

CROSSOVER VISION

Crossover started in 1989 when Southern Baptists visited Las Vegas for the Southern Baptist Convention's (SBC) Annual Meeting. A controversial site due to the city's notorious reputation, leadership chose Las Vegas to make a gospel impact in the host city. Since then, the event has developed into an annual effort called Crossover hosted by the North American Mission Board (NAMB) in conjunction with state, associational and local church partners.

Over the years, Crossover has varied in its different host cities. Sometimes, it has involved door-to-door evangelism. Sometimes, it has included crusades, block parties and sports camps. Nonetheless, [the Baptist Press reported](#) an estimated 40,000 professions of faith in Crossover's history!

While the form of Crossover has had unique appearances, the function remains the same—to share the hope of the gospel with as many people as possible! This commandment comes directly from Jesus, who said, “Go into all the world and proclaim the gospel to the whole creation” (Mark 16:15, ESV).

We invite you to participate in Crossover—to continue expanding this gospel legacy. If your church is in the city where the SBC Annual Meeting will occur, we would like you to host a Crossover outreach event or Harvest Day to reach those in your community who do not know Jesus. Unbelievers must hear the gospel proclaimed and respond to the invitation given.

Host churches benefit significantly from participating in Crossover by:

1. Sowing the seed of the gospel in their community
2. Learning event evangelism best practices
3. Using Crossover as a catalyst to create or sustain a culture of evangelism in their church

If you are an individual, group or church located outside of the hosting city for the SBC Annual Meeting, we invite you to serve at a Crossover outreach event by coming alongside a host church as they execute their event to reach their community. Many churches, especially new church plants, rely on volunteers for their planned evangelistic outreach.

Host churches work hard in the area declaring the gospel in their community. At the same time, NAMB, in conjunction with state conventions and local associations, functions as a catalyst and a support system for the churches to take the gospel to their communities. Since NAMB has received the responsibility for the execution of Crossover, we provide the resources, training, planning resources, etc., to help make Crossover a success.