

**I HEARD
THE VOICE
OF THE
LORD
SAYING,
“WHOM
SHALL I
SEND...?”**




[BATTLE PLAN]

The enemy is relentless.
The risk is great.
But the reward is eternal.

WE ARE AT WAR FOR THE SOULS OF PEOPLE.

I HEARD THE VOICE OF
THE LORD SAYING, "WHOM
SHALL I SEND...?"
THEN I SAID, "HERE AM I,
SEND ME!"

ISAIAH 6:8



FOR OUR STRUGGLE IS NOT AGAINST FLESH AND BLOOD, BUT AGAINST THE RULERS, AGAINST THE AUTHORITIES, AGAINST THE POWERS OF THIS DARK WORLD AND AGAINST THE SPIRITUAL FORCES OF EVIL IN THE HEAVENLY REALMS.

EPHESIANS 6:12

➔ There's a man on the cusp of leaving his wife and family because he has given up. There's a little girl, newly orphaned by an earthquake, about to believe the false promises of a pimp. There are people living in generational poverty, stuck in a cycle of despair and dependency. There's a woman living in desperate isolation, hiding behind the mask of a career and the American Dream. **This is our battleground.**

We fight a hellbent enemy for life itself. The good news is, we're not alone. We serve a Heavenly King that defeats evil with freedom, truth and love. Our King brings us hope. He gives us power. He calls us to fight. **And our King will win this war.**

CRAZY VICTORIES

Yeah, it's a war. Sure, it's hard work. But our King is raining down blessings on us like a fricking Skittles commercial. This past year was RIDICULOUS. Feast your eyes on what God has done through us and in us. What's even more amazing? **The best is yet to come.**

Awaited 2013

51,643

VERSUS:

Awaited 2014

88,620

Awaited grew 69% from 2013 to 2014.



\$-463,271.11

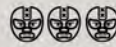
Beans & Rice Week total amount raised



3 MAN CAMPS



x 22
= 2200 Men



3 arm wrestling champs



x 16
= 80 kegs

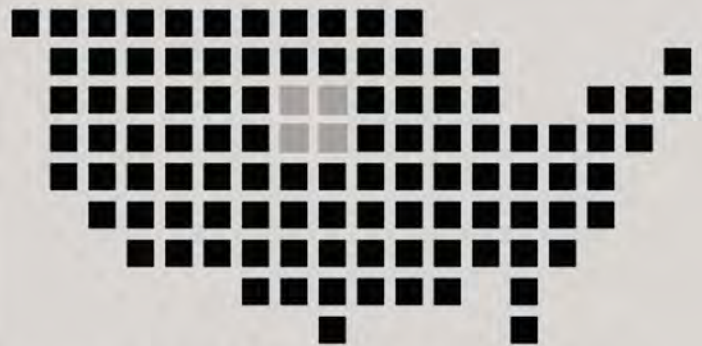


x 700
= 700 lbs of meat consumed

6,009

Nicaraguan kids sponsored through Compassion International.

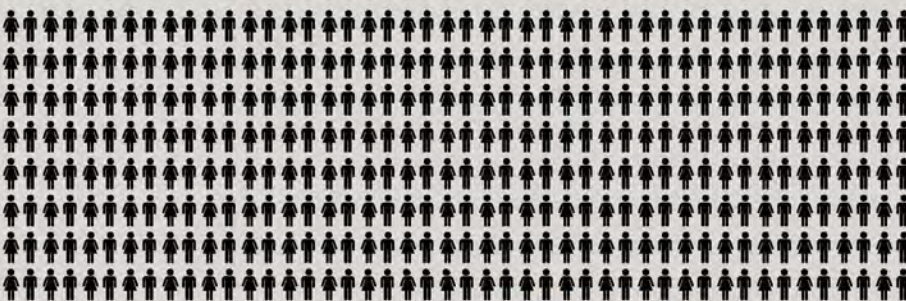
A typical cancellation (drop off) rate is 9-11% and we are at 2% - this is for standard sponsorship drives.



In 2015 we launched the BRAVE app. 26,500 people downloaded the app, with users in 48 states.

