

March Organizers' Toolkit



'AND THAT EVERY TONGUE
SHOULD CONFESS THAT
JESUS CHRIST IS LORD, TO
THE GLORY OF GOD THE
FATHER.'

PHILIPPIANS 2:11

Jesus Christ is Lord!

WELCOME TO MARCH FOR JESUS

OUR PRAYER FOR YOU IS THAT ABOVE ALL YOU WOULD FOLLOW JESUS, IN THE GRANDEST STRATEGY AN IN THE SMALLEST DETAIL.

Thank you for your interest in March for Jesus, the national event which calls Christians of all denominations to take the joy of knowing Jesus beyond church walls and into the streets with praise and prayer.

Within the pages of this manual you will learn about the vision of March for Jesus and how you and your leadership team can organize a successful March.

If you are a new March Organizer, I ask you to read this entire toolkit before even beginning to embark on the very large task of organizing a March. If you have organized a March before, I urge you to do a thorough review of the material. Many, with good intentions, have tried to go ahead with there own ideas of March planning and organization and have been disappointed. The strategy and practical, tips in this toolkit have been tested throughout the United States.

Your needs as a March Organizer will be different according to the size of your March. This toolkit aims at a middle ground of March organization, discussing strategies and structures that all March Organizers will find useful. If you still have unanswered questions, please don't hesitate to call us.

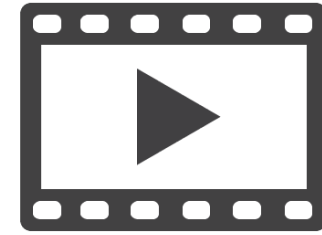
Our prayer for you is that above all you would follow Jesus, in the grandest strategy and in the smallest detail, so that He would receive extravagant praise at your March. He alone is "Greatly to be praised" (Psalm 96:4). May God bless your efforts of bringing the entire Body of Christ together in your city for a celebration worthy of the King of kings.

Gary L .Frost
March for Jesus – U.S.A.
National Director

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Click the PLAY button to watch the promo video



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What is March for Jesus?



What is March for Jesus?

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Vision and Mission

Vision

To see the churches united in public worship of the Lord Jesus Christ and Christians working together to impact their city with praise, prayer, and proclamation.

Mission

To provide leadership, coordination, and training for an emerging national network of Christians who build a local relational network that mobilizes the Body of Christ.



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Core Values

RESPECT – We use a consultative style of leadership that expresses respect for every people and our desire to include every part of the body of Christ.

HUMILITY AND REPENTANCE – We embrace a life-style of repentance, agree with adversaries quickly, and confront pride and arrogance in the opposite spirit.

SERVANT LEADERSHIP – We lead by serving. It is intimidating to lead leaders, even presumptuous to take on that role. It puts everything in proper perspective when we commit to serve leaders.

QUALITY – We are committed to serving the vision with excellence. Quality is not a financial decision.

RELATIONSHIP – We are an expression of existing relationships and a growing network of people who recognize the value and significance of relationship.

WORSHIP – Worship is a worthwhile endeavor. You do not have to tag something on to make it worth the effort and expense. He is worth it!

INTEGRITY – We are committed to honest communication without falsehood or exaggeration. We submit to clear lines of accountability and open financial records.

INCLUSIVENESS – We celebrate diversity, seek inclusive leadership, and mourn the tragedy of any missing part.

PRAYER – Anything of eternal value is birthed in prayer. We are a prayer movement.

RESPONSIBILITY – We choose to endure the test of being faithful in little things and do not demand that we be entrusted with great things. We are willing to earn trust rather than demand it.

SACRIFICIAL GIVING – This movement is empowered by the sacrificial giving of God's people. The story of March for Jesus is one of extravagant, sacrificial giving.



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Statement of Faith

Click below to read the full 'Lausanne Covenant' and 'Nicene Creed'

The Lausanne Covenant

Nicene Creed



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Purpose

The March for Jesus is not just an event but, a process that helps people to understand and be reminded of the uniqueness, majesty, and supremacy of Jesus Christ. He is our North Star and everything else is just distractions.

The March for Jesus unites the entire Body of Christ in cities across the nation for one purpose: to worship Jesus. He deserves to receive extravagant praise in full public view as a living testimony from a living church to a living God.

Lavishing love on Jesus is our agenda. The March creates an atmosphere for evangelism, prayer efforts, spiritual warfare, and reconciliation, because Jesus is the primary Focus.

[Click here to learn more about what
March for Jesus stands for](#)



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The History of Marching

Marching and public proclamation are not new expressions for the Church. Joshua led the Israelites as they marched around Jericho. As they shouted, the walls of the city crumbled and God's people won a great victory. During the Triumphant Procession on Palm Sunday, a large multitude gathered to sing, shout and offer their praise to Jesus as He rode past on a donkey.

In more recent history, marching and proclamation were a part of the beginnings of the Salvation Army and the Methodists. In 1885, the Salvation Army marched to the Houses of Parliament with a petition of 343,000 signatures, demanding that the trade in child prostitution be stopped and the age of consent be raised from 13 to 16 years old. They succeeded, and lives were changed.

Click the button below to read more about the history and a few famous marches in England, the United States, and around the world.

