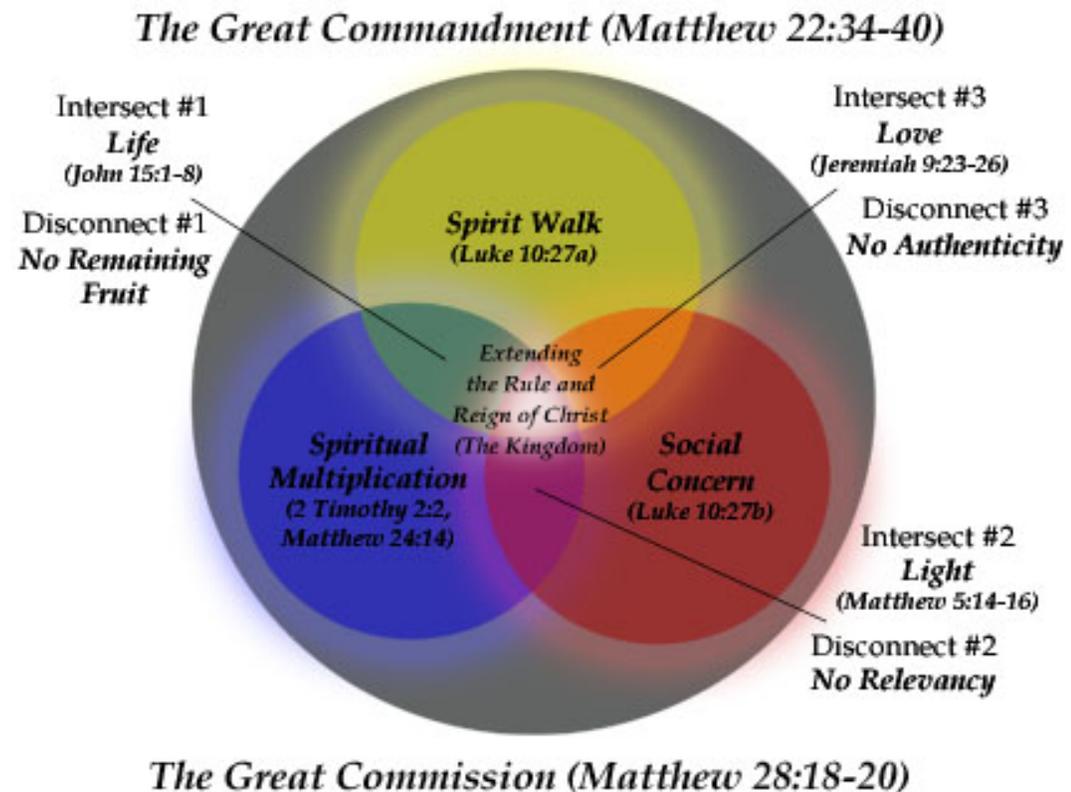
- <sup>36</sup> After some days Paul said to Barnabas, “Let us return and visit the brethren in every city in which we proclaimed the word of the Lord, *and see* how they are.” **Acts 15:36**

- <sup>8</sup> For the word of the Lord has sounded forth from you, not only in Macedonia and Achaia, but also in every place your faith toward God has gone forth, so that we have no need to say anything. **1 Thessalonians 1:8**

III. It is Sound.

- <sup>26</sup> If anyone thinks himself to be religious, and yet does not bridle his tongue but deceives his *own* heart, this man’s religion is worthless. <sup>27</sup> Pure and undefiled religion in the sight of *our* God and Father is this: to visit orphans and widows in their distress, *and* to keep oneself unstained by the world. **James 1:26**

CRU Inner City Ministry Model:



## Circle of Hope - Connect

---

What is the importance and value of the local inner-city church?

What qualities do effective inner-city urban churches demonstrate?

What are some of the weaknesses you've observed in many inner-city churches?

The goal of Cru staff serving in the inner city is to provide authentic churches more resources that are needed by their community and which **connect** these churches with people in genuine need in their community. Most of these links occur through the distribution of compassionate products.

How would you describe a connection that a believer would make with a needy neighbor through a compassionate product?

If you talk to virtually any church in America, they will say they would like to have contacts to whom they could show the love of Christ and to explain how Jesus can change a life. These compassionate products help to facilitate that meaningful connection.

