



# Church Benefits

Why would a church pay for a private prayer line when they can direct their members to call the Crossroads Prayer Lines for *free*?



There are many reasons why having your own church prayer line makes sense.

From the first ring, callers will hear your church's name, instantly fostering a connection with your church community. Your church handles the follow-up, ensuring a personalized touch for those needing extra care, without the burden of managing all incoming calls. The standout feature is the Anyone Pray online Subscriber Dashboard, offering insightful analytics on call patterns, shedding light on your congregation's needs. Moreover, churches can leverage their 24/7 Prayer Line Number as a powerful tool for community outreach, extending a helping hand to those beyond their walls.

Here are more reasons for you to consider.

## A PROVEN TRACK RECORD OF MEETING PEOPLE'S NEEDS THROUGH PRAYER



On June 15, 1977, 100 Huntley Street broadcasted from Canada's first studio exclusively dedicated to Christian TV in downtown Toronto. With a goal of two-way television, they started this new show with 30 telephone Prayer Partners to take calls from their Toronto location. The call centre quickly grew into a cross-Canada ministry, and then a 24/7 telephone prayer line support for viewers in Canada, USA, and around the globe.

On average, calls are 60% from the US and 40% from Canada. There are Prayer Partners answering calls from both countries.

Crossroads Christian Communications Inc. has provided 60 plus years of media ministry. In 2015, 100 Huntley Street aired it's 10,000th show and became Canada's longest-running TV program with millions of viewers. Crossroads has expanded their reach through their YES TV Cable Channel, Castle TV App, YouTube Channel, and many more shows. For over 45 of those sixty years, the Crossroads Prayer Centre has been answering the call for people's prayer needs. Their professional training program for Prayer Partners has provided proven success. Anyone Pray takes Crossroads Prayer Centre into local communities.

## FOR YOUR CHURCH MEMBERS—PRAYER SUPPORT

*"Be shepherds of God's flock that is under your care." 1 Pt 5:2 NIV*

*"Comfort, comfort my people, says your God." Is 40:1 NIV*

- An innovative approach to pastoral care for congregants
- Acts as a Crisis Pastor... 24/7 - for a fraction of the cost to employ someone for this position
- Increases the met needs of your members
- Anonymity for those who aren't comfortable calling the pastor or the church prayer chain
- Makes people feel known, heard, and cared for

## FOR CHURCH LEADERSHIP —GROWTH, DISCIPLESHIP, AND MINISTRY OPPORTUNITIES

*"Equip the saints for works of ministry and to build up the body of Christ." Eph 4:11 NIV*

- Crossroads allows churches to provide online, self-paced, "Best in Class" training through the Crossroads Prayer Centre. A proven program that has been training people to effectively pray with others for over 45 years.
- Congregants are trained for prayer support in their church; whether it is in the lobby, a home visit or at the altar
- For those who feel there isn't enough prayer in church, this provides another outlet within your available ministries
- Actively engage the prayer warriors in your church in a partnered global kingdom mission
- Trained Prayer Partners will gain confidence and be equipped to minister to a wide range of needs. They will become stronger, more effective people of prayer.
- Your organization will receive a subscription discount based on the number of active, trained Prayer Partners answering calls

## FOR THE COMMUNITY—PRAYER SUPPORT AND AN OPPORTUNITY FOR OUTREACH

*"Go into all the world and preach the Good News to everyone." Mk 16:15 NIV*

It's difficult to get people to come into the church these days. Through Anyone Pray, you can provide support for people outside of your church walls, with the hopes of one day welcoming them into fellowship.

- A great way to meet the emotional and relational needs of your community before people ever step foot in a church
- Shows the community you care about their needs whether they come to your church or not
- Redirects people back to your church with follow-up calls; if they're interested
- When you follow-up to a call, you're not making a cold call, but responding to a person in need who chose to reach out. Therefore, they'll be more open to someone from the church contacting them.
- If used properly, it can exponentially multiply the reach of your church into your community

## FOR LEADING THE CHURCH—ANYONE PRAY SUBSCRIBER DASHBOARD, ONLINE SUBSCRIBER TOOLBOX & TRAINED LEADERS

*"...bearing fruit in every good work, growing in the knowledge of God." Col. 1:10 NIV*

- Most affordable way to bring on a 'Care Pastor'; making the most of church funds
- Provide factual, analytical insight into the felt needs of your members and/or community
- You'll be able to easily identify the challenges they're facing and provide spiritual support through sermon series or specified Small Groups. E.g. If you see a rise in Financial Needs calls, you could preach a series on Financial Kingdom Principles or start a Small Group on budgeting.
- More equipped volunteers when they've gone through the Crossroads training program to help serve at your church
- Anyone Pray Online Subscriber Toolbox will provide you with the plan & pieces to successfully launch the Anyone Pray program in your church with easily accessible logos, videos, email scripts, social media graphics and more!
- You're not alone and we can provide as much support as you'd like