The History of Marching
and famous marches



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Marching Toward the Year 2020

JESUS CHRIST
IS LORD
PHILIPPIANS 2:11



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National Leadership Structure



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March for Jesus, National Advisory Board

Bob Bakke	Hillside Church, Minneapolis, MN
Kathy Branzell	National Day of Prayer, Colorado Springs, CO
David Bryant	Proclaim Hope, New Providence, NJ
Lea Carawan	National Strategic Center, Chesapeake, VA
Paul Cedar	Palm Desert, CA
Dave Gibson	GO 2020, Minneapolis, MN
Nick Hall	Pulse, Minneapolis, MN
Steve Hawthorne	Waymakers, Austin, TX
Kay Horner	Awaken America, Chattanooga, TN
Jerry Kirk	The Prayer Covenant, Cincinnati, OH
Dave Kubal	Intercessors for America, Purcellville, VA
Fred Luter	Franklin Avenue Baptist Church, New Orleans, LA
Tom Phillips	Billy Graham Evangelistic Association, Charlotte, NC
Mac Pier	Movement.org
Gail Reese	Ministry of Reconciliation, Cleveland, OH
Haywood Robinson	The People's Community Baptist Church, Silver Springs, MD
Dimas Salabarríos	The Dynamic Life, Bronx, NY
David Thomas	Victory Christian Center, Youngstown, OH



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March for Jesus, National Executive Team

Jere Beulah

Bob Pavlich

Guy Burney Sr.

Juan Rivera

Rose Carter

Rolando Rojas

Jeff Dennis

Chuck Swanson

Gary Frost

Jeff Swogger

Gary Gray

Adam Timblin

Danielle Gutierrez

Robin Woodberry



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How to Organize a March for Jesus



How to Organize a March for Jesus

From Vision to
Structure

The March
Leadership Team

Overview of
Major Tasks and
Timeline

Preparing the
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PrayerWalking

Diagram of
Marches

Diagram of
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Sound
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Getting the
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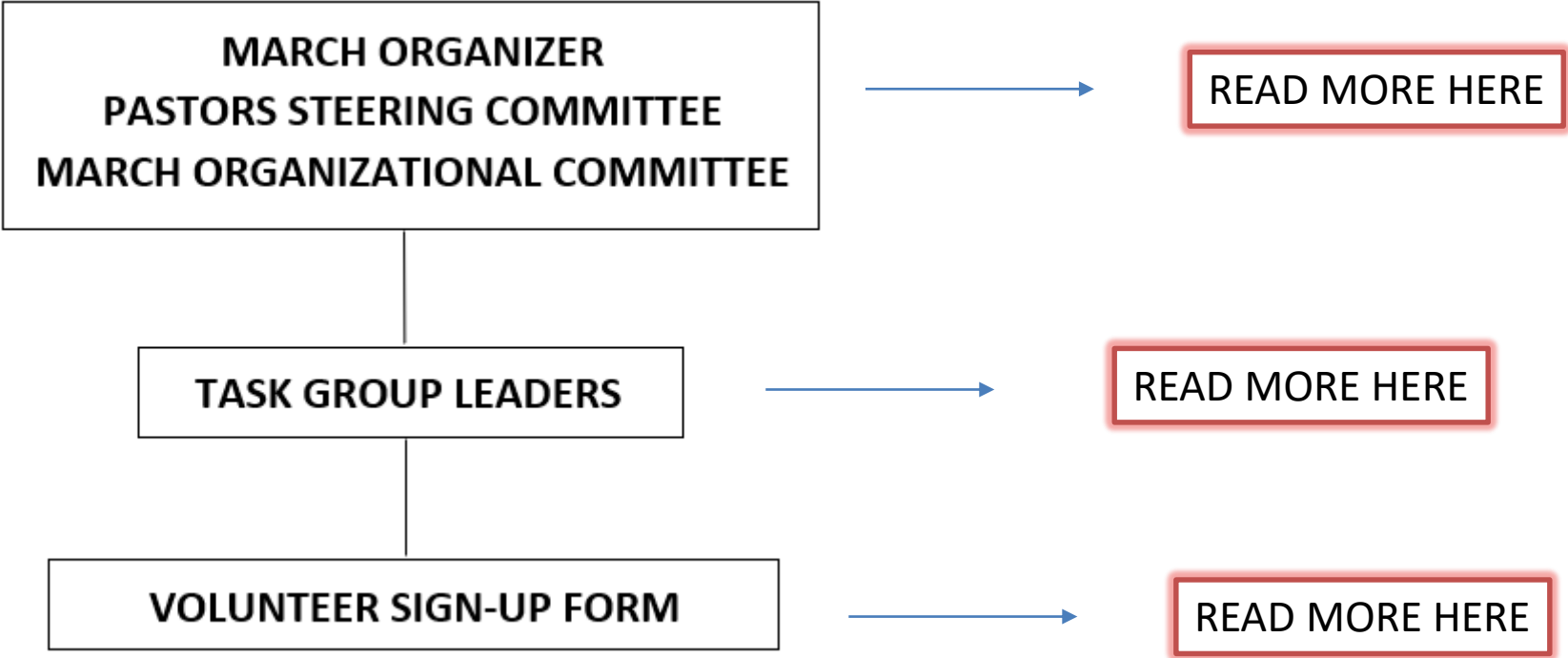
The Birth of a March for Jesus – From Vision to Structure

The following three scenarios describe the most frequent ways that a March leadership team comes together.

1. A group of pastors in the city is already meeting and praying together regularly. Different ones of them sense that God is calling for a March for Jesus in the city. They discuss who would be a capable person to lead the event and appoint someone. That person becomes the March Organizer, and the pastors become the Pastors Steering Committee for the March. The Pastors Steering Committee serves as a spiritual covering for the March, and the March Organizer is in charge of putting the March together.
2. An individual in the city feels stirred by the March for Jesus vision and desires to see a March in his or her city. This person approaches a group of pastors who have relationship with one another. The person shares the vision with the pastors, who after consideration feel that the Lord is calling for a March. The pastors then agree to serve as the Pastors Steering Committee for the March. The pastors appoint a capable leader to organize the March. Many times this is the person who originally shared the vision with them.
3. An individual senses a calling from God to organize a March for Jesus. In the city, however, there is no group of pastors who are praying and meeting together regularly. This person presents the vision to his or her pastor, and then to different pastors. Some of the pastors agree to serve on the Pastors Steering Committee. The Committee meets and agrees to support an individual as the March Organizer. In many cases, this is the person who shared the March for Jesus vision with them.



