

## Purpose

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*One generation will rave about your works to another; And tell of your mighty acts.  
Psalm 145:4*

Reach Out Youth Solutions has followed God’s “generation to generation” ministry plan for forty-two years. Globally teenagers passionately follow Jesus because Reach Out equips leaders to disciple them—from one generation to another! We have a strong awareness and burden for the 2.3 billion people non-Christian young people who inhabit the planet. Jesus desires each one to be reached and disciplined. We believe that Reach Out plays a unique role in God’s plan to achieve that goal—for His glory and Kingdom.

That’s why we created our [Vision Acceleration Plan](#) (VAP) in 2016. We imagine our completed Vision Acceleration Plan ten years from now that includes...

30 new countries served  
100,000 new leaders equipped  
2,000,000 teens reached and disciplined

Since 2016 Reach Out has intensely pursued our [Vision Acceleration Plan](#) (VAP), and we have successfully accomplished what we envisioned—as explained in this [VAP Report](#). Most importantly we have in place our future leader, Randy Riggins. Together, Barry and Randy have our sights set on the next phase of the VAP—Jesus-Focused Youth Ministry Online (JFYM Online), the next major component of the Vision Acceleration Plan.

Creating this project and maintaining it is the largest and most expensive project in Reach Out’s history! We see this as the most significant human component in Reach Out’s future ministry impact. The success of this project will exponentially expand how many leaders we can train, and, as a result, how many teenagers we can disciple globally.

Making use of cutting-edge technology will enhance our influence globally. Through the years Reach Out has operated by conventional, in person, methods of communicating our training and distributing our resources. Without losing our highly relational approach of equipping leaders, we will create a digital platform for Jesus-Focused Youth Ministry that will accelerate us toward our goals. Using this delivery system will create greater exposure to and influence on our target audiences—pastors, youth leaders, parents and students.

## Need

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The statistics about the younger generation appear staggering! 2.3 billion non-Christian youth (ages 10-29) live on this planet. 89% of those young people live in developing nations. Approximately 1.4 billion live in Asia, 500 million in Africa/Middle East, 300 million in the Americas, and 100 million in all of Europe. Within all churches in the USA 1 youth leader serves every 600 teens—97% of youth ministry leaders

worldwide. Yet in the rest of the world only 1 youth leader serves every 120,000 teens. Reach Out envisions reaching and discipling as many of these global teens as possible.

Reach Out faces the challenge of a world rapidly moving away from traditional styles of learning. For today's tech-savvy younger generation, the all-access JFYM internet solution will create environments for them to receive video training from experienced leaders; study individually; and interact as a team—sharing insights, experiences, and personal plans of action for accountability--while still having access to qualified indigenous coaches.

Additional challenges to Reach Out's training include the current number of available mentors, geographical barriers, time and money limitations. However, due to the expansion of the internet, even in third world countries, we believe this online training platform will transform a limited-access opportunity into an all-access opportunity.

## Strategy

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Reach Out's robust strategic action plans have a degree of complexity. The following vital elements bring the plan together into a strategic whole.

Overall Ministry Strategy. Reach Out's overall strategy follows our mission: *to equip and multiply leaders globally who influence the younger generation to follow Jesus.* Our Jesus-Focused Youth Ministry (JFYM) strategy reflects Jesus' own ministry as the model, causing leaders around the world to describe it as "simple, practical, usable, and doable." The JFYM training strategy guides youth leaders to envision, implement and multiply their own unique Plan of Action based on:

Go deeper with Christ  
Pray with passion  
Build leaders

Disciple students  
Penetrate the culture  
Create outreach opportunities

To equip younger generation leaders, Reach Out follows a three-stage process globally:

1. Introduce. In a Jesus-Focused Youth Ministry Forum, Eagle Leaders\* guide youth leaders through the Jesus-Focused Youth Ministry strategy.
2. Implement. The newly equipped youth leaders apply Jesus-Focused Youth Ministry in their churches. An Eagle Leader mentors/coaches youth leaders through the process.
3. Multiply. A leader who implements Jesus-Focused Youth Ministry, and whose local ministry multiplies, can become certified as an Eagle Leader.

\*Eagle Leaders implement Jesus-Focused Youth Ministry, and then mentor/coach others to do the same. Through this process Jesus- Focused Youth Ministry multiplies.

The JFYM Online training will follow this same strategy, and yet offer it creatively through the internet. Using the JFYM Online training will actually enhance and deepen both new and existing relationships. Through it, each leader will have multiple options for working through JFYM—by themselves, with their own adult leaders and students, and/or in training and mentoring/coaching relationships with leaders in other churches and/or countries. As a result, through the online training, we will more effectively and efficiently equip and multiply more churches, leaders and students.

Strategic Partners. This project is far beyond Reach Out’s internal capacity, yet in some unusual ways the Lord has brought us the opportunity to strategically partner with high capacity technology practitioners—LifeCairn and Novologic.

- LifeCairn, led by Todd Slocum, has produced all previous Reach Out videos. Because of our long and positive working relationship, we know the high level of expertise and the quality that will result. For example: [Refocus](#), [Disciple-Making](#).
- Novologic, led by Jeff Gray and Anthony Hughes, is one of the outstanding digital platform creators in America. They have produced digital platforms for Chick-fil-A, Delta Airlines, and now they have entered into a \$7 million contract with Panera Bread. Also, this company has a desire to use their business to advance God’s Kingdom. Since being introduced to and catching the vision for the JFYM Online project, they have guided and advised us, and they have a strong commitment to partner with us in building this digital platform. Previously Novologic built a digital platform for Christian Businessmen’s Connection (CBMC)—a marketplace disciple-making ministry. The CBMC platform mirrors the interactive, disciple-making tools that Reach Out needs, and removes much of the trial and error for us. This [JFYM Online – Novologic Presentation](#) shows the dynamic disciple-making interactivity tools to which we will have access.

