



Team Manual

for Pioneers, Coordinators and Ambassadors

Welcome to
the **TEAM**

Written by Rev Dennis Pethers
International Pioneer The Rooftop
www.therooftop.org
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A letter from Dennis Pethers:

Dear friend,

On behalf of The Rooftop, I am so grateful to you for your willingness to serve the Lord by offering your time and skills to be used to bring into being, what we pray will be a global awakening.

I am excited at what the Lord is doing and looking forward to serving Him together in the days ahead.



*To help you as you begin in this role, we have put together this **TEAM MANUAL** which will enable you to have a clear idea of The Rooftop Vision, Process and Strategy as well as providing you with links to the resources that you will require to fulfil your role effectively.*

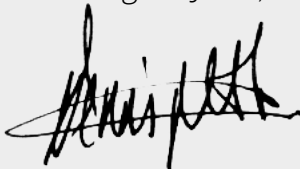
Whilst the contents of this pack are inevitably a little formal in nature, please be assured that at the very core of this ministry are the relationships that we have first with Christ and then with one another as His disciples, joining Him in His Mission. 'We are in this together'.

Please take time to read through this manual carefully and be sure to focus especially on the Overview at the beginning and then the section that has been included for your role as a Pioneer, Coordinator or Ambassador.

These words written by the Apostle Paul express the gratitude I have to the Lord and to you for your willingness to serve:

I thank my God every time I remember you. In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now, being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus. Philippians 1:3-6

Blessings in Jesus,



Dennis Pethers

International Pioneer

INTERNATIONAL OPERATIONS TEAM

Meet The Rooftop International Operations Team

The Rooftop is a unique network of Pioneers, Coordinators, Ambassadors and churches, all around the world. To ensure that this network is able to function effectively, we have a small but enormously strategic, team that provides practical support that is needed.

We call this **The International Operations Team**.



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THE ROOFTOP EXPANSION STRATEGY

Before reading the information that has been included in this manual, please begin by viewing the brief, visual overview of **The Rooftop Expansion Strategy**.

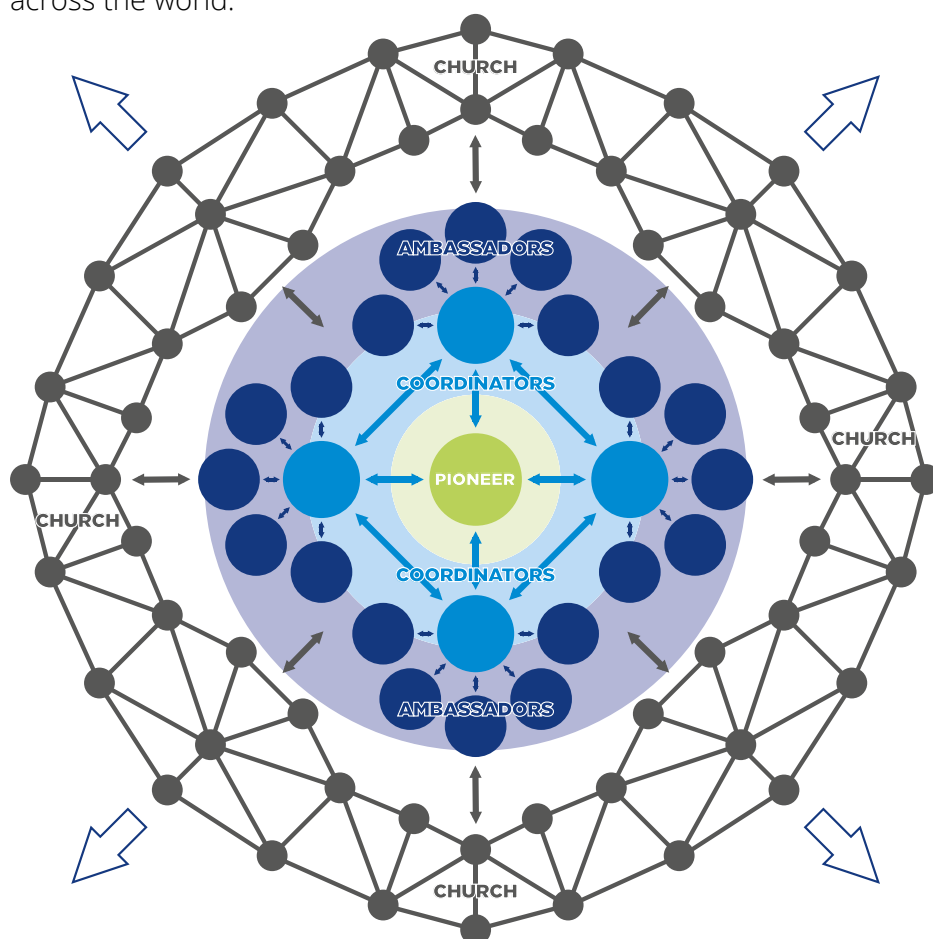
Having this framework in your mind will be a help when you begin to engage more fully with the detail that follows:

The Rooftop Expansion Strategy at-a-glance

The rapid growth of The Rooftop across the world is happening as countries engage in a strategy that begins with a national leader who then appoints regional leaders who appoint local leaders. We refer to these leaders as:

- **PIONEERS** (*Regional, National, or State*)
- **COORDINATORS** (*Regional within a country*)
- **AMBASSADORS** (*Local*)

This graphic provides a visual overview of the development expansion strategy that is being used to communicate the vision and equip churches in cities, towns and villages in countries across the world.



This will be referred to and explained in more detail throughout this manual.

THE ROOFTOP VISION

Since becoming a Christian from a 'never-churched' background **Rev Dennis Pethers**, the founder of The Rooftop, has longed to see a global awakening that will result in the church becoming what Jesus always intended. The church that Jesus is building is not a place or an institution, but a movement of disciples, all over the world. It is a global community of followers who are united behind Jesus and His Mission ***'to seek and to save what was lost'*** (Luke 19:10) by making disciples who make disciples among all the people of the world.

Tragically, so many churches seem to have forgotten the urgency of the mission of Jesus, and the passion of God for those who are beyond the walls. They have become focused primarily on what happens inside the walls!

The Rooftop is a ministry that is preparing for, and longing to see the church experience a global awakening that will result in a movement of disciples making disciples among those that are beyond the walls of the church.

WHY 'THE ROOFTOP?'

The Rooftop ministry takes its name from the account of Peter on the rooftop in Acts chapter 10.

In the first nine chapters of Acts, the gospel was being shared almost exclusively with people from a 'Jewish faith background'. These people were familiar with Jewish traditions, believing in the scriptures and being brought up with an understanding of God.

God's passion is for the whole world and all people. He wanted Peter to take the gospel outside the walls, to the Gentiles, those who were not familiar with the traditions and who did not have a clear understanding of God.

FOR PETER TO BE WILLING TO DO THIS HE NEEDED TO CHANGE!

When Peter had an encounter with God on the rooftop he began, for the first time, to see things from God's perspective and be willing to do what was in line with God's will rather than what he had been familiar with for all of his life.

He had to understand that God's passion is for those who were 'outside' of the walls.

As a result of his encounter with God on the rooftop, Peter went outside of the walls and communicated the gospel to the people outside. This was the beginning of a global disciple-making movement.

The Rooftop ministry provides a unique and unprecedented opportunity for Christians to have an Encounter with God. A **MOMENT**, that will enable them, like Peter on the rooftop to see lost people from God's perspective and then, with a new passion, to join Jesus in His Mission – a **MOVEMENT**.

The Rooftop is seeking to make
1,000,000 disciples in 100 countries
by providing a unique and global opportunity for:

1. Christians to gain God's **PASSION** for the lost

God's passion for the lost is clearly seen in the following verses from Scripture:

Luke 15:7 *"I tell you that in the same way there will be more **rejoicing in heaven over one sinner who repents** than over ninety-nine righteous persons who do not need to repent".*

Luke 15:10 *"In the same way, I tell you, there is **rejoicing in the presence of the angels of God over one sinner who repents.**"*

Luke 15:23-24 *"Bring the fattened calf and kill it. **Let's have a feast and celebrate.** For this son of mine was dead and is alive again; he was lost and is found."* So they began to celebrate.

