

**BILLY  
GRAHAM**  
Evangelistic Association

*Always Good News.*

1 Billy Graham Parkway, Charlotte, NC 28201-0001

1-877-2GRAHAM (1-877-247-2426)

[GrahamFestival.org](http://GrahamFestival.org)

*Franklin Graham*

FESTIVAL

SPREADING THE GOOD NEWS OF JESUS CHRIST

# FRANKLIN GRAHAM

*A Note From*



## DEAR FRIEND,

Telling someone the Good News of Jesus Christ is one of the greatest privileges I know—because when people hear and believe the Gospel, their lives are changed forever. It's also one of our greatest responsibilities. Before Jesus ascended, He made the Great Commission the marching orders for His church.

There is no other person or message that can offer real hope, peace, and joy in the midst of this world's suffering. God's Word is clear: *"Nor is there salvation in any other, for there is no other name under heaven given among men by which we must be saved"* (Acts 4:12, NKJV).

The Bible also tells us that all have sinned and sin separates us from God. The message of Christ, however, is *"the power of God to salvation for everyone who believes"* (Romans 1:16). That's why I've partnered with Christians and churches in

communities like yours for 25 years to proclaim this truth through evangelistic Festivals. By reaching out together, we see thousands of men, women, and young people each year find new life through repentance and faith in Him.

As you consider how the Lord would have you go about fulfilling the Great Commission, my prayer is that you will have a clear sense of God's will and timing and that He would bless you with the courage to launch out in obedience to Him. We stand ready to partner with you in this great work of the Gospel. May God bless you.

Sincerely,

A handwritten signature in red ink, appearing to read 'Franklin Graham'.

Franklin Graham  
PRESIDENT

# WHAT IS A FESTIVAL?



Since 1950, the Billy Graham Evangelistic Association has held Crusades all across the globe for one purpose: to proclaim God's love to people who need Jesus Christ. Today, Franklin Graham Festivals continue this life-changing mission.

A Festival is not just an evangelistic event; it is a process of prayer, training, outreach, and follow-up that takes place over a 12-month period—and it begins and ends with you, the local church.

A FESTIVAL USUALLY CONSISTS OF

3

SERVICES:

