



# Promotion Guide for Crossroads Career Ministry Partners



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When promoting your career ministry and the work of Crossroads Career Services, Inc. the perspective is always first and foremost about praising God for what is doing, has



done and will do in and through His ministry. It is not pointing to your own successes, but praising and proclaiming His promises, provision and power. Promotion is born out of prayer, seeking and sharing His message for each service and event offered.

*"Men shall speak of the power of Your awesome acts, And I will tell of Your greatness."*  
Psalm 145:6

## About Crossroads Career

Crossroads Career Services, Inc. is a faith-based 501(c)3 non-profit organization that helps people to hear God calling, maximize their potential, and get the right job. Crossroads Career is a part of the church body, and is a national membership of church and community organizations; schools and colleges; and professional affiliates specializing in coaching, counseling and consulting. We provide faith-based career and job search online resources combined with on-the-ground, in-person help. Our purpose is to help people find and follow Jesus Christ through crossroads in their career. Ministry partners (like you) are supported by Crossroads Career® Services, Inc and help further the mission in your local congregations and communities.

Crossroads Career® Services, Inc. equips and serves its ministry partners with continuously updated online career, ministry, and employer resources. Crossroads is also implementing a Care Team at the national level, which is a group of volunteers (comprised of Ambassadors, Concierges and Guides) who are available to speak with job-seekers to equip, encourage, and educate them during a crossroads in their career. We love to refer those job-seekers to local ministry partners if groups exist in their area, thereby benefiting both the ministry partners and job-seekers.

To help you introduce Crossroads Career® to your organization and community, be sure to check out all the resources on the [Partner Portal](#) and [Resources](#) sections of [www.crossroadscareer.org](http://www.crossroadscareer.org).



## Getting Started

### Choose a name for your ministry

When choosing a name for your career ministry, you are free to use Crossroads Career brand name at your organization and events, or use your own church or ministry name as a Crossroads Ministry Partner.

You will find Crossroads Career brand name and logo files for your use on the [Partner Portal](#). There are both JPG and PNG file types with various sizes and color combinations to best meet your design needs.

When using the Crossroads Career® name and logo in your communication and promotional materials, please observe the following guidelines:

- Use the phrase “Crossroads Career” when referring to our brand, rather than just Crossroads, especially on first reference.
- The logo may be sized up or down, but its proportions should always be maintained.

## Testimonials and Stories

Successful marketing and promotion boils down to what story you are telling. As a career ministry with the goal of reaching many people, one of the most effective ways to promote your services and events is by telling others the stories of what you have seen the Lord do. That’s why we are all here; to see God move.

The Bible is very clear about the value of testimonies, from building altars that served as reminders to the generations of what the Lord had done in the Old Testament (Joshua 4:4-7), to the brothers and sisters who “Overcome [the accuser] by the blood of the lamb and the word of their testimony” (Revelation 12:11). Our testimonies bring that hope to life for others.

Hearing stories from others who have overcome their job crisis or found their calling by God’s faithful leading allows people walking through similar challenges to know that they can also emerge in a better place than where they started. When we meet the



physical needs of people, it provides the Holy Spirit access to the door of their heart. And whether people believe in Christ or not, they can find hope in simple stories of others using the practical job-search skills they learned at your event to land a job.

You may be thinking, “This sounds great, but how do we actually do it?” The best way to hear what God is doing in your group is by cultivating relationships with participants. Then they will just tell you! This is easier in some formats than others.

For example, the Workshop format does not facilitate relationship building as well as weekly Group Study meetings. In these formats, consider using the feedback forms, available on the Partner Portal, to have participants share how the event impacted them and ask for permission to share their stories with others.

When you encounter testimonies from group members, encourage them to share with the rest of your group. Lead by example; don’t hesitate to share what God has done in your own career. Whether you have a job that you have loved for 20 years or have changed jobs frequently throughout your career, your own story is an awesome testimony of hope that God has prepared work for each one of us.

Spreading the word about your career ministry is really about promoting the work of the Lord. When you keep this as the focus, promoting your events will fall into place as well. The rest of this guide is designed to help you bring people to your events so they can find and follow Jesus through a crossroads in their career.

We’d also love to hear your stories and testimonies of what God is doing in your career ministry. Email us at [partners@crossroadscareer.org](mailto:partners@crossroadscareer.org).

