



FAMILYLIFE®

Global Outreach
**STRATEGIES &
RESOURCES**

GLOBAL TRAINING MANUAL



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RESOURCES**

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Strategies and Resources Training

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INTRODUCTION

“FamilyLife exists to provide proven biblical solutions for your marriage and family, and help you as you help others.” FamilyLife adopted this purpose statement a few years ago. And the last phrase “and help you as you help others” really captures the focus and direction of the ministry.

The purpose statement also describes the Global Outreach department. Globally, we fulfill that purpose by providing training and resources that will help you help others. We train trainers who, in turn, will train others.

The great theologian A.W. Tozer wrote, “God is looking for people through whom He can do the impossible. What a pity we plan to do the things we can only do by ourselves.” God wants families to live by biblical principles. The only issue is whether we can be holy and obedient to allow God to work in us and through us in a miraculous way.

Every country with couples willing to trust God for biblical families is important to us. This manual is designed to share what Global Outreach hopes to offer to our partners:

- Strategies which Global Outreach has observed to be the most effective
- FamilyLife resources available for licensing without charge
- Training programs in ministry skills with specific how-to instructions
- Coaching and encouragement from FamilyLife International Representatives

Thank you for trusting God for miracles with FamilyLife. Global Outreach is here to serve you.

BIBLICAL IMPORTANCE OF FAMILIES

In most cultures today, marriages are struggling. Divorce rates are alarming. And even in places where divorce is rare, marriages often do not demonstrate the love and unity God intends. Not only the husbands and wives suffer. Susan Alexander Yates said, “A child’s security is based not on how much his parents love him, but on how much they love each other.” Parents’ problems do affect the children. And we don’t need to look far to see some of the results of the disintegration of families. Statistics clearly show the correlation between single-parent homes and poverty. Almost every social problem we have in America, 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. Moses, Jesus, and Paul all said, “That is why a man leaves his father and mother and is united to his wife, and they become one flesh.” This principle is the cornerstone of the biblical blueprint for marriage. This and other biblical principles winsomely communicated can give couples the loving, supportive, and satisfying marriage that everybody wants. Marriages such as this provide the best environment for raising children and honor Christ and the church. The felt need of family relationships has also brought many thousands to the knowledge of Jesus Christ.

BASIC REQUIREMENTS

Oxygen is a necessary element for life. Likewise, a ministry of FamilyLife is unlikely to survive without some basic elements, which are our “oxygen.”



FAITH &
PRAYER



RESOURCES



KEY COUPLE



EVENTS,
SMALL GROUPS,
TRAINING



FINANCIAL
SUSTAINABILITY



Faith and Prayer

God works through our faith. A FamilyLife ministry must begin with faith in God and faith that God can work through us to change lives. Ministry without a prayer base is activity that presumes on the blessing of God. Failure or anemic activity is the sure result. Prayer isn't an add-on to ministry but the spiritual dynamo of life change and leadership development. The prayer focus can be led by a designated prayer coordinator, but everyone on the team should do the hard work of praying.



Resources

FamilyLife has spent over 40 years developing resources to effectively build successful families. The most essential biblical principles have been carefully determined and presented in an engaging manner. Many of FamilyLife's resources are available without charge through licensing to international partners. Licensing helps to protect the integrity of the resources and intellectual property rights.

Some priority resources suggested for translation are:

- Family Manifesto
- Weekend to Remember®
- Couples Relationship Seminar (one-day event)
- FamilyLife Couples and Parenting Studies
- The Art of Marriage® and FamilyLife's Art of Parenting®
- *Staying Close* by Dennis Rainey



Key Couple

In the Bible, we see many examples of God using key individuals to do important things. Occasions when God worked through a committee are rare. God's key individuals were not always the most apparent choice. Think of Samuel's anointing of the shepherd boy David. God Himself said, "The Lord does not look at the things people look at. People look at the outward appearance, but the Lord looks at the heart." (1 Samuel 16:7 NIV)

For ministry to couples, God looks for a key couple. He gave Dennis and Barbara Rainey a heart for families. Through their heart, faith, and obedience, God has touched millions of lives. Virtually all effective international ministries of FamilyLife have a key couple to whom God has given a passion for biblical families. They lead by example and invest the hard work that God blesses. FamilyLife is a ministry done by couples for couples, and the example set by the key couple is also powerful when ministering to singles or to a married individual who attends an event alone.

The Rainey's also had deep biblical understanding and prior training in ministry skills. These are absolutely beneficial to building a ministry of FamilyLife. But just as we know the significance of a key couple, Satan does also. He will attack the key couple to disable them, if possible. Therefore courage and persistence stemming from faith in God are even more important than prior training. The boy David demonstrated his faith by killing a lion, a bear, and the giant Goliath.

A key couple with vision, passion, and capacity to build godly families is needed to guide and direct the ministry—a couple where husband and wife are both called and involved. One key couple cannot do it all themselves. But God can use their example to inspire volunteers and even other key couples. Ultimately, “mighty men” whom God also used were attracted to David’s leadership. Eventually, other key couples are likely to assist the initial key couple within effective FamilyLife ministries, perhaps in other parts of the city or country.





Events, Small Groups, Training

FamilyLife events, small groups, and training are ongoing elements for a healthy FamilyLife ministry. These three work together and support one another. For example, events can produce connections with potential volunteers and trainees. Small groups provide excellent follow-up from events. FamilyLife ministries that use all three of these elements strategically tend to experience the most success.



Financial Sustainability

The parable of the talents (Matthew 25:14-30) makes clear that God expects us to wisely use resources He provides. Failure to meet our financial obligations dishonors the God we serve. Therefore, we must be conscientious and wise about financial matters relating to a FamilyLife ministry. In addition, Global Outreach has observed that ministries that have positive funding tend to grow. Ministries that consistently lose money usually fail. More information about sources of funding will be included in the section on Global strategy.