The hearts of many Christians and churches do not beat with a deep passion for the lost, they have become focused on themselves and lost sight of the mission of Jesus who came to 'seek and to save what was lost' (Luke 19:10)

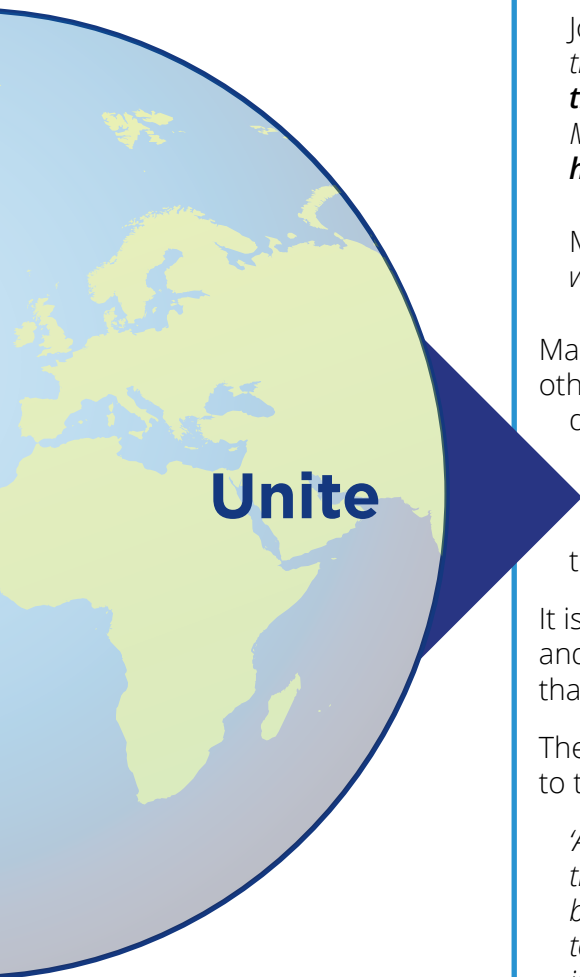
It is imperative that a paradigm shift takes place in the church across the world today, and that the eyes and hearts of Christians are opened to be filled with compassion for the lost and to see God's heart that is broken. This will be the beginning of many Christians joining in with the mission that Jesus asks us to join Him in.



3. Christians to be willing to be equipped to '**JOIN** Jesus in His Mission'

Many Christians are not willing to be equipped to join Jesus in His Mission because they have not been looking at the world from God's perspective. They have become very familiar with being 'in church' and often see the those outside of the church as people to be avoided rather than engaged with.

It is vital that the church remembers its purpose:



2. The church to **UNITE** behind the mission of Jesus

Jesus desire is for the church to be united so that His mission will be fulfilled. This is clearly seen in the following verses from Scripture:

John 17:20-21 *"My prayer is not for them alone. I pray also for those who will believe in me through their message, that **all of them may be one**, Father, just as you are in me and I am in you. May they also be in us **so that the world may believe that you have sent me.**"*

Matthew 16:18 *"And I tell you that you are Peter, and on this rock I will build **my church**, and the gates of Hades will not overcome it".*

Many churches and denominations have become estranged from others and have constructed walls between themselves. This division is in complete contrast to what Jesus intended and prayed for. It also has a very detrimental effect on the mission of Jesus being completed because the division and conflict that often exists does not help people beyond the walls to see who Jesus is.

It is imperative that churches come together and focus on Jesus and His Mission, walls can then come down and bridges be built that enable 'the church' to join Jesus in His mission.

The Apostle Paul underlines the importance of unity in his letter to the church at Ephesus:

'As a prisoner for the Lord, then, I urge you to live a life worthy of the calling you have received. Be completely humble and gentle; be patient, bearing with one another in love. Make every effort to keep the unity of the Spirit through the bond of peace. There is one body and one Spirit, just as you were called to one hope when you were called; one Lord, one faith, one baptism; one God and Father of all, who is over all and through all and in all'.

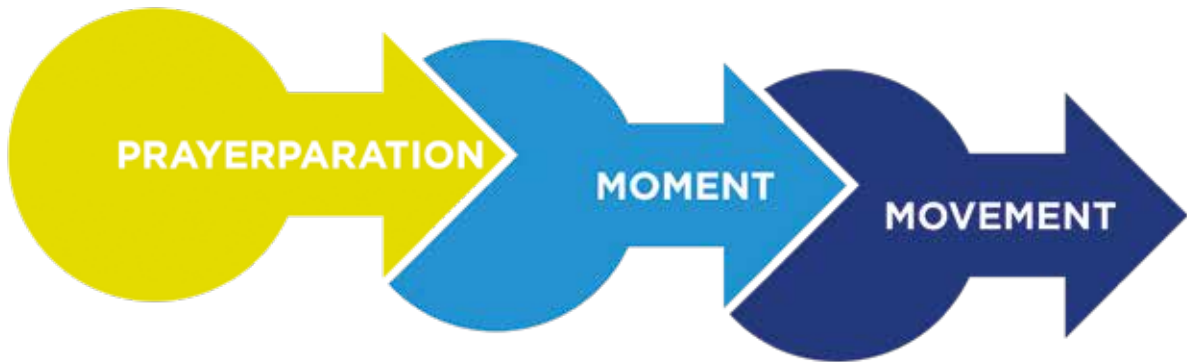
Ephesians 4:1-6

'Then the eleven disciples went to Galilee, to the mountain where Jesus had told them to go. When they saw him, they worshiped him; but some doubted. Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. Therefore, go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely, I am with you always, to the very end of the age."

Matthew 28:16-20

THE ROOFTOP PROCESS

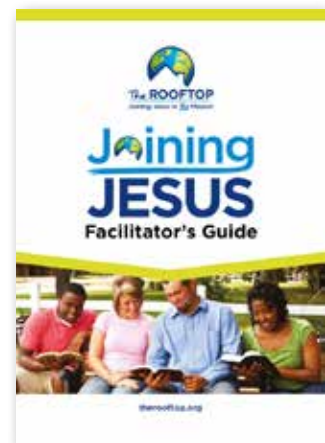
The vision of The Rooftop will be achieved as the church across the world engages in The Rooftop Process:



We have produced equipping resources that can be used to guide the church through The Rooftop Process. It will be vital for you to access this and become very familiar with how to lead a church or group of churches through The Rooftop Process.



Series of short teaching videos

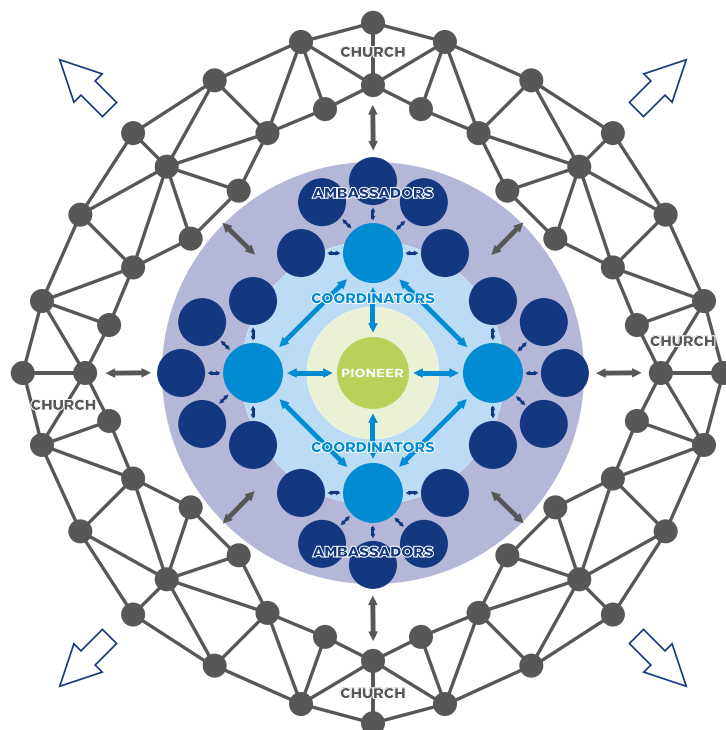


These can be found and downloaded from the website: **therooftop.org**

THE ROOFTOP EXPANSION STRATEGY

At the beginning of this manual, you were encouraged to view the diagram that outlines The Rooftop expansion strategy. This is now outlined in a little more detail.

- **PIONEERS** (*Regional, National, or State*)
- **COORDINATORS** (*Regional within a country*)
- **AMBASSADORS** (*Local*)



To enable Pioneers, Coordinators and Ambassadors to be effective in inspiring and equipping Christians and churches, we have included an outline of the roles and responsibilities of a PIONEER, COORDINATOR and AMBASSADOR.

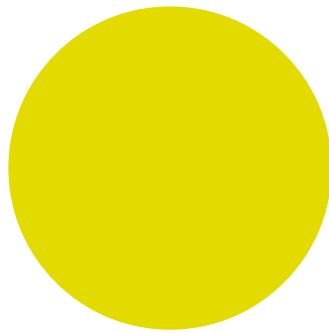
These can be found on the pages that follow.