## Online Resources for Crossroads Career Ministry Partners

### Partner Portal

Click “[Register/ Log In](#)” on [CrossroadsCareer.org](http://CrossroadsCareer.org) to register as a Ministry Partner and access the full benefits available to your career ministry.



Once you do register, you will receive a welcome email with the password to the Partner Portal.

Partner resources include:

- Downloadable curriculums, presentations and ministry tools
- Access to 100+ cataloged career ministry resources
- Connections to additional partners
- Facilitator Guide for You Are Created For Good Works

Set up your ministry profile to be featured on the [Locations](#) page using the Add My Group option or this link: <https://crossroadscareer.org/insertgroup/>

## Workbooks and Resources

Our 7 Steps in the You Are Created for Good Works workbook are the core of the content that Crossroads Career offers. Both physical and digital copies are available for purchase individually or in bundles in the [Store](#), and are perfect for small group study, workshops, and one-on-one coaching applications. Supplemental resources are available on the Crossroads website (<https://crossroadscareer.org/resources/>) and are a perfect starting point for addressing many job-seeker questions and concerns.

Here are some other helpful resources to which you can direct your job-seekers, depending on their needs:

- Job Board: <https://job.crossroadscareer.org/>
- Unemployment resources: <https://crossroadscareer.org/unemployed/>
- You Are Created for Good Works workbook and other print resources: <https://store.crossroadscareer.org/>
- Finding a local or online group
  - Events with Ministry Partner Network: <https://crossroadscareer.org/events/>
  - Ministry Partner Locator: <https://crossroadscareer.org/locations/>
- Blog (can be searched by topic or keyword): <https://crossroadscareer.org/blog/>
- Podcast (new episode every 2 weeks): <https://crossroadscareer.org/podcasts>
- Video library (searchable): <https://crossroadscareer.org/video-library/>
- On-demand webinars (including one for every Step and other key topics): <https://crossroadscareer.org/webinars/>



- Workbook supplemental resources by step: <https://crossroadscareer.org/resources/>
- Crossroads App: <https://crossroadscareer.org/app/>
- Prayer Requests: <https://crossroadscareer.org/prayer/>

## Promoting Your Ministry

### Getting to know your audience: Unemployed, Underemployed, and Misemployed Job-Seekers

Get to know the people in your community who need to hear God calling, maximize their potential, and/or get the right job. Consider the following questions to help you narrow down who your target audience is and how to best communicate with and serve these groups of people:

- What age groups are you targeting? High school or college students, those early in their career or in the middle of their career?
- What type of work are your job-seekers needing? Professional/managerial, Business/entrepreneurial/independent contractors, or low skill workers?
- Is there a specific group of high-need individuals that you can serve? Immigrants or non-native English speakers, recently released from incarceration or currently incarcerated, single parents, low-income families?

Based on the specific characteristics of your community, choose topics and messaging that matches the interests and needs of your job-seekers. Consider partnerships with other organizations that already have connections in your target audience.

Consider the needs of the group you're trying to reach. For example, if you're working with single parents, you may need to provide childcare during your meetings. If you want to reach non-native English speakers, you may want to include ESL resources as part of your ministry. Teens will be interested in different topics than those in the middle of their career.

### Create headlines that speak to job-seekers' needs

The core message of Crossroads Career is that we "help people hear God calling, maximize their potential, and get the right job." The headline message of a particular promotion may vary dramatically depending on the event, product or service; audience; and media. Seek a headline that will immediately communicate a meaningful, positive benefit that meets the highest felt need of your audience.



## Ministry Team Members

Seek out those in your community who want to help people find jobs, careers and/or calling. Consider inviting anyone who has relevant interests and experiences, such as:

- Human resources, recruiting, training or career development executives and specialists
- People who have received help finding jobs, careers and/or calling
- Managerial or entrepreneurial professionals
- Church staff or other ministry leaders
- Connections in your church, ministry, school or organization
- Connections in the local community around your organization

Team members may be interested in several types of ministry roles:

- Direct ministry roles such as coaching, facilitating, leading, guest speakers
- Support ministry roles like prayer, promotion, administration, hospitality

Look for team members who are able to commit either on a:

- Regular, ongoing basis
- Occasional or temporary basis

## Register ministry team members

Use the ministry team member interest application

[https://crossroadscareer.org/wp-content/uploads/partners/Start/Group\\_Leader\\_Team\\_Interest\\_Application.pdf](https://crossroadscareer.org/wp-content/uploads/partners/Start/Group_Leader_Team_Interest_Application.pdf) to gather necessary information from potential volunteers for your own records.