2,783

Groups within the app



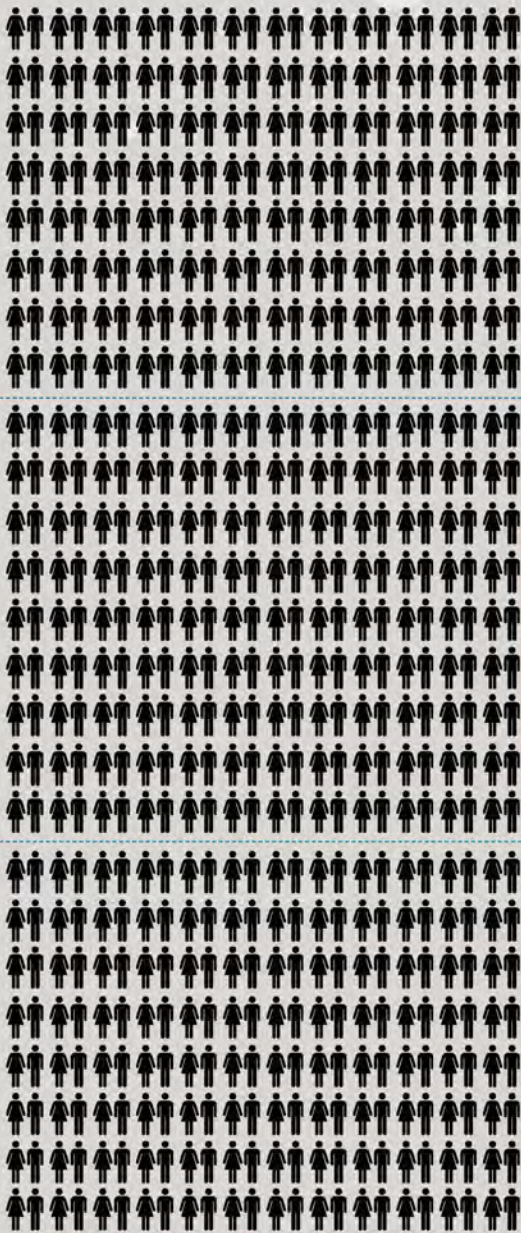
Kids' Club has seen an average of **3,696 kids** per weekend.



In 2015 we launched BIG, a new student ministry which meets monthly, with an average attendance of

1,561

An average of 753 volunteers serve in Kid's Club each weekend.



1,196

Baptisms so far in 2015
(including weekends, MAN CAMP, GOTrips, and Israel)

68% larger than 2013 totals

over **1,200**

in huddles, learning to reproduce their faith in others

6,500

BOXES

equaling 65,000 meals donated during the 2014 Thanksgiving Food Drive.

30% larger than 2014 totals

7,000 unique gifts were personally purchased by Angel Tree volunteers for

\$210,000

The value of the gifts provided over 14 years of our Angel Tree ministry is **\$1.5 Million**.

GO Cincinnati 2015:

8,000 volunteers

550 service projects

4 hours

1 day

OVER

Total number of people involved in Community Groups in 2015:

6,000



South Africa

240



India

78



New Orleans

241



Man Week

73

Total number of participants on GO Trips for 2015

20,193

13,196

2013

current

47% growth since 2013

2015 Superbowl weekend:

37,236

13,196

Our biggest weekend attendance ever, Easter weekend 2015

4,151

† = 10 PEOPLE



x 200 million

Over 200 million Skittles are produced every day (enough for every American kid to get a handful of those magical treats).

We've been given a mission.

I'M IN is a three-year financial campaign for the Crossroads team. It's a bold, risky mission to take enemy ground for the Kingdom. To broadcast a clear voice of truth through a barrage of lies. To bring spiritual and physical freedom to the oppressed. To introduce our friends to a God that loves and pursues them. Let's do this.



**MATT
REGNOLD**

- ▶ RECENT UC GRAD
- ▶ CROSSROADS UPTOWN VOLUNTEER

“**M**y friends and I decided to try church and started going to Crossroads

Oakley. We'd come as often as we could, given it was kind of hard in our college environment of packed schedules and no transportation.

The Crossroads Oakley vibe was exciting, and so inviting. You couldn't not sit down and not take what they were giving you at heart. It started to feel like home. Then I heard the five marks of a man in the New Man series. Before that, I thought I was on the right track. But that series taught me that the Bible has a clear set of guidelines, and I felt motivated to move forward and closer to God.