PLEASE NOTE

WHILE THE ROLES ARE DEFINED, DEPENDING UPON THE NATIONAL/REGIONAL/LOCAL CONTEXT IN A COUNTRY, THERE WILL FREQUENTLY BE CROSSOVER BETWEEN THEM.

NATIONAL PIONEER

Roles and Responsibilities

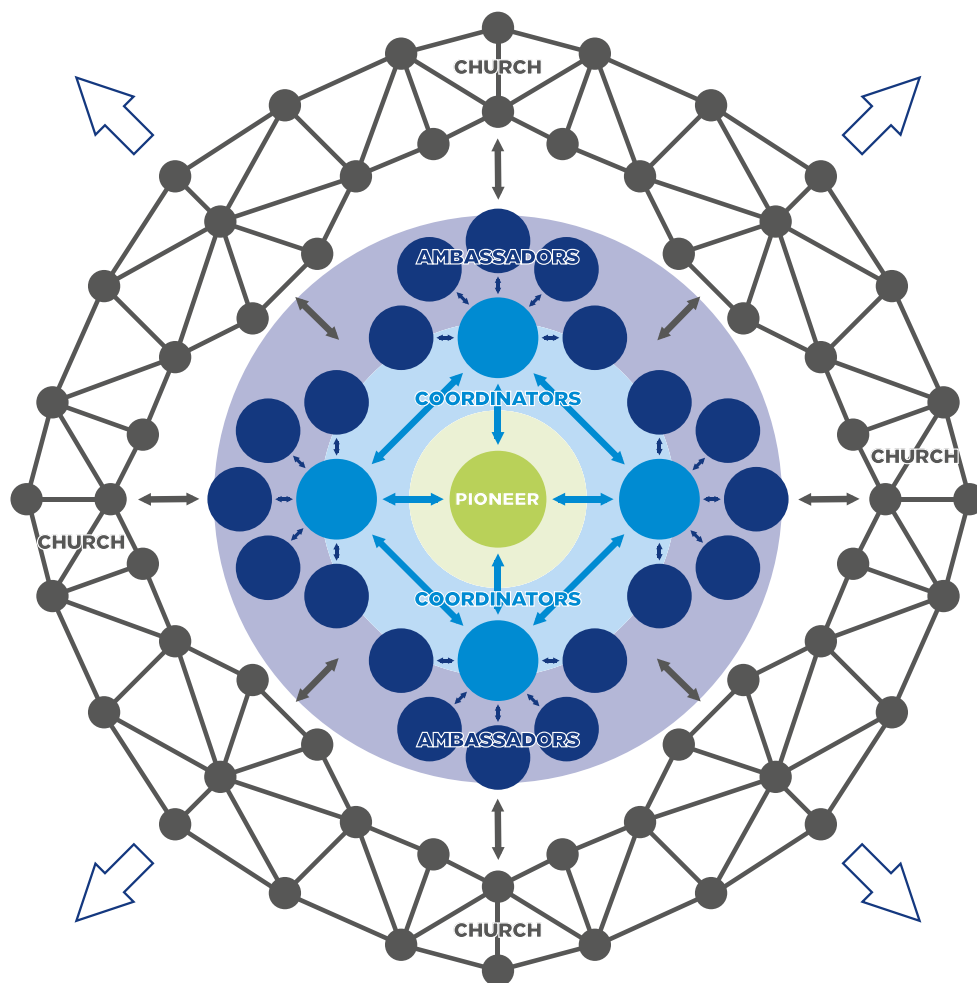


A Pioneer is a leader within a nation whose primary function is to oversee the development and expansion of The Rooftop across the Nation where they live as part of a GLOBAL movement seeking to make 1,000,000 disciples in 100 countries.

Relationship to Coordinators and Ambassadors

Whilst the role of National Pioneer is enormously strategic in overseeing the expansion and development of The Rooftop, it will not be possible for one person to do all that is required alone.

The Pioneer is not the DOER of everything but the leader of a strategy that will work most effectively as others participate in the communication of the vision and the equipping of churches. Central to this strategy are Regional Coordinators and Local Ambassadors.



As such, the recruitment of regional COORDINATORS and local AMBASSADORS will be a very important part of your role as a Pioneer!

The roles and responsibilities for Coordinators and Ambassadors are included in this manual, please become familiar with these.

See **Appendix 1** for a suggested RECRUITMENT STRATEGY

Primary Tasks

As the leader of a team of Regional Coordinators and Local Ambassadors, the National Pioneer will ensure that:

1. The Rooftop Vision is communicated widely and effectively
2. Leaders/churches are equipped to Join Jesus in His Mission
3. Good systems of Governance and accountability are put in place
4. Funds are raised and managed appropriately

1. The Rooftop Vision is communicated widely and effectively

A vital role of The National Pioneer is to lead and develop a strategy that will raise awareness of, and inspire and equip churches to become part of The Rooftop across the country where you live.

This will be most effectively achieved as you communicate the vision of The Rooftop through a Network of Coordinators and Ambassadors, to leaders and churches across the country.

See **Appendix 2** for a suggested COMMUNICATIONS STRATEGY

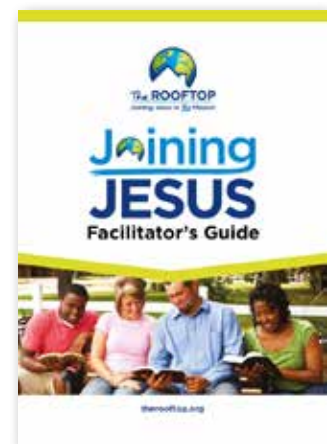
2. Leaders/churches are equipped to Join Jesus in His Mission

As the vision of The Rooftop is communicated and leaders/churches become part of The Rooftop there will be a need for them to be equipped.

The Rooftop has produced a variety of very practical resources that can be used to equip leaders/churches to work through the three steps of The Rooftop Process.



Series of short teaching videos



These can be found and downloaded from the website: **therooftop.org**

Website

As the vision of The Rooftop is communicated in a variety of ways to leaders/churches across the country, it is vital that there is a central 'hub' where leaders can find out more about the ministry as well as download the resources that they will need to be part of The Rooftop.

The 'hub' for The Rooftop is our website: **therooftop.org**

This website provides:

- An overview of The Rooftop Vision
- All the resources that are required to be part of The Rooftop
- An opportunity for people to connect with The Rooftop as Pioneers, Coordinators, Ambassadors, local churches or supporters
- A link to The Rooftop Global Encounter
- A link to the Joining Jesus Pastors and Leaders Course

For more details please see **Appendix 3**

3. Good systems of Governance and accountability are put in place

As well as focusing on vision-casting and equipping it is important that the ministry in your country is established and able to become sustainable as follows:

Not for Profit Organisation

The Rooftop in a national setting should be set up as a *Charity* or *Not for Profit Organisation* within the laws of that country. The Rooftop National Pioneer will be responsible for organising this.

Document of Incorporation

To assist with the process of setting up the national Rooftop organisation please use the letter at the beginning of this pack, if required, to confirm to the appropriate authorities that The Rooftop is being established in the country where you are living/ministering.

Board Membership Criteria

It will be necessary to select and appoint a managing board for the Charity or Not for Profit Organisation. The members of the board will be responsible for overseeing the work of the National Pioneer and should be experienced and respected, they should also be committed Christians. It will be the responsibility of the national Pioneer to select candidates in accordance with the guidelines detailed in **Appendix 4**.

4. Funds are raised and managed appropriately

For The Rooftop to take place in your country there will be the need for funds to be raised and managed as follows:

Raising Funds

You will need to raise funds that are required for the ministry in your country. Some funding will be raised by The Rooftop International to support the ministry in the poorest countries but in these countries as well as in countries with more resources, it is vital that funds are raised. The Rooftop has created a number of things to help you to raise funds:

Pioneers Fundraising Leaflet

A template for a standard Pioneers Fundraising leaflet has been prepared. Within this document are spaces for the National Pioneer to insert a personal statement and details of how people can support their work. The IOM will be happy to assist in the preparation of the master template for each country if the National Pioneer does not have the necessary facilities. See **Appendix 5**.

Publicity Leaflet

Many leaders and churches still like to look at things on paper! Consequently, we have produced a simple promotional leaflet that you can customise and print for use in your context.

A template will be provided for a Rooftop publicity leaflet that will be personalised for the National Pioneer if necessary. This is a simple flyer that outlines the Rooftop and provides contact information. An example is included at **Appendix 6**.

