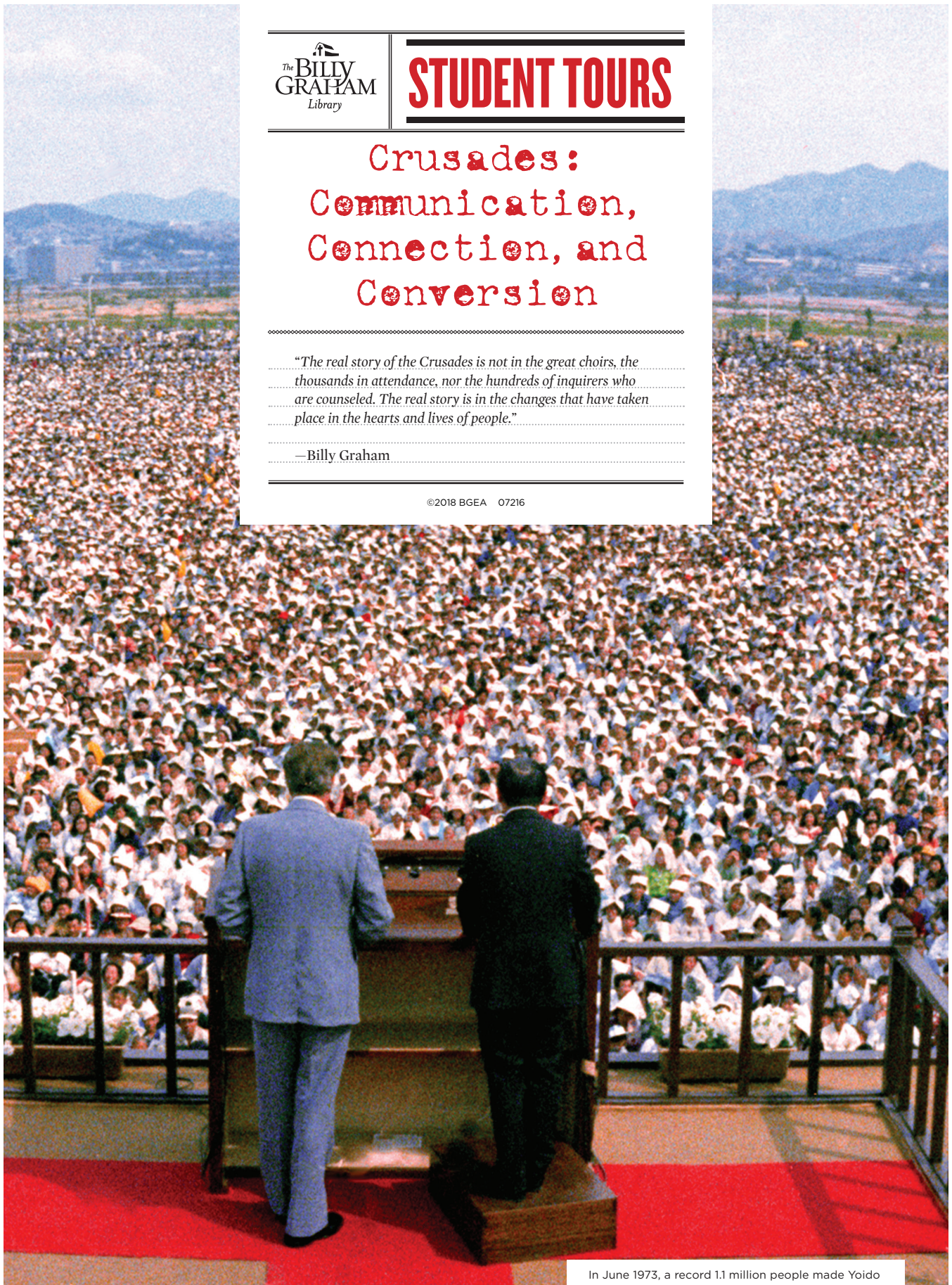


Crusades: Communication, Connection, and Conversion

"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

3rd–5th

OBJECTIVES

Students will be able to:

- Describe the basic plan of organization for a Billy Graham Crusade.
- Identify some of the turning points in Billy Graham's Crusade ministry.
- Identify 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

- **3.H.1:** Understand how events, individuals, and ideas have influenced the history of local and regional communities.
- **3.H.1.2:** Analyze the impact of contributions made by diverse historical figures in local communities and regions over time.
- **3.H.2:** Use historical thinking skills to understand the context of events, people, and places.
- **3.H.2.1:** Explain change over time through historical narratives (events, people, and places).
- **3.H.2.2:** Explain how multiple perspectives are portrayed through historical narratives.
- **4.H.2:** Understand how notable structures, symbols, and place names are significant to North Carolina.
- **5.G.1:** Understand how human activity has and continues to shape 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:
 - Billy Graham letter to the New York City executive committee:
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?
 - Church handbill:
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?
 - Church brochure:
www2.wheaton.edu/bgc/archives/exhibits/NYC57/03sample16-1.htm
 - List the team members shown in this brochure.
 - Why do you think associate evangelists were necessary to the Crusade?
 - What other Crusade locations are listed in the brochure? Why do you think that this list is included in the brochure?
 - Crusade timeline:
<https://billygraham.org/news/media-resources/electronic-press-kit/bgea-history/timeline-of-historic-events/>
 - What do you think the most important items on the timeline are? Why are these items significant?

Visit to the Library

- Students will walk through *The Journey of Faith* tour 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?
 - How did God use Billy Graham's Crusades?
 - What artifacts do you notice that directly relate to Crusades?

Post-Visit Activities

- Ask students to create a poster advertising a Crusade in their hometown. Consider the following questions:
 - What information do they think should be included on the poster?
 - What can they do to make the poster both informative and eye-catching?
- Using the provided Crusade timeline, ask students to create their own Crusade timeline with no more than 15 items. Consider the following questions:
 - Why did you include the items listed?
 - Which items do you think most contributed to the success of the Crusade?

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.*
- **Historical Thinking**
Standard 4: *The student engages in historical research.*
- **Historical Thinking**
Standard 5: *The student engages in historical analysis and decision-making.*
- **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

"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 to more people face to face than any other person in history. About 215 million heard the Gospel message in person from Graham. He shared God's love around the world, with evangelistic services in 185 countries and territories on six continents.

In 1950, the Billy Graham Evangelistic Association decided to call their large meetings Crusades. The term *Crusade* comes from the Latin word *crux*, which means "cross." Graham believed that people everywhere want truth and hope but that many are uncomfortable visiting a church. So he preached mostly in stadiums, arenas, and parks.

No Crusade took place unless Christian leaders in a city invited Billy Graham to do it. Each one was planned far in advance through partnerships with numerous local churches. It took a lot of work to make each Crusade possible. Graham's team made sure that the local churches had an important role in each step. This included preparation, promotion, the event itself, and follow-up with each person who walked forward to commit their lives to Christ at the Crusade.

A typical 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

During six decades of Crusades, certain ones proved to be extremely important.