A NOTE ON MINISTRY AS A SINGLE

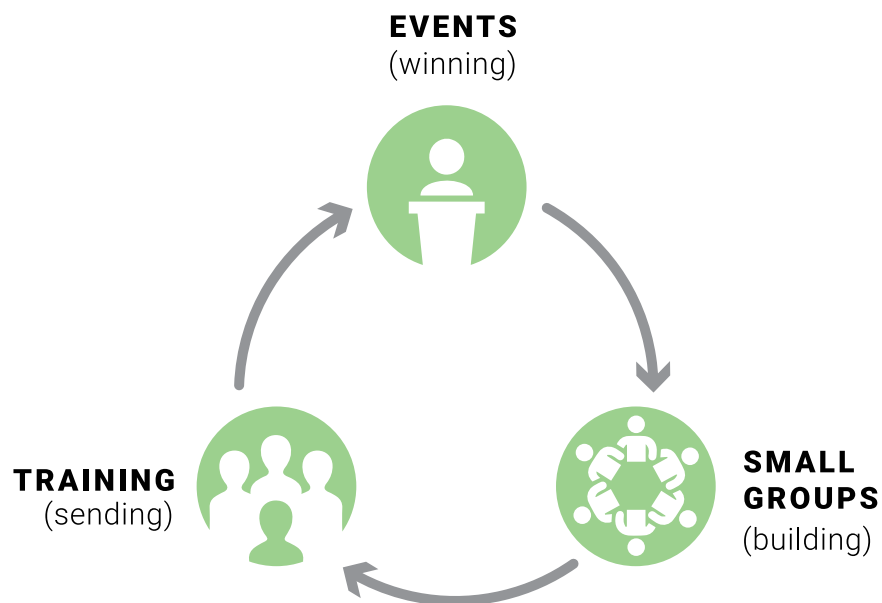
We encourage couples to do marriage and family ministry together because it provides a visible demonstration of the power of teamwork in marriage. However, we realize that some individuals (married or single) may choose to develop a ministry to families on their own. If this applies to you, we affirm and appreciate your contribution to the Kingdom of God. Although our training manuals are worded to address couples who are doing ministry together, please adapt and apply the material to fit your situation.



GLOBAL OUTREACH STRATEGY

International FamilyLife ministries take many forms based on the personalities and talents of the leaders. They use FamilyLife resources, often translated into the local language and culturally adapted. For common languages, FamilyLife has frequently made one translation, which can be directly licensed to multiple countries. Mandarin, Spanish, Arabic, and Russian are examples.

Ultimately, the most successful ministries use a mixture of events, small groups, and training. However, individual ministries frequently look very different from each other even using these three elements.



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

Like many Christian ministries, a strategy involving multiplication is essential for FamilyLife. Jesus modeled what we call a win-build-send ministry. The circle diagram shows a basic simplified form. As a ministry expands, winning-building-sending may take more sophisticated forms. For example, small groups used most effectively can win, build, and send. In Jesus' ministry, win-build-send was a continuous process. This is what Jesus' disciples knew to do when he gave them the Great Commission in Matthew 28:19-20.



KEY IDEAS

- Strong marriages and families are vital to a healthy, growing church.
 - FamilyLife is committed to working with and serving God's church.
 - Dr Bill Bright said, "If you reach the family, you reach the world."
 - Reaching men and women with the gospel of Jesus Christ is an integral part of FamilyLife's mission.
 - Global Outreach recommends that a ministry go through Launching, Developing, and Maturing stages.
-

Churches can play a vital role in a multiplying FamilyLife ministry. And Cru can play a vital role in helping pastors and churches get connected with FamilyLife's resources and training that can help churches have their own marriage ministries.

When the church is strong, the Gospel moves forward. And when the couples within the church are following and reflecting Jesus in their marriage, the church is stronger.

Simply put, godly families are more likely to be involved in the work of the Great Commission and have children who continue in the faith. Unfortunately, countless marriages and families are in crisis, not just in the US, but all around the world.

Churches frequently have ministries to women, children, and youth. Fewer have ministries to men. But churches often do not proactively nurture godly marriages. Why? There are many reasons. But one reason might be they do not have the resources, the training, a plan (or even a vision) to develop a marriage ministry. And this is where FamilyLife can help.

FamilyLife can come alongside the local church to strengthen the marriages of pastors and their wives and train their lay leaders to disciple other couples in their marriages. This helps fulfill the Great Commission.

Building into the marriages of pastors is very strategic work. Pastors often sacrifice their marriage and family for their church. Too often, their marriage crumbles and then they lose their church too. When they learn why a godly marriage is so important to God and how they can have one, their families and their churches are stronger.

Similarly, it is strategic to train and resource local lay-leaders—couples who will disciple other couples in their marriages; couples who will share the vision of couples helping other couples. FamilyLife resources (such as small-group studies) in the hands of trained lay-leaders can become a solid foundation for a marriage ministry in a church.

Lay couples in churches often represent a large reservoir of untapped resources. These couples, if 1) encouraged by their pastors, and 2) trained and resourced by FamilyLife, can become a significant, multiplying workforce.

The gospel is at the heart of what FamilyLife does. When people discover God's plan for marriage, often they encounter God and begin, or deepen, their relationship with Him. And when couples discover God's plan for marriage, they often want to share what they have learned with others. This, too, helps fulfill the Great Commission.



FamilyLife started in 1976 as a division of Campus Crusade for Christ International, or CCCI (now known in the US as Cru). Dr. Bill Bright said, “If we reach the family, we reach the world.” Reaching men and women with the gospel of Jesus Christ is an integral part of FamilyLife’s mission. The felt need of family relationships attracts many to FamilyLife events and resources where they receive that vital message. Family issues also give a wonderful opportunity for life-changing discipleship.

Ministries started by CCCI internationally go by different names around the world. Many of them have adopted FamilyLife as a ministry to their own staff and as an evangelism and discipleship opportunity. Like CCCI, these ministries often go by names different from “FamilyLife.” However, they operate within their own countries under the authority of the national leadership of CCCI. Most of the leaders are CCCI national staff. When CCCI wants to conduct a ministry of FamilyLife within a country, FamilyLife US licenses that CCCI ministry without charge to control and produce FamilyLife resources within their country.

