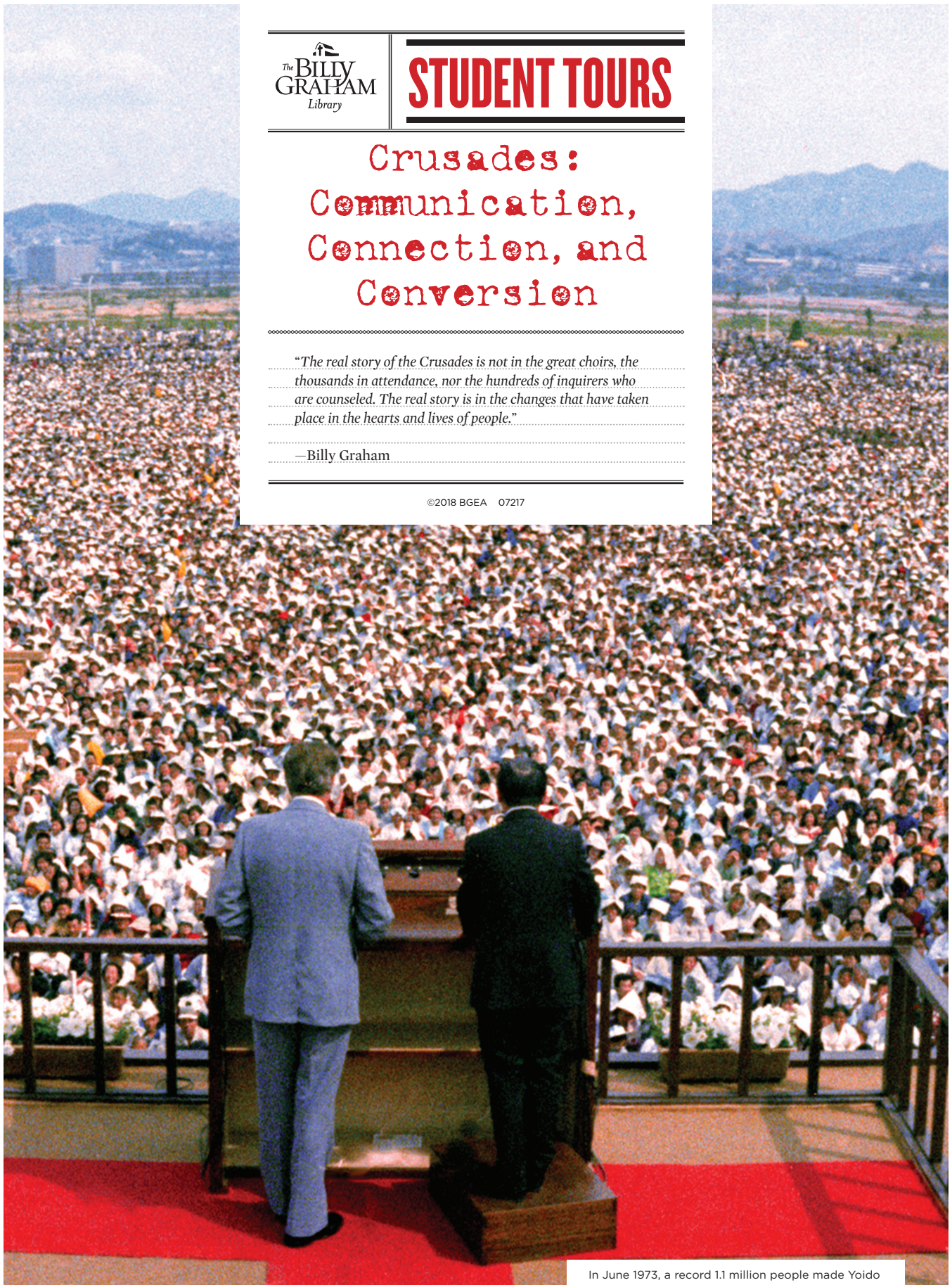


## Crusades: Communication, Connection, and Conversion

*"The real story of the Crusades is not in the great choirs, the thousands in attendance, nor the hundreds of inquirers who are counseled. The real story is in the changes that have taken place in the hearts and lives of people."*

—Billy Graham

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In June 1973, a record 1.1 million people made Yoido Plaza in Seoul, South Korea, Billy Graham's largest meeting ever held anywhere in the world.



