THE WHOLE WORLD MOBILISING
GO FORWARD!

The Salvation Army
International Headquarters
June 2016
GO
into all the world.
Preach
THE GOOD NEWS
to everyone.

MARK 16:15 (New International Reader's Version)

GO TO ANYBODY…
Get a Barracks at the corner of every street.
Hoist the Colours
in every port, city, and village.
March, sing, play, testify, make a noise.
FILL THE WORLD
with the
SOUND OF SALVATION

William Booth
Go! All the World, 1884
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THE WHOLE WORLD MOBILISING
GO FORWARD!
INTRODUCTION

theme
THE WHOLE WORLD MOBILISING
Go Forward!

vision
To mobilise the global Salvation Army to go forward in mission.

General André Cox dreams of an Army where every officer, soldier, adherent, employee, youth and child is actively mobilising:
- To spread the good news of the gospel
- To reach out in practical ways
- To minister to the needs of our communities
- To daily put our faith into action

mission
- To leverage the events of THE WHOLE WORLD MOBILISING Campaign as a catalyst to unite, equip and mobilise the global Salvation Army in a shared mission experience.

outcomes
- To use THE WHOLE WORLD MOBILISING Campaign as a motivating force in every region, command and territory around the world to inspire, train and equip Salvationists to continue to be locally mobilised in mission.

- To bring a sense of unity across the Salvation Army world as Salvationists join together in marching, praying, sharing the gospel and serving others in both the places of power and powerlessness in their communities.

- To locally and globally demonstrate the presence, ministry and mission of The Salvation Army through a record-breaking march around the world.
goals

- To build on the momentum of The Whole World Praying, The Whole World Reading and the Boundless Congress
- To train and equip Salvationists in skills and strategies for outreach
- To mobilise Salvationists around the world in creative local mission expressions
- To support and build upon the mission strategies and visions already being implemented by territories around the world
- To celebrate the work of God in the lives of individual Salvationists, corps, divisions and territories
- To encourage and equip children and youth to participate in mission in their community
- To create momentum in mission leading up to a grand dedication weekend in October 2017
- To cultivate a global awareness of The Salvation Army’s ministry and mission

scripture

'Go into all the world. Preach the good news to everyone.'
Mark 16:15 (NIRV)

'In the same way, you should be a light for other people. Live so that they will see the good things you do and will praise your Father in heaven.'
Matthew 5:16 (New Century Version)

tradition

'Those who would move the world must first move themselves.'
William Booth

'So far as I can see, the great battles of the future will be fought in the open air.'
William Booth, How to Preach
Building on the Boundless logo, the following is evident:

- The two stars, representing the Blood and Fire, symbolise the expanding growth of The Salvation Army. This is our motivating force for mission and the epicentre of this movement.
- The red, yellow and blue epaulettes symbolise the diversity of Salvationists around the world.
- The eight outward pointing arrows, visible in the negative space, symbolise the mobilisation of an army going forward in mission.
Since our first march in 1865 through to our Founder’s motorcade campaigns, Salvationists have been on the move. Forward motion is an integral part of our heritage and identity as a movement.

In How to Reach the Masses, William Booth outlined our purpose as being, ‘...to go out into the highways and hedges, and bring in the thousands who at present seem to be outside the pale of all religious influence and operation; who, if not positively and bitterly opposed to Christianity, are totally indifferent to it.’ (William Booth, How to Reach the Masses, 1872).

At the War Congress of 1878, the transformation from mission to army gave rise to a vision that was global in scope:

‘The Christian Mission has met in Congress to make War... It has organized a salvation army to carry the blood of Christ and the fire of the Holy Ghost into every corner of the world.’ (William Booth, Our War Congress, September, 1878)

Over the next few years, The Salvation Army witnessed an explosion of growth throughout the United Kingdom with successful expansions to the United States, Australia and France; giving rise to The Salvation Army redefining itself as an international movement in 1881.
The Salvation Army’s acceleration in mission throughout the world was so expansive and quick that in 1886 many accused the movement of going too fast! Booth responded,

‘Speed is a good thing, and, if combined with safety, the faster the better... Some warn us, “but there is more danger with great speed”. Perhaps there is, but that is not certain; and even if so, I refuse to abate the speed to avoid the risk. If this thing is worth doing, let us do it with all our might.’