My friends and I started to wonder about Clifton. What if we could bring this experience to students? We knew firsthand that proximity was the issue for students because they're not as mobile as the rest of the city. When the opportunity to use Bogart's came up, it

felt weird, but at the same time so perfect. To walk there on Sundays is just so different. **You have the closeness of community and you have people that are exploring God, maybe for the first time, in this dark, dirty bar that they may have just left the night before.**

We started dreaming about transforming Old St. George. Crossroads Uptown is where we can take hold of the city, reaching this core group of people that never walked in a church before. Or maybe were hurt, or God never seemed to be an option for them because they were told not to believe He is real. **But God will completely change that because Crossroads Uptown's presence will be approachable, in the neighborhood, and reflect a student's life view. I'm all in. And I give my time and my money to this place because I believe we can honestly take the city and flip it. That's scary. Scary in an awesome way because I don't know what that looks like. But I think it will start with Old St. George.**”

JUST FOLLOWING ORDERS.

The very last thing Jesus did on earth was to give his followers a mission: “**you will receive power when the Holy Spirit has come upon you, and you will be my witnesses in Jerusalem and in all Judea and Samaria, and to the ends of the earth.**”^{*} In other words, “Tell your friends about me. Then do the same thing for everybody in your city, then your whole country. And after all that? Keep going.” We feel God calling us to the exact same mission, sharing his crazy good, life-changing news with everyone who will listen.

Here’s our plan:

***ACTS 1:8**

JERUSALEM

BATTLEFRONT #1

OAKLEY
FLORENCE
MASON
WEST SIDE

➔ Our current sites are bursting at the seams. Let’s do everything we can to make room for our friends.

JUDEA

BATTLEFRONT #2

UPTOWN
NEW SITES

➔ Our past three sites filled up the day they opened. Multi-site works, so let’s make more room for people in our city and our region.

SAMARIA

BATTLEFRONT #3

CROSSROADS
ANYWHERE
TRAINING
GROUND

➔ We serve a God who’s always doing new things, so let’s broadcast his Truth to new frontiers — anywhere from an iPhone in Tulsa, to a campfire in the middle of the woods.

THE ENDS OF THE EARTH

BATTLEFRONT #4

CITYLINK
INDIA
SOUTH AFRICA
NICARAGUA

➔ Let’s attack poverty and injustice head-on, bringing comfort and hope to our brothers and sisters around the world.

\$70 - 110 MILLION



↙ Our biggest weekend ever: over 41,000 people at Easter 2015.

↙ Current state of the Florence chapel; great for dodgeball, not so much for weddings and funerals.



↙ In 2016, we're bringing *Awaited* to Mason (shepherds and all).



↙ Standing room only at Crossroads West Side.

BATTLEFRONT #1: REACHING OUR FRIENDS

OUR JERUSALEM

EQUIPPING CURRENT SITES TO MAKE SPACE FOR OUR FRIENDS AND NEIGHBORS

➔ **FLORENCE:** a new chapel, opening up a new way to serve the community through weddings, funerals and other special events. Our community needs a place to mark the moments of what God is doing in their lives.