Have your ministry team members register as Partners through Crossroads Career, too. This allows them to have access to all the information and communication from Crossroads to keep them up-to-date and engaged. (Only one person needs to ensure the Location is listed, however!)

## Choose a Promotion Coordinator for your Ministry

We recommend that one person on your career ministry team be responsible for coordinating promotion to attract Job-seekers, Employers and potential Team Members to connect with your Crossroads Career ministry and online resources. Having one person oversee the promotion of the ministry will help ensure that the



promotional details are completed and will help evenly distribute the work behind the scenes.

Look for a volunteer who is well-equipped to handle responsibilities and activities such as:

- Promoting features and benefits of the Ministry in your organization and the local community
- Setting up referral sources within the church
- Actively seeking referrals through other volunteers and job-seekers
- Getting the word out within your church or organization through publications, announcements, bulletin boards, the church website and other networking sources available within and through the local church
- Submitting meeting and event information to church staff for internal promotion including updates on website and video announcements.
- Build relationships with staff and leaders in other ministries for cross-referrals
- and support, especially those involved in care, benevolence, and prayer ministries

Look for someone with the following skills, qualifications and abilities:

- A sincere burden for people at crossroads in their careers
- A believer in Jesus Christ who is a member or regular attendee of the church
- Is known for a positive reputation and healthy relationships
- Demonstrated promotion abilities (at work, church or community) including ability to work effectively as part of a team
- Skills in organization, time-management, interpersonal relationships, written and oral communication and promotion
- Ability to identify opportunities that appeal to different interest groups (college, mid-life, single moms, etc.)

## Engaging Employers

Look for employers that you can partner with, either to provide job opportunities to your job-seekers or to serve as speakers at workshops or other educational programs. Many ministry partners have conducted job fairs a few times a year, with great success. Others have invited business leaders in the community to sponsor or teach at a workshop.

Brainstorm employers and organizations in the following categories:

- In your church, ministry, school or organization



- In the local community around your organization
- Christian business, ministry and other organizations
- High-growth employers in or coming to your community
- Large or dominant employers or industries in your community
- Chamber of commerce, education and economic development organizations

## Promote Free Job Postings for Employers

Let local employers and recruiters know they can register with Crossroads Career as an employer to gain free access to post jobs, search resumes and connect with job seekers on [www.crossroadscareer.org](http://www.crossroadscareer.org). Job posts are reviewed and approved by Crossroads Career Services, Inc. before they are published to the members of our network.

## Personal Invitations

Word-of-mouth and personal invitations to anyone you know or meet personally — family, friends, schoolmates, workmates, neighbors, and church members — are the most effective form of promotion.

### Spread the Word

Take it upon yourself to be a spokesperson for your ministry. Encourage everyone on your team to do the same. Wherever you go, whomever you meet, invite anyone who says anything about being unemployed, underemployed, or misemployed to:

- Come to your next job or career search meeting or event and
- Sign up as an job-seeker at [www.crossroadscareer.org](http://www.crossroadscareer.org) to find our Workbook and Resources

### Ministry Cards

Carry ministry cards with you that have your contact and event information to hand out. Print cards for everyone on your team so everybody is prepared to share. You can do this on your own printer, or order a custom printed set of cards from a website like Vistaprint.

Distribute cards to other groups who can help share the word, such as:

- Pastors, staff members and leaders in the church, ministry, school, etc.
- Job-seekers who attend your events or meetings



## Media

The three main media channels you'll find most effective for promoting your ministry activities are:

1. Within your organization
2. Community partnerships
3. Social media

### Within Your Organization

If your ministry is in a church, connect with the administrative or communications staff to learn about available means to communicate to the congregation. Many churches and organizations have a leader that oversees promotional materials and guidelines. They can be an excellent resource to help you understand the different types of promotional media available to you.

Think about every possible way that your church communicates and which ones will be most effective in reaching your intended audience. Common communication media used in a church or other organization are as follows:

- Fliers (digital or print)
  - Send to every job-seeker who attended an event in the past
  - Distribute to all church staff, pastors and secretaries
  - Provide in church's front office or with the receptionist
  - Share with other church ministries, especially prayer, care, and benevolence ministries, and to all classes and small group leaders
  - Post on bulletin boards, welcome centers, and at any information centers, brochure racks, check-in stations, etc.
- Written Announcements
  - Church newsletter emails
  - Sunday service bulletins, promo slides
  - Church calendar
  - Church website, blog, social media
  - Through other church ministries – prayer, care, financial, education, etc.
- Video or Live Announcements



- Create a video or slide for use in announcements before, during, or after service
  - Have yourself or a career ministry volunteer make a brief announcement during service
  - Have your Pastor share about the ministry during a service
  - Promote in Sunday School, through small group leaders, or at other fellowship events
- 
- Banners and signage in and around the church building
  - Your church's social media profiles

Consider which of the following media are available to you. Pick two or three to focus on at first, and then add more or switch your approach if necessary.

