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# **FAMILYLIFE**

## Global Outreach **Strategies and Resources**

# Biblical Importance of Families

Families are God's plan to raise children.

Almost every social problem, whether it be crime, violence, drug abuse, abortion, ruined lives, hopelessness, or greed, is contributed to by ineffectual families.

Many people today both inside and outside the church desperately desire help for their marriages and families but don't know where to look. Fortunately, the Bible gives clear directions for having a successful family.

The felt need of family relationships has also brought many thousands to the knowledge of Jesus Christ.

# Basic Requirements to Start a Ministry



FAITH &  
PRAYER



RESOURCES



KEY COUPLE



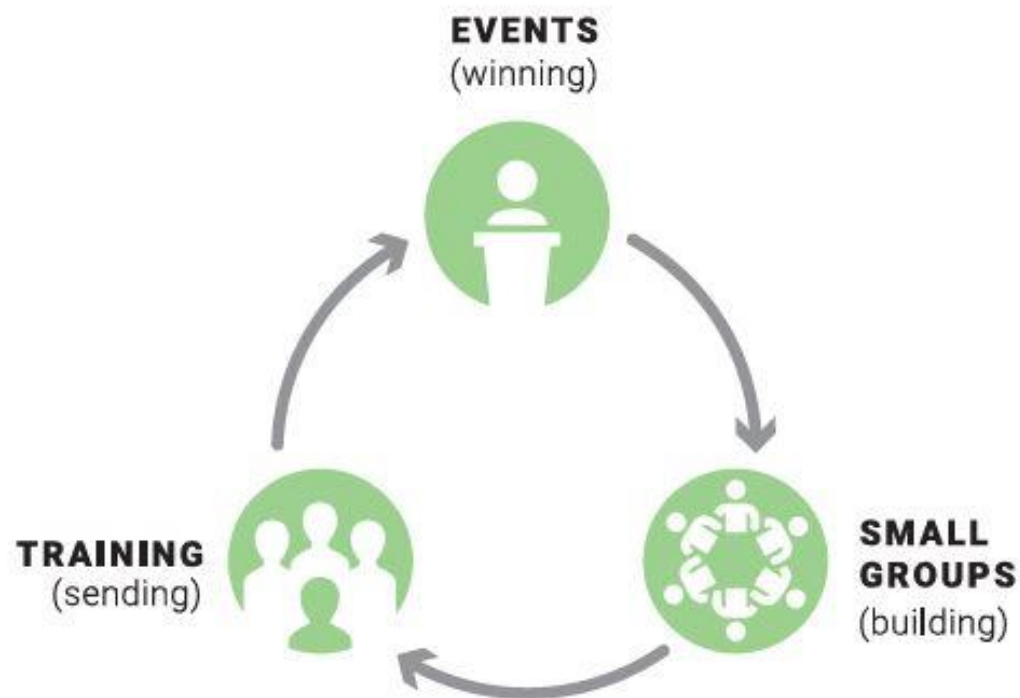
EVENTS,  
SMALL GROUPS,  
TRAINING



FINANCIAL  
SUSTAINABILITY

# FamilyLife Local Ministry Strategy

based on Jesus' example



Although winning, building, or sending can occur in any of the activities, the diagram shows the most common.

## Events (Winning)

- Date-night events
- Low-commitment weekend events
- Large events like Weekend to Remember

