

Pam. #1491

what is the
CRUSADE
of the AMERICAS? ✓



What is the Crusade of the Americas?

John F. Havlik

The Crusade of the Americas is a thrust in personal, revival, and educational evangelism that will be launched by twenty million Baptists in South, Central, and North America in January, 1968, and will continue through the summer of 1969. From the southern tip of South America to the mission in Kiana, Alaska, far above the Arctic Circle, Baptists of the Western Hemisphere will unite under the crusade theme, "Christ, the Only Hope."

Planning for the crusade in the Southern Baptist Convention goes back to 1962 and to the theme for 1968-69, "A Church Fulfilling Its Mission Through Evangelism and World Missions." In 1963 God moved in a great revival in the state of Sao Paulo, Brazil. Eual Lawson of the Division of Evangelism directed that crusade. Under the leadership of Rubens Lopes, a national revival in Brazil resulted in 42,000 baptisms and five hundred new churches in a period of two years.

Rubens Lopes challenged the Baptist World Alliance and the Southern Baptist Convention to project a "Crusade of the Americas." The date was set for 1969, and for Southern Baptists the Crusade of the Americas became the central thrust of the 1968-69 theme. Planning meetings

have been held in Cali, Colombia; Miami, Florida; Mexico City; and Louisville, Kentucky. The Southern Baptist Convention named an advisory committee to act in an advisory capacity with the Foreign and Home Mission Boards. The chairman of that committee is Wayne Dehoney.

the crusade in north america

Wayne Dehoney is the coordinator for North America, excluding Mexico. The Baptist bodies in North America will plan for the crusade in their own way. North American Baptists will cooperate in a continental congress on evangelism in Washington, D. C., October 10-12, 1968. This meeting will help to prepare church leaders for the crusade. Cooperating bodies include:

Baptist Federation of Canada

Baptist General Conference

General Association of Regular Baptists

National Baptist Convention of America

National Baptist Convention USA, Inc.

North American Baptist General Conference

Seventh Day Baptist General Conference

Southern Baptist Convention

the crusade in the southern baptist convention

Responsibility for the primary leadership role

in the promotion of the Crusade of the Americas in the Southern Baptist Convention was given to the Division of Evangelism of the Home Mission Board and the state secretaries of evangelism. Albert McClellan, program planning secretary of the Executive Committee, said, "More planning, more participation, and more prayer has gone into the Crusade of the Americas than in anything Southern Baptists have done, including 'A Million More in '54.'"

Because planning for a year of evangelism and world missions began in 1962, there is more involvement in Southern Baptist agencies producing resources for the churches for the Crusade of the Americas. For the first time, curriculum materials have been planned and written with an evangelism project in mind. All the church program organizations are deeply committed to the crusade. Because of this SBC, state, and associational involvement, there is much that is new and exciting for the crusade in the SBC.

pact

PACT is a covenant to pray between persons, groups, and churches, in the "other Americas." Prayer partners will be matched by IBM equipment in Birmingham, Alabama. The program will begin in January, 1968, and will continue through the revivals of 1969. PACT will unite thousands of Baptists in the greatest emphasis

on prayer that has ever preceded an evangelistic thrust. PACT is jointly financed by WMU, the HMB Division of Evangelism, and the Foreign Mission Board.

television

For the first time, nation-wide prime-time commercial television will be used to support a denominational evangelistic program. A well-known publicity firm will handle marketing details. The expense of producing the video tapes will be borne by the Evangelism Division of the HMB. The entire expense of purchasing the time guaranteeing 75 percent coverage of the United States will also be budgeted by the Evangelism Division. In some cases the video tapes may be shown locally by some associations or state conventions. The Radio and Television Commission of the SBC will give both financial and technical assistance. The telecasts will come immediately before the revival periods, beginning in March, 1969.

PROJECT 500

Five hundred new churches will be launched in connection with the crusade. The most needed and promising sites will be secured and the work will be initiated. This is a project of the Division of Missions of the HMB in support of the Crusade of the Americas. They will work

with associations and state conventions in providing the necessary assistance. Financial and other kinds of assistance will be channeled to the new churches through the Missions Division.

PERSONAL EVANGELISM

During July and August, 1968, Southern Baptist churches will be engaged in a search for the unsaved and unchurched. Each church will set its own dates for a survey or census. This search conducted by Sunday School forces will be undergirded by new resource materials from the Sunday School Department of the Baptist Sunday School Board. More than a million new personal responsibilities should be uncovered by this search.

During September, October, and November of 1968 the churches will be engaged in witnessing to those who are unsaved and unchurched. There will be a positive effort to enrol the unchurched and unsaved in Sunday School; however, the major purpose of this visitation effort will be to witness to Jesus Christ.

REVIVALS

Though the Crusade of the Americas is far more than a simultaneous revival, one of the major thrusts of the crusade in the SBC will be simultaneous revivals in the churches. Three dates have been chosen for revivals in Southern

Baptist churches. These dates were set by the staff of the Division of Evangelism, thirty state evangelism secretaries, and one thousand chairmen of evangelism in associations. The dates have been approved by the calendar committee of the Inter-Agency Council.

the crusade in the local church

Local churches have made plans in cooperation with their association and their state conventions for the Crusade of the Americas. These plans include a day of prayer for the crusade on January 14, 1968, and January 12, 1969; a watch-night prayer service on December 31, 1968; a census or survey in July or August, 1968; a program of visitation evangelism in September, October, and November of 1968; and Crusade revivals on one of the three dates.

The church whose address is stamped below will cooperate with the Crusade of the Americas. They will be happy to give you more information about the crusade. You are cordially invited to visit in any of their services.



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