As a National Pioneer we would welcome any suggestions as to ways that we can provide more help as you seek to move the movement forward in your country.

Managing Funds

As funds are raised it is vital that these funds are well managed, as follows:

Bank Account

The National Pioneer will be responsible for opening a bank account to hold funds for the Rooftop. This must be in line with the local laws and regulations governing the financing of not for profit organisations in your country.

If possible, you should also seek to create a PayPal account so that donations can be made through this internationally recognised and secure payment system. Local conditions may not allow this but it is the preferred option for The Rooftop.

Accounts

The National Pioneer must ensure that the accounts and finances of The Rooftop in their country are regularly independently audited and published in accordance with local rules and regulations. Copies of published accounts will be sent to the IOM to be presented to the International Council.

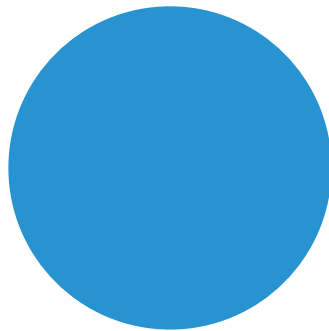
Budgets

The National Pioneer will prepare annual budgets and send these to the Director of International Director of Ministry, Marion Spencer: marionspencer@therooftop.org

The budget will be submitted for approval by the Rooftop International Council each October and once approved compiled by the Rooftop Treasurer into an international budget.

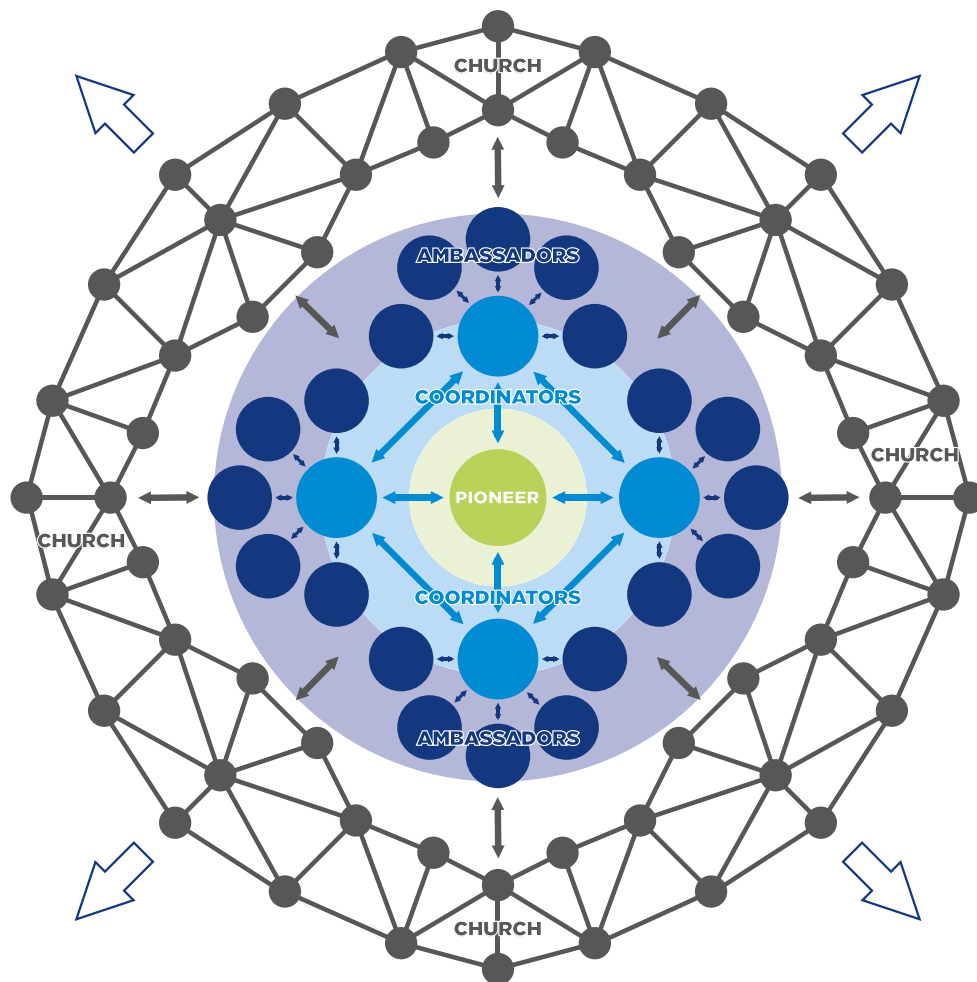
REGIONAL COORDINATOR

Roles and Responsibilities



ROLE: To oversee the expansion and development of The Rooftop across the REGION where you live as part of a GLOBAL movement seeking to make 1,000,000 disciples in 100 countries.

The primary function is to connect with cities, towns within the region. A key focus of the Coordinator is the recruitment of Ambassadors.



Relationship to Pioneers and Ambassadors

The Coordinator is a key role that connects the Pioneer led National movement into local communities as ambassadors are recruited and equipped to share the vision of The Rooftop and. Equip leaders/churches to Join Jesus in His Mission.

As such, working closely with the National Pioneer, the recruitment of local AMBASSADORS will be a very important part of your role as a Coordinator.

The Roles and responsibilities for Pioneers and Ambassadors are included in this manual, please become familiar with these.

See **Appendix 1** for a suggested RECRUITMENT STRATEGY

Primary Tasks

As a Regional Coordinators you will ensure that:

1. The Rooftop Vision is communicated widely and effectively across your region
2. Ambassadors are recruited and equipped
3. Leaders/churches are equipped to Join Jesus in His Mission
4. Funds are raised and managed appropriately

1. The Rooftop Vision is communicated widely and effectively across your region

A very important part of the role of The Regional Coordinator is, in close connection with the National Pioneer, is to lead and develop a strategy that will raise awareness of, and inspire and equip churches to, become part of The Rooftop across the region where you live.

This will be most effectively achieved as you communicate the vision of The Rooftop through a Network of Ambassadors, to leaders and churches across the region.

See **Appendix 2** for a suggested COMMUNICATIONS STRATEGY

2. Ambassadors are recruited and equipped

For the Rooftop process to be effective in cities, towns and other communities across your region, it will be important to recruit and equip an Ambassador for each city, town, community. Once recruited it will be important that they are equipped to understand The Rooftop vision and are able to introduce churches/leaders to The Rooftop process and equip them to become churches that make disciples who make disciples.

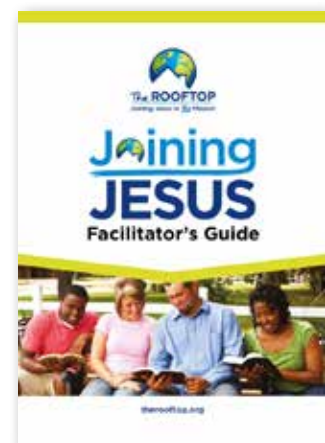
3. Leaders/churches are equipped to Join Jesus in His Mission

As the vision of The Rooftop is communicated and leaders/churches become part of The Rooftop there will be a need for them to be equipped.

The Rooftop has produced a variety of very practical resources that can be used to equip leaders/churches to work through the three steps of The Rooftop Process.



Series of short teaching videos



These can be found and downloaded from the website: **therooftop.org**

Website

As the vision of The Rooftop is communicated in a variety of ways to leaders/churches across the country, it is vital that there is a central 'hub' where leaders can find out more about the ministry as well as download the resources that they will need to be part of The Rooftop.

The 'hub' for The Rooftop is our website: **therooftop.org**

This website provides:

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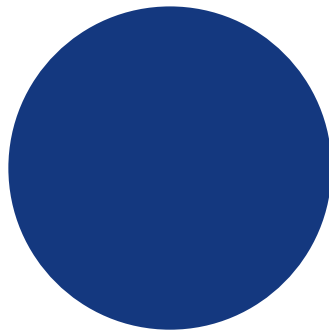
For more details please see **Appendix 3**

4. Funds are raised and managed appropriately

It will be important to liaise with the National Pioneer regarding how this will be managed in your country/region.