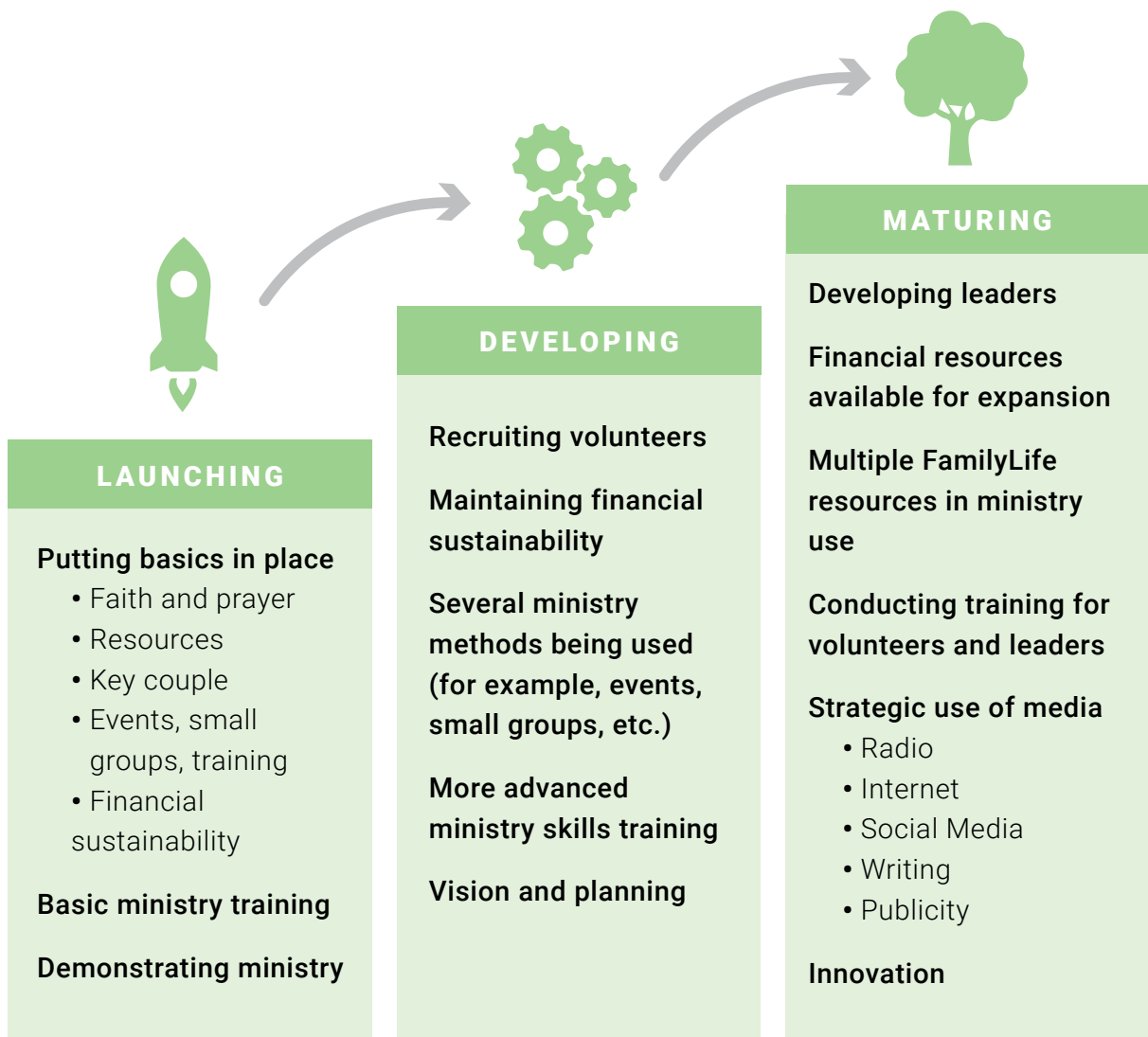
This Global Outreach Strategies and Resources (GOSAR) manual suggests some basic requirements and ministry strategies needed to build a successful FamilyLife ministry. Global Outreach also provides training and resources for CCCI staff and volunteers in FamilyLife ministry strategies and skills. Sometimes the national CCCI staff receives the training from Global Outreach and then trains volunteers in their own country. But often, FamilyLife ministries are led primarily by volunteers working under light supervision by CCCI. Volunteers usually represent a wide variety of churches and denominations. Serving churches through ministry and training lay leaders within the church can have very significant results in both evangelism and discipleship.

STAGES OF MINISTRY DEVELOPMENT

FamilyLife hopes to provide assistance for the development of similar God-led ministries. FamilyLife licenses resources designed to engagingly present the biblical plan for families to international partners. Another resource provided by FamilyLife is the Global Outreach Department. There men and women help to establish and expand international ministries of FamilyLife. Global Outreach staff members offer experience, training, and coaching.

FamilyLife has ministered in some fashion in over 100 countries. Therefore Global Outreach has observed successes and also failures. Some ministries of FamilyLife led by national leaders are having a huge impact on their cultures. Their leaders have even become spokesmen for biblical families within their respective countries. In other places, the ministry has failed to thrive or ceased operation altogether. Global Outreach has identified some elements and practices that can give a ministry the best opportunity for major success.

FamilyLife US has been ministering for over 40 years. International partners are sometimes discouraged when they observe all that FamilyLife in other areas can do compared to their own ministries. But building a dynamic ministry takes faith, time, and a lot of hard work. With the basic necessities in place, a ministry can be established and start to grow. Global Outreach recommends that a ministry go through several loosely defined stages:





LAUNCHING

Putting basics in place: These were discussed in the introduction.

Basic ministry training: This manual, the GOSAR, is the best place to get oriented to building a successful FamilyLife ministry. Some exposure, perhaps informal, to more advanced training would be very beneficial.