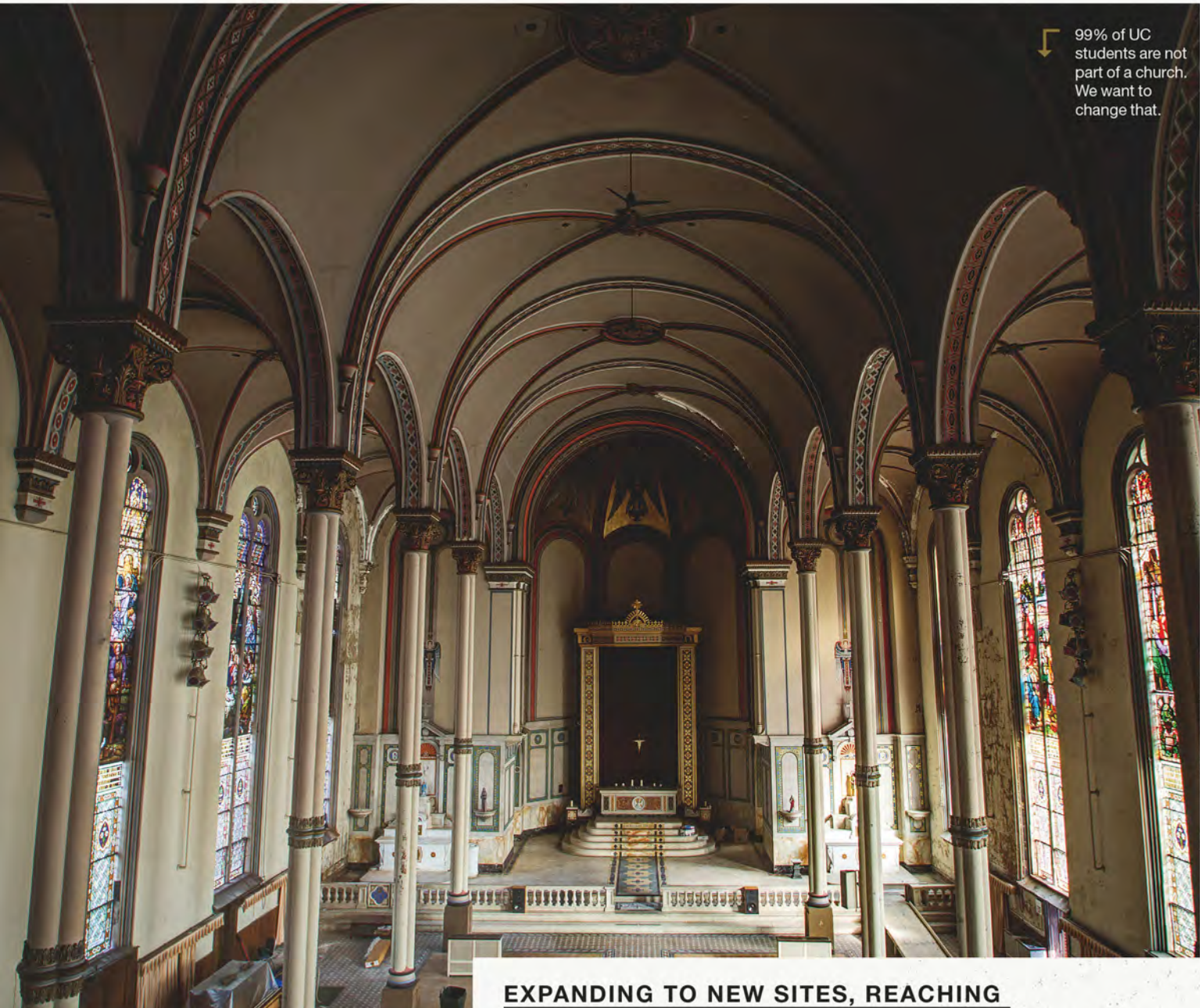
WEST SIDE: Auditorium expansion to meet the increasing demand. Bottomline: It's packed and there's no place to park.

OAKLEY: Auditorium technology upgrade. Our stuff is a decade old.

We're committed to valuing our friends with the best experience they have ever had anywhere. Improve parking lot experience with more spaces and better flow. Our parking lot experience is hard and there's this thing called Oakley Station. We want our friends to get in and out easily.

MASON: *Awaited* is our best tool for introducing people to Jesus. We're out of room in Oakley, so we need to expand the show to Mason. Starting in 2016.

↙ Studies show that once a room reaches 80% capacity, people consider it full and feel like there's no room for them. West Side is fuller than The Pit during an Elder game.



99% of UC students are not part of a church. We want to change that.

BATTLEFRONT #2: REACHING OUR CITY

EXPANDING TO NEW SITES, REACHING NEW PEOPLE IN THE GREATER CINCINNATI AREA

OUR JUDEA

CROSSROADS UPTOWN/OLD ST. GEORGE: Crossroads Uptown: Clifton is an anchor to urban Cincinnati, home to business owners, doctors, professors and 43,000 college students. Knowing that 50% of those students will decide to stay in the Queen City post-graduation, we want to build into our city's leadership pipeline. We want to serve the next generation of local leaders by offering them a place to experience God and connect with him in a real and relevant way. And, we will encourage the city by revitalizing a beloved yet forgotten landmark, Old St. George. Once ravaged by fire, now becoming a freedom outpost for the Kingdom.