The March Leadership Team and Other Roles



Your **March for Jesus Regional Coordinator** serves to help strengthen and network local Marches. They are there to help you!



Overview of Major Tasks and Timeline

As you proceed, remember to keep the main thing the main thing: JESUS

This is a March for Him, and only with Him will it be accomplished. Be careful that nothing distracts from the primary purpose of simply exalting Jesus, both at the March and during the planning.

Click here for the general overview of the main tasks that need to be accomplished

Review the Timeline Here

Choosing a March Route

Managing the Event

The Day of the March



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Choosing a March Route

Inquire early about permits, fees and regulations for the March. Your city will require a parade permit, and it's best to secure the date and route early.

Choosing the route is an important decision you should consider prayer fully.

You may choose a March route with:

HISTORICAL SIGNIFICANCE – Redeem the past by asking God to heal past wounds in the city's history. At the 1996 March for Jesus in Pine Ridge, South Dakota, participants marched near the site of the Wounded Knee massacre. During the Prayer Rally, white pastors identified with the sins against Native Americans and asked their forgiveness.

PROPHETIC SIGNIFICANCE – Ask God to reveal a March route that passes important buildings or locations, such as a government building, business district, or a poor area. This will add a visual point of reference and focus for the prayer time. Many Marches in 1995 went through the poorest areas of town as a vivid testimony that God has not abandoned America's cities.

A VISUAL IMPACT – A small March on a major street can look very small and scattered. Choose a street you can fill with people or use only one side of the street. Close the whole street only if you can fill it.

Along with choosing a meaningful route, make sure the route will work logistically. Here are three options:

DIRECT ROUTE – Participants gather at the starting location and then march through an eight-to-ten block part of town to an ending location. Sound trucks for the March are used to gather the people at the beginning location. A stage and a sound system are erected at the ending location. Parking is available anywhere in the area between the starting and ending location.

CIRCLE ROUTE – The March begins and ends at the same location. Participants gather, the March proceeds around several blocks and then returns to the starting location.

MULTIPLE ROUTES – Two or more Marches begin at several locations and converge on a central location. This spreads out the parking locations for some of the larger Marches.



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Managing the Event

The actual day of the March can be a mass of confusion without clear lines of authority and communication. Your structure should break down into leaders of 10's, leaders of 100's, leaders of 1,000's and leaders of leaders. A clear "chain of command" works as follows:

MARCH ORGANIZER – Provides general oversight and works through the Site Manager.

SITE MANAGER – Gives leadership and communication to Block Captains.

BLOCK CAPTAINS – Each gives leadership and communication to 4-5 March Leaders.

MARCH LEADERS (FOR LARGER MARCHES) – Each gives leadership and communication to 4 Praise Leaders.

PRAISE LEADERS – Each gives leadership and communication to 50 Marchers.

Walkie-talkies or cell phones will be needed for the March Organizer, the Site Manager and each Block Captain. The Block Captain should be able to communicate with the March Leaders directly.

For example: Instructions can be given by the March Organizer to the Site Manager who would then communicate the instruction to the Block Captains who would then inform their March Leaders. The March Leaders would then be able to instruct their Praise Leaders, who could then direct the people.

This kind of cooperation and communication will require that the Site Manager meet before the March day with the following Task Group Leaders:

- Sound and Equipment
- March Leaders
- Praise Leaders
- Block Captains (the Site Manager is their Task Group Leader)



The Day of the March

9:00	Assemble and Pray
9:30	Run through with music
10:00	March begins
11:00	Prayer Rally
11:30	Dismiss

Preparation

- Sound vans and Praise Leaders should be in place well before people begin to arrive. As people arrive, the Praise Leaders move them into position behind the sound vans and help with the sale of T-shirts and Songbook & Prayer Scripts.
- A "run-through" of the music should be done with each van 30 minutes before the actual March. You will most likely go through the music twice during the actual March.
- At larger Marches, you will need walkie-talkie communication with Praise Leaders who will each oversee three to four groups so you can quickly get instructions to drivers.

IMPORTANT: One leader should have authority over the prayer gathering. There should be no confusion over who is in charge and what is going to happen. The larger the crowd, the stronger leadership and planning is required. Make sure that the front area and the platforms are protected from anyone who would attempt to gain access to the platform. Beware of untested prophets. It is highly unlikely that God would speak to a gathering of this nature through a prophet without proven reputation of accuracy and character.

Satan will desperately work to take the attention away from Jesus. Your crowd control people should be trained and ready to handle anyone needing special attention and teams should be ready to minister.

Marching

- Keep a slow pace.
- Vans that develop sound failure should pull over and allow their group to join the group ahead.

Prayer Rally

- Use March for Jesus theme music for the gathering at the March Prayer Rally
- Use a live band if possible. Avoid doing too much music. The emphasis at this point is prayer. Remember that people have been on their feet and singing for two hours by this point.
- Use several leaders from diverse denominations and races to lead in prayer. Avoid performance and the promoting of personalities. Though these leaders are worthy of honor, it is best to let all the focus stay on Jesus.

Dismissal

- It would be better to dismiss early than to keep people too long. Remember, they have been standing all morning.
- End with a familiar song.