## Small Groups (Building)

- Marriage groups
- Parenting groups
- Women's or men's groups

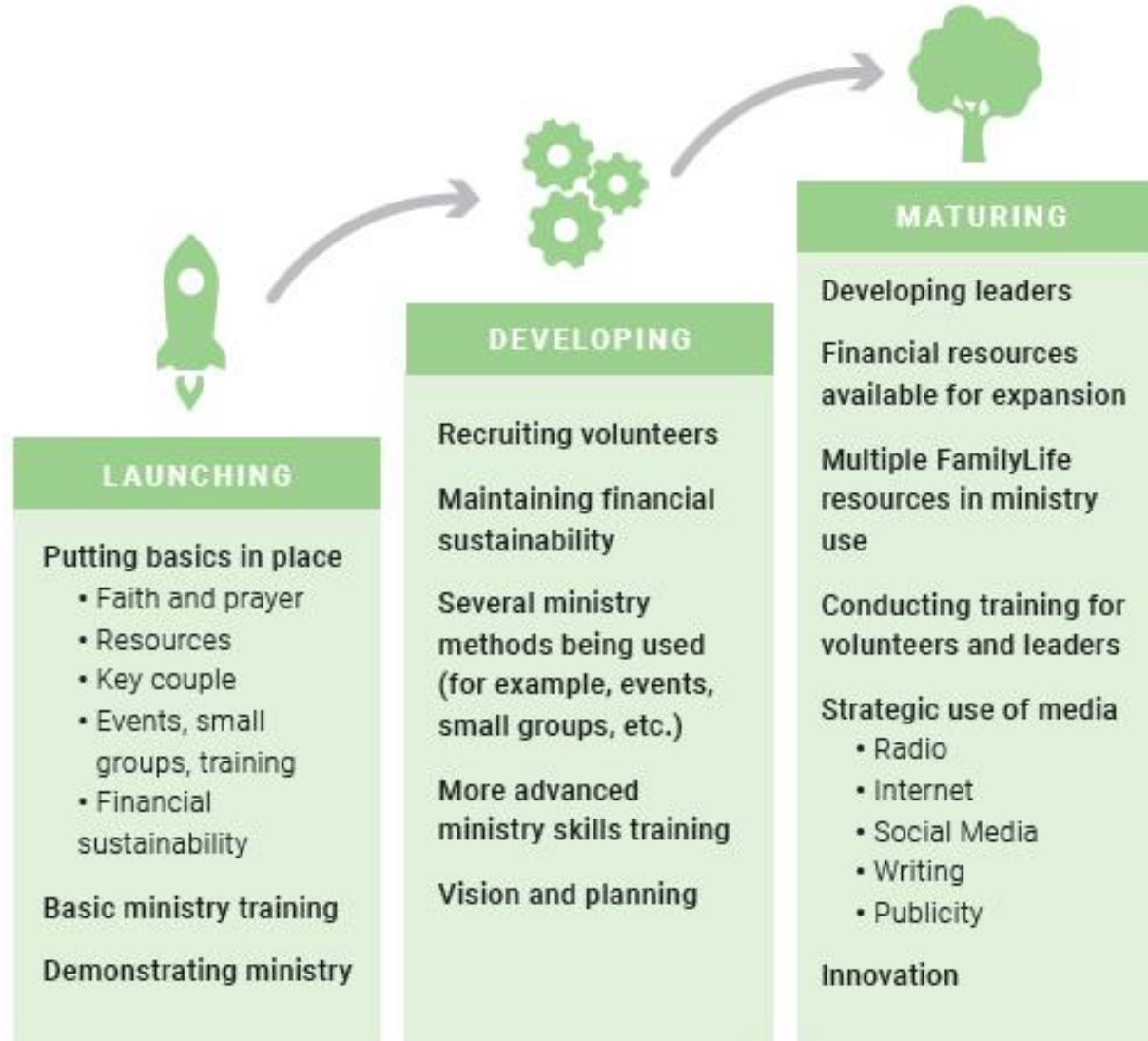
## Training (Sending)

- Evangelism
- Discipleship
- Small-group facilitator
- Speaker training

# Ministry Versus Movement

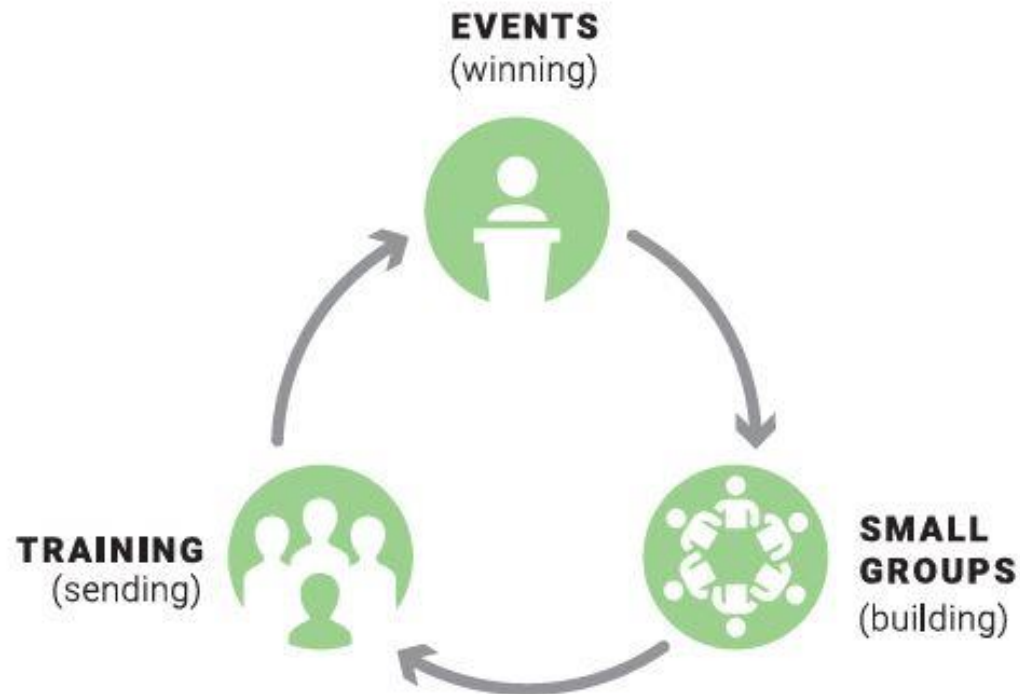
- A Movement is of God. You can't build one.
- You can build a ministry that God can turn into a movement.

