



**Associational Guide  
"Reaching Across Tennessee"**

Thank You  
From  
Dr. Larry Gilmore

Dear Friends,

We are fully engaged at this printing in the first of six campaigns related to GPS, “Across Tennessee.” I want to be among the first to thank you for your vision and willingness to lead your association to help take the Gospel of Jesus Christ to every household in Tennessee. “It’s a Together Thing!” It is joining hearts and hands and encouraging each other to fulfill the commission given to us by our Lord.

By the time you get into unpackaging this second campaign, “Reaching Across Tennessee,” the impact of the “Across Tennessee” campaign will be felt in the lives of individuals and churches from Memphis to Mountain City and all points in between. The fruit from praying and distributing the Gospel across the state should encourage ALL of our Tennessee Baptist Associations and Churches in catching the vision of how we can work together and be a significant part of a God-sized task.

“Reaching Across Tennessee 2012,” is designed to assist churches of all sizes in offering attractational events to help penetrate the darkness that is in our state and communities. The following pages will give you multiple ideas that you may find helpful. Thank you for allowing God to use you and guide you as you help churches engage their culture and see lives transformed by the grace of our gracious God. Let’s move forward to stay focused on:

***“Every Believer Sharing, Every Person Hearing by 2020.”***

Going Across Tennessee

Dr. Larry Gilmore

Director of Evangelism, TBC



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# Reaching Across TENNESSEE

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[www.tnbaptistgps.org](http://www.tnbaptistgps.org)

[www.gps2020.net](http://www.gps2020.net)

## An Overview of “God’s Plan for Sharing” and “Reaching Across Tennessee”

In 2006, Southern Baptists elected as their president Dr. Frank Page, then pastor of the Taylors First Baptist Church, Taylors, South Carolina. Dr. Page had a dream of gathering God’s people together to collectively and cooperatively share the gospel of Jesus Christ across North America. Working in concert with Acts 1:8 denominational leaders, a national evangelism initiative was organized and implemented in 2011, called *God’s Plan for Sharing* (GPS).

The goal of this initiative is to see God’s people “getting out of the pews and into the streets,” sharing the good news of Christ among all people groups in North America. From these humble beginnings, *God’s Plan for Sharing* was begun. The rally cry is simple, yet profound – “*Every Believer Sharing, Every Person Hearing by 2020.*” It has the ingredients of church people meeting lost people, with a clear presentation of the gospel given to everyone by the end of the decade.

To accomplish this goal, Southern Baptists met in workgroups across the continent. It was decided that GPS would be a National Evangelism Initiative, and not a “program in a box” handed down by the denomination. In other words, GPS would be a grassroots effort, with the denomination bringing encouragement and various resources to assist in the cause. God’s Plan for Sharing would have four biblical components proven throughout history to bring effective evangelism, revival, and spiritual awakening. They are:

**Praying:** Every church praying for lost people

**Equipping:** Every believer sharing as a trained witness

**Sowing:** Every lost person receiving a witness

**Harvesting:** Every church harvesting and celebrating every salvation response

It was determined that to build the momentum of Southern Baptists through utilization of these components, six campaigns would take place between 2011 and 2020. The campaigns would take place during the even numbered years. Each emphasis would have a definitive theme to rally God's people to share the gospel. The two years between campaigns would be used to develop the newly learned skills, involve more members, and develop new relationships among lost people identified through the campaigns. The campaigns announced were:

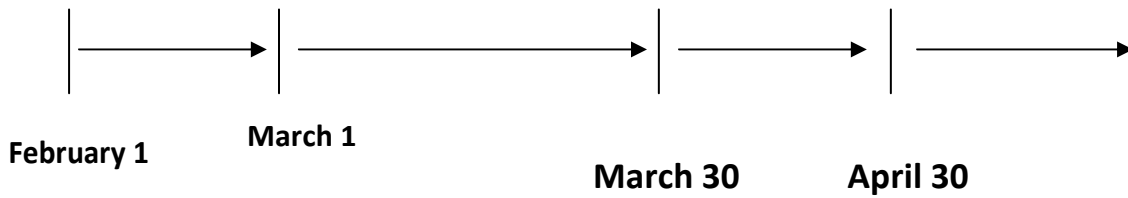
- 2011 Across North America** (Saturation Evangelism... mission started!)
- 2012 Reaching Across North America** (Attractional evangelistic events)
- 2014 Serving Across North America** (Servanthood/Ministry Evangelism)
- 2016 Sharing Across North America** (Relational Evangelism)
- 2018 Start Something Across North America** (Start a new ministry, small group or church)
- 2020 Celebrating Across North America** (Do whatever necessary to finish the task of the Great Commission)