Preparing the Way: PrayerWalking

Many March Organizers have organized prayerwalks in their cities to prepare the way for the March for Jesus. Not only do teams pray through the March route before the event, but they also intercede at other strategic areas in the city.

[Click here to read the following article on prayerwalking which is adapted from *Prayerwalking: Praying On-Site With Insight* by Steve Hawthorne and Graham Kendrick, Creation House, 1993.](#)

Steve Hawthorne mobilizes Christians in united prayer that comes in contact with the community. He directs the ministry called WayMakers.

(WayMakers can be reached at Box 203131, Austin, TX 78720-3131.)



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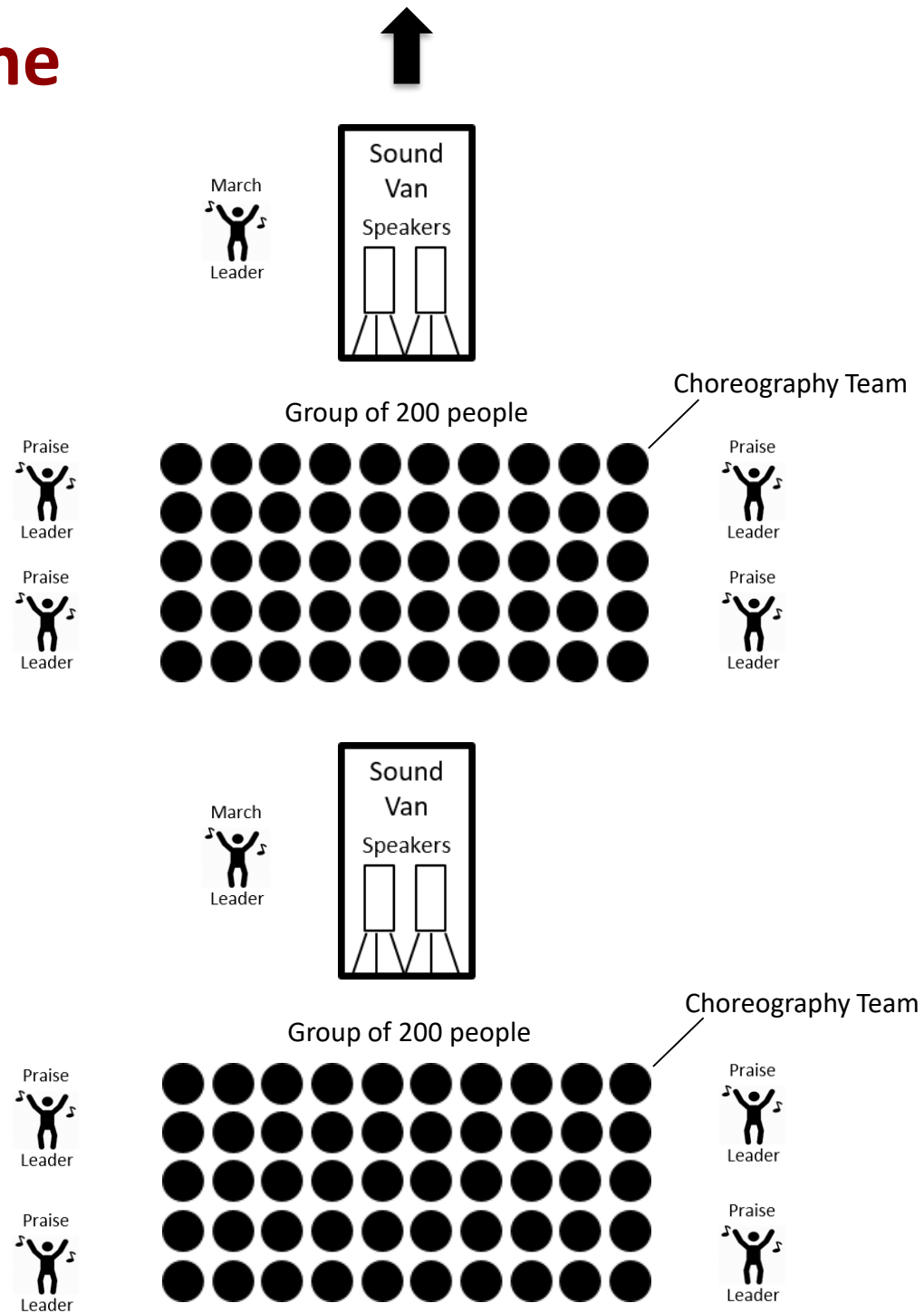
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Diagram of the Marches



