Platform Guest Playbook

Revised 10/1/2026

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The PLATFORM GUEST

What it means to be a Bill Glass Behind the Walls Platform Guest

Who Is a Platform Guest?

A Bill Glass Behind the Walls Platform Guest is a Christ-following facilitator who helps open the door for Gospel conversations. They do not present the Gospel themselves. Instead, they use their God-given talents—such as athletic achievements, musical abilities, or other compelling skills—to draw in and engage those who may not otherwise listen. Their role is to attract and connect with the "least of these" in an entertaining yet meaningful way and then transition them to Teammate volunteers who share the Good News.

What Are the Two Types of Platform Guests?

1. Opener - The Opener's role is to engage and energize the crowd. They may perform as singers, magicians, comedians, bands, dancers, or any other form of entertainment that captures attention, including inmate participation if permitted. Openers do *not* share their testimonies. Their primary purpose is to prepare the inmates to be receptive to the Closer's message.
2. Closer - The Closer shares funny or compelling stories from their own life, highlighting moments when they realized the need for change—without sharing the Gospel. Their goal is to help inmates recognize their own need for transformation and understand that a path forward exists. After the Closer speaks, inmates transition to Teammates who then share the Gospel.

   Example: Athletes might describe what it felt like to put on a uniform and step onto the field—the sights, sounds, pressures, hard work, triumphs, failures, and humorous moments. To close, they connect their story to a moment when they knew they couldn't keep living the same way and needed to make a change. They use "change language" such as making a halftime adjustment or finding a new coach—without mentioning God or Jesus. The Platform Guest then invites inmates who need to make a similar change to gather with Teammates for the Gospel presentation.

In some situations, a single Platform Guest may serve as both Opener and Closer.

How Is a Platform Guest Selected?

Platform Guests are selected based on demographics, availability, relevance, location, and budget. At Bill Glass Behind the Walls, our goal is to serve each audience well and steward our resources wisely.

1. **Audience & Facility Needs**
   We evaluate the demographics of the inmate population, facility requests, facility staff input, and the makeup of our volunteer team.
2. **Matching the Mission**
   We review our active roster of Platform Guests and build a lineup that best supports the purpose of the event.
3. **Reaching the Hard-to-Reach**
   We prioritize guests who can draw in individuals who might not attend a church service but would come hear an NFL player, recording artist, or other notable talent.
4. **Resource Stewardship**
   Travel costs are taken into account, and we use local talent whenever possible.

How Is a Platform Guest Booked?

1. A potential Platform Guest receives an email invitation or a call from a Regional Director requesting availability for a specific date, time, and location.
2. Once availability is confirmed and the event is confirmed, a Platform Guest contract is sent for signatures.
3. Travel and lodging arrangements are made as needed.
4. A final confirmation, including event details, is sent via a Platform Guest (PG) confirmation email from the Platform Guest Coordinator.
5. **Biography Submission:**
   - New PGs submit a biography and photo.
   - Returning PGs receive their current biography for review. If no changes are submitted, it is considered approved.
6. **Equipment Needs:**
   - New PGs provide an equipment list.
   - Returning PGs are sent their current list for verification. If no updates are provided, the list is considered accurate.

How Does a Platform Guest Prepare for an Event?

We are vessels the Holy Spirit uses to bring the hope of the Gospel to those who need it most. The most important part of preparing is being aligned with what the Lord wants you to say and do.

1. **Pray continually.**
   Seek the Lord and ask for the Holy Spirit to help you give your prepared talk effectively.
2. **Stay flexible.**
   Plans may shift— stay flexible – you may have only 5 minutes or you may have 20 minutes – make sure your stories and performance can easily adjust to meet the needs in the moment.
3. **Be ready for a 15–20-minute presentation.**
   Be prepared to perform or speak as an Opener, a Closer, or both.
4. **Prepare your heart and demeanor.**
   You represent God and Bill Glass Behind the Walls. Your words, actions, and attitude should reflect Christ, knowing all eyes will be on you.
5. **Review the Platform Guest Dos & Don'ts.**
   Know and follow the expectations to ensure a smooth and effective ministry experience.