## Crusades: Communication, Connection, and Conversion

### GRADE LEVEL

6<sup>th</sup>–8<sup>th</sup>

### OBJECTIVES

Students will be able to:

- Understand and describe the plan of organization for a Billy Graham Crusade.
- Explain the purpose and significance behind a Crusade.
- Identify some of the turning points in Billy Graham's Crusade ministry.
- Identify and consider potential obstacles Billy Graham and the team would have faced when preparing for and executing a Crusade.

### NORTH CAROLINA STANDARD COURSE OF STUDY, SOCIAL STUDIES

**6.C.1:** Explain how the behaviors and practices of individuals and groups influenced societies, civilizations, and regions.

**7.C.1:** Understand how cultural values influence relationships between individuals, groups, and political entities in modern societies and regions.

**8.C.1:** Understand how different cultures influenced North Carolina and the United States.

*"As a 21-year-old student, ... I discovered it is possible to have a personal relationship with God through Jesus Christ ... at the 1957 Billy Graham Crusade in Madison Square Garden, New York. ... That was the greatest discovery of my life—greater than the MRI—namely, that the greatest purpose a man can find for his life is to serve God."*  
—Dr. Raymond Damadian, research scientist and inventor of the MRI machine

### Pre-Visit Activities

- Students should read the attached overview and at least one of the following original source documents and review these in a group setting. Documents not used prior to visit may be used for post-visit activities. Questions for consideration include:
  - Willis Haymaker's "Suggested Plan of Organization for a Billy Graham Crusade": [www2.wheaton.edu/bgc/archives/docs/haymaker.html](http://www2.wheaton.edu/bgc/archives/docs/haymaker.html)
    - Why might such a detailed plan have been necessary for Crusades?
    - Do you think changes were made to parts of the plan for different Crusades? If so, which parts? What parts do you think remain unchanged?
    - What themes do you notice repeatedly in the plan?
  - Billy Graham letter to the New York City executive committee: [www2.wheaton.edu/bgc/archives/exhibits/NYC57/02sample08-1.htm](http://www2.wheaton.edu/bgc/archives/exhibits/NYC57/02sample08-1.htm)
    - Who is Billy Graham addressing in this letter?
    - What are his concerns about the Crusade?
    - What conditions does he place on a Crusade in New York City?
    - What are his goals with these conditions?
  - Church handbill: [www2.wheaton.edu/bgc/archives/exhibits/NYC57/07sample37-1.htm](http://www2.wheaton.edu/bgc/archives/exhibits/NYC57/07sample37-1.htm)
    - What were some of the ways that church members could get involved with the Crusade?
    - How was the Crusade advertised? In what ways do you think advertising efforts would be the same today? In what ways do you think they would be different?
  - Sermon, Charlotte 1958
    - To what audience is this sermon directed?
    - Do you think Billy Graham tailored his sermons to different audiences? If so, how?

### Visit to the Library

- Students will walk through *The Journey of Faith* tour with an assigned guide and should be prepared to take notes in each room. Questions and themes to consider include:
  - What was Billy Graham committed to doing throughout his decades of ministry?
  - What artifacts do you notice that directly relate to Crusades?
  - What kind of results did the Crusades produce?

NATIONAL CENTER FOR  
HISTORY IN THE SCHOOLS

- **Historical Thinking**  
**Standard 2:** *The student comprehends a variety of historical sources.*
- **Historical Thinking**  
**Standard 3:** *The student engages in historical analysis and interpretation.*
- **U.S. History Content Standards:**
  - **Standard 1B (5-12):**  
*Examine the place of religion in postwar American life.*

NATIONAL CURRICULUM  
STANDARDS FOR  
SOCIAL STUDIES

- **Theme 5: Individuals, Groups, and Institutions**
- **Theme 9: Global Connections**

## Crusades: Communication, Connection, and Conversion

### Post-Visit Activities

- Ask students to reread and analyze the plan of organization before creating a plan that would work well in today's society. Students should consider how each step of the plan could be executed differently today with new tools like mass communication, technology, social media, etc. What is notably different in the new plan? What remains the same?
- Students may research a notable Crusade (Los Angeles, 1949; New York, 1957; Chattanooga, 1953) and provide an in-depth analysis of why that particular Crusade proved pivotal.
- Students may use all provided materials, as well as conduct research on their own, to produce a detailed timeline describing each step in the Crusade process, from preparation to follow-up.

## Crusades: Communication, Connection, and Conversion

NOTES

*"Sometimes I'm asked to list the most important steps in preparing for an evangelistic mission, and my reply is always the same: prayer ... prayer ... prayer."*

—Billy Graham

### Pre-Visit Reading: Overview

Billy Graham preached the Good News of Jesus Christ to more people face to face than any other person in history—an estimated 215 million. He proclaimed God's love across the globe, with evangelistic outreach events in 185 countries and territories on six continents.