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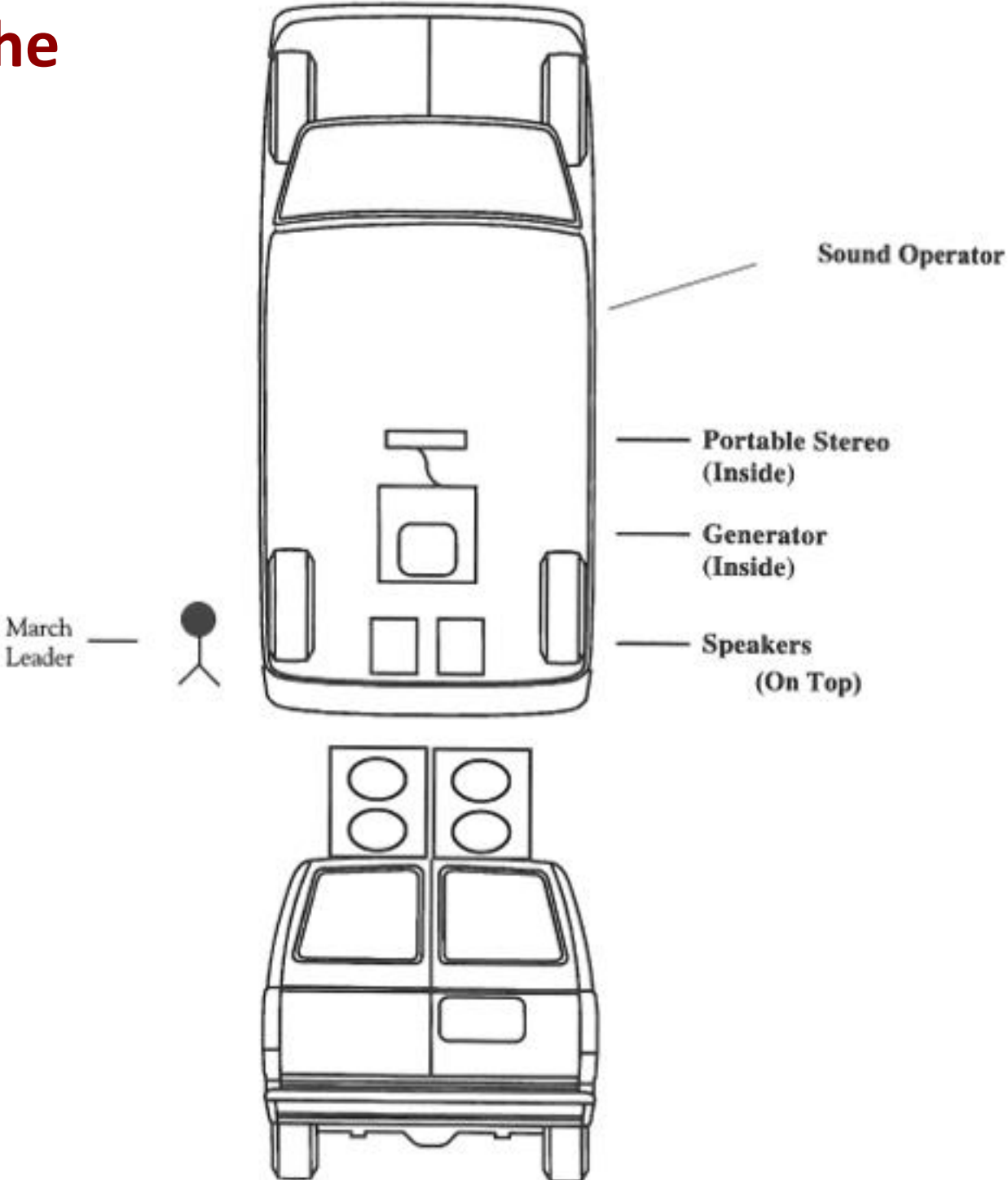
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Diagram of the Sound Van



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Sound Amplification

SOUND DISSIPATION - Outside sound dissipates quickly, so the dynamics are very different from indoor sound. You will need to consider:

SINGING – Since there is not the encouragement of the echo of other voices, outdoor singing is different than indoors. We recommend the use of the recorded program of songs that includes voices. This encourages the participants and helps project what is being sung. Marchers should be kept in tight formation so they can hear one another.

Click here to read more
about sound amplification
and specific requirements

Click here to download the
Mobile Sound Units Flyer



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Getting the Music Out

Learning the music is a part of the March for Jesus experience. People need to know the songs so they can worship and proclaim as they march.

1. The current March for Jesus music may be found on **Spotify** under *March for Jesus 2020*. Encourage people to download Spotify and listen on their own. You can try Spotify for 3 months free of charge before you have to pay a subscription fee.

On the day of the march, it is recommended that the sound source in each vehicle (computer/mp3/phone) has a paid subscription to **Spotify** for the March day itself, to avoid interruptions of the music for advertisements.

To retrieve the official years March for Jesus playlist simply click here:

https://open.spotify.com/playlist/4NkVgNKqz9Lgxrc14GldRF?si=4x8xjRmSSkGQMcGDjp_8bw

2. Encourage each participating church to get the word out so the music is available to their congregation. Introduce March for Jesus songs to congregations during their normal worship time.
3. Encourage participating churches to conduct their own rehearsals in preparation for Communitywide rehearsal(s).
4. Form a Community Choir and/or Worship Team(s) made up of members from participating churches.



March for Jesus – Task Groups



March for Jesus Task Groups

Task Groups are groups of volunteers who work on specific tasks for the March, such as sales, site management and evangelism. Task Group Leaders need to be appointed who will be responsible for recruiting volunteers for their task groups, overseeing the groups, and reporting progress to their designated March Organizational Committee members.

Below are descriptions of each Task Group, their goals, responsibilities, and the job descriptions of the Task Group Leaders. Give the Task Group Leaders photocopies of their job descriptions, so that they will know their responsibilities. The practical tips will help them to do their jobs more effectively.

[Click here for a brief summary of ALL task groups or click on a specific task group button:](#)



How to Fund a March for Jesus



How to Fund a March for Jesus

Doing the Right
Thing: DBAs

Funding a
March for Jesus

Financial
Resource
Overview

Product
Resources

March for Jesus
Funding Strategy

Budget Worksheet
and Suggested
Budgets

March for Jesus
Sales Policy

Bookstore/
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Relationship

Questions on
Copyright Laws



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Do the Right Thing: DBA's

In order to function as an organization within your community, you must register with your community as either a non-profit or a for-profit organization. Registering as a non-profit organization will give you tax-exemption status.

The easiest way to do this is to apply for a DBA, which stands for "Doing Business As." Through this common procedure, your March for Jesus organization comes under the legal covering of an established non-profit entity, such as a local church or ministry. The local church or ministry agrees to let you operate under their tax-exempt status, so that their church or ministry is "doing business as" March for Jesus.