# Stages of Ministry Development



# Role of Events

Win people to Christ and catalyze people to the movement



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# Events

- Jesus frequently taught in front of gatherings of people.
- Several categories of events can be part of a developing FamilyLife ministry, including Major Events, Exposure Events, and Training Events.
- Events might be organized in one of two different ways: organized by FamilyLife or organized by others.



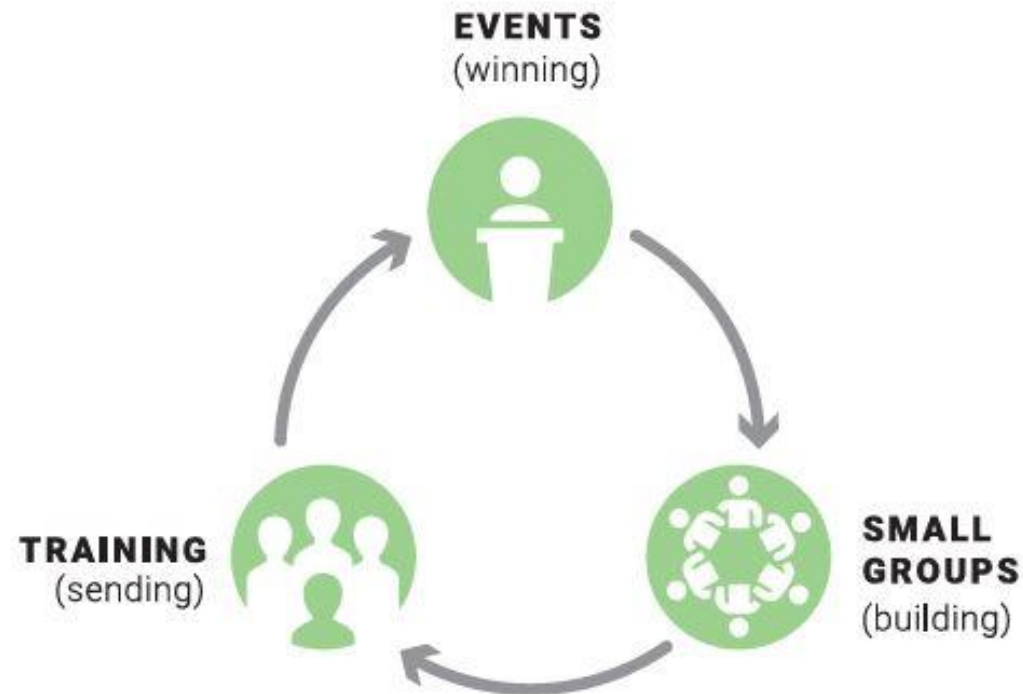
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# Types of Events

- **Major Events:** A full day or more of teaching biblical principles for families. Couples' activities and project time are included in the experience.
- **Low-Commitment Events:** Generally one or two marriage talks and a few activities to expose a group to FamilyLife. If done well, many of the audience will attend subsequent major events or participate in small groups.
- **Training Events:** Can be from an hour to a full weekend. Training events teach FamilyLife strategies and equip couples to use resources as FamilyLife Local. Participants enjoy training more if a few advanced marriage principles are mixed in with the how-to instructions.

