

A brief overview of

THINK ORANGE

**Imagine the impact
when church and family collide...**

Author of book: Reggie Joiner

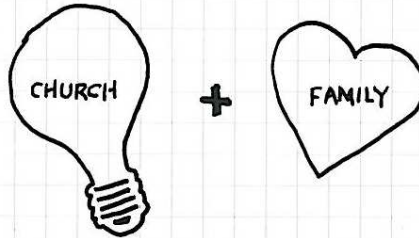
Overview by: Brendan Pratt

THINK ORANGE

- There are two powerful influences on the planet – the church and the home.
- They both exist because God initiated them.
- If they work together they can potentially make a greater impact than if they work alone.
- Too much is at stake for either one to fail.
- In society the church is losing its influence while the home is losing its heart.
- What if the solution is neither yellow or red? What if the answer is both, blended in a radical new way?

CONSEQUENCES OF RED OR YELLOW THINKING:

- The church forfeits its potential to have a greater influence on kids' and students' lives.
- Churches miss critical opportunities to meet the needs of unchurched parents in their communities.
- Communities continue to perceive the church as institutional, insulated and irrelevant.
- The church is characterised by superficial relationships.
- Productions or programs are positioned as the answer.
- Parents and leaders fail to teach the same truths in a synchronized effort.
- Parents avoid or abdicate to the church the responsibility to be spiritual leaders.



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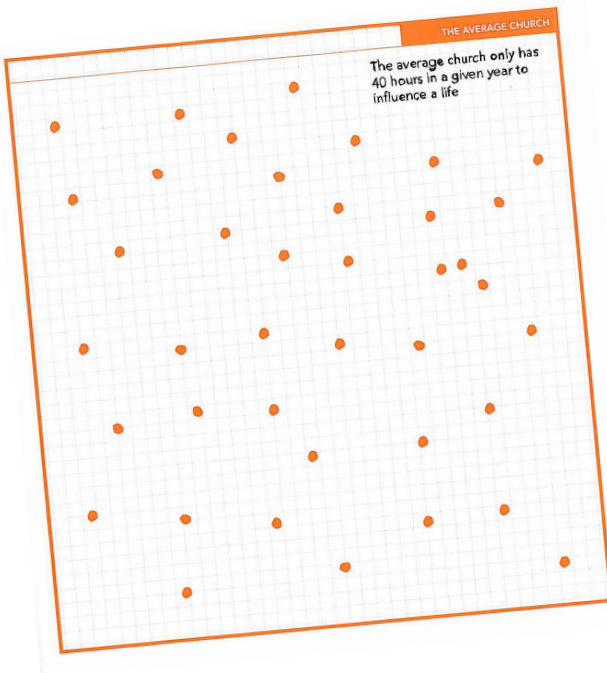
ORANGE

**2 COMBINED
INFLUENCES
MAKE A GREATER
IMPACT
THAN JUST 2
INFLUENCES**

INFLUENCE #1

THE CHURCH

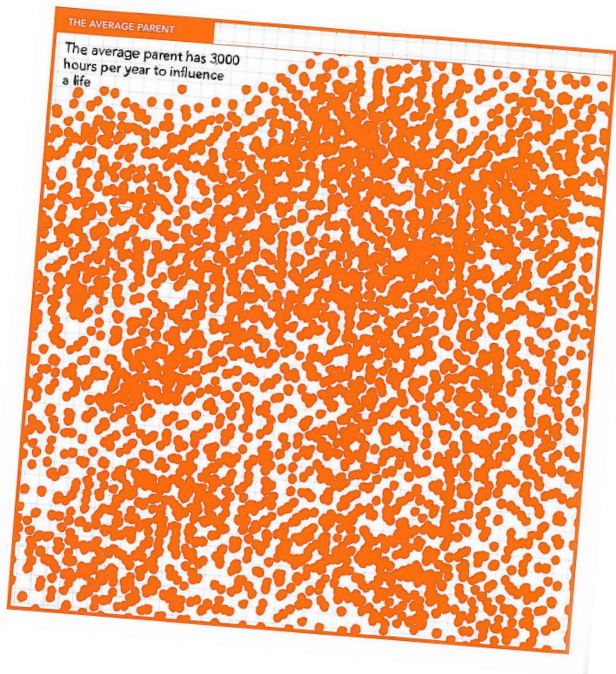
- The church exists to show the world who Jesus is.
- Our mission is not to preserve the local church as it presently exists in its various forms or models; our mission is to be the church.
- One hundred years from now the only thing that will matter is someone's relationship with God.