What Happens at the Event?

Equip & Ignite / Platform Guest Meeting

Before the event, you will receive all travel information—flights, airport pickup and drop-off (if applicable), lodging, and required meeting times.

For a Day of Champions, you will arrive one day early to attend the mandatory **Equip & Ignite** session. Transportation will be provided if needed. You're encouraged to mingle with Teammates and sit with them during dinner to begin building community.

Immediately after Equip & Ignite, you will participate in a **Platform Guest Meeting**, where you will learn:

- Your program assignments
- How many times you will perform or speak
- Whether you will serve as an opener, closer, or both
- Hotel departure times
- Program times and locations
- Who your driver will be for event day

The Day of Champions

- **Leave on time (EARLY).**
  Arrive early for your first program to clear security and complete sound checks if needed.
- **Sound equipment.**
  The ministry provides the main audio equipment; however, you are responsible for your own connecting cables if you use personal music devices. Bring backup adapters to ensure compatibility. Music can also be submitted for use on ministry MP3 players.
- **Lunch.**
  You will have time for lunch. It will often be provided by the facility or the ministry will bring food in.
- **Departure.**
  After the event ends, your driver will take you either to the airport (if you flew) or back to your hotel to retrieve your vehicle.

What happens after the Event?

We hope your time serving with Bill Glass Behind the Walls was meaningful and impactful. After the event, please submit any approved expenses promptly to the finance department, including all required documentation such as detailed receipts and completed expense reports. Your honorarium check will be mailed within two weeks of the event.

We also encourage you to share your experience and help us expand the ministry's reach. Word of mouth and social media are powerful tools—use them to tell others about the impact of the event. When you post, please tag us so we can amplify your message and connect your story with our wider community. You can find us on Facebook at **BillGlassBehindtheWalls**, on Instagram, Threads, and X at **@bgbtw**, on TikTok at **@billglassbtw**, and on LinkedIn at **BillGlassBTW**.

If you know someone who might make a strong Platform Guest, we would love to hear about them. Great Platform Guests are found through relationships, and you are often the best connection we have. If someone comes to mind—whether they have a story of redemption, a public platform, or simply a heart for this ministry—please pass their name along to your regional director. No introduction is too small when it comes to expanding the reach of the Gospel behind the walls.

How does one become a Platform Guest?

Those interested in becoming a Platform Guest should first attend a Bill Glass Behind the Walls event to experience the ministry firsthand. After participating as a volunteer, anyone who feels called to serve as a Platform Guest may submit a PG application using the designated form.

The submission includes, but is not limited to:

- **Contact information**
- **Description of talent**
- **Links to demonstration media** (such as a website, social media pages, or performance videos)
- **A photo** of the individual or group/band

Once submitted, the ministry will review the information and follow up with next steps in the selection process.

The Platform Guest Speaker Guide - Appendix A

THE METHOD - To be discussed during PG meeting

- **COMPLIMENT - the next PG**
  - Openers set up closers and make them look great.
  - Mention one or two things about your closer.
- **COMPARTMENTALIZE (Package all your stories)**
  - 2 minutes "set up".
  - Prepare 3-minute stories that can be linked together based on time available.
- **CAST – Your story is the bait, use the bait that works best**
  - Tailor your talk to your audience.
- **CONNECT**
  - NO PREACHING. Share *your* story, what *you* did. NOT what *they* need to do.
- **CLOSE - Confidently, Clearly, Concisely**
  - Summarize highpoints & central message.
  - Be a light-bearer.
- **CONSTRUCTIVELY CRITIQUE – Roleplay**
  - Ask PGs, coordinators, and Teammates to critique you and practice using impact statements.

THE GOALS

- **INTRODUCTIONS** (OFTEN SINGERS & BANDS)
  - Study the biography of your opener or closer PG.
  - Singers and bands are expected to play popular, secular, and nostalgic songs.
  - Acknowledge **Bill Glass BEHIND THE WALLS**, refrain from using ministry terms.
- **TRANSITION (Openers)**
  - Close first program with a short closing statement (Thank you for letting us play for you!).
  - Introduce the closing PG.
  - Know and use highlights from their bio.
- **CLOSERS** - CLOSE / HUDDLE
  - Acknowledge the Team (Coordinator, teammates, and Opening PG)
  - Hit your Highlight two minutes into the talk.
  - Take them for a ride…tell your story.