Ask a church or ministry in your community if you can come under their non-profit status. Then, go to your community clerk to apply for a DBA.

This is not an option. Any organization selling products must file with the community. Failure to comply could result in legal action.

This is not intended to serve as legal or financial advice. To make sure you are within the legal boundaries in your community and state, please consult a local attorney, CPA or appropriate government official.



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Funding a March for Jesus

March for Jesus is an exciting ministry opportunity because it glorifies Jesus, is a blessing to the local church, and pays for itself. It does need commitment and diligence. But with commitment and diligence, not only should the March pay for itself; funds should be left over to create a start-up fund for next year's March.

This is a responsibility that cannot be spiritualized away. Statements like "just pray" or "God will provide" have their place, but only after a prayerful plan has been responsibly initiated.

God is glorified when we are a good testimony with our finances. Churches and individuals love to contribute and participate when the financial aspect of an event is well managed. People like to be involved in creative ways that facilitate their participation.

[Click here to read more about successful funding](#)



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Financial Resource Overview

SHARE THE VISION VIDEO – The "Share the Vision" video has successfully communicated the vision of March for Jesus. It is a tool for inspiring, recruiting and training churches, volunteers and participants. This exciting video is the foundational tool for communicating the practical/financial aspect of the March. When people see the event and the results, they are willing to be personally committed with their resources.

VOLUNTEER MOBILIZATION – The "Share the Vision" video will inspire many volunteers to join the March for Jesus team. Volunteers are the backbone of March for Jesus. A person who is involved for as little as one hour of responsibility before the March will more likely invite his or her friends and church to a pre-March rally and to the event. Volunteers will also have a better understanding of the need for financial contributions and be more likely to contribute to the vision.

Donations from Individuals – Take offerings at all gatherings in preparation for the March, such as volunteer training, rehearsals, etc. You can also ask for donations from Christian business people in your area. When people and churches sacrifice, it releases a dynamic of spiritual power. Don't be afraid to ask.

Record all gifts with complete names and addresses so that you can write thank-you notes and receipt contributions. Keep this address list to start a database of all your donors. If they give one year, they're more likely to give again next year -especially if you express appropriate appreciation.

Business Contributions – Many business people enjoy the challenge of seeing a large project successfully executed. Investing in a strategic moment when their contribution can be multiplied motivates them. Having a plan for your city, along with a budget, gives a businessperson a secure sense that he or she is helping a worthwhile cause in a reasonable manner. The businessperson is often the one to approach for a start-up contribution or a contribution to invest in the purchase of T-shirts or ball caps. The product can be then sold so the contribution is multiplied. This multiplication of resources gives a sense of expanded contribution.

Church Donations – The local church is willing to participate in a well-thought-out plan to glorify God in their city. Churches contribute through a church registration donation, or a special offering. The suggested registration donation is based upon the size of the congregation. Sometimes churches have guidelines concerning their contribution of a special offering. Be sensitive to the financial needs of the local church. Their budgets are often stretched, but they want to help. A respectful presentation will always get the best response.



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Product Resources

Sales of March for Jesus Products – The March for Jesus products are an excellent source of revenue and provide a good way to advertise the March and communicate its vision.

A March Organizer may allow certain churches, bookstores or organizations to order MFJ products directly by giving out the March Identification Number to Church Coordinators or other leaders (You will get this number when your March is fully registered). You may want to give out this number to the larger churches so that they will carry the risk of ordering large quantities of products instead of you carrying it alone. You should still order enough products to sell at churches, which are too small to be able to order in bulk quantities. If a church or group orders directly, make sure they understand that all profit from sales goes to the local March. Because of this, you should only give out the March I.D. Number to larger churches and bookstores that you trust.

Sales should begin in the churches and other gatherings six to nine months prior to the event. On the day of the March, products can be sold from each sound van and also at program sales positions.

Products may be purchased at www.TheMarchforJesus.org, once logged into the Organizer's Portal.

Read more and see
the list of products
here

Click here to view the
potential income for
your product sales



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Suggested Budgets and Budget Worksheet

This budget worksheet will help you estimate budget items in planning for your March. Some items may not apply to your situation. Our experience in the U.S. has shown that you need to plan on spending between \$1.50 to \$2.00 per participant. The size of your March can often be estimated by planning on an average of 100 participants per participating church. [Click here to download the worksheet.](#)

Please use the buttons below to view the suggested budget based on the anticipated number of people attending your March.



March for Jesus Sales Policy

Suggested Donation

March for Jesus products are offered to the public on a "suggested donation" basis. This is allowable due to the non-profit status of March for Jesus USA and the similar status of each local March, which does business under the supervision of a church or other non-profit ministry.

To clarify this policy, all literature advertising March for Jesus product prices must include the words "Suggested Donation." Anyone asking for a product and wishing to pay less than the regular price must be allowed to do so, even if it is requested free of charge. To avoid abuse of this policy, the recipient should be told of the need for product donations to help fund March for Jesus. Only one product should be given away free of charge to a person who still requests it.

March Identification Number

A March Identification Number is assigned to each March once it has registered with March for Jesus USA. Only registered Marches with their I.D. Numbers will be allowed to order MFJ products at bulk order prices.

This number also allows March Organizers to let certain churches; groups and bookstores order products directly from March for Jesus USA at bulk discount prices. The advantage of this is that the March Organizer does not have to carry the risk alone of ordering large quantities of T-shirts, hats, etc. The profit of product sales still goes to the local March.