Demonstrating ministry: Some aspect of demonstration of ministry to couples must be conducted. Starting with a ministry event for pastor couples can be very strategic, especially if it ministers to their marriages and casts a vision for marriage ministry in their churches. It can also be strategic to give lay couples an opportunity to experience a FamilyLife small-group study and train them in how to lead one. Demonstrating how principles for biblical families can be effectively communicated is necessary to prove the potential of the ministry to potential volunteers.



DEVELOPING

Recruiting volunteers: Volunteers are the fuel that grows a ministry. They are abundant and available for service—they just need a vision and some direction to become part of a FamilyLife team. The key is to invite them.

Volunteers often are eager to serve because they have a personal testimony of when God intervened in their own marriage; now they want to help others. When a volunteer couple is trained for service on a FamilyLife team, they can “own” that ministry and serve together. Volunteers can be trained to lead small-group studies or teams, and also organize and host momentum-building events.

Maintaining financial sustainability: A ministry that does not manage money well will not survive. In particular, becoming mired in debt will handicap a developing ministry. Charging the participants for services and resources is necessary for the ministry to continue.

Several ministry methods: Couples respond to different methods that communicate the biblical principles for families. A one-dimensional ministry will not have the same depth as when multiple ministry methods are used. There is also great synergy between events and follow-up using small groups.

More advanced training: Global Outreach offers in-depth training in ministry skills. These will be outlined in the “Training Resources” section.

Vision and planning: Ministries will develop differently based on the talents of the key couple and the circumstances. A Developing ministry will carefully consider where they hope to go and not just “do things.” The Global Outreach Representatives provided by FamilyLife US can be very useful in helping a ministry to plan ahead.



MATURING

Developing leaders: Just as Jesus selected twelve special men to equip for ministry, so should a Maturing ministry develop leaders. Global Outreach has a training available for this purpose.

Financial resources available for expansion: When a ministry has funds available, it can be generous and try new strategies. See “Ministry Finances” following for sources of revenue.

Multiple FamilyLife resources in ministry use: The following sections will describe several resources FamilyLife makes available for ministry use. They are appropriate for different audiences and circumstances.

Training for leaders and volunteers: A Maturing ministry has the local leaders training their leaders and volunteers.

Strategic Use of Media: Just like fertilizer makes plants grow faster, use of media can help a ministry to grow. Media can also take the message of biblical families to those who may not otherwise participate.

Innovation: Once a ministry is well established, Global Outreach encourages innovation of a ministry by creating new ministry methods and resources. When something new works well, Global Outreach will tell others all over the world.

MINISTRY FINANCES

Event revenues: Global Outreach urges you to charge at least enough for events to cover your expenses. If you subsidize, you may help make your activity successful in the short term. But this approach will hurt the expansion of the ministry in the long term. In order to maintain a positive operating margin, design the event with the audience in mind. For example, if the guests are not able to pay for a hotel room, then host the event in a church or community center. If you can charge enough to make a profit, then you can afford to invite a few couples, such as pastors, without charge.

Resource sales: Your ministry can sell FamilyLife books and other resources for a profit. This profit can help to pay for ministry overhead expenses and even allow you to be generous by giving away some resources to those who genuinely can't afford them.

Donations: In most cases, funds for expanding a FamilyLife ministry will come from donations. Conducting Christian ministry usually involves donors. Even Jesus used donors (Ref Luke 8:1-3). There are several ways to solicit funds.

- Mail or other broad-based solicitation: Although this approach might seem easy, Global Outreach doesn't recommend it unless you are certain you would not be able to approach the potential donor in a more effective manner. The response rates are very low. Once someone has turned you down by not responding to the mail solicitation, it is awkward to approach him in a more effective manner.
- Group solicitation: One opportunity that you should not miss is to give a gentle challenge to support the ministry at the various events you conduct. This will not put the guests in an uncomfortable position if done carefully and politely. Do not beg, threaten, or promise on God's behalf. Just explain the goals and needs of the ministry and give them a private means, such as an envelope, to respond. You will get a better response by passing a collection device for the envelopes at the event rather than waiting for responses to be mailed back to you.
- Individual solicitation: This is by far the most personal and effective means to raise funds. Make a list of prospective donors. Include those people on your list who have given any amount when solicited at a previous event. Ask for an appointment with them to discuss the needs of the ministry. Explain the ministry goals and needs clearly. Include a summary with stories of changed lives to let them know that God is working in your ministry. Finally, ask them directly if they will consider becoming part of your ministry team by contributing financially. If necessary, ask permission to phone later for a decision.

Few people enjoy the financial aspects of ministry. But careful money management and sound fundraising strategies are necessary to effectively reach and help the most individuals and families.



EVENTS

Jesus frequently taught in front of gatherings of people. “He began teaching in their synagogues.” (Luke 4:15) “The multitudes were pressing around Him and listening to the word of God.” (Luke 5:1) “Great multitudes were gathering to hear Him.” (Luke 5:15) The miracles he performed authenticated his message. Jesus’ public teaching is what initially drew his disciples to him. Later Jesus was able to spend private time instructing or training these disciples more deeply.

FamilyLife started in 1976 with men standing in front of and teaching gatherings of people. They began with marriage seminars for groups of CCCI staff. Soon non-staff were being invited to attend. Many more people came and the ministry expanded into weekend marriage conferences. The miracle of changed lives and families authenticated the message. In this manual, gatherings of people to be taught are called “Events.” For more than ten years, virtually all of FamilyLife’s ministry was based on events teaching the biblical principles for marriage. FamilyLife events are not only important for teaching, but events also provide recruitment opportunities for potential leaders and volunteers, just like Jesus attracted his disciples. Well-developed resources are available for our partners to teach the biblical principles for families and train others how to do likewise.



KEY IDEAS

- 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.
- The Weekend to Remember is FamilyLife’s most thorough presentation of a biblical plan for marriage.
- First Family First is a marriage event oriented toward pastors.