The partner churches have expressed the need for the compassionate products or have responded to the ones offered. In the early days of Cru, we sat down with a ministry we wanted to serve. This ministry worked with over 2,000 kids every week. As we explored how we could expand the impact of the ministry, the leaders said, "Would you help us reach the families, especially the parents, of the kids?" One of our very creative staff came up with the concept of the Box of Love at Thanksgiving time.

The ministry said, "Let's try it." As a result of distributing hundreds of Boxes of Love, that ministry grew by hundreds of adults within two weeks of the distribution.

This is why it is so important that you, the city affiliate, meet with pastors face to face. We must get the pulse of these inner-city leaders so that we are indeed serving them. If they say one of our compassionate products is not effective, then we should stop distributing.

### **Our Basic Compassionate Product List**

**Boxes of Love®** The purpose of **Boxes of Love** is to provide a Thanksgiving meal to a family who might not otherwise have one. Each Box of Love feeds a family of six. Each box holds a turkey with stuffing or a ham or chicken (depending on what is culturally appropriate to the neighborhood), along with vegetables, potatoes, juice, yams, apple or cranberry sauce, bread, fruit, dessert, and more ... plus Scriptures.

**Holiday Care Box** Similar to Boxes of Love, but distributed in December (Christmas time)

**Easter Bags** Paper bags filled with some of the things inner-city children treasure: candy, fruit, crayons, a toy ... a full-color children's activity book about Jesus, for children with little church background

**Homeless Care Kits** Each Kit includes a blanket, warm gloves, a scarf, socks, toothbrush, soap, and spiritual materials. These kits often serve as the first step of a spiritual journey for a desperate person.

**PowerPacks™** Backpacks with school supplies and age-appropriate spiritual materials

One of our largest national donors, who grew up in a single-family home on the south side of Chicago, started investing in Cru because he said that each of our compassionate appeals represented something he would have wanted his mother to bring home.

The assumption is that many of those linked to the church through these compassionate products do not have a relationship with the Savior. Therefore, our church partners should be oriented about the compassionate product and how to minister spiritually to the neighbors contacted. We would expect an evangelism training involving partner churches at least once a year to make sure the confidence and competence level of those volunteers grows.

Because we want the local neighborhood church to do the spiritual nurturing (growth), most of those delivering are from the inner-city partner churches. Other resource-church volunteers could help deliver the compassionate products, but they should be partnered with local neighborhood believers from the partner churches.

Another ministry impact of compassionate product distribution is to host a “packing party” for the product. This would bring together individuals from inner-city partner churches as well as resource churches. This activity has proven to be one of the most significant contributions Cru can make to a cross-cultural Christian body event. In NYC we have so many people who want to be a part of these events, we must pack in shifts.

The most encouraging impact of our compassionate product outreach is the fact that a number of folks who were reached through a compassionate product were spiritually nurtured by their neighborhood church who delivered the product, and are now leaders in their compassionate product distribution.

### **Partner Commitment –**

The guidelines for using the national compassionate products would be the following:

1. Evangelism and follow-up training at least once per year
2. Doctrinal and Use Agreement signed by each participating church (acquired from Dan Howe – national office)
3. Report of results with pictures. No or poor reporting should affect the amount of product given to a ministry.
4. When raising funds you must represent cost as agreed upon nationally. Can not ask for less than what national and other cities are requesting for the product.

## Circle of Hope - Empower

---

The **Empower** category of partnership with churches in your city involves offering training in how to communicate Christ and how to engage volunteers.

How important is it for us to supply evangelism training in conjunction with compassionate products?

How would you describe the training method that best equips your partners?

You will discover, among the churches in your city ministering to the poor, programs which are attempting to reach people. Some of these programs lack training in how to lead people to faith and to see those new believers mature.

Goal: to show a clear way to explain the gospel of Jesus in an appropriate manner during or after reaching out to a neighbor with a compassionate product or providing an Adult Development or Youth Development tool. Most believers either over-explain or shy away from explaining the most important truth – that one can have a relationship with the God of the universe.

Because we view people holistically, we are adamant that people hear the good news of the gospel. They also need help to gain more life skills, resulting in more options to function in society. We are committed to loving people holistically. We have developed a number of training packages to prepare our partners to distribute compassionate products effectively.