The national office will not ship products at discount bulk prices to anyone without this number. March Organizers can give out bulk order forms to those who will be using the identification number. Churches, bookstores and groups need to understand that all profit from the sales of March for Jesus products still goes toward the local March. March Organizers are responsible for communicating this condition to the people who will use the March I.D. Number. When someone calls to order products, the national office will assume the March Organizer has approved the purchase.



[Read more and view the ordering information here](#)



March for Jesus Funding Strategy

March for Jesus USA is committed to serving you and helping you, have the best March possible. In order to do this, we encourage March Organizers to take advantage of March for Jesus products available from March for Jesus USA. We have found that the best way to fund local Marches and to promote the national strategy and vision is to sell March for Jesus products from the national office only. The reasons for only allowing nationally-endorsed March for Jesus products to be sold are as follows:

Protection from, Merchandising – Problems arise when Christian businesses and ministries draw profits from the sales of March resources rather than those profits staying within the organization to fund the vision. In the past, local churches or businessmen produced their own T-shirts for the March for Jesus and sold the shirts to their church or March participants. This made a profit for them rather than March for Jesus. These individuals often intended to help MFJ, but because they did not understand the process, they actually undermined the local and national strategy.

Local Funding Strategy – We want to make sure that all money made by March for Jesus is used for March for Jesus. By ordering from the national office, you pay for items at a bulk discount price and eliminate a "middle man." This insures that every penny made from every product benefits your March.

National Funding Strategy – When you sell MFJ products, not only are you funding your own March but you are also enabling March for Jesus USA to spread the March for Jesus vision of public praise and prayer throughout the United States. and Western Hemisphere.

Quality Control – By ordering from the national office, you can be sure you will get well-made T-shirts and other MFJ products. Also, all of our products are effective tools to communicate the March for Jesus vision. Ordering products developed by the national office helps guarantee consistent quality and a consistent message.



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Bookstore / March Organizer Relationship

The relationship between a bookstore and the March Organizer can be a powerfully effective relationship in preparing the Body of Christ in the city for the March. It will require some communication, prayer and joint effort if it is to be effective.

1. When the March Organizer is appointed, the organizer and the bookstore owner should meet together to discuss their cooperation in preparing the community for the March.
2. Competition between the March Organizer and the dealer should be immediately discussed. They should view themselves as partners in the ministry of preparing the body of Christ in the community for the March. This should be viewed as an overwhelming task-too big for one ministry to accomplish alone. It demands cooperation and mutual respect.
3. The bookstore should commit to support and work with the March Organizer.
4. The bookstore advertising material should demonstrate support of a community-wide project, rather than community-wide support of a bookstore project. This focus is very important.
5. The event should be sponsored and organized by area churches. The bookstore should maintain a supportive role.
6. The March Organizer will be responsible for the sales of MFJ products directly to the churches. These sales, combined with donations, are the primary sources of fund raising for every local March. However, the organizer will encourage the Marches to look to the bookstore as another outlet for some of these products.



Questions on Copyright Laws

The March for Jesus name, logo and music are all copyrighted and cannot be used without permission. A receipt of your registration fee from the national office grants you permission to use the logo and name on your letterhead and on certain printed materials (It does not warrant permission to use the logo and name for marketed items such as T-shirts, programs, hats, etc.).

Click below to view commonly asked questions about copyrighted music, answered by Christian Copyright Licensing, Inc.



Mobilizing Churches and Volunteers



Mobilizing Churches and Volunteers

Mobilizing Churches and the
Levels of Commitment

Church Registration Form /
Sample Bulletin Insert

Involving Pastors

Community Choirs and
Timeline

Church Rehearsals

Mobilizing Volunteers / Sign
Up Form / Sample Flyer



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Mobilizing Churches

The Crucial Role of the Church Coordinator – Pastors will be reluctant to get involved with the March if it puts another heavy demand on their time. They will commit to the March if they know they can delegate someone to represent them and their church. This is why the Church Coordinator is such a crucial role. The Church Coordinator does all the legwork of mobilizing his or her church for the March, while the pastor only has to be informed. The Church Coordinator may be the person who first presented March for Jesus to the pastor. The pastor must also approve the level of involvement the church will have. Give pastors a Church Coordinator's Guide, which explains these levels, which are also listed under the "Mobilizing Churches" heading in this section.

Communicating the Vision – Your March can only be successful if pastors and their churches are supportive. Some pastors will quickly get behind the vision, while others will need convincing and some will not participate at all. Your job is to present the vision the best that you can and pray that the Lord will do the rest.

It is good to let churches know their options for involvement up front so they won't think the March will take over their churches.

LEVELS OF COMMITMENT FOR CHURCHES

<u>Participating Church</u>	<u>Supporting Church</u>	<u>Sponsoring Church</u>
Places the March for Jesus on the calendar	Places the March for Jesus on the calendar	Places the March for Jesus on the calendar
Encourages participation through bulletin and pulpit announcements	Encourages participation through bulletin and pulpit announcements	Encourages participation through bulletin and pulpit announcements
	Appoints a Church Coordinator	Appoints a Church Coordinator
	Participates in the Community Choir	Participates in the Community Choir
	Participates in prayer	Participates in prayer
	Encourages volunteer participation	Encourages volunteer participation
	Helps with funding by selling March for Jesus products	Helps with funding by selling March for Jesus products
		Gives financial support
		Hosts a March Rehearsal
		Helps involve other churches and groups



Church Registration Form and Sample Bulletin Insert

You will need to formalize the commitment of interested pastors and churches by using the following response cards.

Begin to compile a list of participating churches and add them to your database. Send them a thank you letter.