INFLUENCE #2

THE FAMILY

- What matters more than anything is that my kids have an authentic relationship with God.
- My children need to know I will never stop pursuing them or fighting for a right relationship with them.
- My personal relationship with God and with my wife affects them more than I realize.
- Just being together can never substitute for interacting together in a healthy way.
- A mother and father are not the only adult influences my children need.
- There is a degree of dysfunction in every family



INFLUENCE #2

THE FAMILY

Based on Deuteronomy 6:7 there are four key times all families can leverage to build the faith of their children (also shown on figure).

- **MEAL TIME** – when you sit at home
 - ⇒ Focussed discussion as a teacher to establish valued
- **DRIVE TIME** – when you walk along the road
 - ⇒ Informal dialogue as a friend to help interpret life
- **BED TIME** – when you lie down
 - ⇒ Intimate conversation as a counsellor to listen to the heart.
- **MORNING TIME** – when you get up
 - ⇒ Encouraging words as a coach.

TIMES	COMMUNICATION	ROLE	GOAL
MEAL TIME	FORMAL DISCUSSION	TEACHER	ESTABLISH VALUES
DRIVE TIME	INFORMAL DIALOGUE	FRIEND	INTERPRET LIFE
BED TIME	INTIMATE CONVERSATION	COUNSELOR	BUILD INTIMACY
MORNING TIME	ENCOURAGING WORDS	COACH	INSTILL PURPOSE

ORANGE GLOW

KIDS NEED parents who will help them advance in their relationship with God.

No one has more potential to influence a child's relationship with God than parents.

3000/40 principle – 40 in a church environment, 3000 at home. We need to leverage the 3 000

PARENTS NEED churches that will help them know how to be spiritual leaders.

Only one out of five Christian parents have ever been contacted by their churches to discuss their responsibility to influence their children spiritually.

CHURCHES NEED leaders to do less for kids and more for families

Maybe the most strategic and effective thing you could do for your families is to stop doing something.

THINGS EVERY KID NEEDS

A REALLY BIG GOD they can trust no matter what

SOMEONE ELSE who believes what they believe

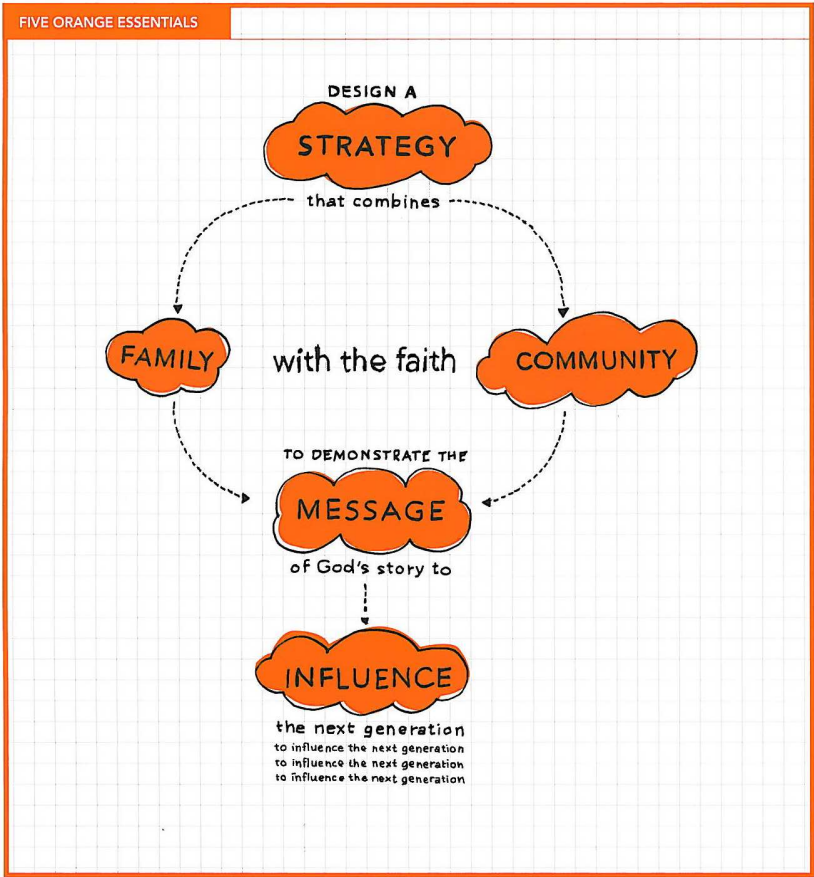
ANOTHER VOICE saying the same thing parents say