LOCAL AMBASSADOR

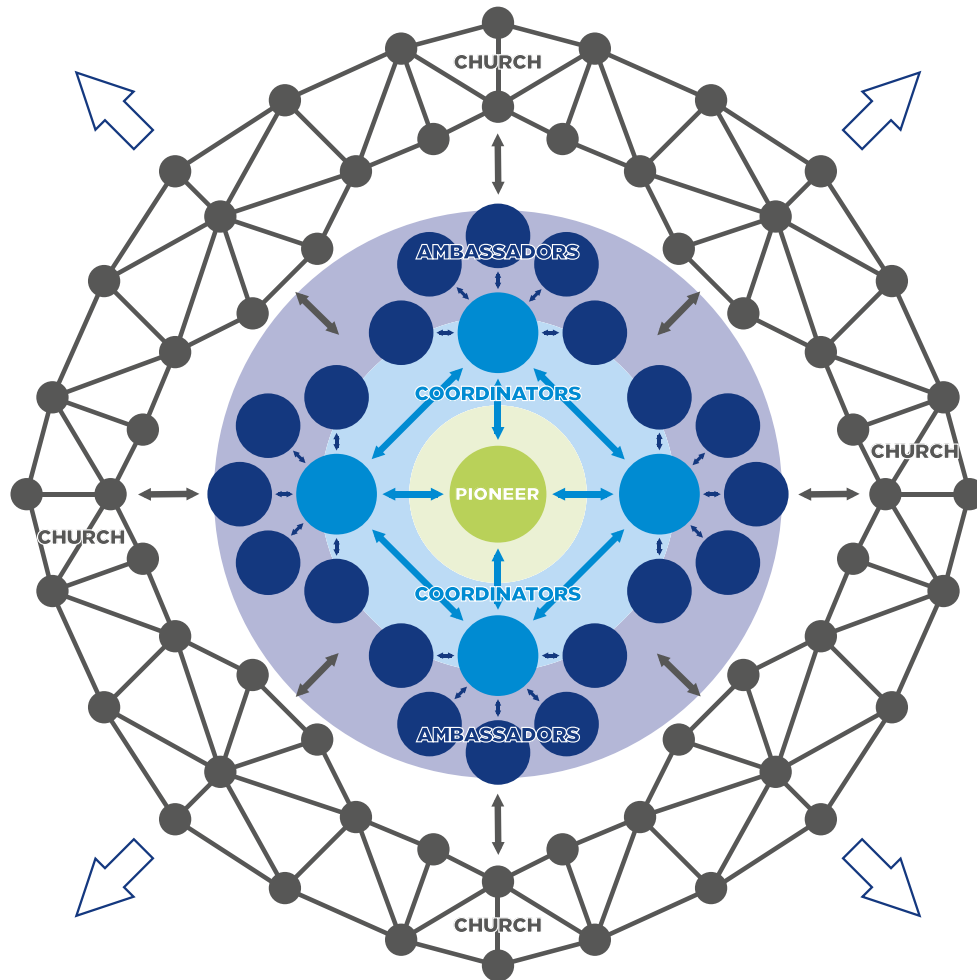
Roles and Responsibilities



ROLE: To oversee the recruitment and equipping of churches in your city/town/community where you live as part of The Rooftop Vision to make 1,000,000 disciples in 100 countries.

Ambassador:

An Ambassador is a leader within a city/town/village whose primary function is to raise awareness of The Rooftop in the local community where they live. A key focus of the Ambassador is to invite churches to connect with the Encounter and then for them to be equipped to make disciples who make disciples.



Relationship to Pioneers and Ambassadors

The Ambassador is the local facilitator of a national strategy that is overseen by the National Pioneer and introduced into regions by the Coordinator. The local Ambassador works closely with churches and leaders to inspire and equip them to join Jesus in His mission.

As such, working closely with the Regional Coordinator, the recruitment and equipping of churches/leaders will be a very important part of your role as an Ambassador.

The Roles and responsibilities for Pioneers and Coordinators are included in this manual, please become familiar with these.

See **Appendix 1** for a suggested RECRUITMENT STRATEGY

Roles and Responsibilities of an Ambassador

The Rooftop MOMENT is not one BIG EVENT taking place in one location but an ongoing process that begins with a multitude of gatherings large and small that will be taking place all over the world and then flowing out into a movement of disciple-making.

As such, The Rooftop is GLOBAL but also LOCAL. Is it as local communities are reached, as Christians make disciples in the world that they inhabit, that the movement will make an impact across the world. The effectiveness of The Rooftop 'MOMENT AND MOVEMENT' will be in direct proportion to the LOCAL impact that is made in villages, towns and cities in countries across the world.

1,000,000 disciples will be made in local communities and they will join Jesus in His Mission in the local communities where they live.

As such, your role as an Ambassador is absolutely critical.

Primary Tasks

As a Local Ambassador you will ensure that:

1. The Rooftop Vision is communicated effectively among churches/leaders in your city/town/community
2. Churches become part of The Rooftop
3. Churches/leaders are equipped to Join Jesus in His Mission as they become part of the Movement
4. Funds are raised and managed appropriately

1. The Rooftop Vision is communicated effectively among churches/leaders in your city/town/community

A very important part of the role of The Local Ambassador is, in close connection with the Regional Coordinator, to lead and develop a strategy that will raise awareness of, and inspire and equip churches to, become part of The Rooftop across the city/town/community where you live.

This will be most effectively achieved as you communicate the vision of The Rooftop to churches and leaders in ways that will be appropriate in your context.

See **Appendix 2** for a suggested COMMUNICATIONS STRATEGY

2. Churches become part of The Rooftop

The 'Movement' that we pray will lead to the making of 1,000,000 disciples will become a reality as churches connect with The Rooftop and begin to go through The Rooftop Process. Churches can connect with The Rooftop by registering online at the website: **therooftop.org**

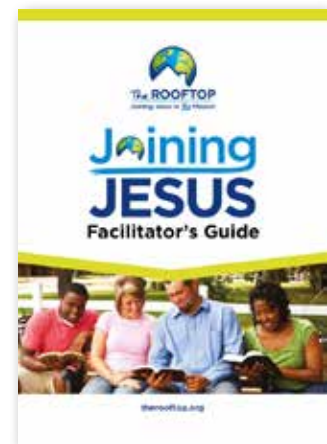
3. Leaders/churches are equipped to Join Jesus in His Mission

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Series of short teaching videos



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For more details please see **Appendix 3**

4. Funds are raised and managed appropriately

It will be important to liaise with the National Pioneer regarding how this will be managed in your country.

APPENDICES

Appendix 1

Effective communication of the vision

At the time of the early church the rapid spread of the gospel across the world was made possible by the huge network of roads that were built by the romans.

At the time of the Reformation, the rapid spread of the Reformers message was made possible by the huge number of people that could be reached as a result of the invention of the printing press.

At our time, the spread of the gospel across the world is now possible in ways that were never dreamed of! The world wide web has created networks of communication that make it possible for mass communication to be immediate and for equipping and disciple-making to be facilitated in ways that can be replicated and multiplied across the world.

While it is true that access to the internet is not at the same level in every region and country of the world, yet, all over the world there are doors that this is opening and everywhere, the access is improving and the number of people who are connected is growing rapidly.

As the early Christians used the road network and the Reformers used the printing press, in our time we will use these, along with social and broadcast media to communicate the message of The Rooftop.

Roads

Traveling to cities and regions across the country where you live to meet with leaders and churches is a very important part of your role as a Pioneer/Coordinator/Ambassador. As you meet with leaders and churches in large gatherings or in small groups, you will have the opportunity to communicate the vision and invite those in attendance to become part of The Rooftop.

Printing

There will be many opportunities that will require the production and printing of materials that will promote events that you will arrange to raise awareness of The Rooftop.

The Internet

In addition to live meetings and printed materials, The Internet provides us all with unprecedented possibilities for communication and it is important that, we make the most of these.

The Rooftop has put a number of things in place, these include:

The Rooftop Facebook Page:

The Rooftop Facebook page has been created as a place where stories of what is happening around the world with The Rooftop can be shared by pioneers, coordinators and Ambassadors. These stories can include:

- Events that you are speaking at/leading.
- Stories of how churches are reaching people beyond the walls of the church as they use The Rooftop three-step process.
- Testimonies from churches/Christians that are engaging in the process.
- Things that churches are learning as they are engaging in the process.

Please be aware that short video clips or photographs to accompany text will result in more people reading/viewing what has been shared.

As a key part of The Rooftop team, all Pioneers, Coordinators and Ambassadors will be granted access to contribute to this page sharing the stories of what the Lord is doing through the ministry.

To enable us to provide access you will need (if you have not already done so) to create a personal Facebook account and pass details onto the Communications Manager, Dave Lodge. You will then be granted access to post to The Rooftop Facebook page.

Please make it a priority to update The Rooftop Facebook page on a regular basis.

As you travel and meet with churches please make those you are connecting with aware of The Rooftop Facebook page and encourage them to 'like' it. This will ensure that they are regularly updated on what is happening with The Rooftop around the world.