For 2012, Southern Baptists have chosen as the theme for the second campaign "**Reaching Across North America.**" This will include four simple steps:

1. An eight-week *media saturation* campaign during March and April, 2012.
2. Participating churches hosting, planning, and implementing *a community- reaching evangelistic event* sometime during April, 2012.
3. Participating churches *prayerwalking and distributing invitations* to the event one to two weeks before the event.
4. Afterward, participating churches doing *follow-up* with those who attended the event.

## “Reaching Across TENNESSEE” Pastor / Church Timeline

MARCH 1
APRIL 30
  
  
MEDIA CAMPAIGN



PRAYING	EQUIPPING	SOWING	HARVESTING	ASSIMILATING
Pray  Promotion  Get Ready	Praying Across Tennessee  Prayerwalking	"Hope. Find it Here" Invitation Distribution  <a href="http://www.Findithere.com" style="color: blue; text-decoration: underline;">www.Findithere.com</a>  Sharing the Gospel	Community- Reaching Event	Five week follow-up plan

All the churches will need to do to participate in Reaching Across Tennessee is host, plan, and implement a **coordinated, community-reaching evangelistic event.**



[www.tnbaptistgps.org](http://www.tnbaptistgps.org)

[www.gps2020.net](http://www.gps2020.net)

## **Step-By-Step Guide to Involving Churches in “Reaching Across Tennessee”**

Once again, “Reaching Across Tennessee” is a campaign designed to enhance the GPS initiative. Below is a guideline that has been proven and tested by Southern Baptists for years.

### **You, the ADOM, as the “Reaching Across Tennessee” Principal Leader**

As you already know, everything rises and falls with leadership. If you give “Reaching Across Tennessee” a high priority, the pastors in your association will make it a high priority. They are looking for guidance to change their world.

Ask yourself, are you:

- Praying earnestly about how God is going to use the Association where you serve to transform lives and communities through “Reaching Across Tennessee”?
- Learning everything you can about “Reaching Across Tennessee”?
- Talking with your colleagues, gleaning from their ideas about “Reaching Across Tennessee”?
- Personally prayed up and prepared to lead your association into the days of “Reaching Across Tennessee”?
- Developing a customized strategy well in advance of the actual days of “Reaching Across Tennessee”?
- Does it contain all the training and meeting times on the calendar?

Thinking through the long-range plan for “God’s Plan Sharing” (Every Believer Sharing, Every Person Hearing by 2020), and how it can positively affect your association?

# Reaching Across Tennessee

The following suggestions are given to help you as the principal leader of GPS:

- A planning retreat with key leaders is an excellent way to get the project “jump-started” and underway.
- Ask God to help you enlist a Leadership Team from those who express interest at the retreat. Simply ask for volunteers and then enlist the rest to fill out the team.
- Give your Leadership Team clear expectations, accountability, and a job description.
- Schedule bi-monthly Leadership Team meetings with a clear agenda.
- You must enlist churches individually built off strong relationships. Letters and e-mails don’t work. Relationships are the key.
- Communicate! Communicate! Communicate! You can’t talk about it enough. Tell the story and cast the vision so much that you are tired of saying it, then say it some more!
- Express appreciation for partners in ministry (Tennessee state convention partner and the North American Mission Board).
- Be creative with financial resources to make GPS a reality! Every church already has budgeted monies for evangelism and outreach. They just need to be asked to use them for something with such a strategic impact.
- Remember, money follows mission!
- Ask pastors to enlist a team in their church. One can’t do it by himself.
- Schedule several times for prayer. You cannot underestimate the importance of calling upon heaven!