## Community Partnerships

Find and connect with other organizations that help people find jobs, careers and/or God's calling. Examples include:

- Churches, career ministries and job clubs
- Professional life or career coaches, consultants or counselors
- American Job Centers, local workforce development boards and agencies
- Human resources, outplacement, recruiter and employer organizations
- Libraries, government and nonprofit human services organizations
- Schools, colleges and universities
- Chambers of Commerce

Look for ways you can benefit each other, or win-win situations. Perhaps they get free advertising for their business/service and you get a broader reach. Perhaps they find trustworthy, godly employees and your participants find jobs.

## Social Media

Find and connect with local media organizations such as:

- Local social media, job boards, and groups
- Community newspapers and magazines
- Local radio, television, and cable companies



For each medium, provide short news releases and/or public service announcements. Many media outlets provide online event information forms or email addresses for your submission.

You may also consider creating a website or blog where people can find updated information in a centralized location.

## Connect with Crossroads Career® on Social Media

Connect with Crossroads Career Services, Inc. online through the sites below. We also encourage you to use online and social media channels to promote your local ministries.

LinkedIn - <https://www.linkedin.com/company/crossroadscareer/>

Facebook - [www.facebook.com/CrossroadsCareerNetwork](http://www.facebook.com/CrossroadsCareerNetwork)

Instagram - [www.instagram.com/CrossroadsCareer](http://www.instagram.com/CrossroadsCareer)

## SAMPLE PUBLICITY CHECKLIST

Prepare in advance to get the word out about each event, such as a network meeting, workshop, or small group session launch. Use the following timeline as a template for your communications.

- One Month Before
  - Send announcements and articles to church communications staff
  - Be sure that all Crossroads Career® Ministry volunteers, all church staff, ministries, Sunday School, class, and small group leaders have current information about the next Network Meeting.
  - Look for other promotional and publicity opportunities within the context of your individual church.
  - Keep your church or ministry's website updated with Crossroads Career® ministry information.
  
- Two Weeks Before
  - Place fliers at all church distribution points prior to the each Network Meeting.



- Deliver fliers to all church staff, pastors, secretaries and front office or receptionist to each Network Meeting.
- Post on any social media about the event.
  
- One Week Before
  - Check all distribution points one week prior to each Network Meeting to be sure that an adequate supply of fliers is still available.
  - E-mail an announcement of each Network Meeting at least one week prior to each meeting to all Network Meeting attendees from the last three months.
  - Find high-traffic areas in your community and place fliers or ministry cards in those locations.
  - Post on any social media about the event.
  
- 1 Day Before
  - Post on social media

## Communications and Promotions Templates

### Bulletin or verbal announcement

#### Longer version

We are launching a Christ-centered, volunteer-led Crossroads Career® Ministry for our congregation and community. This is a tremendous opportunity to help people become devoted followers of Christ at work, on the job, in their careers. We are looking for volunteers and participants to get involved in this meaningful opportunity to minister to people at crossroads in their careers and make an eternal difference in people's lives. Volunteers will be trained and equipped as part of this exciting volunteer team. For more information, contact \_\_\_\_\_ at \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_.

#### Shorter version

We are launching a Christ-centered, volunteer-led Crossroads Career® Ministry for our congregation and community. For more information,



contact \_\_\_\_\_ at \_\_\_\_\_  
or \_\_\_\_\_ at \_\_\_\_\_.

## Printed materials or announcements

If you're printing promotional materials or submitting announcements for inclusion in community communications, make sure you include all relevant information. Here's an example:

The (date of meeting) meeting of (name of ministry partner/organization) will feature a presentation on ("topic") by (name of speaker and position) at (name of location), (address), (brief directions or location) from (start time to end time). Meetings are free of charge. For more information, call (contact person's name) at (phone number) or visit our website at (web address).

Media Contact: (Name, Phone number and/or Email address)