THE TECHNIQUE

- **APPEAL**: to the senses (Sight, Touch, Taste, Smell, and Sound)
  - Example: ***"I remember the smell of hot dogs from the concession stands as I jogged out of the locker room onto the field…", " The sound of my cleats clicking on the tunnel floor as my stomach churned in nervous excitement, anticipating that first hit."***
- **SET UP***:* a response, by identifying the defining moment when you decided to make a change (not give your life to Jesus or anything overtly Christian)
- **CLOSE**
  - Example: ***"I came to a place in my life, where all my decisions landed me alone, broken, and desperate for help. Some of you know exactly what I'm talking about, and I want to tell you, I know someone who can help. My teammates have more information they would like to share one with you."***
- **HUDDLE**
  - Ask the teammates to hold their hands up in the air.
  - Say to Inmates (Men/Women)***, "If you want to make a change today, and you want us to help you, the same way someone helped us, gather around my friends in small groups and give them a few minutes of your time."***
- **EXIT**
  - If you have a full yard, grab a packet and a group of inmates and go through the tract with them.
  - If all of the inmates are engaged, without interfering with their work, talk to the correctional officers.

The Platform Guest Sample Contract - Appendix B

1101 S. Cedar Ridge Drive, Duncanville, TX 75137 | 972.298.1101 | BehindTheWalls.com

BILL GLASS MINISTRIES - PLATFORM GUEST AGREEMENT

The following is an agreement between Bill Glass Ministries ("**BGM**") and PG Name ("**Platform Guest**") to perform at Event Name event. After reading and signing the document, please submit it electronically to **BGM** as directed.

PERFORMANCE DATES

Your attendance is required at the Equip and Ignite Training Session the night before the event. Musical acts may be asked to assist with leading worship at our E&I. If so, we will make this request with sufficient notice prior to the event. Compensation for all services is included in the Honorarium amount indicated below.

The following are the dates you are agreeing to participating with **BGM** as a **Platform Guest**, including travel days prior: approximately 5:30 p.m. on START DATE through approximately 5:30 p.m. on END DATE.

PAYMENT

BGM agrees to pay an honorarium of $ Honorarium for service as a **Platform Guest.** A completed W-9 is required before honorarium payment will be remitted. Payment for services will be mailed within two weeks after the event is completed. Reimbursable expenses may be submitted to accounting within 14 days following the event and must adhere to the **BGM** Expense Reimbursement Policy.

TRANSPORTATION AND LODGING

BGM will provide round-trip airfare for travel greater than 250 miles from residence to the event. If **Platform Guest** resides less than 250 miles from the event, he/she should rent a car and submit a reimbursement request after the event. If Platform Guest opts to drive their personal vehicle, mileage will be reimbursed at $0.585 per mile. **Mileage reimbursement must not exceed the equivalent of the total cost of a rental car plus expenses.**

If an airline ticket is purchased by **BGM**, but not used by **Platform Guest, BGM** will require full reimbursement from **Platform Guest** for the cost of the airfare. A volunteer driver will meet the **Platform Guest** at the airport and provide transportation to and from each destination for the duration of the event.

BGM will provide necessary lodging for **Platform Guest** near the event. **Platform Guest** will be responsible for any additional charges such as room service, in-room movies, phone calls, etc.

This agreement applies to the **Platform Guest** only. Any persons accompanying **Platform Guest** to the event must be registered and vetted and must pay their own expenses. **No one under 18 is allowed into prison** under any circumstances.

REPRESENTATIVE OF BGM

Platform Guest acknowledges that he/she is a representative of **BGM** while performing at this event. It is expected that any communications, including social media messages, posts, updates, etc. by **Platform Guest** regarding the event will reflect that **Platform Guest** was a representative of and served with **BGM** for this event.