We have found that it is very important that this training be targeted to those from the culture of generational poverty. A good description of the CGP is on the hlic.org website under “Opportunities/Resources.”

### **Generational Poverty**

Sociologists have determined that people need resources in *nine* areas to function successfully in today's world. Deficiencies in *more than four* of these areas will doom a person to a life of poverty and dependence.

That is why philanthropists who believe the lack of financial and material resources is the only element that traps people in poverty are so frustrated with their results. They are dealing with only one part of a complicated whole.

We believe that people trapped in generational poverty must be viewed **wholistically** — body, soul and spirit. If we truly care, we will seek to *empower* people in as many of these areas as possible:

- **Physical health and mobility**
- **Mental abilities** and (applied) **education** to deal with life's demands
- **Emotional resources** to avoid self-destructive behaviors and pursue choices and opportunities
- **Financial resources** to acquire needed goods and services
- **Spiritual resources** to give strength and purpose
- **Support network of friends and family** for times of crisis
- **Role models** who do not engage in self-destructive behaviors
- **Positive self-image** and **sense of hope** for the future
- **Adaptability** to the **values of the workplace**

### **Differences** among economic levels (long-term cultural):

- \* Immediate gratification vs future orientation
- \* Relationships vs time/efficiency
- \* Educational levels

How would training express these cultural distinctives?

Are there ample workers in the average inner-city church?

How do we mobilize the maximum number of lay people from indigenous churches?

In New York City we have developed training to help sensitize leaders in seeking volunteers. The training, *Effectively Mobilizing Volunteers*, equips lay people to actually turn over their jobs to new people. The goal is to increase the workforce.

Other instruction that helps increase volunteers' effectiveness is Compassion by Command. This video curriculum includes a movie, *God Bless the Child*, vignettes based on poverty issues, and a Bible study written from a gospel-driven focus, rather than a moralistic focus.

Cru Inner City has mobilized volunteers in the following ways:

1. Mobilizing inner-city lay people to reach out wholistically to their neighbors
2. Mobilizing "resource church" volunteers ... many trained by Compassion by Command

\*Often this occurs through "packing parties" or targeted volunteering at an adult or youth development center

3. Mobilizing and deploying college students during spring break and the summer.

Debbe Santiago, a Cru partner known as the Mother Theresa of Coney Island, told us, "*Summer in the City is the best thing you do.*"

The college student volunteers come to our cities and are assigned to partner churches to learn what it is to serve inner-city churches. As they serve, they are able to act on some of their compassionate and evangelistic burdens.

The students would be coordinated through Cru's Short-term Ministry Opportunities office.

## Circle of Hope – Develop

---

As people with few options are contacted by believers from a local neighborhood church, it is imperative that the connection continue. The connection allows for positive change to take place as a believer journeys with the newly contacted neighbor often because of a compassionate product outreach.

It is a spiritual connection that takes place. Discipleship is helping people new in Christ to gain life skills in all areas of life. Not only should a person grow to learn how to study God's word, pray, obey the Lord (Mt 28:18-20) but he/she must be shown how the truths of a new life in Christ enable them to become new in all areas of life.

We can't limit discipleship to merely biblical knowledge. Discipleship must include godly skills in work, money management, relationships with those around you and more. With this in mind, we have developed skill-acquisition tools for the local church in two categories – youth and adult.

### Discussion points:

- Why were you able to gain employment?
- Who taught you the skills to get your first job?
- Who encouraged you to work?
- What if this encouragement was not present in your life?

Cru Inner City gives long-term attention to those who are trapped in the cycle of poverty, helping them overcome the odds and develop into functioning members of society. We must give practical hope!

Clearly, the desperately poor need more than just physical resources. They need Jesus. And they need life transformation. We accomplish this through two effective components of career and youth development:

- **S.A.Y. Yes! Centers for Youth Development** S.A.Y. Yes! Centers are serving 3,500 children in America. While homicide is now the second leading cause of death among young people age 10 and older, these Centers provide children with a safe haven between the hours of 3 and 8 p.m. — the hours they are most at risk of being lost to the streets. This incredible program provides an environment where young people hear the gospel and encounter solid Christian role models. Many centers also include reading and math tutoring to help students succeed at school. (In large central-city schools and urban-fringe schools, the majority of fourth- and eighth-graders rank in the bottom 10<sup>th</sup> percentile for reading.)