TYPES OF EVENTS

Several categories of events can be part of a developing FamilyLife ministry:

- **Major Events:** A full day or more of teaching biblical principles for families. Couples' activities and project time are included in the experience.
- **Exposure Events:** Generally one or two marriage talks and a few activities to expose a group to FamilyLife. If Exposure Events are done well, many of the audience will attend subsequent major events or participate in small groups. The talks can be excerpted from the Major Event resources.
- **Training Events:** Can be from an hour to a full week. Training events teach FamilyLife strategies and equip volunteers and leaders with the ministry skills they need to use FamilyLife resources and conduct a ministry of FamilyLife. Participants enjoy training more if a few advanced marriage principles are mixed in with the how-to instructions.

Any of these categories might be organized in one of two different ways.

- **Organized by FamilyLife:** A key couple and others arrange the facility, recruit the audience, collect the fees, conduct the event, speak, and deal with difficulties that arise. These events are a tremendous amount of work and are financially risky. But generally the audience is from a broad range of backgrounds and churches. The speakers are free to recruit volunteers and even solicit donations for the ministry.
- **Organized by Others:** When the FamilyLife speakers and leaders are accomplished, churches or others will request an event for their group. They will take all of the responsibilities and can even promote it to the community. The biblical principles for families and FamilyLife resources are presented to a lot of people with little effort by a key couple. Usually the church or other group provides a generous honorarium and frequently starts a FamilyLife small-group ministry.



MAJOR EVENT RESOURCES

Weekend to Remember

This is the full weekend FamilyLife getaway designed to be used in a hotel setting. It is FamilyLife's most thorough presentation of a biblical plan for marriage. The current version has nine hours of lecture. Excellent projects to get couples to apply the principles to their specific relationship and circumstances are included. Earlier versions that some ministries received had different talk titles and 12 hours of lecture. The principles communicated are the same.

Internationally the Weekend to Remember is frequently delivered in a shorter format by leaving out some of the talks.

The hotel-based Weekend to Remember is the most common major FamilyLife event in the US. However, the cost of such an event can be prohibitive for many participants. And the logistics and effort to organize and promote such a sophisticated event frequently strain the ability of a small FamilyLife team. Therefore, Global Outreach recommends that most international or local ministries of FamilyLife start with smaller, shorter, less complex events especially during the early development of the ministry. These events can help to establish the reputation for the ministry and allow national speakers to develop their speaking skills.

Excellent presentation during events is critical to the audience response and to attendance at future events. Global Outreach offers Speaker Training which can greatly enhance event effectiveness. See "Training Resources."



WEEKEND TO REMEMBER TALKS

- Why marriages fail
- Can we talk?
- Unlocking the mystery of marriage
- From how to wow
- What every marriage needs
- We fight too
- Marriage after dark
- Woman to woman
- Man to man
- Leaving a Legacy

First Family, First (a one-day seminar for pastors and their wives)

This seminar ministers to the marriages of pastors and their wives and explains how FamilyLife can help them build godly marriages in their churches. Through practical projects, the pastors are encouraged to make their own marriage a priority by giving it the time and attention it needs to flourish. The Family Manifesto is included in this event; it's a summary of biblical teaching on marriage, divorce, parenting, and other family-related topics.

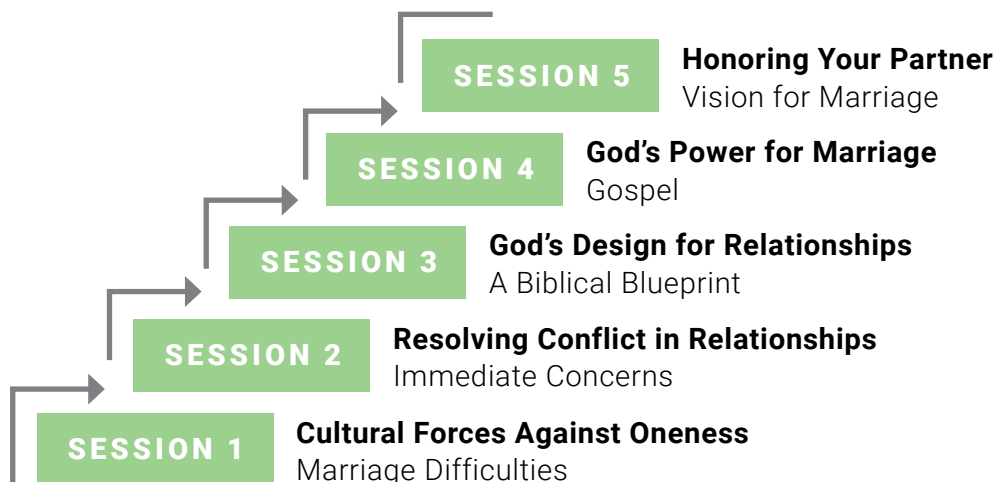
The FamilyLife Couples Studies are introduced to the pastors, and a vision is cast for "Reclaiming the Covenant Marriage," "Making Your Church a Training Center for Marriage and Family," and "Reaching Out and Strengthening Families in Your City and Country."

We have seen the value of this seminar when the pastors respond with invitations for FamilyLife to help them train and equip lay-leader couples for a family ministry team in their churches. The idea is to help the pastor mobilize couples for family ministry.

Couples Relationship Seminar (CRS)

This event is designed for couples married or living together who have little prior knowledge of the Bible. Session IV is directly evangelistic using the Four Spiritual Laws to share Christ. But even church couples enjoy this one-day seminar containing less than four hours of lecture. Both couples' and group projects are included. This format has been particularly effective for recruiting couples to participate in small groups afterwards.

The CRS talks are arranged to be in an ascending level of understanding and commitment. However, any of these talks can be used alone. This makes them valuable in shorter (perhaps one- or two-hour) events. A full text is available to help beginning speakers.



Art of Marriage

The Art of Marriage is available as a Friday night/Saturday video event. It can also be conducted over six days.

The Art of Marriage video event is designed for hosting locally in a church, community, or home setting. The six engaging video sessions are interspersed with projects for couples to complete to reinforce lessons. A Host Guide provides complete instructions for planning, promoting, and hosting the event while on-screen prompts and project countdowns guide the video viewing.