FRIDAY NIGHT FOR ADULTS

SATURDAY NIGHT FOR YOUTH

SUNDAY AFTERNOON FOR YOUNG FAMILIES



# THE MESSAGE & THE GOAL

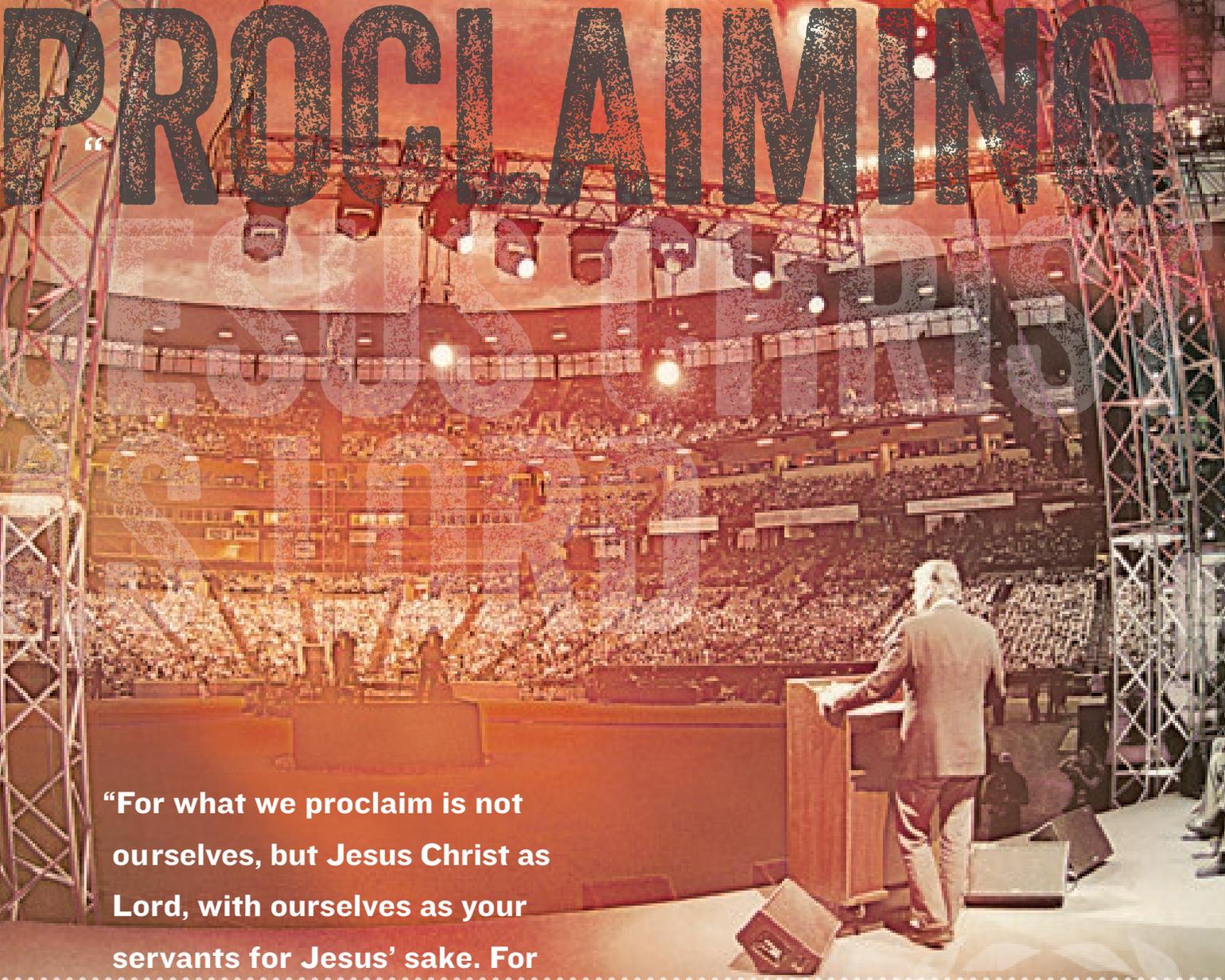
*Jesus Christ*

IS "THE WAY,  
THE TRUTH,  
AND THE LIFE."



- To mobilize the Christian community to gather as many people as possible to hear the message that Jesus Christ is "*the way, the truth, and the life*" (John 14:6, NKJV).
- To give people an opportunity to make a personal commitment to Jesus Christ.
- To refer inquirers to a local church for follow-up and Christian nurture.
- To strengthen the local church.

# PROCLAIMING



“For what we proclaim is not ourselves, but Jesus Christ as Lord, with ourselves as your servants for Jesus’ sake. For God, who said, ‘Let light shine out of darkness,’ has shone in our hearts to give the light of the knowledge of the glory of God in the face of Jesus Christ.”

