

#LeadInCrisis

Hello leader. Your voice is needed.
You're invited to share how you're choosing to #LeadInCrisis.

What:

Pre-recorded, 60-second videos from energetic, respected, articulate Christian leaders from around the world sharing one leadership principle that describes the way they are leading during COVID-19.

Purpose: Leadership is hard and especially hard during a global pandemic, but leadership is needed now more than ever. We all need to hear how leaders are guiding their people and themselves during this historic season—not just to get through this season, but to come out stronger.

These videos will highlight real *leaders*—real *people*—who are leading in strength, transparency, and with a Kingdom perspective to inspire viewers to step up and lean in during this COVID-19 pandemic. Through high quality content from diverse leaders, we aim to create connections between people using the hashtag #LeadInCrisis and motivate viewers to lead in their way, in their city.

Interested? We thought so.
Read on for the nuts and bolts.

How to Make the Video

No. 1

Choose One Principle About Leading in Crisis to Guide Your 60-Second Video.

- Those who give hope are those who will lead.
- Recognize the unique opportunities, not just the problems.
- Stay in your lane—focus on what you're already an expert in.
- Don't reinvent the wheel.
- Good enough is good enough—don't go after perfection in a crisis.
- Prioritize prayer and listening to God when the world is loud.
- Revisit strategy every day because it's changing every day.
- You cannot overcommunicate.
- Take care of yourself so you can lead out of your best self.
- Other

*Credit for Leadership Principles: Chuck Proudfit, Craig Groeschel

No. 2

Craft a 60-second talk that:

1. Introduces yourself
2. Explains the leadership principle (consider including a story or examples from your own life)
3. Ends with the tagline: "Be the church in the city. Let's lead in crisis. You have a role to play."

How to Make the Video

No. 3

Film a quality video on your phone. Please follow these guidelines:

1. **Simple, clean backdrops are ideal** – Avoid distracting backgrounds or crowded spaces.
2. **In natural light** – Avoid backlighting. The main source of light should be facing you, not behind you.
3. **In artificial light** – Avoid standing directly below an overhead light or anything else that creates hard shadows. Consider using a stand lamp several feet away for good indirect light.
4. **Shoot eye level** – Shooting from above or below will make you seem diminished or imposing. Eye level communicates accessibility.
5. **Clean your camera** – Make sure the lens of your selfie camera is clean before shooting.
6. **Shoot portrait** – Align your phone vertically.

*Credit for quality phone video guidelines: Reality LA Church

No. 4

Share your video on your social media channel with the hashtag #LeadInCrisis and tag @CityGospelMovements. Use social media graphics provided by City Gospel Movements to post with your video ([download them from here](#)).

No. 5

Invite another friend to create a #LeadInCrisis video by tagging them in your social media posts and [sharing the landing page with them](#).

Let's build momentum and include more people in the conversation!

Don't Forget These Things

- **We cannot use videos longer than 60 seconds.** Please ensure your video is 60 seconds or less. Watch sample videos for inspiration at citygospelmovements.org/leadincrisis
- **End your videos with the tagline:** “Be the church in the city. Let's lead in crisis. You have a role to play.”
- **Be energetic in your presentation!** Convey your conviction and passion through your intonation and facial expressions.
- **Film with good lighting and a neutral background.** If you're filming on your phone, film vertically. Use this [Selfie Guide](#) as a helpful reference (thanks again to Reality LA for this helpful resource).
- **Share your completed video during your assigned date range (the friend you invite can post at any time).**

Questions? We got you covered.
Contact kaedyn.lashway@palau.org

Example Video Script

Introduce Yourself

"Hi everyone, my name is _____ and I am a leader in [city name]. I lead at [organization name] and am a part of [church name]."

Share Your Leadership Principle

One principle that is guiding my leadership right now is "Good enough is good enough. Don't go after perfection in a crisis."

Here are two reasons why:

1. The needs in our cities are too big and complex for a perfect solution. We need help from people we haven't worked with before. It's going to get messy--and that's ok! Our job is to come to the table and offer all we have with open hands.
2. None of us have been here before! This is everyone's first global pandemic. Do the next wise, prayerful thing. Try, iterate, ask for forgiveness, dust off your knees, and keep moving forward.

End with the Tagline

"Be the church in the city. Let's lead in crisis. You have a role to play."

A Little About Us

Our Team

City Gospel Movements is a branch of the Luis Palau Association providing best practices to leaders who unite the Church in cities around the world.

We Believe

- God loves every city.
- Relationships are everything.
- Church unity is the foundation of gospel movements.
- City transformation is possible.

Connect with Us

- See funny team pics on our [website](#).
- DM us on our [Instagram](#).
- Email us at info@citygospelmovements.org.