• **Adult Development** — a proven strategy for moving the unemployed/underemployed into fulfilling careers. It involves five tools: *Holistic Hardware*, *CareerLink*, *WorkNet*, *BeyondBars*, and *New Focus*. This is not simply a job-training program. The objective is to introduce both a relationship with Christ and crucial career skills to help the inner-city person become a thriving member of society, to productivity as participants in society — and providing strong testimony to God’s love.

*Holistic Hardware*, which is the most user-friendly of the adult development tools, helps move people from crisis into productive, self-sufficient lives through ten video sessions and ongoing mentoring by volunteers. Developed out of a successful 16-year program at a rehab ministry in Harlem, it has been used by inner-city churches and ministries nationwide since 1998. At the heart of this program: acquiring life skills.

### **Encouraging a Movement of Development in Your City**

If we want to see a movement of adult and youth development sites blanket our cities and make a comprehensive difference among those who have few options, we must mobilize volunteer leaders to facilitate the sites. It is always a temptation to go with a professional, paid leader; however, financial resources would limit the growth of these development sites in our cities.

Some of the kinds of leaders surfaced, especially for the S.A.Y. Yes! Centers, have been teachers who are available after school, people with unique shift work, firemen, retirees, people on disabilities, pastors, moms or dads not working outside the home, etc. Don’t limit God as to whom you and your partner churches raise up to lead the sites.

The adult development sites are more flexible as to when they operate; therefore, the candidates to give leadership are more numerous.

Having described the dynamics of a development movement in your city, it is important to linger long at getting the local partner church to surface the facilitator. It should be a supplement to have outside individuals give their time and talent to a Center in an inner-city church. Do not turn away volunteers from resource churches. However, they should be a supplement to the leadership in the local partner church.

In light of the description above, how would you creatively help the local church uncover leaders for their development sites?

# Becoming an Expert from the Middle

---

As we approach this time together, I'd propose four primary goals:

1. That we increase our competency to relate to leaders in the underserved communities of my city. Many of you have already related to at least 20 such leaders.
2. That we become comfortable in helping meet a variety of needs reflected among our inner-city church leaders
3. That we become familiar with a framework for partnering with these inner-city leaders. We call this the Circle of Hope.
4. That we become more familiar with the tools that Cru has developed to empower the leaders who are making a significant difference in their community

I was thinking about some of the core issues of being a servant to pastors in your city. Recognize that each pastor is different. Each has different needs, each has different communities. Therefore, how can we serve each uniquely?

In addition, over the years we (Cru) have seen that churches can benefit from a variety of tools. Therefore, we have either developed or discovered an assortment of tools to meet the needs expressed by nearly 2,000 partner ministries around the country.

You have probably asked the questions, as our staff and I have, *how do I learn enough about the tools to represent that tool or the corresponding training to the pastors? How can I serve the pastors effectively after the initial exposure or training?*

Let me share a concept that has served me well over the last 37 years here in NYC. I call it

## ***Becoming an "Expert" from the Middle***

First, how do you become an expert? Most of us assume that you need extensive training or extensive exposure to (in this case) a ministry dynamic.

Let's look at what it means to be an expert in business:

### **Example A – Bill Bright – how to go into business**

Bill was asked what it would take to be successful as a business person. He paused and said, “First, I wouldn’t get an MBA (typical way to become an expert). Instead I’d find the most respected business person I know and offer to be their assistant for a year.

“You’d learn more than any school could teach and if you were serious and a real servant to this leader, you’d be offered a job at higher pay than if you came merely with academic training.”

This is one way I’ve suggested to young men wanting to go into the pastorate.

### **Example B – Turning Point in NYC**

I was confronted with an opportunity and a dilemma some years ago. I had heard about Turning Point, a program offered by Teen Challenge. I was hesitant to offer the training because I didn’t feel confident in the area of drug rehab.

I had a conversation with a leader of faith-based discipleship programs dealing with addictions, whom I respect most. He asked, “When are you going to host Turning Point training?” “But I’m not an expert!” I countered.

He responded with the same question, “*When* are you going to host the training?” As if he hadn’t heard my objection. He felt that Cru’s interactions with pastors was the needed ingredient to help church leaders deal with the growing drug epidemic in the late ‘80s in NYC. He wanted us to connect the pastors to the “drug rehab experts,” e.g., Turning Point trainers.