In many ways, you as an Associational Director of Missions will wear many hats for “Reaching Across Tennessee.” Most likely, you will be the:

**Chief Promoter.** If the ADOM is not the one heralding “Reaching Across Tennessee,” it will not be as effective as it could have been.

**Strategic Thinker.** Being a grassroots initiative, the ADOM will be the one everybody will look to for a plan. Even though this guide is filled with ideas and suggestions, you will be the one to set the course.

**Training Coordinator.** Any evangelistic event ought to be an opportunity to train people how to pray, equip others with tools to share the gospel, sow, and harvest those who have made decisions for Christ. Seize the moment to host a training event prior to “Reaching Across Tennessee.”

**Logistics Manager.** Materials and creative ideas for evangelistic events will be coming your way. Someone will need to be the point man for passing these on to the churches.

You, as the ADOM, will need to see to this, or delegate the responsibility.

# Reaching Across Tennessee

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Following are some further ideas on how to administrate effectively “Reaching Across Tennessee.”

## **Rally the Troops: Keep It Simple and Make It Theirs**

The first campaign, “Across Tennessee,” found great success and synergy because the ADOMs involved their pastors on the front end of the campaign. They engaged them with “initiative thinking.” At the end of the first meetings, the ADOMs had given out assignments to implement their plan, with most having a key pastor (often the Moderator) as the chairman of their GPS “Across Tennessee” committee. They also had a specific timeline for the campaign. They kept things simple and diligently tried not to make it complicated. The ADOMs worked hard to make it theirs. You will want to do the same for “Reaching Across Tennessee.”

## **Organize a GPS “Reaching Across Tennessee” Steering Team**

You will want to recruit some of God’s finest in the association for the following:

**“Reaching Across Tennessee” Team Leader.** Often this person is the Moderator of the association. That being said, it is important that you have a strong leader with good administrative skills. He will have to relate to the association at large, organize the team for various meetings, and provide direction for the initiative. He will need to work in a healthy manner alongside the ADOM.

**Prayer Leader.** This person brings oversight to leading the association to not only pray for the campaign, but to teach God’s people how to pray for the harvest of lost people. This prayer leader will be a principal trainer and organizer of the prayerwalk.

**Material Distribution Leader.** This person will work with the local churches to prepare for distributing the invitations at their evangelistic event. He will also coordinate the “Hope. Find It Here” materials, and will have them properly disbursed to the churches in a timely manner.

**Evangelism Training Leader.** The “Reaching Across Tennessee” campaign is an opportunity to train people in evangelism. The Evangelism Training Leader will train prior to the evangelistic event, teaching God’s people how to be a witness.

**Evangelistic Event Leader.** This person will organize the churches to develop and implement an attractional evangelistic, community-reaching event. This enormous task requires someone who can get items organized and people delegated to get the job done at the local church level.

**Follow-Up Leader.** Many churches need to be trained in how to greet visitors, how to create a “welcome” environment, and how to follow up on those who have responded to the gospel invitation. In addition, your association may want to seize this initiative as a time to “start something new.” One can be very creative here, whether it be a new Sunday School, a new church, or both. The Follow-up Leader should have imaginative skills that will enable him to help everyone create a strong “follow-up” plan for both the church and the association.

**Media Leader.** With the assistance of your convention partners, you will have the opportunity to participate in a media blitz surrounding the phrase “**Hope. Find It Here.**” It has a brochure, commercials, bill board, banners, and so forth for use in your community. The Media Leader should be one with experience in advertising, and should be able to implement a budgeted plan that provides these resources which will support the association’s initiative. In addition, this person should be able to have a working knowledge of present Web site utilities that provide free information (e.g., Facebook, YouTube). The Media Leader will have general oversight in seeing to it that all points of advertising appear as one unified simultaneous effort of the association.