The words of the song ‘We are an Army mobilised’ echoes this sentiment and challenges us to march on in the power of the Lord:

High aloft earth’s banners fly,
In defiance of our Lord,
Christless souls his love deny,
Rampant evil takes the sword;
‘Gainst the host who flout his law
God, in mercy, goes to war.

We are an Army mobilised by God,
The cry of need our trumpet call,
We are an Army pledged to fight for God,
Until his foes before him fall.
Marching on with faith prevailing,
Marching on with hope unfailing,
Marching on with love travailing,
We are an Army, we are an Army,
Mobilised by God.

’Neath an empty Cross we fight,
Love’s great sacrificial sign,
Emblem of his risen might,
Token of his grace divine.
Through this Cross raised up for sin,
We shall conquer, we shall win.

Christ is with us in the field,
Leaves us not to stand alone;
Evil hands the sword must yield,
Christ will make the world his own.
Loud our songs of triumph ring,
Christ is Saviour, Christ is King.

Harry Read - Lyrics
Robert Redhead - Music
The Salvation Army, 1971
the whole world mobilising campaign

FROM CONGRESS TO CAMPAIGN

While a congress invites people to come together, a campaign challenges people to go out.

In 2015, 15,000 Salvationists representing 127 countries around the world came together in London for Boundless - The Whole World Redeeming. The International Congress was designed to bring Salvationists together to commemorate the past, celebrate the present and innovate for the future.

While the effects of this event have rippled through social media and the two initial waves of ‘The Whole World Reading’ and ‘The Whole World Praying’ have successfully concluded, the General now issues a challenge to The Salvation Army world to go out — to be mobilised in mission.

‘We are confronted with the reality of a world mired in sin, injustice, suffering and poverty, and through the events of the congress God clearly called us to total mobilisation. Every corps, every institution and every Salvation Army programme must be ‘salt and light’ to the people and communities we serve.’


The General is calling Salvationists to respond to a third wave – The Whole World Mobilising. This challenge seeks to move Salvationists out of their corps buildings and into their communities in a united campaign which employs strategic and locally-based outreach efforts.

THE WHOLE WORLD MOBILISING: go forward!, is a campaign that enlists every territory, region and command around the world in a campaign to fulfil Jesus’ Great Commission to ‘go into all the world. Preach the good news to everyone.’ It includes the following components:

- ***mobilise: go launch! event***: January 2017
- ***mobilising march***: commencing January 2017
mobilising events: commencing January 2017
Various outreach events conducted on territorial, regional, command, divisional, corps and personal levels
mobilise: go children and youth! celebration weekend: 24-26 March 2017
mobilise: go forward! dedication weekend: 6-8 October 2017

the mobilising march

MORE THAN JUST A MARCH

The mobilising march is designed to be much more than just a march from point A to point B. It is the international catalyst that threads all the elements of THE WHOLE WORLD MOBILISING campaign together in a united and intentional effort to share the gospel in every neighbourhood. The march, which is paired with local outreach efforts, creates the impetus to move every Salvationist beyond the walls of their corps building and out into their neighbourhood.

march around the world: the mobilising march is a worldwide challenge issued to the global Salvation Army to collectively march around the world in one year with Salvation Army flags. To accomplish this, these flags would need to be marched at least a total of 40,075.0 kilometres, or 24,901.5 miles.
march with a flag: each territory will be given a GPS device which will attach to a flagpole and will allow their flags to be tracked and the miles marched recorded. However, additional marches are encouraged throughout the year and may be accomplished using the corps flag, without the GPS device, if necessary.
march with a purpose: using the mobilising march as a catalyst for mission, Salvationists should seek to leverage this opportunity by:
- Letting the community know that The Salvation Army is present and active
- Praying with and witnessing to those in their community
- Providing information about local opportunities offered at the corps (e.g. times of children’s programming, meetings, social assistance, etc.)
Providing information about The Salvation Army and its worldwide ministry

The **mobilising march** provides a strategy that is mobile, meaningful, participatory, localised, scaleable, contextual, cost-effective, timeless, global and a historic event.

