

# CROSSROADS PRISON MINISTRIES

Telling Your Story: Inspiring Hearts and  
Fueling Ministry

Allis Gilbert, EdD  
Crossroads VP of Advancement





# Mission & Vision

Crossroads connects people in prison with mentors from churches to develop Christ-centered relationships as they study God's Word together.

Crossroads envisions a world in which the church answers God's call to remember people who are incarcerated by cultivating Christ-centered relationships through which God transforms lives, prisons, and churches throughout the world.



# Goals & Objectives

Goals:

Engage & Encourage – Share collective knowledge and experiences and motivate each other in our own faith, service, and ministry.

Objectives:

- Ideas to clearly communicate your Ministry's purpose,
- Highlight successes
- Define measurable results



# The Ministry Story Framework

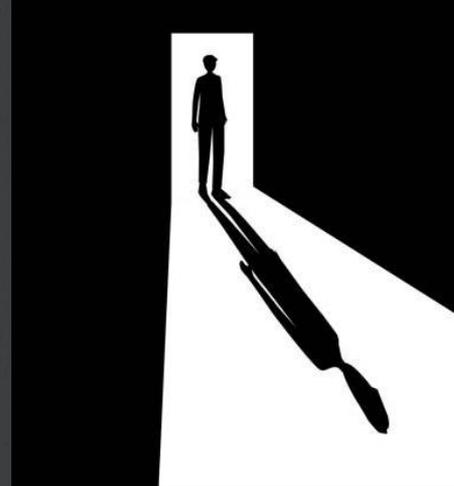
1. Purpose
2. People
3. Provision

Crossroads connects incarcerated people with mentors to share God's Word through correspondence Bible study.



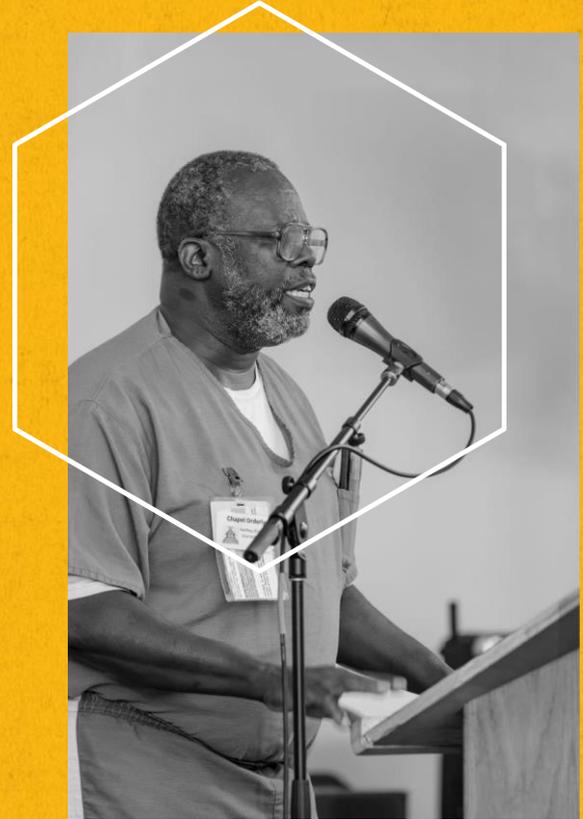
# Stories Connect, Inspire, and Mobilize

- Build emotional connections
- Memorable and relatable
- Share impact and inspire action
- Create the Donor sized hole



# The Heartbeat of Your Ministry Story

- Authenticity
- Emotion
- Clarity
- Call to Action



STUDENT DONATION IMPACT



## Example: Social Media

Recently, we received a donation from a current student for \$2.00. His generosity helps two other students mail their lessons to mentors. Every donation helps bring God's Word to a student. Every donation can be transformational. Consider the significance of this \$2.00 given since this student likely makes \$0.88/hour.

You can support us with your donation here: [https://lnkd.in/gKQn4\\_5w](https://lnkd.in/gKQn4_5w)  
[hashtag#CPMinistries](#)  
[hashtag#PrisonMinistry](#) [hashtag#Faith](#)  
[hashtag#FaithInAction](#) [hashtag#Give](#)





## Year-End Giving: Will you help deliver hope?

In the final months of 2023, your generosity made it possible to encourage and support 3,500 students. In the coming year, we anticipate serving over 25,000 students through our program. Will you help us cover the annual cost of reaching 5,000 of them before the end of the year?

\$115: Supports 1 student for a full year

\$500: Supports 4 students and provides 4 additional Bibles to others

\$1,000: Supports 8 students and provides 8 additional Bibles to others

[DONATE](#)



**CROSSROADS**  
PRISON MINISTRIES

I ONCE WAS

**LOST.**

NOW I'M

**FOUND.**