Over the next 5 years we facilitated the training of over 100 churches in how to host groups within their churches to help people overcome life-controlling issues such as drug addiction.

In other words, we knew churches. We knew the expert trainers. We simply put them together.

I would humbly say that I became an expert in drug rehab through that experience. As a matter of fact, I think I came to understand the breadth of gospel-based drug abuser discipleship better than some who had conducted in-house rehab for years.

I heard some “experts” say, you must get the abusers *out of their community*. Others said you must work with the abusers *in their community*. Who was right? They both were speaking from their situation which they knew well

## ***Characteristics of One Growing as an Expert***

**Curiosity** – particularly about what is God doing in churches and their communities. What we have the privilege of doing, college researchers would go to graduate school and pay much money to do.

### **Invest your awkwardness -**

As servants of pastors in at-risk communities, we will feel awkward at times. We will be presumed to know more than we do. When we are asked something we can't answer adequately, it makes us feel awkward. What if we're trying to present a training concept when we've not had personal experience with it? Admitting that I don't know something, but being willing to admit it and research the answer, makes the information stick in my brain. It also gives pastors the picture that we are "real people."

### **Personal involvement –**

Wherever and whenever possible, we should experience the training or the tool in question. (e.g., a Turning Point group)

### **The Long View –**

We will make mistakes. We will learn from those mistakes (Hebrews 5:14).

A principle of response to our ministry among those with life-controlling problems is "delayed salvation syndrome."

## ***What Keeps Us from Realizing Expertise?***

### 1. Pride –

Example: The "I Found It!" pastor

My first month in NYC was one of the most humbling of my life. A pastor sensed my newness and didn't hesitate to broadcast it. Now I have stayed long enough to be like that pastor to others.

### 2. Forgetting the gospel –

We must remind ourselves that we will be proud. Others will be proud. Therefore we must bask in the unconditional love of the Savior.

# Connecting with Pastors in your Community

---

## Attitude and action steps toward initial meetings

Doug Morton, Chairman of Woodruff Sawyer, a HLIC major donor and very involved among poor in the San Francisco Bay area, shares several “sales approaches”:

1. **Consultative** –

*Listen for needs* of the pastor. Many need someone who cares about them.

Doug met with a teacher in a very underserved community of Redwood City, CA. After visiting for a while, he asked, “How could our church help?” The -teacher responded, “You’ve met a need. You’ve asked me questions as someone who cares.”

*Ask questions* to learn what their life is like. Pastor Billips in NYC when asked, “What’s the best thing HLIC does for you?” responded, “I can talk to Clint about anything.”

2. **Product-centered** –

Offer products that would be helpful to their ministry. (e.g. Holistic Hardware)

3. **Institutional** – Rely on our “brand” for credibility. (e.g. IBM, Baptist, Cru, etc.)

As much as possible, we want to relate to our potential church partner pastors as **consultative**.

**Ask questions** (assume God at work):

- \* How long have you been in ministry? How long have you been here?
- \* How have things changed since you took over?
- \* What is your neighborhood like?
- \* What are the major needs of your community?
- \* What are you seeing happen in ministry? What are you most excited about?
- \* What is your vision to meet the needs of your community and reach people for the Savior?
- \* What are you most burdened about the area around your church?

# Ministering for the Long Haul

---

<sup>1</sup> Therefore, since we have so great a cloud of witnesses surrounding us, let us also lay aside every encumbrance and the sin which so easily entangles us, and let us run with endurance the race that is set before us, <sup>2</sup> fixing our eyes on Jesus, the author and perfecter of faith, who for the joy set before Him endured the cross, despising the shame, and has sat down at the right hand of the throne of God.

**Hebrews 12:1** (NASB95)

## Introduction

Several years ago a man reported his observations of the effects of a hurricane on a southeastern Gulf Coast town. As he walked up and down the ravaged streets, he observed that the palm trees had been uprooted and flung about. Once tall and majestic, their root systems were too shallow to withstand the hurricane force winds. But as he proceeded, he came upon a lone oak tree. The leaves had been blown away and some of the smaller branches ripped off, but the roots had gone deep, and the tree held its position. And in due season it would again produce leaves. So it is with us. If we are to endure in times of great stress and difficulty, we need to have a depth of character that will sustain the blows of the trial.