Platform Guest agrees that he/she will comply with the policies and procedures of **BGM** and will follow any additional individual instructions provided by **BGM** leadership with respect to his/her performance at the event. **Platform Guest** acknowledges that he/she is contracted to provide entertainment at the event and to share approved elements of his/her story, but agrees not to share the gospel or a salvation testimony before the teammates have an opportunity to share.

CANCELLATION POLICY

If there are logistical changes which require **BGM** to cancel this event or to cancel your service at the event, **BGM** reserves the right to rescind this agreement up to 14 days prior to the event and will not be liable for any compensation to **Platform Guest**. For any cancelation with less than 14 days' notice, **Platform Guest** may request up to one-half of their honorarium rate be paid, if such cancelation presents a hardship for the **Platform Guest**.

My signature below indicates that I have read and understand the above agreement and I agree to these terms:

_____ _____

Platform Guest Signature Date

The Platform Guest Dos & Don'ts - Appendix C

PLATFORM GUEST Do's & Don'ts

In addition to the TEAMMATES Do's and Don'ts, PLATFORM GUESTS must also follow the Do's and Don'ts listed below. If you have any questions or concerns about these guidelines, ask your Regional Director.

DO

1. Spend much time in prayer for the weekend.
2. Arrive on time, and check in with the Regional Director when you arrive at the hotel.
3. Remember your attendance at Equip & Ignite is mandatory. If you absolutely cannot attend, please call the Regional Director to discuss.
4. Be accommodating by allowing photos, high-fives, and autographs for Teammates
5. Attend the Platform Guest meeting at the designated location following Equip & Ignite.
6. 30-Minutes before the program start time, check in with the BGBTW Site Coordinator in each institution.
7. Know your role (Opener/Closer)
8. Stay within the allotted program time.
9. Share stories of your career (especially funny ones).
10. After the hand-off, become a Teammate and share the Gospel using the tract with a group of inmates. If an inmate wants to talk and/or asks for an autograph, tell them you will talk after you share the tract.
11. Keep your schedule free so you can be there for the entire event.
12. Check regularly with the Regional Director for any emergency changes in program schedule. This could save an unnecessary trip, give you some additional time for rest, or prevent missing a rescheduled program.

DON'T

1. DON'T promote your own ministry with any Teammates, Inmates, Chaplains, or Staff.
2. DON'T hand out any materials other than approved BGBTW ones.
3. DON'T pray in public at the prisons before the program. We don't want to deter any inmates who may think we are having chapel.
4. DON'T share the Gospel or speak specifically about Christianity. We have seen inmates walk away at the mention of Jesus and God.
5. DON'T make an altar call. We are an evangelism training ministry. Your role as a closer is to make a clean hand-off so the Teammates can share the tract.
6. DON'T give autographs or talk to anyone during the program. It distracts from the program of another Platform Guest.
7. DON'T comment on any other race, color, religion, beliefs, or sexual orientation during the event. Please adhere to all PREA (Prison Rape Elimination Act) guidelines. Stay positive in your presentation and keep to your point.

Our PURPOSE and FOCUS during this Bill Glass BEHIND THE WALLS Event is BASIC EVANGELISM. We all agree on the way to Salvation, but we do not all agree on some "post graduate" issues. Areas of disagreement can cause confusion and division, thereby harming the cause of Christ. Terms such as "Baptized in the Spirit," "Slain in the Spirit," "Faith Healing," "Speaking in Tongues," and practices related to these terms, will not be used during any BEHIND THE WALLS Event. Although many of our staff and teammates normally use these terms, they have agreed to the BEHIND THE WALLS format and philosophy. We leave these "post graduate" areas to the new believer, the Holy Spirit, and the Chaplaincy program at the facility. Thank you for reviewing these important guidelines. If you have any questions, please speak to a BGBTW staff member.

Expense Guidelines & Reimbursement Report - Appendix D

Expense Reimbursement Policy

Approved out-of-pocket expenses for ministry-related activities incurred by employees and other staff (Directors, Platform Guests, Board of Directors, etc.) will be reimbursed in accordance with the following policies.