NEW SITES: Crossroads exists because eleven people wanted a place where they could bring their friends and neighbors to hear a relevant message about God in a relatable language. Multi-site was born out of the realization that many were driving at least 30 minutes, and the idea of inviting friends and neighbors was no longer realistic. The multi-site plan is to grow communities with a unified vision, close to our homes. Today, with five sites and fifteen weekend services, multi-site has proven itself. We're reaching 22,000 people a weekend. Physical site growth remains our core strategy, meeting people where they are, in their community. We are mobilizing one unified team, ready to change the face of a region for the Kingdom.

Old Saint George near UC, Uptown.



OUR SAMARIA

SPEAKING GOD'S TRUTH IN FRESH WAYS

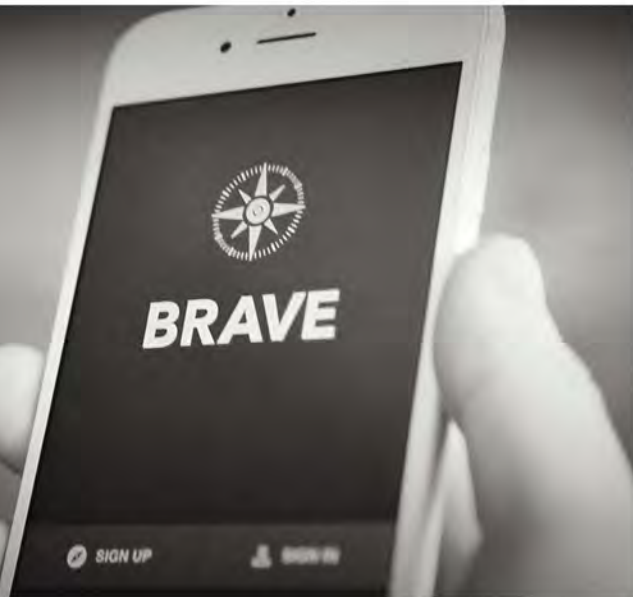
→ **CROSSROADS ANYWHERE:**

We realize that we've been given a unique voice for Truth. We're not the only voice, by any means, but ours seems to be a language that many people understand, even beyond our city. In spring 2015, we took a bold risk and went digital with our church-wide BRAVE journey. Over 26,000 used the app and over 2,700 joined BRAVE groups, across 48 states. We accidentally launched a 2,000 person megachurch outside our city limits. WHAT!

Crossroads Anywhere will be a platform for hundreds of thousands of people to connect to a community of growing Christ-followers who are changing the world. But it's not just a new version of church TV—we want to bring the fullness of our church experience anywhere, to anyone who's willing to listen. Crossroads Anywhere will build real community. It will bond people together in geographic regions all over the country to bless their cities. To belong to our team. To be transformed by Jesus.

(If you haven't downloaded the brand-new Crossroads app, you should do it right now. Go to the Apple App Store or the Google Play Store, and search for "Crossroads Anywhere.")

26,500 people downloaded the BRAVE journey app in spring 2015.



← Here's a heat map showing all the BRAVE app downloads in the continental U.S. (that one time we accidentally launched a 2,000 person church outside of Cincinnati).



BEVERLY GRANT

- ▶ CITY LEADER
- ▶ CROSSROADS VOLUNTEER

“I grew up in segregated west Tennessee. My parents were one generation from sharecroppers. We were very poor. I was the youngest of ten children and my mother taught me to be very budget conscious. At a young age, I decided that my life would be different.

I came to know Jesus my senior year in college. At twenty years old, I learned that tithing honors God and blesses others, but

MAN CAMP XXL in September started with a brisk two mile hike to camp. These guys didn't seem to mind.

Over 2,200 men worked, rested, took risks and met God this year at MAN CAMP.



TRAINING GROUND

➔ Guys are taught at an early age that they can't be real with their friends, that vulnerability is for girls and that it's better to be alone. In February 2015, five hundred men called BS and spent 24 hours in the woods doing man stuff: arm wrestling, chopping down trees, camping, praying, worshipping (all in six inches of snow). As crazy as that sounds, 790 men jumped on a waiting list for the next one. Seven months later, over 2,200 men have attended MAN CAMP—building authentic friendships and taking their relationship with God to the next level.