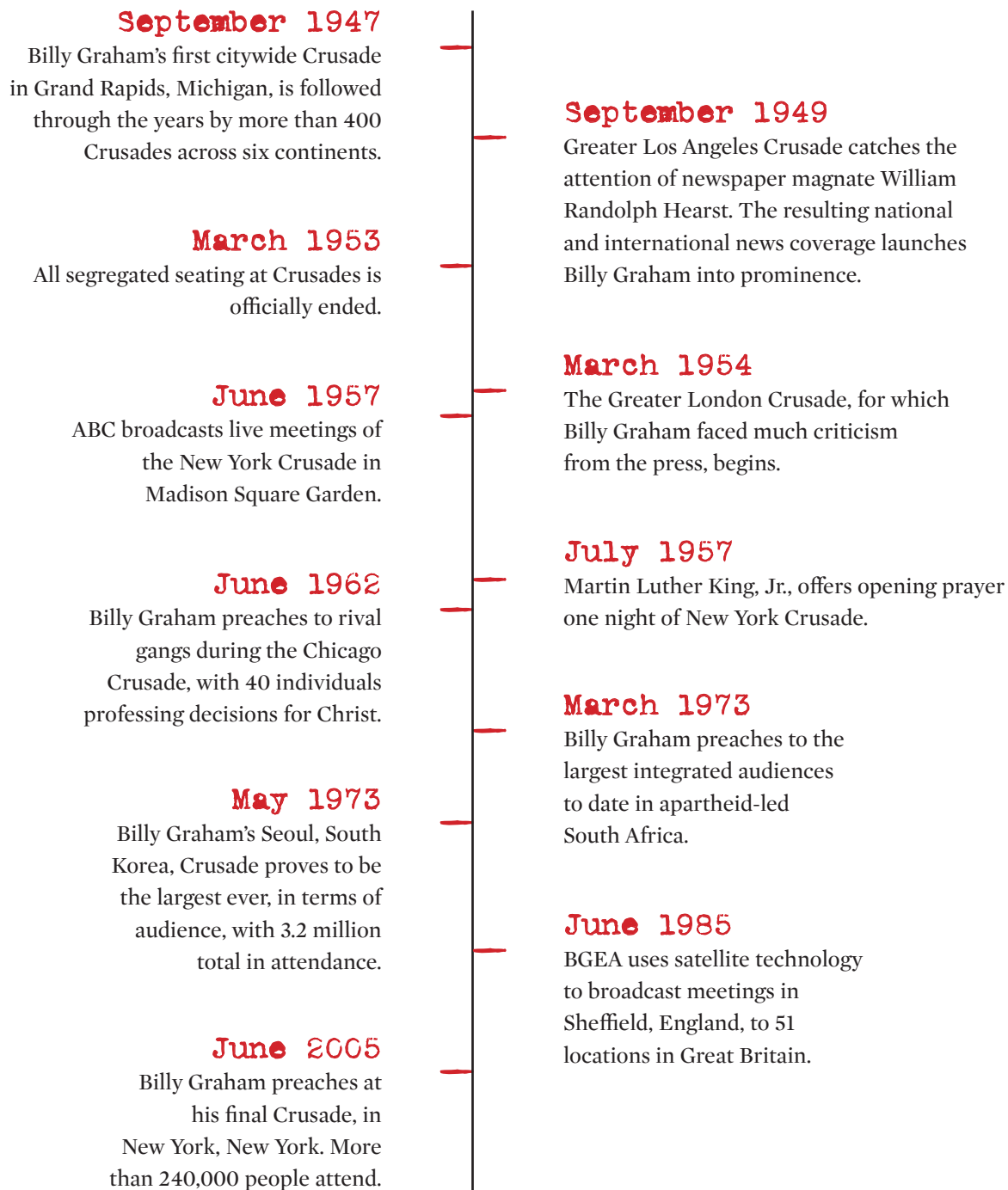
In 1950, just one year after the Los Angeles tent revival that first put Graham in the national news, the Billy Graham Evangelistic Association decided to call their large outreaches Crusades. The term *Crusade* comes from the Latin word *crux*, which means "cross."

The last of Graham's Crusades was held in New York City in 2005 and drew more than 240,000 people. Graham believed that people everywhere seek truth and hope, but that many are uncomfortable visiting a church—so he chose to preach primarily in stadiums, arenas, and parks. No Crusade took place unless Christian leaders in a city extended an invitation to the Billy Graham Evangelistic Association. Each one was planned far in advance through partnerships with numerous local churches. The multi-day events featured messages of eternal hope, coupled with energetic and inspirational music.