Obviously, you as the Associational Director of Missions will be providing strong leadership to the entire effort. You will also be a liaison with other resources available through your denominational partners. Remember, it is a team effort. You, at the helm, with careful and prayerful leadership, will assure success to this venture.



## Association Timeline for “Reaching Across Tennessee”

As the Associational Director of Missions, we would like to encourage you to start early with a timeline for “Reaching Across Tennessee.” Here are some suggestions for your planning:

**April - August 2011: Cast the vision with the Association Leadership Team.**

Whatever structure you have to lead your association, share with these people your heart and plan for “Reaching Across Tennessee.”

Hand out all the materials you will use during the event.

Help them to see not only the advantages to the churches of the association, but the collaboration that will take place in 2012 with Southern Baptist churches.

Get all approvals necessary to proceed.

**May 2011: Organize your “Reaching Across Tennessee” Leadership Team.**

If appropriate to your context, recruit every leader mentioned in the preceding section and make clear their written job description from that section.

Do your best to communicate one phrase again and again to your team about “Reaching Across Tennessee” – “KEEP IT SIMPLE!”

Meet together with this team regularly until the end of “Reaching Across Tennessee.”

**June 2011: Cast the vision of “Reaching Across Tennessee” with the pastors and staff.**

Here are some ideas for the vision-casting:

Have a banquet or lunch gathering.

Have an inspirational speaker, visualizing those who will come to Christ through “Reaching Across Tennessee.”

Make sure you have given them all the material you presented in previous meetings.

Introduce your Leadership Team.

Help them visualize how “Reaching Across Tennessee” will bless their church, the association, and the kingdom of Christ.

Begin signing churches up for “Reaching Across Tennessee.” (Remember to sign up through the entire campaign).

Encourage pastors who will have revivals to schedule their evangelists now.

**September - November 2011: Compare notes with your colleagues.**

At the state convention, speak with your colleagues about what they are doing with "Reaching Across Tennessee."

Compare notes and strengthen your cause.

Meet with your Leadership Team.

Order all of your materials for "Reaching Across Tennessee" from your NAMB or Tennessee state partner.

Secure warehouse to store materials.

**December 2011: Have I forgotten something?**

Use this time to pray and ask God to show you anything that may be missing in your preparation of "Reaching Across Tennessee."

Invite Leadership Team to the warehouse, and use this time to pray for the coming materials and work, once again casting the vision of "Reaching Across Tennessee."

**January 2012: Have a pastors and staff luncheon or retreat.**

Review the "Reaching Across Tennessee." materials with them in detail.

Utilize an inspirational speaker or speakers to encourage and motivate these leaders.

Use this time for each of your Leadership Team to speak about their responsibility, and form any subcommittees necessary.

Spend some time sharing your heart for the association, and lead in a season of prayer for how God will use "Reaching Across Tennessee." to impact your part of North America.

Have all materials for "Reaching Across Tennessee." stored in area warehouse.

**February 2012: Have a training time for the entire association.**

Remember, any evangelistic event is an opportunity to train. As ADOM, seize the moment during this season to help the churches learn better how to share their faith.

You might want to include seminars like: "Prayerwalking 101," "CROSS Evangelism Training," "Making Your Church Attractive for Guests," "How to Tell your Story," "Using High Impact Events to Grow Your Church," and "Now That They've Come, What Are We Going To Do with Them?"

Your Tennessee state partner (as well as NAMB) can assist you with this training.

**March 2012: Begin "Reaching Across Tennessee." (see Pastor and Church Timeline).**

As Associational Missionary, continue to beat the drum, highlighting in your newsletter stories and principles around "Reaching Across Tennessee."

Meet with your Leadership Team, making sure all details have been completed for the full impact of "Reaching Across Tennessee."

**April 2012: You are in the red zone ... Pray!** Constantly be checking in with the pastors. Any needs? Any more assistance? How can you help? Be the champion for prayer. Every home, every person in your community is worth it.

**May 2012: Celebrate what God has done!**

Have an associational party. Worship the Lord with thanksgiving for all that has transpired.

Look for ways to thank your Leadership Team. Everyone needs encouragement.

