

# CROSSWALK

## LOVEWELL COMMUNITY PROTOCOLS

**Definition:** A Lovewell Community is a **worshipping community** with an open invitation to all and a group with a possible trajectory of becoming a Crosswalk Campus.

### 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!
- **Leadership:**
  - As the Lovewell Community organizes, they must look to fill spots on both the leadership/Launch team, music, hospitality, first impressions, CWKids programs, and A/V.
- **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 in order to create a relationship and accelerate the conversation with the local conference officials.
- **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.

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## CRSWLK RESOURCES:

- **Worship:**
  - 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.
  - The graphics package will include designs for feather banners, regular banners, initial t-shirt designs, stickers, and other merchandise.
- **Emails:**
  - Lovewell groups will be given an email ie:  
[lovewellsonora@crosswalkvillage.com](mailto:lovewellsonora@crosswalkvillage.com)
- **Social Media:**
  - Crosswalk will help you set up the social media accounts for the Lovewell Community, following its branding and terminology guidelines. Lovewell groups are limited to the use of a Facebook Group and/or Instagram Profile.
  - 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 Connect Group will need to be shut down or converted.

## DEVELOPMENT:

- **Attendance:**
  - When attendance exceeds the current venue and the leadership team spots have been filled, it is time to talk about moving to the next stage of development.
- **Conference Partnership:**
  - Campus discussions may happen sooner if the local SDA Conference expresses interest in moving forward with a church plant or assigning a local pastor.