ART OF MARRIAGE SESSIONS

- Love Happens
- Love Fades
- Love Dances
- Love Interrupted
- Love Sizzles
- Love Always

Before You Leap

Before You Leap is a full-day seminar designed for individuals who are hoping to be married someday. The title, which comes from the phrase “look before you leap,” presents a biblical perspective to help singles prepare themselves for marriage and navigate various aspects of a dating relationship. It helps participants answer questions like, “Is everything I hear about marriage true?”, “Am I ready for marriage?”, and “What about sex?” This seminar can be used in a variety of settings including campus outreaches.

I Still Do

I Still Do is a one-day marriage event that culminates in a re-commitment ceremony. I Still Do typically has 4-5 presentation topics centered on celebrating and re-affirming the importance of strong, healthy, committed marriages. There is not a prescribed speaking outline for presenters, nor is there a note-taking outline for the participants. This gives the speakers much more flexibility in what they share (and it underscores the importance of FamilyLife knowing the speakers well enough to know that the speakers will represent FamilyLife’s message well.) Unlike most other FamilyLife events, there is not time built into the schedule for couples’ application projects. In the US, I Still Do has been done both as a large-scale arena event with thousands of participants and as a multi-location simulcast event.



SMALL-GROUP MINISTRY

The late Dr. Howard Hendricks of Dallas Theological Seminary said, “You make an impression on people from a distance. You make an impact on people when you get up close.” Perhaps this explains why FamilyLife small-group studies are so effective. When couples get close to each other, honestly applying Scripture and learning from each other, God changes lives.

The leaders do not need to have perfect marriages or be expert Bible teachers. God can use their shortcomings in the lives of couples more than an elegant teacher who impresses them from a distance. FamilyLife offers small-group resources to get couples close and help them to apply the biblical principles for families to each unique situation.

- **The FamilyLife Couples Studies** (formerly called HomeBuilders Couples Series or Art of Marriage Connect) consist of small-group Bible studies that can help a couple to apply the biblical principles for families. FamilyLife Couples Studies



KEY IDEAS

- The late Dr. Howard Hendricks of Dallas Theological Seminary said, “You make an impression on people from a distance. You make an impact on people when you get up close.”
 - Putting everything from an event into practice can be like trying to swallow an elephant. But the FamilyLife small-group studies are like cutting the elephant up into bite-sized pieces.
 - Small-Group Developers help other couples to start groups.
 - God’s number one priority is that each person has a saving relationship with Christ.
 - The context of marriage is an excellent manner in which to introduce others to Christ.
-

are easy to lead because the leader is a facilitator of a discussion group, not an expert or a teacher. After having participated in a study, most couples are able to lead a study themselves. Leadership training is available for those who wish it or hope to develop a ministry.

- **The Art of Marriage small-group series** enables couples to interact with the Art of Marriage video content in a group setting with other couples over six weeks. Weekly date nights enable couples to interact one-on-one through discussion questions and mini-projects.

Putting everything from an event into practice can be like trying to swallow an elephant. But the FamilyLife Couples Studies are like cutting the elephant up into bite-sized pieces. Participants usually have an entire week to apply just one principle to their lives. Small groups can also help a couple to share the biblical principles for families with others. They are an easy-to-use, transferrable material that laymen can use to see God change lives.

FAMILYLIFE COUPLES STUDIES

Benefits

- Stimulates and guides meaningful conversation between husband and wife
- Doesn't require an expert Bible teacher, but rather a facilitator
- Establishes strong relationships among participants
- Requires only a short-term commitment
- Needs no preparation for the actual study from participants
- Emphasizes practical application in the projects
- Versatile in many situations such as:
 - Small groups
 - Sunday school classes
 - Neighborhood and community outreach
 - Weekend retreats
- Provides mutual encouragement and mild accountability
- Offers a variety of practical topics to choose from

- Teaches participants more about how to live the Christian life
- Gives couples the opportunity to have a ministry together as leaders

FamilyLife Studies as a Time Saver

In our busy world, FamilyLife small groups can even be a time saver. Undoubtedly the biggest complaint couples make is that there just isn't enough time to do all they want to do. None of them are looking for something else to do. But leading a FamilyLife small group is a great way to maximize their time by combining several activities into one:

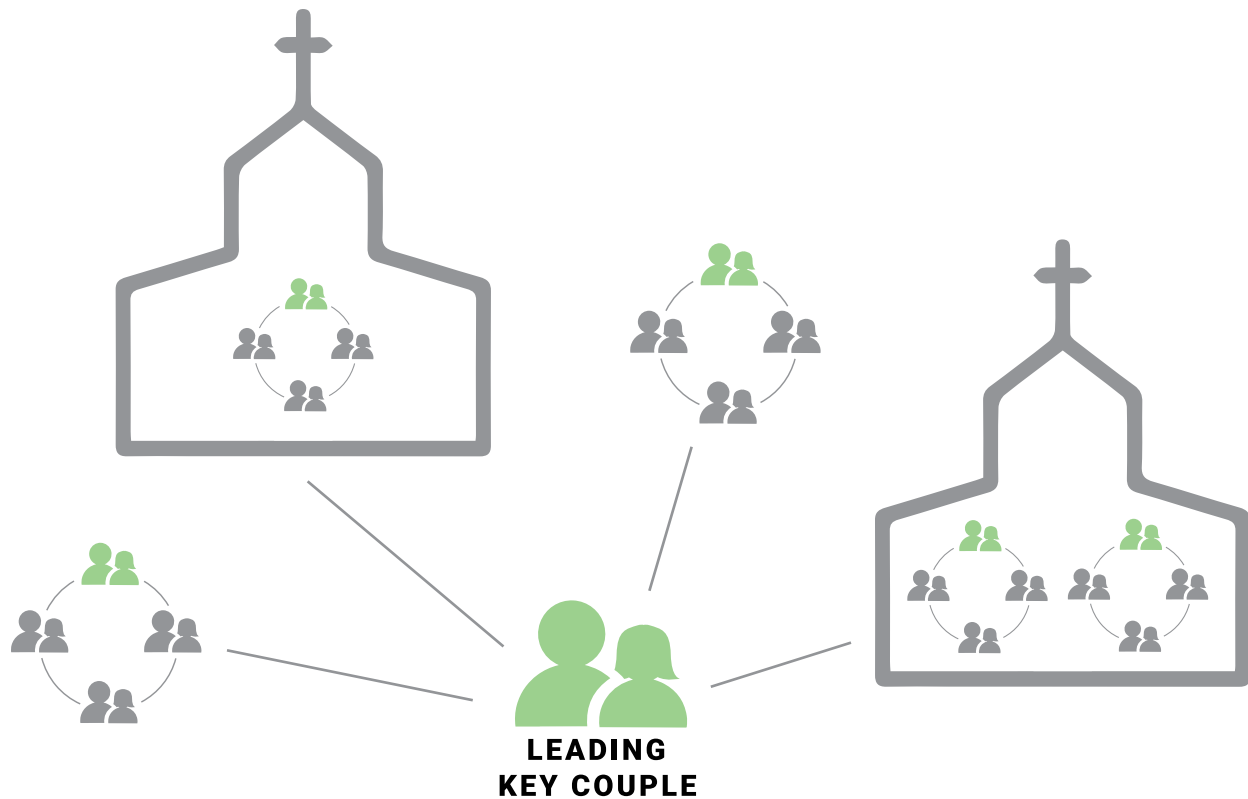
- Invest in your own marriage
- Study the Bible
- Improve your character in Christ
- Have fun and make life-long friends
- Serve your church
- Do your kids a favor

