

CROSSWALK

CROSSWALK CAMPUS PROTOCOLS

Definition: A Crosswalk Campus is an extension of the Crosswalk Church brand. It is a weekly worshipping community in a neutral venue, has a leadership team, is recognized by the local SDA Conference, and is in direct support and contact with the Crosswalk Global team of pastors and Lovewell Creative team.

Profile:

- Suggested Size: 20-50.
- Curriculum:
 - A Lovewell Community keeps pace with the Crosswalk current series.
 - Download the current week's sermon or livestream a sermon from the day at Redlands.

A Lovewell community either live streams the worship from Crosswalk Redlands or creates a worship experience with live musicians if possible.

Timeframe:

- Working towards meeting weekly on Saturday (Sabbath). (Weekly is the ideal)
- Lovewell Communities meet until they either grow out of the home or the space where they started.
- It is not required to become a Crosswalk Campus. Lovewell Community status is excellent!

Resources:

- Teaching from Redlands
- Music from Redlands (if needed).
- Support from the Redlands Worship Arts pastor is available.

Graphics:

- Lovewell Creative will provide a graphics package for use by the Lovewell Community. Each community has its branding that adheres to the Crosswalk Brand Guide.
 - Banners/Posters/T-shirts/Stickers/Merchandise
 - The Digital Content Manager for Lovewell Creative/Crosswalk Church must sign all designs.

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- The graphics package will include designs for feather banners, regular banners, initial t-shirt designs, stickers, and other merchandise.

Social Media:

- Crosswalk will help you set up the social media account for the Lovewell Community, following its branding and terminology guidelines.
 - Digital Content Management, Brand guidelines for social media, and working with the Executive Pastor for naming clarity are required.
 - Use of Crosswalk-generated logos and branding is expected.
 - Photography should adhere to brand guidelines.
 - Any prior social media having to do with the Lovewell Community will need to be shut down.

SDA Conference interaction:

- The Lovewell Community seeks to create a working relationship with the SDA Conference where they are located.
- The Executive Pastor from Redlands will work with the Lovewell Community Leads to create a relationship and accelerate the conversation with the local conference officials.

Leadership:

- As the Lovewell Community organizes, they must look to fill spots on the leadership/Launch team, music, hospitality, first impressions, CWKids programs, and A/V.

Giving:

- Depending on the development of the conversation with the SDA Conference, Crosswalk Redlands can receive payment of local giving for the Lovewell Community. (Support: Christianne Duarte, office administrator, CWRedlands)
- When set up as a “Mission Group” (SDA Nomenclature), the Lovewell Community can set up its accounts to receive giving and tithe at that point.