# Role of Small Groups

Discipline others in the ways of Jesus and identify leaders



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# Permanent Life Change

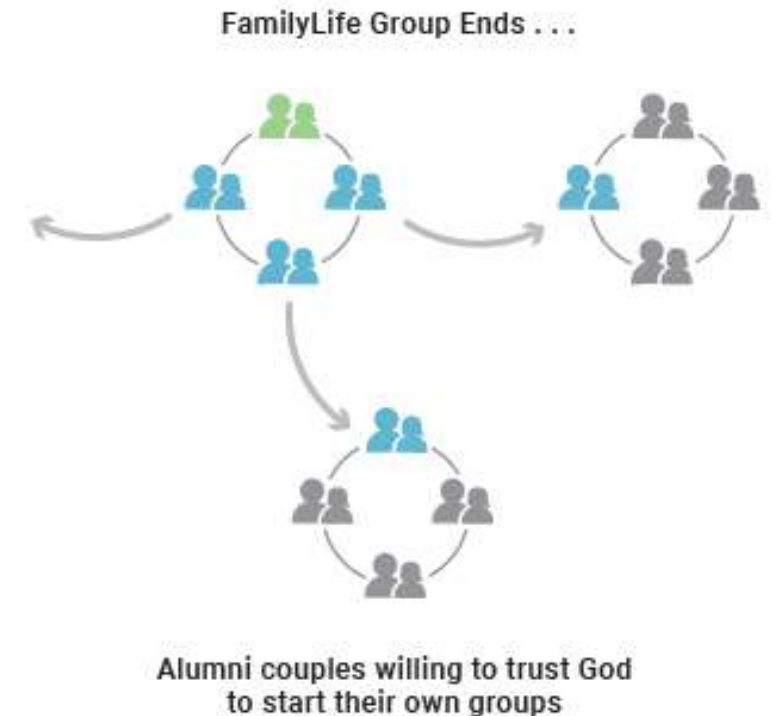
“You make an impression on people from a distance. You make an impact on people when you get up close.” (Dr. Howard Hendricks)

Putting everything from a major event into practice can be like trying to swallow an elephant. But small-group studies are like cutting the elephant up into bite-sized pieces.

“The WTR creates a desire to change. Small groups make that desire a reality.” (Jerry Wunder)

# Effective Small-Group Multiplication

- Groups ending may be part of God's plan
- Stay in touch with leaders
- Be patient



# Accelerating Multiplication

It is possible to have an event ministry without a small-group ministry.

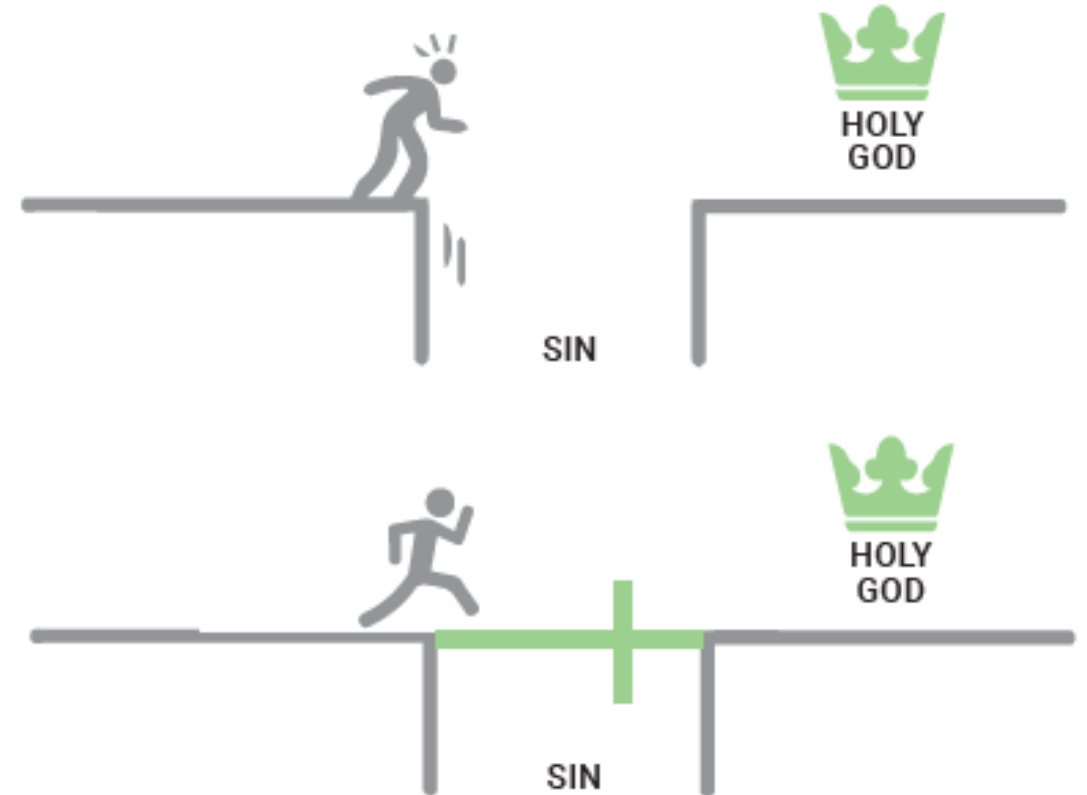
But it isn't possible to have a *dynamic* small-group ministry without events.