Please also invite all your Facebook friends to like The Rooftop page.

The followers of The Rooftop page will be spread worldwide so please be sure that all content that you add is appropriate and in keeping with vision and values of The Rooftop.

The Rooftop on YouTube:

We have created a number of short video clips that we call 'Rooftop Key Points'. These short videos can be used to help Pioneers, Coordinators, and Ambassadors to communicate the message of The Rooftop to churches/leaders across the country/region/community.

The Rooftop WhatsApp group:

We have created a WhatsApp group for all Pioneers, Coordinators and Ambassadors. This global group exists as a place for us to encourage one another, share stories of what is happening and to bring prayer needs.

In addition to the things that The Rooftop has put in place there are a variety of things that you can add. We have included some information below that may be very useful as you consider how to make the most of social media.

The Rooftop Communications Strategy

There are various online tools that we can employ to help communicate The Rooftop to a wider audience.

Facebook

This is perhaps one platform that the majority of people are familiar with, and has a very large global audience, making it ideal for reaching more people with the message of The Rooftop. There are several ways of interacting with it:

Personal profile – this is the way that most people use Facebook, you can write posts that will be seen by those you are friends with. This is good for sharing what you believe with people that know you. You can invite people to be friends with you, but they have to accept the invitation before you are connected.

Facebook Page – this is usually for a company or an organisation to communicate information to those who are interested and 'like' the page. This can be good for The

Rooftop International, or The Rooftop in your country or region, to tell good news stories of what you have seen happening through The Rooftop. Encourage people to 'like' the page and build an audience that you can share with. It is important that any posts you write as the page are written in the third person as if they are coming from the organisation, not you as an individual.

Facebook Group – this is a collection of individuals with a common interest who can all add comments to the group around the purpose of the group. This might be worth considering for encouraging Rooftop Coordinators and Rooftop Ambassadors in your area to share stories and encouragements with each other and could also be used to provide training and development of the team. The groups can be 'public' or 'private', so choose what you think is most appropriate for your use.

Facebook Live - At The Rooftop, we have started to use 'Facebook Live' which is a way of live-streaming via your webcam to an audience – either using your personal profile, page, or group. You can limit the audience, or open it up to anyone. We have used this effectively to conduct 'Online Rooftop Encounters' and will continue to look at ways of using this medium to communicate.

If you do not have a Facebook account, go to ***facebook.com*** to sign up and give it a go.

Instagram

This platform is an image-based social media that has a younger audience than Facebook. It is predominantly for people to share photographs with a description, and then others can comment on them. However, it can also be used by 'business' and so you could sign up for an account as The Rooftop in your country / region and use it to promote the message of The Rooftop using inspiring images as well as publicising events that you have organised. You can follow anyone, regardless of whether they know who you are – unless they have made their profile private.

If Instagram is popular in your region, and you are interested in reaching a younger audience, consider signing up for an account here: ***instagram.com***

Twitter

Posts on this platform are restricted to 280 characters, so you have to be quite concise in what you say, but you can include up to 4 images as well as website links. Twitter is used by many people for monitoring information on things they are interested in. It is also easy to retweet things from others that you want to share with your own followers. As with Instagram, you can follow anyone without them having to follow you. This could be good for promoting the message of The Rooftop to those who are interested, as well as publicising events and sharing good news stories from your region.

If you don't have a personal account, or you want to sign up for an additional account to represent The Rooftop in your region, go to: ***twitter.com***

These are the main three social media networks with international coverage, although you can also use **YouTube** or other up-and-coming platforms such as **TikTok**. You might also have a platform that is particularly popular in your region, such as **WeChat** in China.

WhatsApp

This is essentially a messaging app - but is widely used, particularly in some developing countries where more general web access is not as easy. It can be a useful way of not only communicating with individuals, but also with groups. Like the Facebook Groups discussed earlier, it can be useful to share stories and encouragements with Rooftop Coordinators and Ambassadors in your region and could also be used to provide training and development of your team. The Rooftop already uses WhatsApp to connect with the National Pioneers around the world, so make sure you are part of this group. If you don't yet have an account, go to ***whatsapp.com***

Security

As with all online accounts, make sure you keep your social media accounts secure by using strong passwords that are not shared with other accounts.

Email

Although email accounts are not as popular with some as they once were, it remains a very effective way of regularly communicating with those who are interested in The Rooftop. We have a mailing list of email addresses that we regularly communicate with for The Rooftop International, but you might want to consider building a list of interested people in the region that you represent to communicate specifically about what is happening in your area. When sending an email to a list of people, it is best to use a tool such as Mailchimp (<https://mailchimp.com>) where you can manage the list easily and send attractive emails to people without publicising their email address to other recipients. Consider sending a monthly or bi-monthly newsletter that can also build prayer support and financial support for the ministry.

Broadcast Media

Alongside social media, there are numerous other media possibilities that you may be able to take advantage of through broadcast media.

It is likely that in your country/region/community there are Christian TV/Radio broadcasters that would be very interested in the story of a global disciple making movement.

We encourage you to make contact with these broadcasters and seek to arrange interviews which will enable you to share the story of The Rooftop in your country as part of a global movement.

To help you with this, we have created some Press releases that are included in the 'media' section of the website. You may find it helpful to use/adapt these for use in your country.

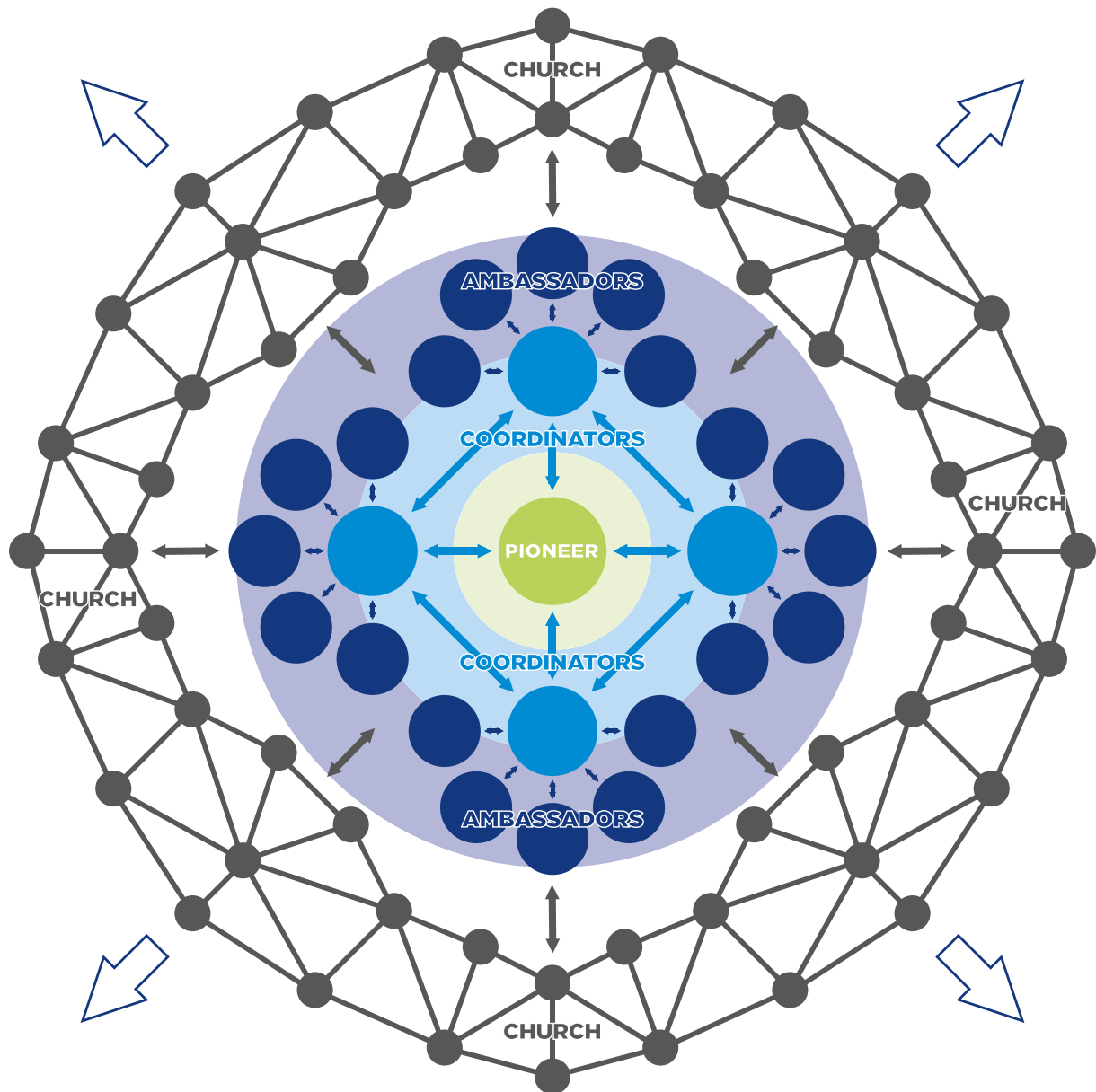
As you take the enormous opportunities for communicating the vision of The Rooftop across your country/region/city, we encourage you to be creative and imaginative. By using the networks that have been put in place it is possible to make a significant impact at very little cost.

