



/// THE ///

# BIG

PICTURE

# Behold, I am doing a new thing; now it springs forth, do you not perceive it?

Isaiah 43:19

When God first spoke those words to Israel, it was a reminder that He was not finished working through them and for them. The miracles of the past would not compare to what God still had in store for His people.

We believe such words apply to The Crossing today. And so we are embarking on a faith journey that will call each of us to contribute financially to God's work at The Crossing through a campaign we're calling "The Big Picture." After several years of exponential growth and uncommon blessing, we must now be willing to do things that others may not. It is time to bless, to give, and to invest in those whose names we may never know.

But God, in His goodness, has also shown us how this campaign will include, invite, and assimilate those of us who are already here. In recent months, we have explored the health and the depth of our culture. It's now time to redouble our efforts towards developing volunteers and providing new on-ramps for people throughout the spectrum of our church community.

For months, we've been working to roll out a new website to simplify our assimilation, our volunteer development, and our spiritual growth strategies. Now more than ever, we will be exploring God's truth, experiencing His grace, and expressing His love with each other. Isn't it just like God to bring all of this together in a way that will serve each of us who are already here as we reach out to those whom we have not yet met?

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This is why the timing of this campaign is crucial. Its effects will ripple through our community and our world for generations to come. Watch how this unfolds over the coming weeks and months. But for any of this to happen, we need you.

Before we ask you to consider giving, we ask you to join us in prayer for this campaign. Pray that He will make clear your role in The Big Picture. Pray that your heart will be stretched and that your faith will grow deeper through this.

It is outrageous to imagine that God is calling each of us into something so big. But that's nothing new for our church. In 1989, God called eight people to create a church that was different than anything else. And they stepped out in faith. Now it's our turn again. We hope you'll join in.



**Greg Holder**  
Lead Pastor



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## OUR FOCUS



What is The Big Picture? It comes down to three areas of focus that will serve our current congregations, our community, our city, and our world:

- **The evangelistic heartbeat that still beats strong at The Crossing.**
- **Partnerships that will champion Kingdom endeavors.**
- **The legacy of future generations.**

As you will see throughout, it is indeed a big picture. One filled with individual stories of grace. It has been our joy to see God change lives and impact our community. But the time has come for us to look ahead even further. The story will now stretch out to future generations, into places around our city and our world that we can scarcely yet imagine.

**This is The Big Picture.**

***“The Crossing provides a safe place that is welcoming. I can be genuine with others, ask questions, listen, and be part of something bigger than myself.”***

- Ed K.



our heartbeat

# See to it that no one falls short of the grace of God...

Hebrews 12:15

This was the heartbeat of our church at the beginning. It still is. **We are committed to carrying the gospel of Jesus further into St. Louis.**

In order to reach new people, we must create open seats at optimal service times around the St. Louis area so that more people can gather with us to hear the message and **experience** His grace.

The construction of The Crossing at Grant's Trail positions us to do that. Its strategic location will allow us to enter new communities and interact with people who have diverse backgrounds and different life stories. It will also serve the congregation at our Fenton campus, giving us more space and allowing us to continue to grow.

The success of this campaign will allow us to fund smaller, more portable sites in urban neighborhoods and outlying communities not currently being reached.

**By 2020, we will be gathering together to worship across four permanent campuses and at least one portable site.** With 12-15 service options across the St. Louis area each weekend, we will have a vibrant presence across the entire metropolitan area. This allows us to serve, more effectively, this city that we love.

**This is our heartbeat.**



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## our partners

We believe in the genius of the many parts working together as one. This extends beyond our own local church action. In recent years, we have become a champion, both locally and internationally, in calling Christians and organizations to work together to further the Kingdom.

Some of the examples of how we will now move forward with a successful campaign will include the following:

- **A literacy program in under-resourced school districts in the St. Louis metropolitan area.**
- **Church mobilization and leadership development for local pastors.**
- **The next layer of development in Zimbabwe, including leadership training, economic development, and church planting.**

In some cases, we will quietly and thoughtfully invest our resources and watch from the background as God does His work. In other instances, we will be actively involved in these new and often unlikely partnerships. In every case, we will continue to **express** His love to people.