Of course, a lot of work was required to make each Crusade possible. Graham's team made sure that the local churches had an important role in each step—including preparation, promotion, the event itself, and follow-up with each person who professed a commitment to Christ at the event. A typical Billy Graham Crusade involved 50 local leaders, 100 volunteer staff members, 10,000 prayer group members, 3,000 volunteer counselors, 4,000 choir members, and 1,000 ushers, from between 500 and 1,200 local churches. Each Crusade had its own identity, but every single one featured the unchanging Gospel message.

## Crusades: Communication, Connection, and Conversion

### Pre-Visit Reading: Timeline—Notable Crusades



## Crusades: Communication, Connection, and Conversion



Billy Graham has always had a heart for young people. He spent his first years as an evangelist representing the organization Youth for Christ and went on to make student nights a staple in his own Crusades around the world.

### Excerpt from Billy Graham's message "Problems of Young People"

Charlotte Coliseum

Charlotte, North Carolina

September 30, 1958

I heard about a man some time ago who had a watermelon patch, and some young rascals in the community were stealing him blind. So he said, "All right, I'll get 'em." So he put up a sign in his watermelon patch that said "One of these melons is poison." He went to bed and got up the next morning, and sure enough, they hadn't stolen a watermelon. Everything was the same, except the sign had been changed. It now read "Two of these watermelons is poison."

Now, tonight is our second youth night. I want to give you not poison tonight, but something that will be helpful and challenging to the young people here. I want you to turn with me to the sixth chapter of Galatians. The seventh verse begins, "*Be not deceived; God is not mocked: for whatsoever a man soweth, that shall he also reap. For he that soweth to his flesh shall of the flesh reap corruption; but he that soweth to the Spirit shall of the Spirit reap life everlasting*" (verses 7–8). "*God is not mocked: ... whatsoever a man soweth, that shall he also reap.*" This is an irrevocable law of God. It can never be changed. It can never be altered in the slightest. Whatever you sow in your daily life, you are going to reap. What you young people are sowing tonight in your daily life, you will reap later on in life.

If you are sowing in spiritual matters, later on you will reap character, strength, courage, and virtue. If you sow to the flesh, give in to the desires of your flesh, spend your time in idleness, throw away your leisure time, spend your time in pleasure and amusement rather than studying and development of your soul, you will of the flesh reap corruption, the Scripture says.

## Crusades: Communication, Connection, and Conversion

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You can be reared in a Christian home, but that doesn't make you a Christian. You have to come to a personal knowledge of Christ. You must have a personal encounter with the living God. That's the choice that you have to make, and your parents can't make it for you.

You may be a high school student, you may be a university or college student; but take time out to pray. If you are too busy to pray, you are too busy. Think of the King of kings, wanting an audience with you every day. And you say, "I'm sorry, Lord—I'm just too busy."

Suppose the president should ask you to come to the White House. He says, "I only want a few minutes of your time this morning." "Oh, well, I'm too busy this morning, Mr. President. I'm a big man, you know. I'm on the football team in my high school. I'm too busy to see you, Mr. President. I've got bigger things to do." The King of kings wants to see you, and you're too busy. Well, one of these days you're going to need Him, and He's going to be too busy for you. ...

I want to tell you that I don't believe a person can be a Christian without having courage. I want to tell you that it takes courage to live for Jesus Christ on the high school campus today. It takes courage to live for Christ on the college campus. One of the greatest sins of our time is conformity—doing it because the gang is doing it. "Well, everybody else is doing it." I don't care if everybody is doing it. If it's wrong, don't you do it. If it's a sin, don't you do it. And that takes courage. Any little old spineless jellyfish can float along with the rest of the gang. It takes a real guy, a real girl, to stand up for what is right, what is true, what is honest, what is wholesome, and what is virtuous.

Which road are you on tonight? Whom are you living for, yourself or God? I'm asking you tonight to live for God—Jesus Christ, the Son of God. Jesus Christ, the Son of God, came to this world because God loves you. Jesus Christ died on the cross and shed His blood because God loves you. "*God was in Christ, reconciling the world unto himself*" (2 Corinthians 5:19). And I see Christ hanging on that cross, with nails in His hands, because He loves you and He was thinking of you ... . Jesus stayed on the cross and died for you and me. Now God says if you want to enter the Kingdom, if you want to be forgiven of sins, you have to come to this cross by repentance of your sins and faith in His Son, Jesus Christ.