

Preparing to Make a Crossroads Congregation Visit in Four Steps: L, T, S, G !



LEAD & LEARN

- **Lead with prayer**, first of all, that God may supply all the gifts of the Spirit necessary for the success of the campaign in all its aspects. Then begin with a little re-learning, reminding yourself **what the seminary means to you** and the difference the seminary has made in your life.
- **Learn as much as you can about the congregation.** How has the congregation supported the seminary in the past? Is the pastor a Gettysburg Seminary alum? Is there a designated "Friend" of the seminary in the congregation? Has the congregation sent members to the seminary? Does the congregation have a history of interns or teaching parish students? Does the congregation include the seminary in its annual budget? Are there any particular challenges that the congregation is facing, eg growth, decline, building project, new ministries, staff transition, etc.
- **Learn as much as you can about the specific group** to whom you are speaking and logistics, eg. size of the group, location of meeting. Don't forget to ask about parking and anything that will affect the ease of your arrival and departure. Check on equipment you will need, eg DVD player and screen. Get a feel for the agenda the evening you are speaking. Where on the agenda will you speak? Try to get on the beginning of the agenda, so you can present and leave the council, committee or group to the rest of its work.

TEACH

- **Teach gratitude.** Begin with thanks for the opportunity to speak. Express appreciation for the ways the congregation has been supportive of the Seminary.
- **Communicate the main aspects of the campaign:** Keep focus on the who, what, when where, why, and how.

SERVE

- **Serving begins with careful listening.** Receive questions, answer the ones you can and promise to find the answers to the questions you can't answer.
- Find out **what the congregation feels it needs** to advance the campaign.
- Serve by **sticking to the time allotted** on the agenda, and leaving gracefully.

GROW

- **Growth is the promised work of the Holy Spirit!**
- Somewhere in your audience there *may* a person who will be moved to give a major gift to endow a professorship, a scholarship fund, or build a new building—**the possibility should never be dismissed.**
- *Every person* in your audience *most certainly does* have the capacity to give a gift that through the work of the seminary will "endow" the real-estate that a preacher in the pulpit, the pastor at the font, or the presider at the altar occupies. **Every person who gives a gift to the seminary contributes** to the chair where a seminary-trained leader sits and prays with a family in a hospital waiting-room waiting for word on the condition of a loved one.

Thank you for sharing Gettysburg Seminary with your own and other congregations. Please contact the Seminary Advancement Office at 1-800-MLUTHER ext. 3011 or email crossroads@ltsg.edu if you have any questions about your presentation.