**Your generosity will give testimony to God's greater Kingdom work.**



# As it is, there are many members, but one body.

1 Corinthians 12:20



our future

# I appeared to Abraham, Isaac, and Jacob, as God Almighty...

Exodus 6:3

**We worship the God who spans generations.** The time has come for us to take a longer view than ever before. In fact, this will mark a watershed moment for our church as we take a step toward a future that will outlast many of us. ***It is time to disproportionately invest in future generations.***

Such intentional stewardship will take shape in these specific ways:

## A Legacy Payment

Through three significant capital campaigns from 2000 to 2013, we transitioned from a church with no permanent home to a multi-site church with three thriving locations. Our growth and effectiveness was sustained by the generosity, sacrifice, and prayers of many. That is how a church, which 15 years ago had no buildings, now stands with \$35 million in assets. We also have a \$13.7 million mortgage. Such numbers are well within best-practices for large, growing churches.

In order to move beyond what other large churches have done, **we are looking to invest in future generations by making a significant payment toward our legacy.** A reduction of debt by \$5 million would strengthen the long-term financial position of The Crossing while reducing debt service by at least \$6.7 million over the remaining life of the mortgage loan. Such a forward-thinking step will allow us to finance these future initiatives:

## Expanded Leadership

Pursuing God's calling will require more pastors, leaders, and artists with specific skill sets. We must develop more structures and processes for preparing such people for our ever-changing future. We will work with institutions of higher learning in **developing a "pipeline" of pastors who can support The Crossing and our partnering churches over the next decades.**

## An Incubator for Innovation

This "new thing" God is about to do will require us to create spaces for innovations to be conceived and implemented. In conjunction with leading organizations such as Barna Research, Leadership Network, and Fuller Seminary **we will anticipate and experiment with ministry initiatives specifically focused on younger and future generations.**

## Online Community & Technology

We will continue to use the latest technology to leverage the strengths of our staff and improve the online experience of those who tune in to our live-streamed services each week. We'll continue to add more classes and learning opportunities for those who join us remotely.

Our grandchildren and their children will expect different things from church than we do because of the impact of media and technology on their lives. We know that church will be experienced differently 20 years from now. **Exploring** God's truth must always be a part of it. We need to stay in front of those changes to be relevant and reach our younger generations.

## OUR MODEL

Beneath these three efforts is further investment in a solid foundation to support our “one church, many locations” model. This will include:

- **Realigned and revitalized spaces at our Fenton campus, adding 50% more office and meeting space.**
- **More office and training space at our Chesterfield campus.**
- **Upgrades on technological capabilities that allow for training and ministry development across all four sites.**
- **Redesign of The Loft space at Chesterfield for better stewardship of existing space. This includes needed wedding, funeral, and team retreat space for all sites as well as other churches.**

Because such an investment benefits all three areas of focus (**our heartbeat, our partners, our future**) that cost will be spread across all three.

**\$10.6**

..... | **OUR HEARTBEAT**

**\$2.7**

..... | **OUR PARTNERS**

**\$6.7**

..... | **OUR FUTURE**

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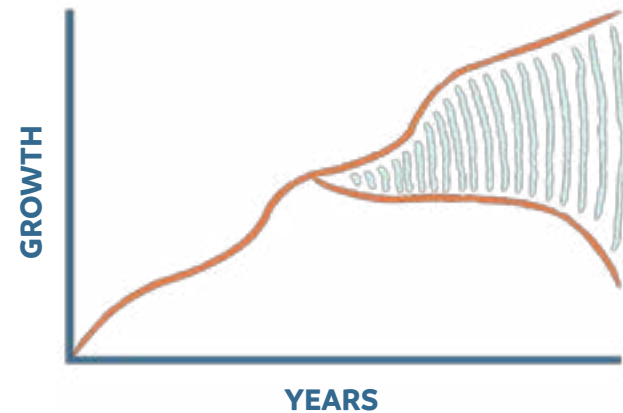
**\$20 million**  
**OUR GOAL**

**EXPLORE**  
TRUTH  
**EXPERIENCE**  
GRACE  
**EXPRESS**  
LOVE



Throughout the history of The Crossing there have been moments when God has stretched us to dream big. From the start of the second service at the YMCA, to Saturday night services, to the birth of a Fenton campus, then a Mid Rivers campus, and soon Grant's Trail, God has called us again and again to follow Him for the sake of His Kingdom and for people whose names we don't even know.

