

CROSSWALK

LOVEWELL COMMUNITY PROTOCOLS

Definition: A Lovewell Community is a **worshiping 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
- **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.