UNCOMMON SENSE to help them make wise choices

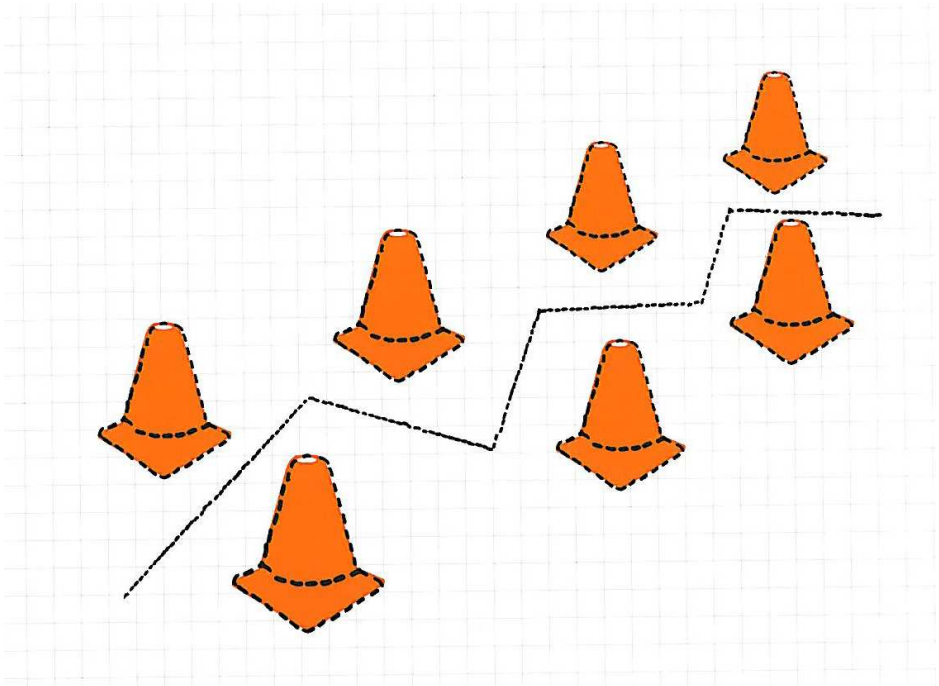
NOSY PARENTS who know where their kids are spiritually

FIVE ORANGE ESSENTIALS

INTERGRATE STRATEGY
REFINE THE MESSAGE
REACTIVATE THE FAMILY
ELEVATE COMMUNITY
LEVERAGE INFLUENCE



#1 - Integrate Strategy

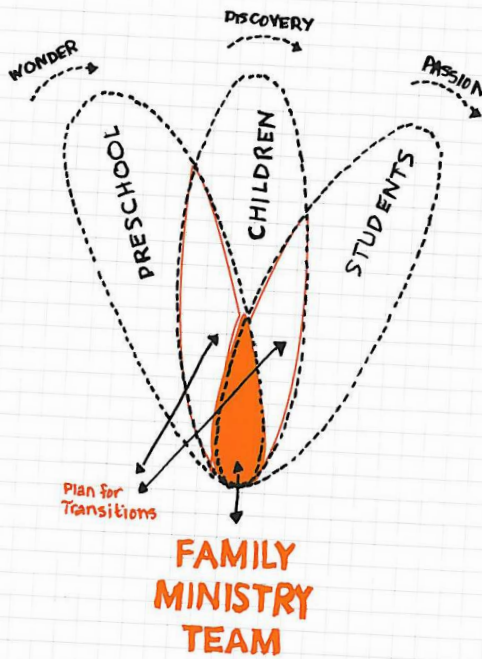


- Align leaders and parents to lead with the same end in mind
- Your need to make sure that everyone who leads with you is leading in the same direction
- A strategy is a plan of action with an end in mind

WITHOUT AN INTEGRATED STRATEGY:

