

# CROSSWALK

## CROSSWALK CAMPUS PROTOCOLS

**Definition:** A Crosswalk Campus is an extension of the Crosswalk Church brand. It is a weekly worshiping 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.