- **MOBILE:** A mobilising march provides a hook for leaders to encourage soldiers to get out into their communities. The challenge for soldiers, adherents and friends to join the march and engage in opportunities to share their faith and pray with others will help to move them beyond the walls of their buildings and give them a context in which to engage their neighbourhood.

- **MEANINGFUL:** This challenge could resonate with the global Salvation Army, but also capture the attention of the world we live in. The challenge is holistic and supported by the two ‘legs’ of The Salvation Army - salvation in both the temporal (social) and eternal (spiritual) dimensions (William Booth, *Salvation for Both Worlds*, January, 1889).

  - **Spiritual Opportunity:** The intentional focus on public prayer and witness will accelerate the discipleship process, cultivating and activating a worldwide Army of Salvationists ready to be mobilised by God.
  - **Social Opportunity:** Social justice concerns will be identified, around which the worldwide Salvation Army can rally. Salvationists will be encouraged to not only raise awareness for these concerns through the march but also daily live a life that reflects a deep concern for the world and the people around them.

- **PARTICIPATORY:** Every Salvationist can be involved in this challenge. This allows for a global diversity of gender, ethnicity, class, age and nationality from the youngest junior soldier to the General.

- **LOCALISED:** Territories are encouraged to take their flag to significant landmarks and locations of power and powerlessness, unique to their territory, where they will pray for the people and challenges that their country is facing.
SCALEABLE: This challenge can be scaled down to be embraced by a single Salvationist, a group in a corps, division, region, command or territory to the entire Salvation Army.

CONTEXTUAL: While International Headquarters will serve as the catalyst for the campaign, the mobilising march can be implemented in all 127 countries, each putting the challenge into action in a unique and contextual way. This allows for a plethora of expressions, encompassing several time zones, cultures and financial situations.

COST-EFFECTIVE: Joining with the global Salvation Army in its mobilising march need not be a significant expense for any territory. Salvationists simply need to march with the flag, pray for their community and reach out to those in their neighbourhood who are in need of love and prayer.

However, additional significant investment can be made if this is possible and appropriate for specific Salvation Army locations.

TIMELESS: It would be a shame to invest in a year of mobilisation only to have momentum stall upon completion of the campaign. The objective would be to use the challenge as a catalyst to instill timeless principles and practices of Salvationism which transcend time and programme. It is intended that this campaign be carried on beyond 2017 and continue to inspire generations to come.

GLOBAL: This challenge presents an opportunity for every Salvationist, around the world to be mobilised in this shared global mission experience.

HISTORIC EVENT: A mobilising march could not only set a world record, but become a historic event that captures the imagination of Salvationists, spurring them on to be mobilised in mission. In addition it can attract the attention of the world, giving Salvationists the opportunity to share the message of salvation.
summary

MOBILISED by might
The unifying nature of the mobilising march reminds Salvationists that they are a part of a mighty Army of more than 1.4 million junior and senior soldiers around the world, serving a mighty God in his mighty mission to the world. Together we go forward, not in triumphalism, but in a passionate commitment to reach the lost with the gospel of Jesus Christ.

MOBILISED by mercy
Not only Salvationists, but others can also be invited to join the global Salvation Army as we march around the world to raise awareness for the selected international social justice concerns and demonstrate a commitment to bring change to the world in which we live.