- Parents struggle over how to partner with the church
- Programming tends to be isolated in impact
- There is no consistent forum to evaluate and improve what you are doing
- Volunteers become disillusioned with the lack of direction
- Leaders and staff drift toward silo thinking
- Overprogramming and competing systems dilute your influence
- We can't really expect parents to get on the same page with the church until we get on the same page as leaders.
- It's the effectiveness of your strategy, not the scope of your mission, that ultimately determines your success.
- The notion that any church is somehow exempt from integrating a strategy is tragic.
- When you integrate strategy it magnifies everyone's focus
- One of the most critical discussions you can have as a team is to decide where you really want to lead people.
- The problem isn't that churches are not doing programming for families; the problem is their lack of strategic programming for families.
- When you integrate strategy it expands everyone's capacity
- Design a system that removes competition between ministries

A CENTRALIZED TEAM IS RESPONSIBLE FOR FAMILY MINISTRY



Everybody's business is everybody's business.
Programming for families is connected to a synchronized strategy.

#2 - Refine The Message

SAY LESS

Simply what you need to communicate the biggest concepts

REINFORCE IT

Leverage every possible environment to reinforce each concept

MAKE IT FIT

Show them what it means for everyday life

REINFORCE

Once you have created the right statements repeat them until they stick

EXPERIENCE

Make it theirs! Create an experience that facilitates learning.

PERSONALIZE

Make it real, what do you model to them from your own life

RESILIENCE

Truth is learned best in the circle of loving relationships

PROGRESSION OF BASIC TRUTHS

PRESCHOOL

God made me
God loves me
Jesus wants to be
my friend forever



CHILDREN

I need to make the
wise choice
I can trust God no
matter what
I should treat others
the way I want to be
treated



STUDENTS

I am created to pursue
an authentic relation-
ship with my Creator
I belong to Jesus Christ
and define who
I am by what He says
I exist every day to
demonstrate God's love
to a broken world

WONDER
Discovery
Passion



Wonder
DISCOVERY
Passion



Wonder
Discovery
PASSION

#3 - Reactivate the Family

- Act like every parent is your partner.
- Act like every parent can be a better parent.
- The goal is not to engage parents to do everything, but to engage them to do something more.
- Even the best parents need consistent voices in their lives that encourage them to stay in sync with a strategy and to create a strong rhythm in their homes.

#4 - Elevate Community

- Connect everyone to a caring leader and a consistent group of peers
- Everyone needs to be believed in by someone, and everyone needs to belong somewhere. True community provides both.

COMMUNITY MATTERS:

- Parents feel supported in trying to have moral influence with their children
- The church grows in meaningful relationships
- Students will pursue counsel from Christian mentors
- Programmes become a step in a process rather than the whole answer
- Leaders discover the potential to make a lasting investment in someone's life.

CATALYSTS FOR SPIRITUAL GROWTH

- Life-changing Truth
- Spiritual Disciplines
- Personal Ministry
- Significant Relationships
- Pivotal Circumstances

- When you elevate community you help kids or students navigate critical life situations
- If you want a teenager to trust you, you have to earn relational change in your pockets over time.
- When you elevate community, you do something that nothing in culture can match.

FAITH SKILLS

- Navigate the Bible – survey and locate
- Personalize Scripture – memorize and apply it to everyday situations
- Dialogue with God – public and private
- Articulate Faith – share, defend
- Worship with your life – serve, invest

#5 - Leverage Influence

- Create consistent opportunities for students to experience personal ministry
- We're all designed to live inside a story...to play a role in a story
- Make people feel significant by giving them something significant to do.
- The heart will gravitate to whatever offers adventure and significance
- What makes us think that students will do ministry when they leave us if they never do ministry while they are with us?
- If what they have heard doesn't move from their heads to their hands, it will probably never make it to their hearts.
- One of the best ways to stimulate faith is to give someone an opportunity to have a personal ministry.
- You don't begin to serve when you feel compassion; you feel compassion as you begin to serve.
- As leaders and parents, our primary calling is not to keep our children in the church, but to lead them to be the church.

Steps to Orange-ify

1. Discover
2. Define an action plan
3. Communicate
4. Reorganize
5. Develop
6. Promote
7. Launch

Develop an integrated model of family ministry

Think Orange

Reggie Joiner

David C. Cook Colorado Springs, 2009.

www.OrangeLeaders.com