Video Strategy. Rather than an online lecture series, our strategic approach to the videos will result in a dynamic and unique multi-cultural, interactive, relational, and mentoring experience that will both gain and sustain the interest of participants in completing the training.

- Multi-cultural—We envision a multi-cultural approach because we want all who engage with the videos to sense that they are part of something bigger, something global. We do not desire for this training to appear “Americanized”, but rather to feature their languages, people and stories. At least four languages/cultures will be represented—Spanish (Cuba), Russian (Russia), Swahili or another African language (Africa), English (USA), and possibly Nepali (Nepal). Each video will feature both content and stories from the various countries on life and ministry changes through the JFYM training.
- Interactive— All of these elements will be used in various orders that invite the participants to fully engage spiritually, emotionally, mentally, and relationally.
  - Watch and Listen
  - Read and Reflect
  - Interact and Discuss
  - Plan and Apply

This approach is very different from simply recording seminar content, subtitling it and putting it online. Rather, maximizing the technology, we desire for the user to have a creative, organic, and fluid feel to their experience.

- Relational—The participants will relate in one-on-one, small group and large group interactions with people of urban and rural environments from around the globe. Because of the unique opportunities that the online platform will offer, we will have the capacity for connectivity—to connect mentors and mentees, small group leaders and their participants, adult youth leaders with their discipleship groups—all connecting in ways that offer ongoing communication, questions and answers, assignments given and received, meetings scheduled, and more. Each one of these relational/mentoring elements enhance the leadership building, disciple-making process.

Digital Platform Strategy The digital platform strategy adds enormously to the JFYM training because it moves mentoring and disciple-making beyond a once a week discipleship group, beyond simply watching video content on a website, and it reduces—but does not replace—the requirement of physical books and physical presence. It transports the user into a deeper relational and learning opportunity by creating robust online interactive mentoring using the JFYM training. We will achieve this level of connectivity and training by offering stored content that can be seen by an individual, a group, and/or by a mentor and mentees. Mentors can engage in multiple relationships in real time. As a result, daily disciple-making with relational accountability can take place in a way previously impossible outside of this kind of connectivity and interactivity.

The technology for a digital platform that will allow Reach Out to create this enhanced connectivity and interactivity consists of three key components:

- CRM—Customer Resources/Relationship Management—tracks the interactivity of large numbers of relationships, showing who is discipling whom, where individuals are with their assignments, and allowing the leader and participants to engage with each other about what God is teaching them in each session.
- CDM—Content Distribution Manager—provides the infrastructure for effectively managing data.
- SAAS—Software As A Service—offers an IT support and maintenance system that makes available a software delivery and hosting model based on subscriptions.

Potentially Novologic will manage all of these systems for Reach Out for a monthly fee, as they do for other businesses and ministries.

Once all of the infrastructure is completed, our team will have the ability to quickly and cost-effectively update our content. We will have the capacity to include another country, insert or swap out impact stories, and add or subtract content as needed. This will keep the content current and fresh, which means that our online project will not become obsolete.

## Outcomes

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We project the following outcomes as we implement the JFYM Online project.

1. Collaborate with our project partners, country leaders and country teams to achieve our multiplying ministry goals.
2. Raise the money necessary to fulfill the project with a “pay as you go” approach.
3. Produce final video content over the next 9-12 months, highlighting four cultures in four countries—Cuba, Russia, Africa, and USA. In each country we will shoot 10 videos resulting in 1:20 minutes of finished content.
4. Create Reach Out’s unique version of Novologic’s digital platform that will result in robust relational interactivity for a maximum disciple-making environment.
5. Retain outside expertise to assist Reach Out in engaging our target audiences in the JFYM training, and achieving maximum accessibility to this training around the world.
6. Continue to pursue Reach Out’s ten-year Vision Acceleration Plan goals enhanced by this new technological breakthrough.
  - 30 new countries served
  - 100,000 new leaders equipped
  - 2,000,000 teens reached and disciplined

## Funding

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The cost of this project goes beyond anything Reach Out has ever attempted. The total Vision Acceleration Plan will cost \$1 million, which includes providing accessibility to the JFYM Online training in various countries around the world, ongoing digital platform maintenance expenses, and adding new countries and languages as appropriate. The initial phase will cost \$120,000 to shoot the videos with LifeCairn, and \$130,000 to create the digital platform with Novologic. \$250,000 is needed in 2019 to finish the creation and implementation phases of this project.

### **2019 Project Funding**

<u>Videos—LifeCairn</u>	\$150,000
<u>Digital Platform—Novologic</u>	\$150,000
<u>Maintenance</u>	\$400,000
<u>Marketing</u>	\$300,000
<b>Total Funds Needed</b>	<b>\$1,000,000</b>

As a result of investment by various partners in the Jesus-Focused Youth Ministry Online Project and its success, we believe Reach Out will, to an even greater degree, exponentially produce fruit-bearing, multiplying disciple-making movements that result in successive generations of well-equipped leaders who reach and disciple the younger generation and advance God’s Kingdom.