

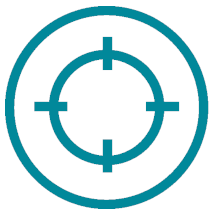
GROUNDWIRE CHAMPION'S CIRCLE

CHAMPION: To Fight for Someone or His Cause

*The Son of Man came to
seek and save the Lost.
Luke 19:10*

Champions Circle

A Champion Circle is a local market affinity group of Kingdom-minded believers focused on sharing the Gospel of Jesus Christ with the emerging Millennials and Gen Z population. This select group of thoughtful leaders commits to invest a year in developing and promoting the mission of Groundwire and the JesusCares Campaign.



Purpose

To ensure that Groundwire continues to scale, improve its impact, and hit its goal of 250,000 Commitments to Christ by 2021 and beyond.



Strategy

Champions Circles participants will:

- * Participate in setting the goal for the Champion's Circle (i.e. Our Champion Circle is determined to see 20,000 people place their trust in Jesus in 2020).
- * Participate in determining the strategy to build the network and raise the resources to achieve the goal.
- * Pray weekly for the lost and hurting in the US—that God may continue to draw them to Himself.
- * Invest financially in the outreach of Groundwire at the amount the Lord leads.
- * Introduce people to the cause and impact of Groundwire.
- * Contribute your expertise and provide input into Groundwire's challenges and opportunities as is appropriate.
- * Attend 3-4 events and strategic meetings throughout the year.



Our Commitment

In return, Groundwire promises you:

- * That with your help/input, we will continue to aggressively pursue Millennials and GenZ with the Gospel.
- * An appreciation of your partnership by not abusing your time or your generosity
- * We will keep you apprised of events, communications, and goals in order to honor you and your network.

GROUNDWIRE CHAMPION'S CIRCLE

CHAMPION: To Fight for Someone or His Cause

*The Son of Man came to seek and
save the Lost. Luke 19:10*

Champions Circle Best Practices

Every market is different as is every Champion and every network. We have found multiple things that have worked in different settings and encourage you to explore what would allow you to best serve your network.

Remember, the key is to introduce people to the Groundwire story and trust that what God is doing is so compelling they want to get involved. Be thinking about what opportunities would remove barriers and excuses.

Here are some tactics that have worked in different cities:

- ✓ **Individual Meals:** Some people would rather have a meal with the ministry officer in order to get to know them and dig deep. If there are influencers that you feel would benefit from some one on one time, try to set up a shared meal with a Groundwire representative.
- ✓ **Group Meals:** Whether a breakfast with 3-5 people or a hosted lunch with a goal of 25-40, informational meetings have been catalysts for building the network.
- ✓ **Webinars:** It is going to be hard to get some people to an event or meal, but they may be willing to give you 30 minutes of their time to jump on a webinar to hear what Groundwire is doing.
- ✓ **Meet and Greets:** Shooting range events, Wine tastings, car shows, dinner cruises, sporting events...we are only limited by our imaginations. All have been done and done successfully. Come together with great people and also allow Groundwire to share their story.
- ✓ **Party with a Purpose:** It is sometimes easier to get people to come to a friends house for an evening of appetizers and beverages along with a presentation than to get them to a different venue. If you have the gift of hospitality consider hosting a party with a purpose.
- ✓ **Calls:** When someone shows interest but can't make an event, don't wait for the next scheduled opportunity offer to introduce them to Groundwire through a 30 minute call with Sean.
- ✓ **Special Events:** There is definite leverage to a larger special events, but it takes a lot of work. If there is buy-in from the entire Champions Circle, consider hosting a more formal dinner at some point in the year.

GROUNDWIRE CHAMPION'S CIRCLE

CHAMPION: *To Fight for Someone or His Cause*

*The Son of Man came to seek and
save the Lost. Luke 19: 10*

Champions Circle

7 things we invite you to consider as you work to share the Groundwire Story.

Pray

Inviting people to get involved with a spiritual cause that is producing so much fruit is truly a spiritual endeavor. It is a matter of hearts more than heads. For that reason, we pray and ask God to lead us, give us favor, and move hearts. It may sound like a Sunday School answer, but "Don't forget to pray."

Keep a List

We have found that those who have a recorded list are more effective at growing the network and making introductions. We encourage you to make your list, not based on giving capacity but based on passion. Who do you know that is a believer that would get excited about an evangelistic ministry that is reaching young people in the US? Keep the list handy as you consider the other steps suggested here.

Multiple Exposures is Key

One of the things we have learned over the years is that most people need multiple exposures. Just because they know the name "Groundwire" does not mean they know what we do or that their heart has been engaged. We have found that to get someone's attention, one email, text, phone call...sometimes even one introductory meeting isn't enough. Which leads us to the next bullet-point.

You Aren't Pestering Them, You are Inviting Them to Celebrate With You

No one wants to feel like they are pestering their friends, so how do you get past initial boundaries that are put up? How do you help people see the value in what you are passionate about (Groundwire) without driving them away? We have found that sharing victories in short snippets can break down walls and begin to create interest. Sharing a short testimony of a life that was dramatically impacted is powerful. Sharing stats that prove that God is doing something amazing. These tactics help build engagement without them feeling like they are always being asked for something.

Forward Key Information

Groundwire's commitment is to share these types of collateral in text/short email length in a way that makes it easy to forward. One of our champions makes it a point to take the monthly numbers, the testimonies, or the brief updates and forward them to 10 people every time they come through. These communications haven't pushed his network away, they have helped identify those who are growing in interest and engagement. He makes notes of those who celebrate with him and follows up with them when the opportunity arises.

Leave the Results to the Lord

We have discovered that many people get discouraged when people in their network don't embrace something they love as passionately as they wish they would. Our job is never to make people give, but to share the story and invite others to prayerfully consider getting involved.

Repeat

This is a journey. It takes time, effort, and prayer. So, we do what we can, then revisit the list and start again.