I see **three exhortations** that encourage a Christian to keep going when the situation is difficult in Hebrews 12:1, 2.

### I. Run Lightly

## **II. Run Long**

## **III. Run Looking**

### **Conclusion**

1. Get out the safe zone and get into the faith zone. - Nehemiah
2. No challenge is too big if you are willing to ask for help. - Moses
3. Spend your life serving others. - Jonathan

# Seeing God Develop Resources for your Calling

---

We want you to be funded to cover your ministry expenses. We will assist to make the funding yours.

How do we move to give you confidence in fund development?

- a. Make a list of potential investors
  1. Area Cru Inner City names
  2. Names you would know
  3. Names you/we would know of
- b. Seek to present the ministry of Cru Inner City
  1. Personal appointments
  2. Dinner parties
  3. Mailings or Social Media
- c. Budget - we'll determine together

## **1. Attitude**

- a. Calling
- b. Scriptural basis
- c. Not begging
- d. You are God's instrument



# Cru Launch – Sample Budget

---

This is what we would represent to the donors. Obviously, we would spend only what we would raise.

Compassionate Products		\$26,200
BOL (500 x \$41.40)	20,700	
Other	5,500	
Volunteer Ministry		2,800
Comp by Command	400	
Training	1,100	
Nurturing	300	
Events (e.g. packing parties)	1,000	
Developmental Tools		9,000
Youth	5,000	
Adult	4,000	
Coaching		10,000
Travel		
Mentoring		
Intensive (e.g. seminar/online)		
Web Presence		4,000
Affiliate Expenses		<u>1,000</u>
<b>TOTAL</b>		<b>\$53,000</b>

If 20 partners      \$2,650 per neighborhood  
If 30 partners      \$1,767 per neighborhood

# Cru Inner City Affiliates

## Roles & Responsibilities

---

1. Identify church and mission leaders who are serving and who have a passion to serve those in need.
2. Journey with these leaders:
  - a. Understand and connect with pastor/leaders' agenda
  - b. Catalog the needs expressed by these leaders
  - c. Explain the Cru Inner City Ministry Model and elicit feedback
3. Be prepared to share key Cru resource tools with ministry leaders in your city.
4. Facilitate *Compassion by Command* study (resource tool) with others concerned about ministry among those in need.
5. Attend the biennial Cru Inner City national conference if possible. (next is July 20-25, 2014, in Minneapolis)
6. Schedule a site visit to staffed Cru Inner City city (recommended by Jaan Heinmets).
7. Attempt to recruit a team of people to assist your efforts in your city.
8. Attend *Cru Launch* conference – June 27-29, 2013.

# Leadership Profile for Cru Inner City Affiliate

---

Compatibility to Cru – Inner City

I do/would feel self-conscious energized to get to meeting with pastors one-on-one one 1 2 3 4 5 6 7 8 I would be know a pastor one-on-one

I am very nervous hanging out comfortable moving about and in high crime areas of intense poverty 1 2 3 4 5 6 7 8 I'm functioning in areas

I would prefer to see one church encouraged to see a number helped very much a modest way 1 2 3 4 5 6 7 8 I would be of churches helped in

I must know how to use ministry suggesting ministry tools in order to recommend not used them them to pastors 1 2 3 4 5 6 7 8 I feel comfortable tools even though I've

QUESTIONS USED FROM:

*The Restoration Pastor – Part 1 (Skills)*

Takes the Initiative Q = 1, 3, 4, & 5

Relational Capacity Q = 1, 2, 3, 4, & 5

Able to Lead and Visionize Q = 1, 3, & 4

Empowering Others Q = 1, 2, 4, & 5

*The Restoration Pastor – Part 2 (Personality & Emotional Energy)*

Q = 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 22, 23, & 24

## Planning – Next Steps

Pastor / Leader Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Contact Info (phone/email) \_\_\_\_\_

What did I learn about this ministry's activities or plans in the areas of:

**Connecting**

**Empowering**

**Developing**

What are my **next steps** with this ministry?

(e.g. offer trainings, secure volunteers, expose to Compassionate Product outreaches, share resources/tools, etc.)

## Planning to reach the underserved in your city

---

+	Pastors Names	Area of Greatest Need			Comments
		Connect	Empower	Develop	
		1.			
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					

