

## Integrated Mobilisation

What works for us?



## Mobilisation and Recruitment

- **Mobilising** - moving people into active Christian living, in obedience to the Great Commission.
- **Recruitment** – getting people to join our organisation or short term programme.



## Mobilisation

- may result in sending or going
  - donors and prayers are “mobilised”
- may go through another agency
- may result in welcoming
  - the unreached in the UK



## My organisation believes...