So far, MAN CAMP has happened on borrowed or rented property in various places. Purchasing a massive, primitive patch of land will give us the freedom to offer even more impactful experiences with God, for decades to come. Not just for MAN CAMP, but also experiences crafted specifically for women (ladies, we are working on something seriously great, coming in 2016), group retreats, and families.

Over 75 men have been baptized at MAN CAMP this year.



most of all it blessed me. I wanted to be a giver, and I wanted God to change my heart regarding material desires for myself.

So my desire to advance the work of the Kingdom stems out of a desire to bless others. My career blossomed more than I ever dreamed. I retired as a Vice President at P&G and now have a consulting business that I enjoy. But my heart has always been to give. I just believe that the blessing you receive from giving to others is far greater than any blessing you can give yourself. Throughout my life, I have made choices like living below my means and avoiding debt. Most lenders advise 35% of pre-tax income for a mortgage, property tax and insurance. But I felt God leading me to stay at 25% or less of after-tax income. Instead of living in a Homearama home and wearing designer clothes, I want to

be able to give extravagantly. Disciplines like these have allowed me to consistently give at least 20% of pre-tax income to the Kingdom.

The joy that giving brings me is better than any handbag or mansion ever could.

Because of my career, I have moved a lot. When I returned to Cincinnati in 2013, I decided to try Crossroads. I was deeply impacted by GO Cincinnati. The way God uses Crossroads to mobilize people to serve others is phenomenal. **I'm excited about the way Crossroads is called to give and empower others.** I have been praying for an opportunity to make a difference in the city. And then, I'M IN came up. This community not only believes they can flip the city, but also through God, they can change the world. It's where I want to be, it's where I want to give, it's what I want to support."



THE ENDS OF THE EARTH

FIGHTING FOR
PHYSICAL,
FINANCIAL
AND SPIRITUAL
FREEDOM
AROUND
THE WORLD



An estimated 3.7 million orphans live in South Africa.



▲ CITYLINK

➔ Further attacking poverty in our city by investing in creating jobs via social enterprise, so CityLink can employ more clients, and plow money back into their mission.

▼ INDIA

➔ Intensifying our efforts to stop sex trafficking in India, focusing on interrupting the flow of thousands of girls from Nepal to India's brothels and transforming one of India's worst red light areas into a healthy, thriving neighborhood.

1.3 million Indian children are trapped in forced prostitution.



▲ SOUTH AFRICA

➔ Empowering South Africans living in poverty to work towards a stable and even thriving life by building a center like CityLink in South Africa, in partnership with Grace Bible Church in Soweto. CityLink SA will provide job and vocational training as well as entrepreneurial development.

Average cost to buy a slave of any type in India: \$45 USD.

Average cost to buy a buffalo in India: \$350 USD.



This spring, our Crossroads teammates sponsored 6,009 Nicaraguan children through Compassion International.



▲ NICARAGUA

🔗 Creating better infrastructure (classrooms, kitchens, bathrooms) to serve the 6,000 kids that our community sponsors through Compassion International, ensuring they have a safe place to heal, grow and learn that they have a Heavenly Dad who loves them.



**DAMANY
ABERNATHY**

- ▶ HUSBAND
- ▶ MAN CAMP VETERAN

I went to the first MAN CAMP. I had absolutely no desire to go. It was February. It was cold. I didn't want to crap in the woods. My friend asked me to go and even lead a group. My wife thought it would be good for me. I'm not great at saying no to people so, I thought, I guess I'm going. But I was not excited. If I had not been leading a team, I would have pulled out.

Once we arrived, it was sort of a group of guys just doing their thing in the woods, like chopping down trees, having solitude, building fires. It was fun, but the game changer for me was going to the M*A*S*H [prayer] tent. I've never been the type to ask someone to pray for me so it seemed weird, but I just felt this itch like I had to go.

I asked a couple of M*A*S*H guys to pray for me. They began to pray and ask me questions. The next thing I knew, I was uncovering issues with my father. I had no relationship with him, yet the hatred I had for him was infesting all areas of my life. I realized

that while I had no earthly father, I had a heavenly dad that loved me, valued me and is always with me.

I received Jesus at that moment. I felt lighter, my spirit was refreshed.