If you have any questions about what is outlined here please contact:

*The Rooftop Communications Manager: **davelodge@therooftop.org***

Appendix 2

Recruitment and Equipping Strategy



As a global movement The Rooftop will expand most effectively as the message is communicated across nations, through a relational network of **National Pioneers**, **Regional Coordinators** and **Local Ambassadors** who will engage with and equip churches to become part of a disciple-making movement outside of the walls of the church.

The Rooftop will begin in each country as a National Pioneer is appointed. The National Pioneer is the first step towards the development of a regional and local strategy of seeking and appointing Regional Coordinators who will, in turn, seek and appoint local Ambassadors.

This network will grow as:

- The Pioneer visits regions and cities and communicates the vision of The Rooftop through social and broadcast media as well as live gatherings and meetings. Through these connections it is very likely that God will lead the Pioneer to Regional Coordinators and, in similar ways, lead the Coordinators to Ambassadors.
- Existing relationships with leaders in a region/city are developed and open doors for sharing of The Rooftop Vision and inviting those leaders to become part.

Equipping the Network

As Pioneers, Coordinators and Ambassadors become part of The Rooftop it is vital that they are equipped to communicate the vision of The Rooftop effectively and ensure that the church is inspired and equipped to effectively Join Jesus in His Mission and make disciples who make disciples outside of the walls of the church.

To facilitate this equipping we suggest 4 ways that will be effective.

1. Using Zoom or a similar online meeting tool.
2. Live seminars/workshops
3. Help them to understand the vision and values of The Rooftop using The Rooftop 'Key Points' videos.
4. Take them through The Rooftop process of Prayerparation, Encounter, Movement and introduce them to the materials that have been produced under each of these headings that can be found at the website: **therooftop.org**

It is vital that all in the network across each country understand the vision and process of The Rooftop. To this end, the following plans for equipping are in place:

- National Pioneers will be equipped by the International Pioneer and Base Camp Pioneers who are overseeing a number of nations in a continent.
- Coordinators will be equipped by National Pioneers.
- Ambassadors will be equipped by Coordinators.
- Local churches/leaders will be equipped by Ambassadors

This equipping may take place in the following ways:

- Live equipping sessions in a suitable location
- Using Zoom, or a similar online conferencing tool
- Using WhatsApp, or similar communication tool

To access all materials that will be required for equipping, visit the website: **therooftop.org**

Appendix 3

The Website: therooftop.org

The Rooftop website: **therooftop.org** is an important hub for the ministry, it provides:

- An overview of The Rooftop Vision
- All the resources that are required to be part of The Rooftop
- An opportunity for people to connect with The Rooftop as Pioneers, Coordinators, Ambassadors, local churches or supporters
- A link to The Rooftop Global Encounter
- A link to the Joining Jesus Pastors and Leaders Course

Whilst the website is managed by the International Operations Manager and team, there are some important areas where input from Pioneers/Coordinators/Ambassadors is enormously helpful.

You will see that the website contains a 'National Page' for each country where The Rooftop is working. This page follows a template but can be uniquely populated with local stories and photographs that will show what is happening in each individual country. This is an extremely important part of growing the ministry across the world.

To ensure that the 'Country Page' is regularly updated with stories and photographs we request that the National Pioneer will work with the International Operations Manager to provide the following content for the national web page.

- **Photographs**
 - » A high quality jpeg image of the National Pioneer preferably "in action" – preaching or speaking. This will be used with the biography (see below)
- **Text**
 - » An introduction to The Rooftop in the country. (see the content for the other national pages as a guide)
 - » Biography – a short biography of the National Pioneer. This should show the reason why you are part of the Rooftop
 - » Any other relevant national information
- **Contact Information**
 - » Postal Address
 - » Telephone Number
 - » Rooftop E-Mail address
- **Financial** (*if available*)
 - » Donations – where donations go (e.g. PayPal account, bank transfer details, where to send cheques – as appropriate)
 - » Details of the preferred payment method
 - * Bank Account details
 - * PayPal account details
 - * Other payment details as appropriate

The National Pioneer will be expected to regularly provide information to allow the posting of news and information.

Appendix 4

Selection Criteria for Board Members

The Rooftop International

BOARD MEMBERSHIP GUIDELINES for National Bodies

As The Rooftop Ministry is incorporated in your country, it will be necessary for you to form a board that will enable the required legal framework for incorporation as well as provide guidance and accountability to the ministry.

These guidelines have been prepared to help each Board member or prospective Board member to better understand what it means to serve on the Board.

The Rooftop requires strong Christian leaders who view their membership of the Board as a calling. They bring expertise and experience to make key decisions, which will determine The Rooftop's future direction, organization and financial support.

Apart from meetings, each Board member has a significant role as an ambassador and enthusiastic supporter of The Rooftop, helping to strengthen existing relationships and develop new ones.

BOARD MEMBER RESPONSIBILITIES

Basic Board member responsibilities include but are not limited to:

- i. Ensuring that the global vision of The Rooftop is correctly interpreted into the national context
- ii. Setting aims and objectives of the ministry in partnership with the National Pioneer
- iii. Appointing team members, especially senior team members
- iv. Financial Matters - The Board is ultimately responsible for the financial well-being of The Rooftop and Board members shall therefore:
 - a. Approve the annual budget
 - b. Carefully monitor the financial processes and status of the national organization
 - c. Take responsibility, along with team members, for the development of financial resources. This may include:
 - i. Personal giving
 - ii. Personal promotion among contacts and friends
 - iii. Arranging, supporting and promoting fundraising events
- v. Prayer support – Board Members commit to pray personally for the ministry of The Rooftop
- vi. Practical support – Board members will help the ministry by providing contact to people with skills, e.g.:
 - a. Information technology
 - b. Computer hardware
 - c. Computer software
 - d. Awareness campaigns and roadshows
 - e. Printing etc.

BOARD MEMBERS WILL:

Have a deep concern for lost people and a passion to grow primarily the Kingdom and secondarily the local church or denomination.

- a. Agree with the vision, mission statement and objectives of the Rooftop
- b. Be clearly committed to live in conformity to God's will as revealed in the Scriptures
- c. Be mature in Christian experience and able to make wise decisions
- d. Bring to the Board abilities, interests and relationships that will enhance the ministry of the Rooftop
- e. Be an active member of his/her church
- f. Have an interdenominational perspective
- g. Enjoy a wide network of friends and professional contacts, and be willing to devote energy and time to advance the ministry of the Rooftop
- h. Make a commitment of time to include Board meeting attendance and active participation between meetings as appropriate
- i. Lovingly and financially support the Rooftop. Finances may not necessarily be personal finances but that is encouraged

Appendix 5

Pioneer's Fundraising Leaflet – Example

Template showing areas for local content.