For many of us, it usually comes down to a very simple graph that shows two futures. One shows us leveling off and staying comfortable, and the other shows us continuing to dream and risk and grow.



Since our last campaign, The Crossing has continually grown across all three campuses. We believe God is calling us to this again. Is this just about growing bigger? No. For us, this comes down to the individual lives represented between these two lines in the graph. We dream and risk and sacrifice for these people who would never make it in the door because there just wasn't enough room.

And while we, once again, make room for those names we don't even know, God has shown us that this particular campaign is more than just reaching more people. Like never before, we will now find ourselves more deeply involved, more deeply connected, and growing deeper while we see our overall attendance rise.





As you prayerfully consider your role in The Big Picture, use this worksheet to creatively think about what giving might look like for you.

### INCOME AND SACRIFICE

Many times, income and sacrifice is the first area to assess when thinking about how to give to a campaign like this. Estimate your projected income and spending patterns over the next three years and consider if changes in your lifestyle might free up funds for giving.

POSSIBILITIES	AMOUNT
	\$
	\$
	\$
<b>RESULTING THREE-YEAR POTENTIAL COMMITMENT</b>	\$

### GIVING ASSETS

Next, consider any assets you might give to the campaign. If an investment like stocks or real estate has increased in value since its purchase and has been held for more than a year, there may be tax advantages to transferring ownership of that asset to the church as a charitable

donation. Do you have stocks or real estate that you would be willing to transfer or other assets that you would be willing to sell to help invest in The Big Picture campaign?

POSSIBILITIES	AMOUNT
	\$
	\$
	\$
<b>RESULTING THREE-YEAR POTENTIAL COMMITMENT</b>	\$

### TIME & TALENTS

Finally, think through any skills and talents you have that, by taking on extra work, could produce additional income to use as a gift. For you, that might mean using the income from a side-business or hobby or picking up overtime at work. Think about what unique gifts and talents you might have that can be used to earn extra resources to give to this campaign.

POSSIBILITIES	AMOUNT
	\$
	\$
	\$
<b>RESULTING THREE-YEAR POTENTIAL COMMITMENT</b>	\$

# OUR DISCIPLESHIP

The Big Picture is certainly about us growing numerically, growing in effectiveness, and about us growing closer to each other. It's about us growing in our ability to serve future generations and people who we don't even know. But at the very beginning and end of all of this, it's our prayer that you will grow closer to your Heavenly Father who is calling each of us into this story, into The Big Picture.

**This campaign is about growing in the grace of giving while you grow closer to a Creator who loves you more than you can imagine.**

With all the conversation about the incredible things God is doing in The Big Picture, it can be easy to forget that **what He is doing in you is just as important**. As we walk together through this moment as a church, we want to offer you some ways to engage your own heart. Here are some practical ways you can focus on your own spiritual journey during The Big Picture campaign:

## /// Devotionals

A few times each week, we'll be offering devotionals online at [thecrossing.church/TheBigPicture](http://thecrossing.church/TheBigPicture).

## /// Prayer

Please join us in prayer. You can pray daily for the following things:

- Pray that God would move in a mighty way through our church.
- Pray that God would speak to you specifically about your part in the campaign.
- Pray for God to speak to you about the other important areas of your life.
  - Your singleness or your marriage
  - Your physical, spiritual, and emotional health
  - Your calling at work, school, home, family, or in the community
  - Your personal walk with Jesus
- Pray for our leaders as they walk us all through this season.
- Pray for the Kingdom to have its way at The Crossing, in St. Louis, and around the world.

## /// Small Groups

Join a group of people who meet weekly to discuss the weekend messages. Visit [thecrossing.church/groups](http://thecrossing.church/groups).

## /// Scripture

Consider reading through some portion of the Bible during the month of May.

- Five Psalms a day will get you through Psalms in one month.
- Proverbs is 31 chapters. One a day will take you through the month.

## /// Talk to Us

Let us know how we can help. Email [pastors@thecrossing.church](mailto:pastors@thecrossing.church) if you have any questions, or would like to talk with someone about your spiritual growth.

The new work He is doing begins now. God will be praised and we will see powerful changes in our midst. But He is also the God of Abraham, Isaac, and Jacob, and it is time to dream of what He has in store for you, your children, and your children's children.

It all started with eight people in a living room. They stepped out in faith and now it's our turn. We can't do this without you. We hope you'll join us in entering **The Big Picture**.