# Small Groups – Outreach and Evangelism

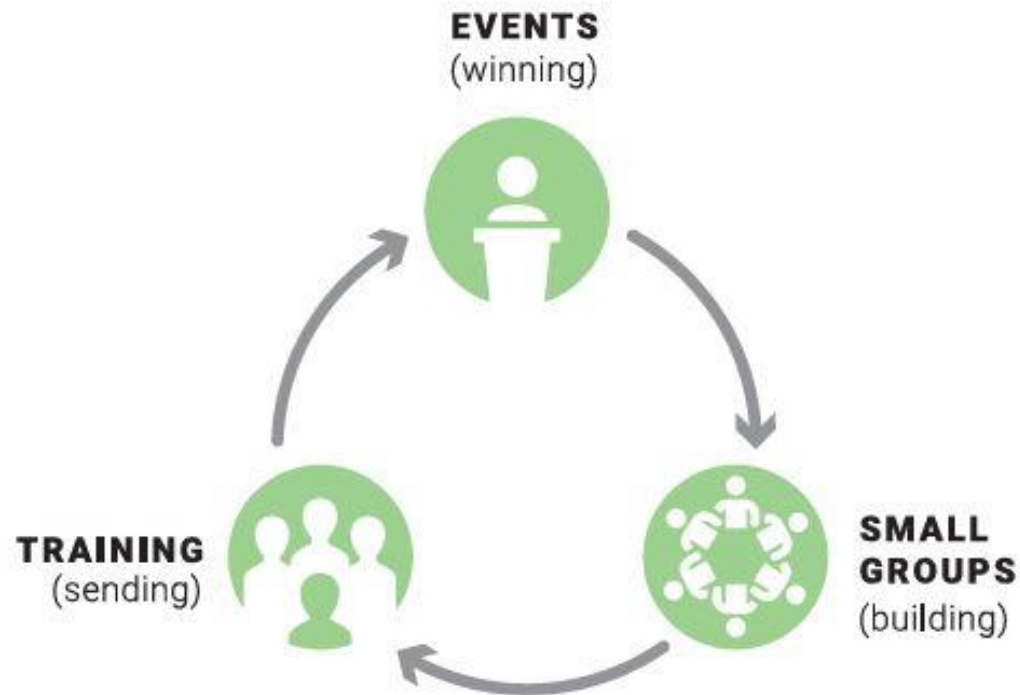
- As important as a good marriage is, it isn't as important as having a relationship with Jesus Christ.
- Effective evangelism in small groups requires more preparation and a non-religious approach.

Note: Global Outreach's Small-Group Training manual has a large section on using small groups for outreach.



# Role of Training

Equipping leaders to grow the ministry



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# Kit and Drew Coons – An Ordinary Couple ?

(led a highly evangelistic FamilyLife Local ministry with nearly 20,000 involved)

No, a well-trained ordinary couple.

- Used Cru resources for decades before joining FamilyLife.
- Completed AIT (Intensive Cru Training).
- Completed two additional years of Cru Basic Sequential Training.
- Attended IBS taught by Dennis Rainey.
- Cru Staff in Nigeria and New Zealand.



At FamilyLife in 1991



# Two Aspects of Christian Maturity

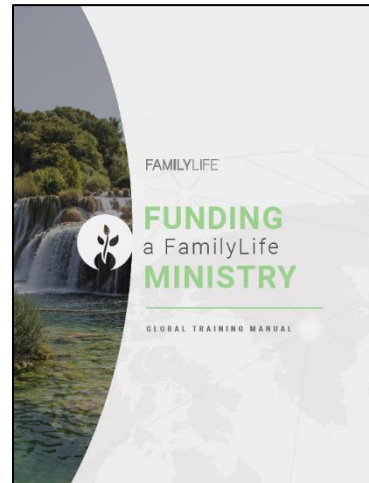
## The Character of Christ - How to Live

- “ ‘Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind’ and, ‘Love your neighbor as yourself’ ” (Luke 10:27).

## Ministry Skills - Abilities to Help Others

- “Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have” (1 Peter 3:15).
- “And He gave some as apostles, and some as prophets, and some as evangelists, and some as pastors and teachers, for the equipping of the saints for the work of service, to the building up of the body of Christ” (Ephesians 4:11-12).

# Global's Training Resources



# Warning

“Movements are messy.”

Dave Robinson

Cru | City

Key Leaders will have their own ideas and may not readily fit a one-size-fits-all slot.

*“Let us not lose heart in doing good, for in due time we will reap if we do not grow weary” (Galicians 6:9).*