—2 CORINTHIANS 4:5-6, ESV



# THE METHOD

GOD *uses* MANY  
METHODS OF EVANGELISM,  
AND A FESTIVAL IS  
*one.*

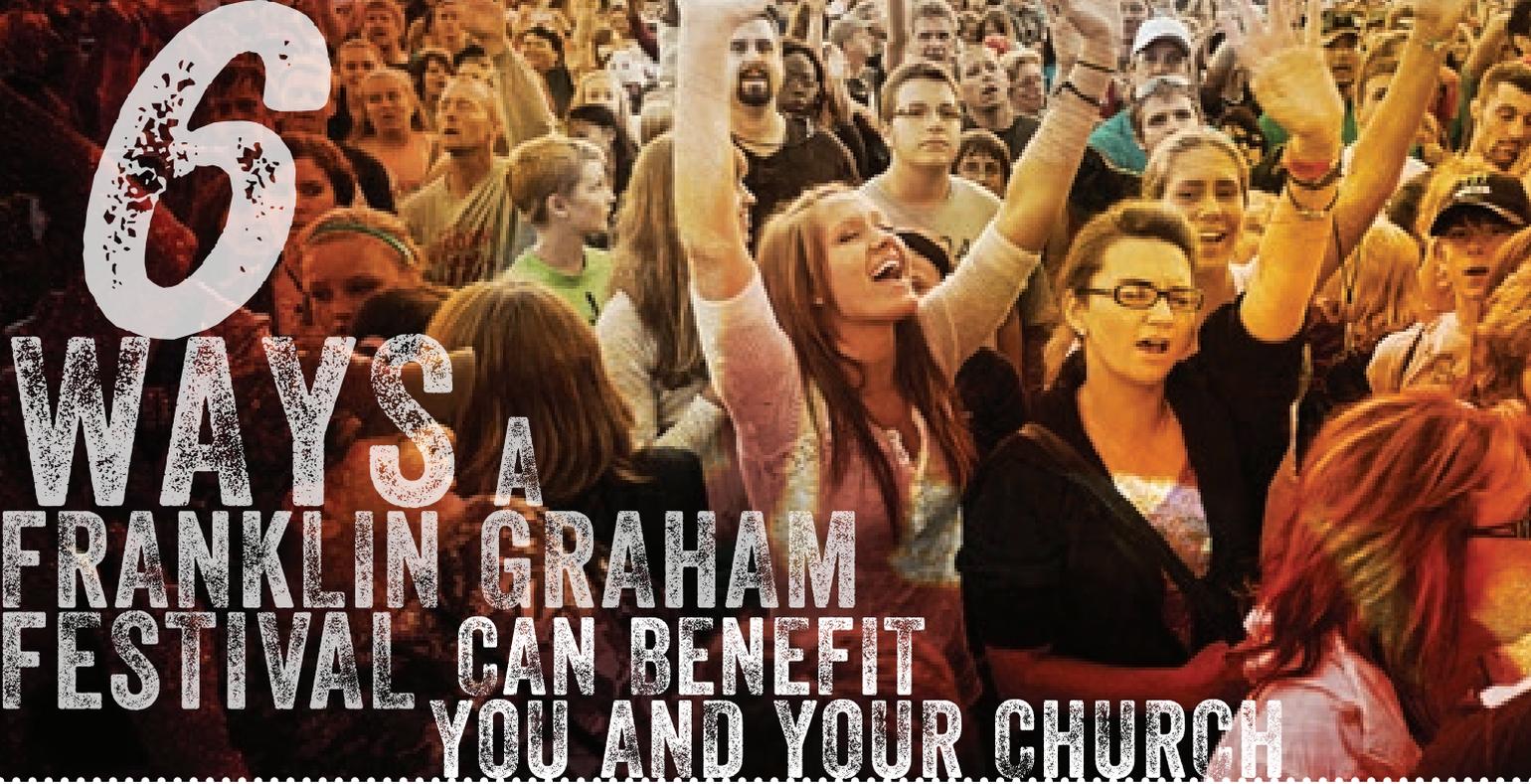


**A FRANKLIN GRAHAM FESTIVAL** is much larger than the few days of the actual event. While the evangelistic services are the most visible aspect of the Festival, they are not the only part. It all begins with local Christians praying and working behind the scenes to prepare the way for the Festival. Long after the event is over, area churches carry on the work, discipling those who came to faith during the Festival.

A Franklin Graham Festival is built upon the principles and experience of Billy Graham Crusades. From the earliest days of preparation to post-Festival follow-up, it follows the

God-blessed pattern developed over the years by Billy Graham and his team. A Franklin Graham Festival isn't just in the community a few days and then gone. It's a Spirit-led process that begins months, even years, before, through the efforts of people like you, and it continues to affect and shape lives for years afterward—and for eternity!