Fast forward to the BRAVE journey, I knew that my brave step was to forgive my father. I had not seen or spoken to him in twenty years. I wrote him a letter declaring that I forgave him, because this is what happens when you make Jesus your King. A week later, I received a letter. It was unbelievable. My father wrote to me, explaining that he also had given his life to Jesus. God had promised him that this day of forgiveness would come. Soon, we were reunited. We hugged and cried, while shaking our heads in awe over what God had done.

Onto MAN CAMP XXL: I found myself on the M*A*S*H team. I was intimidated. My friend said to me, 'you may not know all the Bible verses or the perfect prayers. But what

you can offer these people is your story. This is your chance to dial in deeper to God.' He was right. Every time I prayed for someone, I felt like I was pouring out and filling up at the same time. I'm no counselor, but God spoke through me. It was even better than my first MAN CAMP. I wanted these guys to know that Jesus is my homeboy. He loves us so much. That doesn't mean much until you start digging into your life and discovering what's wrong.

If anyone ever questions whether or not they should go to MAN CAMP, the answer is yes. Why? Because God is there."

I give because I believe in what God is doing at Crossroads, like MAN CAMP. Putting money toward buying land means investing in the people that will use it. Who wouldn't want to do that?

+ **Q: Brian mentioned that if *Awaited* wasn't successful, it would end. So was it?**

A: Yes. *Awaited* has been the single greatest attendance booster we've had. Last year, we were averaging 18,000 per weekend. The first weekend back in January after *Awaited*, we had 24,000 attend services. Bam.

+ **Q: Why does it sometimes feel like we're always doing campaigns?**

A: From the very beginning at Crossroads, the vision to which God has called us has been larger than the financial resources immediately on hand. The other reason we do campaigns is that they have proven to be a spiritually sharpening experience for our church community. We grow in spiritual depth every time we do one.

+ **Q: Is it true that there's a very small group of very generous people footing most of the Crossroads' bill?**

A: No. This has never been true. It's the financial generosity of everyday people in our community that fuels the incredible life change that we experience around here. Our support comes from the tithes of regular folks (giving 10 percent of their earnings), as well as other contributions from Crossroads attendees.

+ **Q: Why do our initiatives include building more buildings AND reaching people digitally? Don't these contradict each other?**

A: Great questions. Here's what we know: for the price to build a building, we can reach infinitely more people digitally. Plus, we have a unique language that seems to connect with people far beyond our city. We're committed to being culturally current and digital is the new universal language. All that said, buildings are the original, classic structure that many folks need. We know digital works. We know buildings work. So it's not "either/or," but rather "both/and."

+ **Q: Where can I find out more about the campaign and get updates on what's happening?**

A: Go to imincampaign.net

And, if you have more questions about giving and finances at Crossroads, visit crossroads.net/give.

+ **Q: Why doesn't Crossroads have a big endowment like some organizations?**

A: From the start, Crossroads has had three guiding financial principles that run counter to the idea of building up a "safety net" or "nest egg" account:

1. We use money to bless others.
2. We budget based on where God is calling us, not what amount we think will be given.
3. We spend money, rather than stack it up for future spending.

+ **Q: What's the next expansion location?**

A: We have our eye on a few regions. But we can't pull the trigger on anything until we have the resources.

+ **Q: Is it true that Brian Tome is the only pastor in the world to split a deer in half with his motorcycle on a deserted highway?**

A: Yes. The only pastor in the world, to the best of our knowledge.

Our King is calling his troops into battle. The enemy is relentless. The risk is great. But the reward is eternal.

Your Mission: To be in for the Journey.

This is a bold call, and we don't expect you to take it lightly. We are entering a time to listen, pray, discuss and focus ourselves on where our King is calling us.



I'M IN.
CAMPAIGN
IMINCAMPAIGN.NET

01 Get Here

➤ Show up at Crossroads every week for the next five weeks. It'll be sweet, we promise.

02 Get the Crossroads App

➤ Personalize this journey. Listen for the King's orders. Count the cost. Get to the weekend services. Process in a small group.

How to download the Crossroads App:

1. Search for "Crossroads Anywhere" in either the Apple App Store or the Google Play Store
2. Download the app for free
3. Create a login
4. Get ready to live

03 Join a Small Group

➤ Process and connect with others.

04 Commitment Weekend

11/21-22

➤ During weekend services, our entire community will have the opportunity to declare "I'M IN" and offer their three-year financial commitment above and beyond their current giving.