



CROSSROADS
career®

REVIEW 2024 | PREVIEW 2025



**CROSSROADS CAREER
2024-2025
IMPACT**

MISSION

Educate, equip and encourage people to hear God calling, get the right job, and maximize their potential.

Why Crossroads Career Exists

Our purpose is to help people find and follow Jesus Christ through crossroads in their career. Our mission is to educate, equip and encourage people to hear God calling, get the right job, and maximize their potential.

JOB SEEKER STORIES

“I’m so glad I found your site. It’s very motivating, inspiring, and gives me the confidence I need for my upcoming interview tomorrow. I’m 56 years old and it’s been a while since I have had an interview. I thank God for guiding me here.”

—Tonda

“Researching for responses to current interview questions and this site was the first one I clicked on. Interviewing for a position this Friday that I have worked for over 8 years and due to relocation to another state I changed careers... the information, resources and feedback is very helpful!”

—Tina, Job Seeker



JOB SEEKER STORIES



“This resonates with me. With the help of a Crossroads coach, I’m learning how to perfect my skills in presenting relevant information about my qualifications for each position I seek. I look forward to the online meetings each week. I look for my personal wins as I step slowly forward. I believe I will be ready.”

—Lynda, Job Seeker

CROSSROADS CAREER GUIDES



As part of our mission to help people hear God calling, get the right job, and maximize their potential, Crossroads Career has assembled a network of highly qualified Crossroads Guides to assist job seekers in their job transition. Our Crossroads Guides are volunteers who:

- Have meaningful experience in the recruitment process, which could include backgrounds in HR, recruitment, outplacement, hiring management, life and or career coaching.
- Are Christ followers that agree with the Crossroads Statement of Faith.
- Have a heart to serve others currently walking through job transition.
- Love to help job seekers with networking, interviews, resumes, compensation strategy, prayer, and spiritual encouragement.

When a job seeker schedules a session with one of our Crossroads Guides, they receive a free consultation (up to 45 minutes), helping to give them hope and direction during their job transition.



PRAISE FOR CROSSROADS GUIDE SESSIONS IN 2024

“Just wanted to say thank you for meeting with me today. It’s not often you meet someone so willing to give of themselves.... Navigating this new chapter wasn’t anything I was looking forward to, but having resources such as yourself makes it easier. I’m thankful for the wise counsel you offered and look forward to learning more about Crossroads.”

—Arthur, Job Seeker

“I had a good conversation with [Crossroads Guide] Mike that really helped me jump start my resume overhaul and career search. His wealth of experience is really valuable in helping understand the changing landscape of job searches.”

—John, Job Seeker

“Harry was very kind and helped me talk through my current career. I appreciated him sharing experiences similar to mine, as it made me feel like I was not alone in my work experience. He prayed for me and my family and encouraged me to schedule more time with him if I needed to talk thru my career at a later time.”

—Cynthia, Job Seeker



PEOPLE FINDING CROSSROADS CAREER THROUGH GOOGLE SEARCH

69,000+ visitors to the Crossroads Career web site
68,000+ of which are NEW visitors (98.5% of all visitors)
52,000+ of all visitors came via PAID search (75% of all visitors)
21,500+ Conversions (defined as action taken on site)
6,700+ File downloads (many were ministry materials)

91,000+
Web site sessions (unique visits to web site)



“[My Crossroads Guide] was wonderfully encouraging and supportive. He asked great questions that helped me to consider my next steps. He suggested some resources that will be helpful on my journey, and he also is in the process of making some strategic connections with others. Meeting with [the Crossroads Guide] was an excellent use of my time.”

—Dave, Job Seeker

THEMES

2018 - Leaned In

Hired Executive Director • Expanded Board • Focus on Fundraising • Workbook and Website Updated

2019 - Overhauled

Moved Away from Executive Director Model • Board Shifted to Working Board • Workbook Revamped (again) • Website Revamped (again)

2020 - Reimagined

Crafted New National “Direct Connection” Ministry model • Launched Mobile App • Implemented Contractor Model • Began Operational Documentation • Adopted long-term donor relationship approach

2021 - Operationalized

Instituted Operational Processes and Technologies for the Purpose of Supporting the New Ministry Model • Laid the Foundations of our long-term donor relationship approach

2022 - Expanded

Increased our reach through solid and life-changing content and more targeted use of our search engine strategy. • Served more people through the launching of Online Groups • Quadrupled the number of mobile app users

2023 - Connection

Doubled the number of Connectors recommending Crossroads • Served 245 job seekers through the Crossroads Career online groups • Developed an easier form for prospective connectors to connect with Crossroads • Added 12 new Guides to serve job seekers with high touch service • Prayed for 374 prayer requests

2024 - Engagement

Completed 288 first-time Guide sessions with Job Seekers • Engaged with 214 individuals via online chat • Enrolled 330+ Online Group members • 2,200+ Mobile App users

CROSSROADS THEME

FOR 2025



serve

noun

... to help, aid, or make better.

Crossroads' commitment in 2025 is to more fully develop a framework to serve Job Seekers, by growing the number of Guides, and empowering them to do even more and better direct ministry.

“I appreciated (Crossroads Guide) Robert taking the time to give me the benefit of his many years assisting job seekers. I am putting into practice his advice to focus on my personal brand and continue to network to make new connections in the field of marketing and communications.”

—Meredith, Job Seeker





CROSSROADS CAREER GROUPS

Because Job Seekers should never have to be alone in their search for the right career...

We have intentionally built an extensive Crossroads Partners network, aimed at making sure people in job transition have the ability to build their community, access resources, and ultimately discover exactly where God is calling.

“I am thankful for Crossroads. These weekly meetings and resources have been like an anchor for me during this job transition.”

—Job Seeker and member of a Crossroads Career Partner group

“Thanks to you, I’ve rekindled my faith over the past few weeks. It’s a great feeling, and I have you to thank. Throughout my career and life, I’ve struggled with the need to always be in control, along with anxiety and pride. This journey has helped me refocus and surrender more to what the Lord has in store for me. Thank you again for all your help.”

**—Job Seeker and member of
a Crossroads Career Partner group**



“While I didn’t quite know what to expect at first, I found the spiritual aspect of the class very helpful and soothing for me. I always felt more centered and more at peace after praying with all of you. Your message a week ago of ‘being out of work does not mean that you are out of favor with God’ resonated with me. It certainly changed my perspective on the word *discipline*.”

—Job Seeker



JOB SEEKER STORIES



“Finally I was able to see my path forward with such clarity. You were such a HUGE part of that. Thank you for your support, your confidence in me, your encouragement, your ideas, the access to your network and introductions you made for me, for your coaching and for your cheerleading. I will never forget it. Ever. Thank you.

—Jen, Job Seeker and member of Crossroads Career Online Group



www.crossroadscareer.org/donate

Copyright © 2024-2025 Crossroads Career Services, Inc