MOBILISED by mission
The mobilising march is combined with the provision of resources and the availability of simple training tools that will equip and empower Salvationists to implement local mission initiatives as they seek to fulfil the Great Commission.
structure

There are six movements in THE WHOLE WORLD MOBILISING campaign.

1. Integrating
2. Motivating
3. Cultivating
4. Activating
5. Celebrating
6. Dedicating

MOVEMENT 1

integrating

The development of a responsive website dedicated to this time of mobilisation will provide a space where all the mission endeavours and resources of The Salvation Army around the world can be integrated.

This website will be linked to The Salvation Army’s international website in order to provide even further integration.

The website will play a role in each of the following movements:

- Motivating
- Cultivating
- Activating
- Celebrating
- Dedicating
motivating

The motivating movement will seek to encourage and inspire Salvationists around the world to get involved and participate in THE WHOLE WORLD MOBILISING.

This movement will consist of three components:

1. **mobilise: go launch!**
   General Cox will launch THE WHOLE WORLD MOBILISING campaign in January 2017 with a call to action. The GPS devices for the flags will be sent out to each of the territories in late 2016 in anticipation of this launch.

2. **mobilise: go world!**
   An interactive graphic of the world will be developed and hosted on the website. Each territorial leader is invited to submit the following to be placed on the website in their corresponding country/countries:
   - Territorial Prayer Requests (mission focused).
   - A 10-second video with a representative delegation of Salvationists responding to the General’s challenge, by declaring together: ‘The Salvation Army in ____ Territory is mobilising! We will go forward!’
   - Territorial statistics, obtained from the Year Book, will be added to each territory.

3. **mobilise: go Army!**
   Provision of inspirational resources which will include:
   - **Past:** A short inspirational video which illustrates how The Salvation Army has been mobilised in mission in the past.
   - **Present:** A short inspirational video from the present that highlights Salvationists demonstrating principles of mobilisation in today’s world.
   - **Future:** A space will be allocated on the website where individuals can upload 10-second videos. The videos should answer the following: ‘I dream of The Salvation Army going forward in mission by …’. These videos will be reviewed prior to being posted on the website.
The third movement will focus on the **cultivation** of the skills and strategies needed in order for Salvationists to engage in mission in their local communities.

1. **mobilise: go pray!**
   In order for Salvationists to be effectively mobilised in mission, they must spend time in prayer asking the Lord for wisdom, favour and courage.

   **A. Knee-Drills**
   Encourage individuals, corps, divisions and territories to engage in regular knee-drills by providing a Salvationist-based teaching resource on this topic. The knee-drills should be mission-centric in their focus.

   **B. Mobilising March**
   Each territory will be provided with a GPS device that attaches to a flagpole which can be sent to divisions and corps to use in the **mobilising march**. As they march, the GPS device on the flagpole will track how many miles/kilometres are covered, as Salvationists not only march, but engage in mission. This will be displayed in real-time on the **mobilise: go world!** map on the website.

   The total miles marched will be added to the global total as The Salvation Army marches around the world! These miles can be updated in the **mobilise: go add!** section of the website (see **celebrating**).

2. **mobilise: go learn!**
   Develop a series of discipleship videos that are designed to teach, train and equip Salvationists to be mobilised in mission. The videos will be made available on the website. Other delivery formats (DVD etc.) can be requested if this would be helpful to a particular territory.
activating

Following motivating and cultivating, we now move into the activating movement. This stage encourages Salvationists to get actively involved in mission in their local community and beyond.

1. **mobilise: go teams!**
   Corps, division and/or territories can form mobilise: go teams! which will provide leadership with a core group of volunteers to help plan and implement mission initiatives in their community. A special badge/form of recognition, to be pinned to their uniform, will be provided for those who choose to serve on these teams.

2. **mobilise: go step!**
   Each time an individual or team of people is mobile in mission, their steps can be counted, with the use of personal pedometers, and a grand total for each individual calculated by October 2017. These steps can be accumulated by visitation, distributing flyers announcing their corps programmes and activities, open-airs, a march around the neighbourhood, acts of kindness, distribution of free Bibles, etc.

