



Non-Profits & Charities

Benefits

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



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

Right from the beginning, each call is greeted with your organization. The key advantage for non-profits and charities lies in the Anyone Pray online Subscriber Dashboard, which provides detailed analytics about the calls made. This invaluable data helps you understand and respond to the specific needs of your community through insightful reports.

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 centers 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 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.

Your people will be in capable hands.

FOR YOUR 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 caring for the well-being of the people in your organization
- Increases the met needs of your members
- Anonymity for those who aren't comfortable calling the head of an organization or it's leaders for help
- Makes people feel known, heard, and cared for

FOR THOSE WHO VOLUNTEER TO ANSWER PHONE CALLS — GROWTH, DISCIPLESHIP, AND MINISTRY OPPORTUNITIES

"To equip his people for works of service, so that the body of Christ may be built up." Eph 4:12 NIV

- Crossroads allows organizations to provide online, self-paced, "Best in Class" training through the Crossroads Prayer Centre. A proven program that has been training people to pray effectively with others for over 45 years.
- You can choose if you want your volunteer prayer partners to answer calls from your unique prayer line or have the calls answered anonymously while being part of a global kingdom mission
- If used properly, it can exponentially multiply the way you support your community
- Your organization will receive a discount based on the number of active, trained prayer partners answering calls

FOR LEADING YOUR ORGANIZATION—ANYONE PRAY SUBSCRIBER DASHBOARD, ONLINE SUBSCRIBER TOOLBOX & TRAINED LEADERS

"For lack of guidance a nation falls, but victory is won through many advisers." Pr 11:14 NIV

- Provide factual, analytical insights into the felt needs of your members
- You'll be able to easily identify the challenges they're facing and provide compassionate and/or emotional support
- More equipped volunteers when they've gone through the Crossroads training program to help support your organization
- Our Anyone Pray Online Subscriber Toolbox will provide you with the plan and pieces to successfully launch the Anyone Pray program in your organization 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!