Through the Bring a Friend program, a Franklin Graham Festival uses individual evangelism in a mass setting. It strengthens and builds local congregations through involvement and training opportunities.



**1 PRAYER** Without prayer, we could not survive as Christians nor would we ever hold a Festival. Every aspect of the Festival directs believers toward prayer—determined, heartfelt, ceaseless prayer.

**2 EVANGELISM TRAINING** Many committed Christians have never shared their faith because they don't know how or they are afraid. The Christian Life and Witness classes teach Christians how to effectively and confidently present the Gospel. The classes also prepare believers to pray with people who come forward at the Festival.

**3 AN ACTION PLAN FOR WITNESSING** Christians put their learning into practice through Bring a Friend. After participants identify family and friends who need to know Jesus Christ, they commit to pray for and build relationships with them—leading up to an invitation to the Festival, where their friends and loved ones will hear the message of salvation.

**4 SPIRITUAL RENEWAL** As Christians prepare for the Festival, bring friends and family to the meetings, and worship with other believers, the Lord can bring renewal into individual lives and congregations.

**5 CHRISTIAN UNITY** The church is never stronger than when it is united with one common goal, to proclaim the Gospel of Jesus Christ. Lasting relationships and bonds are formed in the development of the Festival that unite churches in the community.

**6 NEW CHRISTIANS IN LOCAL CHURCHES** The Festival process is designed to bring new believers into churches where their spiritual growth is encouraged. New Christians add vitality to congregational life and worship.

# FOLLOW-UP



**REPORTS**  
*with*  
**inquirers' contact**  
**information are sent to**  
**participating churches**  
*for*  
**FOLLOW-UP.**

All Festival inquirers—those who come forward and respond to the Gospel message—are asked by counselors to state their church preference or the church that invited them; this is recorded on the counseling card.

According to the person's stated preference, a card with contact information is sent to ministers of participating churches for follow-up and nurture.

In cases where the inquirer has stated a nonparticipating church preference, he or she is referred for follow-up and nurture to a local small-group Bible study. A follow-up report with contact information is sent to that person's pastor, indicating his or her decision.

In cases where the inquirer has not stated a church preference or has indicated a non-Christian assembly, a special pastor follow-up report with contact information is sent to the participating church nearest the person's home.

# ORGANIZATION



WITH THE HELP OF KEY  
*laypeople,*  
THE LOCAL CHURCH CAN BE  
*mobilized.*



Each Festival is organized as a ministry of the Billy Graham Evangelistic Association (BGEA), and a leadership team of local pastors and laypeople serves as the controlling body of the Festival. This team works to coordinate the schedule of events, leads various working teams, raises Festival funds, and partners with BGEA in the ministry and outreach of the Festival.

Since involvement and mobilization of local churches is critical to the success of the Festival, each church is encouraged to form a local church

leadership team—usually composed of four to six people—to mobilize men, women, students, and children.

With the help of the local church leadership team, a congregation can be mobilized through planning, information sharing, distribution of Festival materials, and recruitment of volunteers for different areas of involvement. Local working teams and a Festival director assigned by BGEA assist the local church leadership teams in their work, which extends over a few months' time.

# OUR FINANCE POLICY

THE LOCAL LEADERSHIP TEAM  
*is*  
responsible for adopting and  
implementing the general finance  
policy for the Festival  
*as*  
SET FORTH IN A CHARTER.

The Festival operates as a ministry of the Billy Graham Evangelistic Association, without having to be a separate nonprofit entity. The local leadership team accepts and raises a percentage of the total Festival budget, with all funds going toward the Festival budget. All financial activity is promptly receipted, reported, and audited at the conclusion of the Festival.

Franklin Graham receives no part of contributed funds designated for the Festival. His salary, travel, accommodations, etc., are expenses paid by BGEA.



*A higher standard.  
A higher purpose.*

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