Debrief with all "Reaching Across North America" groups. Learn from the debriefing. Pass on to NAMB anything that might help us with the next emphasis.



## **Available Materials and Resources for “Reaching Across Tennessee”**

To effectively do “Reaching Across Tennessee” you will want to make sure you have the following:

- Plenty of pastor/church guides for “Reaching Across Tennessee”
- Materials for the “Hope. Find It Here” invitation distribution (The “Hope. Find It Here” materials are in multiple languages)
- Attractive brochures produced by the churches of your association to advertise their evangelistic event
- Any other training materials your state convention can give you
- Media materials or computer files from your Tennessee state partner
- Are you missing anything?



## Other Ideas That Can Help You Succeed

Between April 2011 and April 2012 is a year which can be used effectively to develop church health and the expansion of God's kingdom. Here are eight suggested activities for this time frame that will undoubtedly impact your community.

1. Use this time to discover the *changing demographics* of your Association. Libby Eaton, in the Technology services department of the Tennessee Baptist Convention, can help you determine the community, you and your churches are hoping to reach.
2. Use this time frame to *identify unreached people groups*. Learn how to better reach and congregationalize the groups in your community. The North American Mission Board can be of great assistance to you in assisting with the identification of these groups, as well as equipping the people in your association to engage their cultures. Contact [peopleteams@namb.net](mailto:peopleteams@namb.net) for more information.
3. Utilize your state convention's *church planting team* to help you congregationalize newly identified people groups for which there are no culturally appropriate churches.
4. Form together clusters of other associations, asking the consistent question, "*What are you doing with Reaching Across Tennessee*" Iron sharpens iron. Benefit from the ideas of other associational leaders.
5. Utilize NAMB's *Evangelism Response Center (ERC)* to train the churches in advance as telephone encouragers, and become covenant churches ([www.erconline.net](http://www.erconline.net)).
6. *Keep a journal* of "God stories." You will be amazed how these stories will mount up through the process. Keeping a record from the beginning of "Reaching Across Tennessee" will be a tremendous keepsake for the archives of your association.
7. Share your prayer needs with the larger Southern Baptist family. Go to [www.namb.net/mcpr](http://www.namb.net/mcpr) and leave your "Reaching Across Tennessee" prayer needs. They will be shared with the larger SBC network of prayer warriors.
8. Keep checking [www.GPS2020.net](http://www.GPS2020.net) and [tnbaptist.org](http://tnbaptist.org) for additional resources and ideas. Let the Internet be a constant companion in this "Reaching Across Tennessee" journey.

**Let NAMB or the TBC know of other ideas** you may have during the campaign. We would like to share those with others.



## You Can Do It , We're Here to Help!

The North American Mission Board stands ready to assist you. In addition, your Tennessee state partner wants to help you. We desire the very best for your association, and ultimately the kingdom. The "Pastor's Guide to Reaching Across Tennessee" will give you more details on the campaign.

### EVANGELISM TEAM

#### Tennessee Baptist Convention

Larry Gilmore- (800)-558-2090 ext 7915, [lgilmore@tnbaptist.org](mailto:lgilmore@tnbaptist.org)

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Jennie Bowling- (800)-558-2090 ext 7933, [jbowling@tnbaptist.org](mailto:jbowling@tnbaptist.org)

### CHURCH PLANTING TEAM

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Ana Sura- (800)-558-2090 ext 7916, [asura@tnbaptist.org](mailto:asura@tnbaptist.org)

### Associational Strategies

North American Mission Board, SBC

### Evangelization Group

North American Mission Board, SBC

### Church Planting Group

North American Mission Board, SBC

# Ordering Links

## **NAMB**

[www.gps2020.net](http://www.gps2020.net)

## **Outreach.com**

[http://www.outreach.com/print/article.asp?article\\_name=p-findithere%20](http://www.outreach.com/print/article.asp?article_name=p-findithere%20)

## **Mapping Center**

[www.mappingcenter.org](http://www.mappingcenter.org)

## **Tennessee Baptist Convention**

[www.tnbaptistgps.org](http://www.tnbaptistgps.org)