   It should be noted that this is an optional activity. If implemented by a command or territory, this would be at their own initiative and personal expense.

3. **mobilise: go children and youth!**
   As part of the International Day of Prayer for Children, resources will be provided for a mobilise: go children and youth! event to take place on 24-26 March 2017, which will include the following:
   - Outline for knee-drill on Friday 24 March
   - Suggested activities for Saturday to get mobilised in the local community
   - Graphics and meeting resources for a Sunday celebration meeting
celebrating

The **celebrating** movement seeks to highlight and celebrate the work of God in the lives of individuals and corps, division, command and territorial locations.

1. **mobilise: go ideas!**

   An online forum, on the website, will be available where people can share **mobilise: go ideas!** - best practices, testimonies of how they have moved forward, and reports of what God is doing in their local communities. They could do this as a blog post, a video, or a photograph.

   This might include:
   - Local Corps - strategies being employed as teams move beyond their corps buildings and do something in their communities; e.g. visitation, acts of service, evangelism, open-airs, etc.
   - Local Mission Trips - a corps going on a mission trip to a nearby community
   - Mission Exchange - territories increasing their short-term mission experience, not only for youth, but also for all Salvationists
   - Candidates - people answering the call to mobilise as a Salvation Army officer
   - Officers for Missionary Service - officers who are making themselves available to serve the Lord in another territory

2. **mobilise: go add!**

   An online statistic counter will display the following ways in which Salvationists have been mobilised in mission:
   - Miles marched
   - People saved
dedicating

The dedicating movement serves to bring THE WHOLE WORLD MOBILISING campaign to a climax, celebrating victories of the past 10 months and providing an opportunity for Salvationists to dedicate themselves again to the continued expansion of the Kingdom of God.

mobilise: go forward!

A three-day shared, global mission experience, held in October 2017, in which Salvationists around the world rededicate themselves to continue to be mobilised in mission in their local corps, divisions and territories.

Each territory will be able to determine the unique way they will celebrate this weekend in unity with the global Salvation Army. The events of the weekend can be contextualized to each setting, however, it is encouraged that the following be included in THE WHOLE WORLD MOBILISING weekend:

- Friday knee-drill
  - Knee-drill resources provided
- Saturday THE WHOLE WORLD MOBILISING March
  This will serve to be the ‘main attraction’ for the weekend and will provide the final miles marched to the territory’s total tally.
- Sunday dedication meeting
  - Meeting resources will be provided

The above weekend is scheduled to take place in London on 6-8 October 2017, when the United Kingdom Territory with the Republic of Ireland and General Cox will partner in a dedicatory event that will be live-streamed around the world.

The total-to-date miles marched around the world will be announced and reports provided from the global Salvation Army, sharing the ways they have been mobilised in mission.
conclusion

Fifteen thousand people attended the Boundless International Congress. Those who participated in this historic event at The O2 venue in London were overwhelmed by the realisation of how large The Salvation Army is around the world.

It is difficult to believe that this gathering represented only one per cent of Salvationists worldwide. We would need one hundred O2 arenas to accommodate every junior and senior soldier at a united event! **THE WHOLE WORLD MOBILISING: GO FORWARD!** is a historic campaign in which **every** Salvationist is invited to fully participate in the shared experience of being mobilised in mission.

Do you ‘hear the loud call of the mighty to save’? We invite you to join with the global Salvation Army and do your part to see the whole world mobilised in a mission to proclaim the gospel to every corner of the globe.
In the same way, you should be a light for other people. Live so that they will see the good things you do and will praise your Father in heaven.

Matthew 5:16 (New Century Version)

In this BATTLEFIELD we need SOLDIERS to be MOBILISED to fight for what is right.

General André Cox
THE WHOLE WORLD MOBILISING
GO FORWARD!

The Salvation Army
International Headquarters
June 2016