



**Christian Coalition
of America**

CHURCH LIAISON'S HANDBOOK

Organizing in the Church with Church Liaisons

The church is one of the most important elements in building a grassroots organization. Christian Coalition acknowledges the important role churches play in shaping the culture, so we look there first to find volunteers to serve as church liaisons.

Why is the church so important? Because the church is the best place to find religious conservatives and people who share our values.

The church has played a crucial role throughout the history of this nation. The spiritual and moral direction it has provided has helped forge the greatness of America. We are committed to educating and mobilizing the massive resource of the church body in the political and legislative arenas and turn the momentum in our country towards cultural renewal in the process.

What is a Christian Coalition Church Liaison?

A church liaison is simply a volunteer that links Christian Coalition to a church body. Church liaisons are ambassadors to Christian Coalition from their churches. By virtue of this position, church liaisons become key distributors of critical and timely information in their churches. As church liaisons begin to develop in their roles, non-partisan voter guides, legislative alerts, congressional scorecards, leadership training, and other seasonal information will be distributed through them.

Moreover, church liaisons are political and legislative agents of action for their churches. By initiating prayer meetings, voter registration drives, petition drives, and offering time-sensitive information, the church liaison will be mobilizing a large bloc of people in order to influence the political and legislative processes.

It is also important to understand that many church liaison activities are seasonal. Based on which elections are approaching or what is happening in the U.S. Congress or your state legislature, the degree of activity involving church liaisons will vary. The following Action Plan will provide a steady stream of activities that will enable church liaisons to grow in their roles.

Church Liaison Action Plan

We all know the hardest part of “doing” anything is getting started, but getting started as a church liaison is quite simple and does not take a lot of time. But action is critical. This information will help to get you started the moment you have decided to become a church liaison. Obviously, this information is based on the idea that you have prayed for God’s guidance in fulfilling this role.

It is now up to you and your church to pick and choose the action items from the Suggested Activities List that can create a successful game plan for you.

Take the following steps:

_____ 1. Review the activities in the Suggested Activities List and familiarize yourself with how they may contribute to what you want to accomplish.

_____ 2. Schedule a meeting (either in person or by phone) with your local chapter chairman or state leadership team to determine which activities make the most sense for your church at the time. Discuss a proposed schedule of activities.

_____ 3. Write out an action plan with activity descriptions and schedules, (who will do what and when?). This will help you to plan specifics for you and your church based on a pre-qualified list of successful and effective activities.

As you begin your journey as a church liaison, remember that getting started is the highest hurdle to jump. G.K. Chesterton once stated, "I do not believe in a fate that falls on men however they act; but I do believe in a fate that falls on them unless they act".

Suggested Activities

This list is a compilation of activities that have been proven successful in giving Christians and people of faith a voice in government. The cumulative effect of these activities initiated at the local level in thousands of churches across the country has given Christian Coalition and religious conservatives an unparalleled voice in the political process.

They are designed to build a strong pro-family voice in your church. They are purposely easy to implement. When coupled with similar activities of other surrounding churches, they will strengthen the overall pro-family voice in your community.

_____ Set up a Citizen Action bulletin board or table in your church. This can be used for posting or distributing timely information about issues or upcoming events. Check with your pastor or other church leaders to see if you can follow through on this effective idea.

_____ Start a Family Concerns Ministry in your church. A Family Concerns Ministry is a service that you can provide to extend your reach and effectiveness by enlisting the efforts of others in your church to become involved in the civic process. It is important to work with your pastor or other church leadership when starting a Family Concerns Ministry. You may need to schedule a meeting with your pastor to show him the vision of the ministry and to reinforce the fact that you will not conduct activities without his guidance. Assure him that you will be responsible for administering the ministry and it will require none of his time.

_____ Hold a voter registration drive. The purpose of a voter registration drive is to ensure that as many people as possible are able to exercise their right to vote. As shocking as it may seem, the amount of the church-going public registered to vote hovers around 50 percent. The Life Chain, a pro-life advocacy organization, once conducted an informal survey at a pro-life rally and found that only 40 percent of those willing to suffer jeers and rude comments to express their support for unborn life were actually registered to vote. It is rather ironic that a

large majority of those participating in the Life Chain event were not even able to vote for a candidate who pledges to put restrictions on abortion.

_____ Petition Drives: Petition drives are excellent ways to influence your local, state, or federal government. You can find an issue that your community is concerned about, circulate a petition, and make a difference. They also make a great way to build a list of identified conservatives in your area.

_____ Distribute non-partisan voter guides and congressional scorecards. These materials help educated voters on where candidates for elected office stand on the issues and how members of Congress have voted.

_____ Arrange to make Get-Out-the-Vote (GOTV) phone calls on Election Day. GOTV calls are essential to turning out a large pro-family voice to the polls. Work with your local or state leadership to determine how you can best make these important GOTV calls.

_____ Attend the next county or city meeting of the political party of your choice. Going to political party meetings and getting involved will allow you to not only receive key political information, but it also can provide you with a good structure of leadership that you can learn from and participate in.

CONCLUSION:

Church liaisons are a critical link to the success of our shared values.

- ***Our Mission:*** To give Christians a voice in their government by building a permanent, non-partisan, issues oriented, grassroots organization.
- ***Our Goal:*** One Precinct Captain and ten precinct volunteers in each of America's 180,000 precincts.
- ***Our Strategy:*** Identify, inform and mobilize pro-family voters.

Be sure to [visit our website](#) and sign up to be a church liaison today.

You are the key to the success of this plan!!