Involving Pastors

Contacting Pastors – Many pastors will not respond to mass mailings or e-mails about March for Jesus. They may regard it as "Christian junk mail." Don't be discouraged about this. Just realize that all people respond best to a personal contact. Some March Organizers have hand-delivered mail to local pastors with good results. If you can only do mass mailings, a phone call to each of the pastors might be a good idea. Letters are a good way to communicate details, but personal contact is the best way to transfer vision. Your overall goal is to have a good relational network that can form a base for the March.

Sample Letters to Pastors – Below are sample letters to pastors, including an introduction letter, registration letter, pastors luncheon letter and bulletin insert letter. Try to communicate with every pastor in your city about the March. Many in the past have said they would have been more supportive of the March had they only known about it. You will need to begin by compiling a list of every church in your city. If you don't have a list, start with the yellow pages or do some research on the Internet. This is the first step. Start now!

Sample
Introduction
Letter

Sample
Registration
Letter

Sample
Luncheon
Letter



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Community Choirs

What is a Community Choir? A Community Choir is made up of the combined choirs of the churches in a city. It should be a multi-denominational, multi racial, multi-generational choir. Each choir learns the same music and then comes together for a brief rehearsal and performance.

What does the Community Choir do? The Community Choir is formed to help prepare the churches in the community for the March for Jesus. They will lead a community-wide rehearsal to prepare for the March and then help lead the music at the rally at the end of the March.

How is the Community Choir Organized? A Community Choir Director is selected who gathers a Choir Organizing Committee. This committee works together to get information out to the various churches and to plan the rehearsal.

Who can sing in the Community Choir? Anyone who has the endorsement of his or her church choir director. Each choir member must register and attend a rehearsal.

[Click here to learn how to build a choir and a sample timeline](#)



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Church Rehearsals

Encourage churches to set aside a church service to hold a March Rehearsal. A rehearsal will give the people in your church a taste of the March by presenting its vision and letting people become familiar with the March music and format.

Rehearsal Order of Service

1. Opening and greeting with songs, etc. (15 minutes)
2. Show the Share the Vision video. (5 minutes)
3. Practice the March music with the tape. (30 minutes)
4. Time of prayer for the March. (15 minutes)
5. Receive an offering for the March. (10 minutes)
6. Announcements, present T-shirts, and tapes. (5 minutes)

Steps of Preparation for a Rehearsal

1. Put the rehearsal on a church calendar.
2. Publicize the rehearsal in the church bulletin.
3. Get the March for Jesus music to the music director.
4. Order resources (T-shirts, hats, and songbooks).
5. Arrange for video equipment for the Share the Vision video.
6. Invite other churches (optional)



Mobilizing Volunteers

Volunteers are the backbone of your March!

There is no way you as an organizer can do it all. You will need many others to join with you to see that your March is done in such a manner that is pleasing unto the Lord. The turnout at your March is directly proportional to the number of people you can get to "buy in" to the vision. Your volunteers share the vision with their church, their workplace, their neighbors, their family, and their friends. This creates a giant network that you can then recruit from. Make sure your volunteers are well, organized and aware of what you expect of them. Delegating certain tasks and responsibilities to your March Organizational Committee members and having them in turn delegate to the Task Group Leaders.

The Volunteers Task Group – The Volunteers Task Group will work toward recruiting volunteers for the March for Jesus office and the various task groups. Their primary task is working with the Church Coordinators in recruiting volunteers for the various task groups. They also organize two volunteer training sessions. The Task Group Leader has a large responsibility and must understand and believe in the vision of March for Jesus. They have continuous contact with the March Organizer and many times they are the mouthpieces through which March Organizers communicate to the grassroots level. This needs to be someone you can trust and rely on to conduct themselves with godly wisdom in every conversation and situation. This person needs to like people and enjoy talking on the telephone. Communication is the key word.

Signing Up Volunteers – Once a church is registered as a participating church, the Church Coordinator needs to take on the responsibility of recruiting volunteers from within that church body. This person will be the contact for the Volunteers Task Group Leader in their particular church. The Church Coordinator is responsible for seeing that announcements regarding meetings for March for Jesus volunteers are being put in the church bulletin or being made from the pulpit. They will make sure posters are put up and flyers are passed out as necessary. [Download a sample pulpit / bulletin announcement HERE.](#) [Download a sample sign up sheet HERE.](#)

Each Church Coordinator should have a copy of the volunteer sign, up sheet found in this section so they can get the name, address, phone number and field of interest of people who want to volunteer. This sign, up sheet can be kept at the church merchandise table or at other places at the church and then turned in to the Volunteers Task Group Leader.

The Volunteers Task Group Leader will use this information to assign each volunteer to the appropriate Task Group Leader. Again, communication is a necessity. Remember, people respond best to personal contact. The best way to recruit people to volunteer for the March for Jesus is by asking them directly.

Training Volunteers – The Volunteers Task Group Leader is responsible for two volunteer training days scheduled before the actual March date. The purpose of these meetings is to bring all the volunteers together for a time of planning, preparation and sharing the vision. It gives interested people an opportunity to tie into an appropriate task group and get involved. [Click here for the suggested timetable for a volunteer training.](#)

These meetings should be well organized. The March Organizer and the Volunteers Task Group Leader should direct it. A location should be chosen where there are adequate facilities for the large group to meet and then break down into individual task groups. Your task group leaders should be prepared to meet with their groups for training.

Publicize the volunteer training in all the participating churches, on the radio, and by whatever means possible. Also, have the Task Group Leaders call all the volunteers assigned to them.

Important: Each volunteer that has been signed up should receive a letter explaining the volunteer training with the date, time and location. They should also receive a phone call from the Task Group Leader to whom they have been assigned.



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