USING FAMILYLIFE SMALL GROUPS STRATEGICALLY

Serving Churches with FamilyLife Small Groups

The marriages of couples who attend church regularly are very important to God and a high priority for FamilyLife. Many churches are looking for resources to strengthen families in their congregations within the context of the church's ministry. FamilyLife studies are a perfect way to serve that need. Many times a couple from a community-based group will introduce FamilyLife small groups into their church. A key couple can offer training and encouragement to the church leaders and greatly multiply the number of couples involved in small groups using FamilyLife resources. That ministry is fully responsible to the church's leaders.



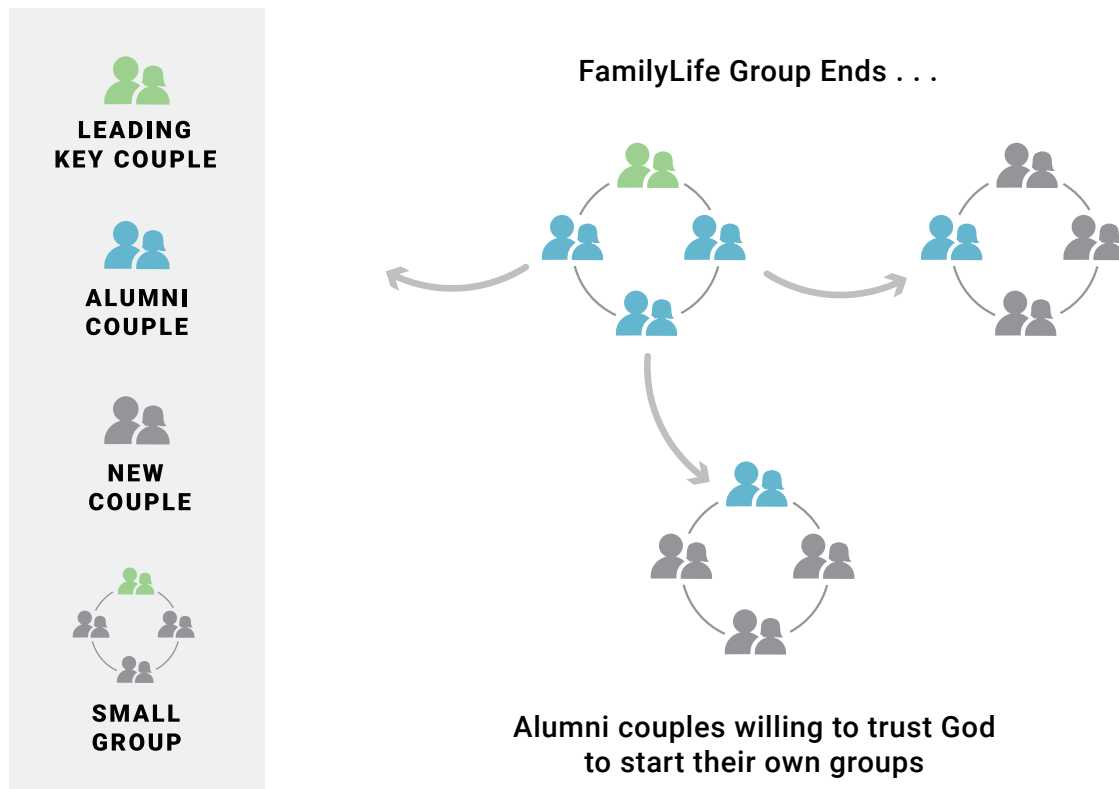


FamilyLife Small-Group Multiplication

Multiplication was the way Jesus planned to change the world 2,000 years ago, and multiplication is still the way we can change the world today. Some couples have seen their desire for reaching families multiplied into more than 100 groups.

Many times people think of multiplication as a group that gets larger and larger, and then divides into two groups like an amoeba. FamilyLife groups rarely multiply that way. Rather, FamilyLife groups generally end after most of the couples feel their immediate needs are met. A few couples, having seen the effectiveness of FamilyLife's small groups to help others, may quickly start their own groups. Others may delay until they have additional needs. If no group is available to join, they frequently start a new group.

The graphic below illustrates how FamilyLife groups multiply. But don't be surprised if there is a large gap between a group ending and another beginning. Frequently, couples who really loved FamilyLife small groups and want to be leaders wait a year or more before beginning their own group. Training in small-group leadership can greatly enhance multiplication by giving couples confidence that God can work through them.