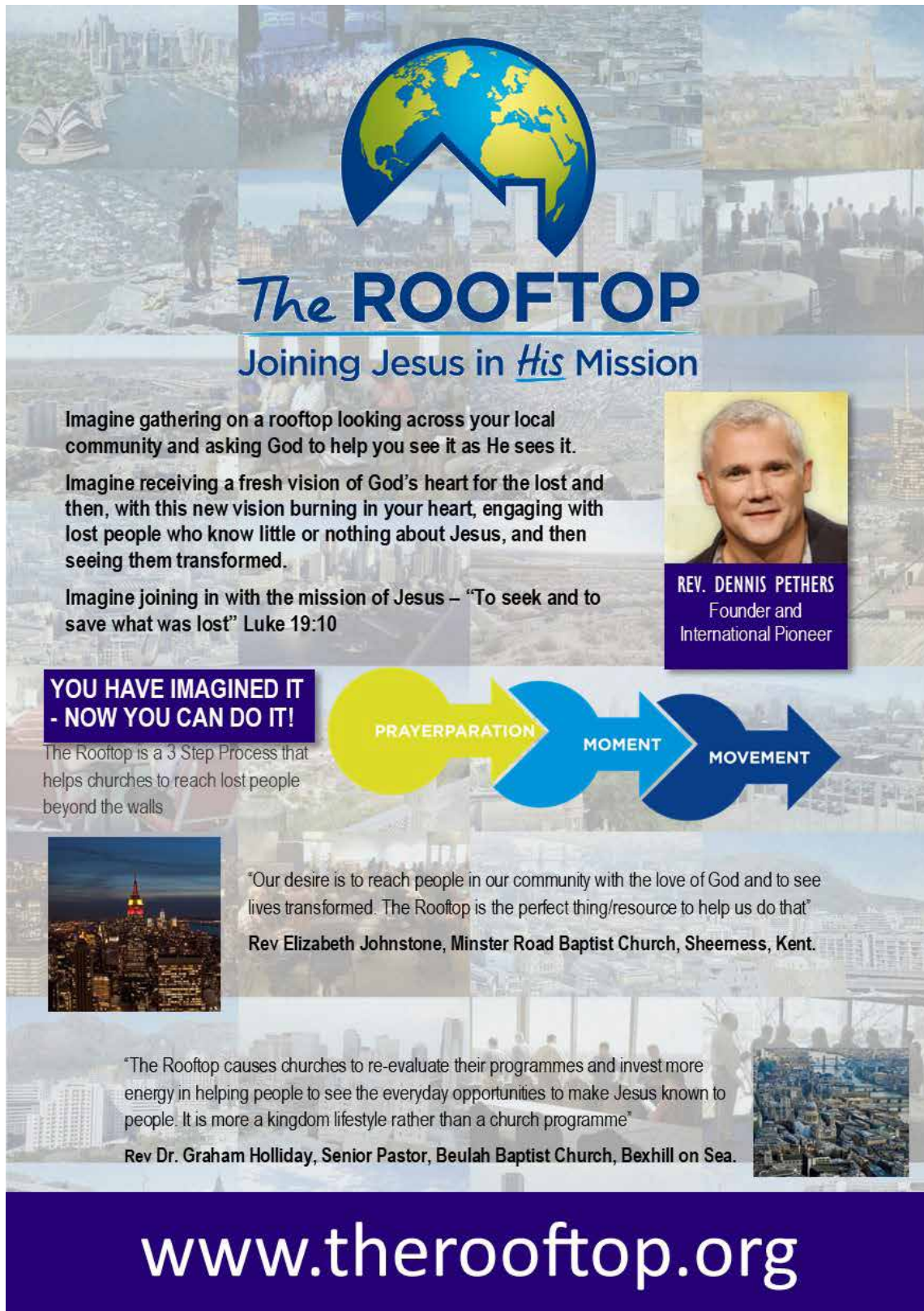
Dennis Pethers The Rooftop International "The Rooftop National Pioneers are disciples of Jesus who are prepared to make great sacrifices to 'Join Jesus in His Mission'. To do this they need people who will pray with them and provide the funds they need. Funds that will enable them to travel and help churches to reach the lost, to create materials that they will need, and to be in a position where they can provide for the needs of their families as they serve the Lord. Please will you partner with our National Pioneers?" 	The Rooftop equips churches to Encounter God's heart for lost people, Engage those they are among who are far from God, and Expand the Kingdom through relationship-based disciple making. We do this through: Proclamation – of the gospel We believe that the gospel must be proclaimed in ways that are biblical and relevant to people wherever they are. Partnership – wherever possible We will actively seek to partner with churches and ministries for the expansion of the Kingdom. Pursuit – of God's Kingdom We are a Kingdom First movement; 'The Rooftop' is His ministry not ours. Passion – for Jesus and the lost We join Jesus in His mission because our passion is to see lost people experience God's love and forgiveness as we have.  FFFFFFFFFFFF National Pioneer The Rooftop XX The Rooftop XX hhhhhhhhhh hhhhhhhhhh 000-0000-00000 jfffffftff@therooftop.org www.therooftop.org/xx	 The ROOFTOP Joining Jesus in <u>His</u> Mission 
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A New Reality Every Christian is called to Join Jesus in His Mission to seek and to save people who are beyond the walls of the church. Tragically, most Christians don't! As a result, millions of people living in what were once thought to be 'Christian' nations now face a lost eternity and most of them don't even know it. A Global Movement Based on Acts chapter 10, (Peter on The Rooftop) The Rooftop is a movement that is envisioning and equipping churches across the world to Join Jesus in His Mission. A key focus of the movement is a global 'Rooftop Encounter' on 10th October 2020. Christians across the world will gather on a rooftop, look across their local community and ask Jesus how they can join Him in His Mission – we pray this will lead to an awakening. In the <u>Country</u> we face the challenge that is being faced in many nations across the world. We need an awakening!	Photo of Pioneer goes here Mr X XXXXXXXX National Pioneer for The Rooftop in the HHHHHH. Previously I was a pastor for 21 years. During that time I saw again and again, the heartbreaking reality that many who attend church seem to be so out of touch with God's heart for the lost. As a pastor, and now as The Rooftop National Pioneer my calling is to challenge and equip the church to seek a fresh vision of God's heart for the lost and become a people who 'Join Jesus in His Mission'. As I engage in ministry across the <u>xxxxxxx</u> <u>xxxxxxxxxx</u>, we are looking for those who will partner with us in prayer and by financially investing in this ministry. Will you partner with us? "For the Son of Man came to seek and to save the lost." Luke 19:10	Thank you for partnering with us! Please complete this form and mail it to: The Rooftop XX <u>xxxxxxxxxxxx</u> <u>xxxxxxxxxxxx</u> Name: Address: County: Post Code: E-Mail: Phone: Mobile: (for text messages from The Rooftop xx) I am making a monthly faith promise of: ☐ ?10 ☐ ?20 ☐ ?25 ☐ ?50 ☐ ?100 ☐ ?..... I would like to make a one-time gift of ?..... How to give to The Rooftop XX: 1) Mail a check payable to "The Rooftop XX" to: The Rooftop XX <u>xxxxxxxxxxxx</u> <u>xxxxxxxxxxxx</u> 2) Give online at www.therooftop.org/xx
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Appendix 6

The Rooftop Publicity Leaflet – Example

A Microsoft Publisher template without photographs can be provided or the IOM will work with the National Pioneer to create the leaflet.



The leaflet features a collage background of various cityscapes and rooftop scenes. At the top center is a logo of a blue and yellow globe with a white outline of a rooftop. Below the logo, the title 'The ROOFTOP' is written in a large, bold, blue font, with 'The' in a script font. Underneath the title is the subtitle 'Joining Jesus in His Mission' in a smaller blue font.

On the left side, there are three paragraphs of text:

Imagine gathering on a rooftop looking across your local community and asking God to help you see it as He sees it.

Imagine receiving a fresh vision of God's heart for the lost and then, with this new vision burning in your heart, engaging with lost people who know little or nothing about Jesus, and then seeing them transformed.

Imagine joining in with the mission of Jesus – "To seek and to save what was lost" Luke 19:10

On the right side, there is a portrait of Rev. Dennis Pethers, a man with short grey hair, wearing a dark suit. Below the portrait is a purple box with white text: 'REV. DENNIS PETHERS Founder and International Pioneer'.

In the center, there is a diagram of three overlapping arrows pointing to the right. The first arrow is yellow and labeled 'PRAYERPARATION'. The second arrow is blue and labeled 'MOMENT'. The third arrow is dark blue and labeled 'MOVEMENT'.

Below the diagram, on the left, is a purple box with white text: 'YOU HAVE IMAGINED IT - NOW YOU CAN DO IT!'. To the right of this box is a paragraph of text: 'The Rooftop is a 3 Step Process that helps churches to reach lost people beyond the walls'.

Below this text is a small photograph of a city skyline at night, with a prominent red-roofed building.

To the right of the photograph is a quote: '"Our desire is to reach people in our community with the love of God and to see lives transformed. The Rooftop is the perfect thing/resource to help us do that" Rev Elizabeth Johnstone, Minster Road Baptist Church, Sheerness, Kent.'

At the bottom left, there is another quote: '"The Rooftop causes churches to re-evaluate their programmes and invest more energy in helping people to see the everyday opportunities to make Jesus known to people. It is more a kingdom lifestyle rather than a church programme" Rev Dr. Graham Holliday, Senior Pastor, Beulah Baptist Church, Bexhill on Sea.'

At the bottom right, there is a small photograph of a group of people standing on a rooftop, looking out over a city.

At the very bottom, there is a large purple banner with the website address 'www.therooftop.org' in white text.