When incurring ministry business expenses, BGM requires all persons to:

- Exercise discretion and good stewardship, spending money as carefully as the individual would spend his or her own funds.
- Report expenses on **BGM Expense Reimbursement Form** (download here) supported by copies of all receipts.
- A separate Expense Report should be submitted for each event and/or ministry purpose.
- Expense Reports should be submitted within 14 days of incurred expenses. Requests turned in after 14 days will be considered on a case-by-case basis as approved by the CEO.

Expenses for which reimbursement is requested must be reasonable, necessary, and appropriate for the specific ministry purpose.

Advance written approval will be obtained from the CEO or Leadership, to incorporate personal travel or business with ministry-related trips; however, no one shall arrange ministry travel at a time that is less advantageous to or involving greater expenses to BGM to accommodate personal travel plans. Any additional expenses incurred because of personal travel, including but not limited to, extra hotel nights, additional stopovers, meals or transportation, are the sole responsibility of the individual and will not be reimbursed by BGM.

BGM Airfare Guidelines:

- Air travel reservations will normally be made by Home Office Staff; exceptions to this must be approved by the Finance Department.
- Travel arrangements should be made as far in advance as possible to take advantage of reduced fares.

- Individuals traveling on behalf of BGM may accept and retain frequent flyer miles for their personal use.
- Individuals may not deliberately patronize a single airline to accumulate frequent flyer miles if less expensive comparable tickets are available on another airline.

BGM Ground Transportation Guidelines:

- Personnel are expected to use the most economical ground transportation appropriate under the circumstances. When possible, you should use transportation provided by Local Teams or other individuals, hotel courtesy shuttles, or other "free" options.
- When it is necessary to use taxis or rental cars, you should opt for the most economical mode available.

BGM Car Rental Guidelines:

- The size of the rental car should be the least expensive model consistent with the number of travelers and the business purpose of the trip.
- Renter should decline the loss damage waiver (LDW/CDW) option, supplemental liability coverage, personal accident insurance (PAI) and other additional insurance options; this coverage must be provided by existing personal auto insurance.
- Optional expenses like GPS rental may not be charged to the ministry.
- The rental car should be refueled prior to returning it to avoid excessive refueling fees.

BGM Personal Automobile Policy:

- Reimbursement will be made for approved business travel using personal automobiles at the rate specified on the BGM Expense Reimbursement Form. BGM actually uses a higher rate than what is listed for charity purposes.
- The total mileage reimbursement will not exceed the cost of the lowest available round-trip coach airfare.
- BGM reserves the right to negotiate a set reimbursement amount for personal automobile trips for special circumstances.
- Mileage only will be reimbursed for personal automobile use, *not fuel*, *car washes*, *repairs, other services or expenses*.

BGM Parking & Tolls Policy:

- Reasonable and necessary parking and tolls, including charges for hotel parking will be reimbursed.
- Personnel are expected to use good judgment in minimizing these expenses, using alternative parking facilities if safe.

- For trips exceeding three days, less-expensive off-airport facilities should be used, if safe.
- Extensive use of personal toll tags will be reimbursed if reasonable, necessary, and properly documented.
- If tolls exceed $5 on an expense report, a copy of the monthly toll tag statement should accompany the reimbursement request as a supporting document, with all applicable tolls clearly marked.

BGM Lodging Policy:

- Hotel reservations for most personnel are made by the Home Office Staff.
- If personnel make their own hotel reservations, please obtain prior approval from the Finance Department.
- Convenience and proximity to other venues on the event itinerary shall be considered in determining reasonableness.
- Personnel should make use of BGM hotel discount rates when available.
- Any hotel points, vouchers, awards or credits should be applied to the BTW account.

BGM Meal Policy:

Personnel traveling for BGM business will be reimbursed on a per meal basis for actual out-of-pocket costs incurred. We realize that meal costs in some locations (e.g. airports) may be more expensive than others, but we ask our personnel to adhere to the following guidelines whenever possible:

- Breakfast $ 10
- Lunch $ 10
- Dinner $ 20
- Tips should not exceed 20%
- Alcoholic beverages will not be reimbursed.
- Personnel are expected to take advantage of meals provided (e.g. E&I meal; meals provided within the facility, free hotel breakfast, etc.) to help reduce ministry costs.

