

ROCK THE LAKES ROCHESTER FACT SHEET

Mission: To mobilize the Christian community in the Greater Rochester Area to assemble as many people as possible to hear the message that Jesus Christ is the Way, the Truth and the Life; to encourage that person to make a response to Christ; and to refer a local church to Inquirers for follow-up and Christian nurture.

Rock the Lakes utilizes a *multi-phase process* that helps to equip your church to tell people in your area about Jesus Christ and the meaning He gives to life. These phases include *prayer, discipleship seminars, training on how to share your faith and community action service projects with a united, community-wide outreach event* that will feature some of the most popular Christian bands and multiple presentations of the Gospel by Franklin Graham. It is a process that will bring hope, strength, unity and encouragement to local churches, bring people of all ages to Christ and incorporate them into the local church.

DATES: June 16-17, 2012

LOCATION Sahlen's Stadium

ORGANIZATION: *Rock the Lakes Rochester Inc.* is a non-profit organization operating under the direction of a local Executive Task Force with Gary Passero serving as Executive Task Force Chairman in partnership with the Billy Graham Evangelistic Association. (See team leaders on the back)

FUNDING: *Rock the Lakes Rochester* will be funded by Individuals, Corporate Sponsors, Foundations and Churches. Checks can be made payable to Rock the Lakes Rochester, Inc. and mailed to 400 West Avenue, Suite 200, Rochester, NY 14611 or donations can be given online at: www.billygraham.org/Rochester.

WHAT'S NEXT: **PRAY!** Encourage your church and churches around you to begin praying regularly for Rock the Lakes process and its impact in your community.

ATTEND! Plan on attending a *Rock the Lakes Involvement Seminar* and bring along your Rock the Lakes Leadership Team.

REACH! Out to your circle of influence to share and invite them to get involved in Rock the Lakes NOW!

ROCK THE LAKES DIRECTOR: Rev. Robert Tatum, Billy Graham Evangelistic Association

ROCK THE LAKES OFFICE
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