BGM Other Expenses Policy:

- Other reasonable and necessary purchases required to carry out assigned responsibilities or normal ministry activities will be considered for reimbursement on a case-by-case basis.

Receipts will be required as supporting documentation.

Reimbursement Report

Use a separate form for each event

NAME: _____

EVENT/PURPOSE: _____

DATE INCURRED	DESCRIPTION	AIR	AUTO **	HOTEL	MEALS	OTHER	TOTAL
							0.00
							0.00
							0.00
							0.00
							0.00
							0.00
							0.00
	TOTALS	0.00	0.00	0.00	0.00	0.00	0.00

** AUTO MILEAGE REIMBURSEMENT DETAIL:

For use of personal automobile where mileage will be paid, please complete the following schedule and *transfer TOTAL $* amount to the "AUTO" column above.

DATE INCURRED	FROM LOCATION	TO LOCATION	ACTUAL MILEAGE	MILEAGE RATE	$ AMOUNT
				0.585	0.00
				0.585	0.00
				0.585	0.00
				0.585	0.00
				0.585	0.00
				0.585	0.00
				0.585	0.00
			TOTAL		0.00

Notes

Write the business purpose and the attendees on each receipt for meals.
Receipts must be included with the completed report.

Email: derekg@behindthewalls.com

Email electronic report along with receipts to Derek Garrett

I hereby certify that the above expenses are reasonable and necessary for the purpose stated, and are in conpliance with current BTW policy, and are in keeping with good stewardship of the Lord's resources:

Signature _____ Date _____

For Office Use

Approved By _____ Date _____

rev. 1/12/2022

The Platform Guest Bio Examples - Appendix E

Jonathan "Jon" Bell

Mr. MADNESS, aka Jon Bell, is an entertainer who has been using beat-boxing, rapping, dancing, comedy, impressions, and crowd interaction over the last 12 years to bring hope, joy, and motivation to audiences all over. Let's hear it for Mr. Madness!

Matthew "Matt" Blagg

Matt is a singer and songwriter. He has played for The Temptations, Aretha Franklin, and B. B. King.

Tanya Crevier

She played basketball in high school, college and professionally. She has been inducted into the South Dakota Sports Hall of Fame. She is also in The Fellowship of Christian Athletes Hall of Champions. Tanya is known as "The Best Female Basketball Handler." Tanya has performed her Spintacular Basketball show in over 35 countries. She is known as "The Best Female Basketball Handler." Tanya's high energy program captivates audiences, young and old, without ever saying a word.

Keith Davis

He has been seen on ESPN, ABC, USA Today, and Sports Illustrated. He is a former USC and New York Giants football player. While playing at USC, Keith was twice the team's leading tackler and an All-Conference player. He played twice in one of college football's biggest and most exciting games, The Rose Bowl. He was one the nation's strongest players, being selected to the top All-American Strength Team. He has won 2 Championship Rings. He stands 6 feet 1 inches tall, weighs 290 pounds, and bench presses over 515 pounds and leg presses 1800 pounds. Keith played professional football with the NY Giants and college ball at USC. He uses his strength and size to reach audiences. Speaks to schools across the nation and world. Great in juvenile units and men's units.

Andy Gavin

Andy is a semi-pro baseball and softball player. He has bench pressed 500lbs drug-free. Andy is a former North American strongman, who incorporates feats of strength into his motivational message.

The Platform Guest Equipment List Examples - Appendix F

Emille Crawford

- iPod
- 6-foot aux cable (1/4” to 1/8” connectors)

M.A.D.N.E.S.S. Jon Bell

- MP3 Player
- 6-foot aux cable (1/4” to 1/8” connectors)
- 6-foot aux cable (1/8” connectors)

Tully Blanchard

- Garment Bag
- Velvet Robe

Sara Davis

- Track baton
- Track award medals

Zachary Ray

- Guitar
- DI box
- 10-foot mic cable (XLR connectors)
- 10-foot instrument cable (1/4” connectors)