Multiplication can be dynamic. If you could fold an ordinary piece of paper just 24 times, it would be over a mile thick. Let's say you took a FamilyLife group and trained just one couple from that group for leadership. Then, in six months you both start a new group and train another couple to do the same. If you continued this cycle for five years, you'd end up with more than 1,000 groups.

A couple came to a FamilyLife Small-Group Leadership Training where they expressed their disappointment with the group they had led. "Nobody wanted to do another one," the wife said. "We don't belong at your Leadership Training." Encouraged to do so, they attended the Leadership Training anyway. The surprise came when they remarked that a couple from their defunct group was there also. The couple they indicated were then the most active FamilyLife small-group coordinators in their region. And this couple

had brought another couple that had already led several groups. The original leaders, who had been so disappointed in the response of their group, discovered three generations of multiplication! They left the meeting excited about how God had used them.

ACCELERATING SMALL-GROUP MULTIPLICATION

Although many people understand the principles of multiplying discipleship, stories of such multiplication are, unfortunately, rare. This is because Satan understands multiplication as well. He will attack those attempting to multiply spiritually. Therefore, these leaders need to remain on guard and exercise their faith. However, combining small groups with events can accelerate both and provide encouragement to oppose Satan. Think about Jesus' ministry. He combined events such as speaking to thousands of people on the mountain with more personal time with a few disciples.

Once a couple has organized and led several small groups and seen the positive effect they have, then the couple may wish to help other couples do likewise. This accelerates multiplication. This couple may be called "Small-Group Developers."

SMALL GROUP LEADERS

Organize and facilitate groups

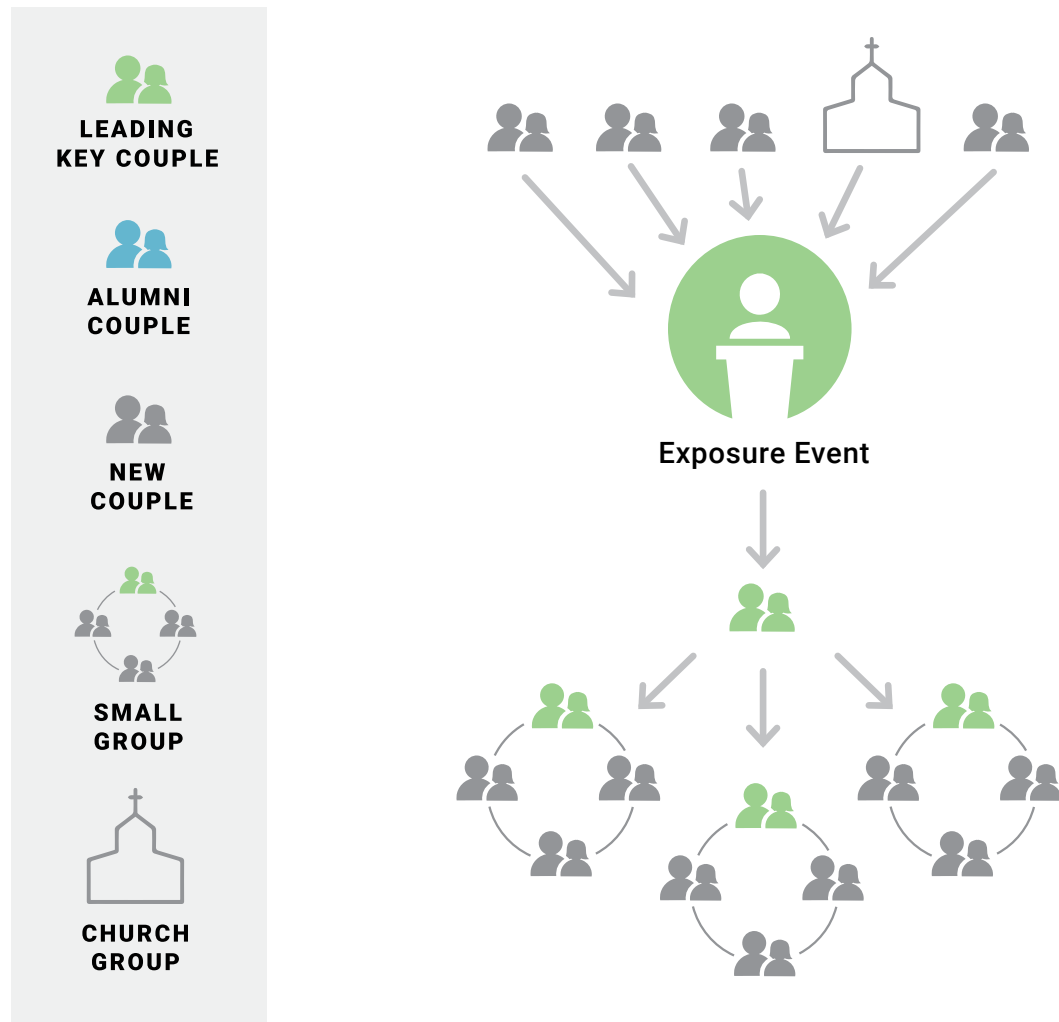
SMALL GROUP DEVELOPERS

Help others organize and facilitate groups

Small-Group Developers may wish to host a low-commitment FamilyLife event to generate more interest. The alumni of their previous groups are indispensable in helping with the event, especially by bringing others. If small-group studies are carefully promoted at the event, afterwards multiple groups are likely to form. This greatly accelerates a multiplying ministry. As this ministry grows, no person really runs or directs it, or even knows all that is going on. The multiplying ministry belongs to God.

A key couple went to speak to a group of couples about attending FamilyLife's Weekend to Remember. The group's response was, "That sounds pretty good. But have you guys heard about FamilyLife Couples Studies? They're really terrific." The key couple assured them that they knew that FamilyLife Couples Studies were great and politely left. In the car, they burst out laughing. The key couple knew that group was their fifth generation disciples through

the combination of small groups and events. Those couples didn't know who the key couple was. That is a great joy in ministry—meeting couples God has touched through your ministry, who don't even know who you are.



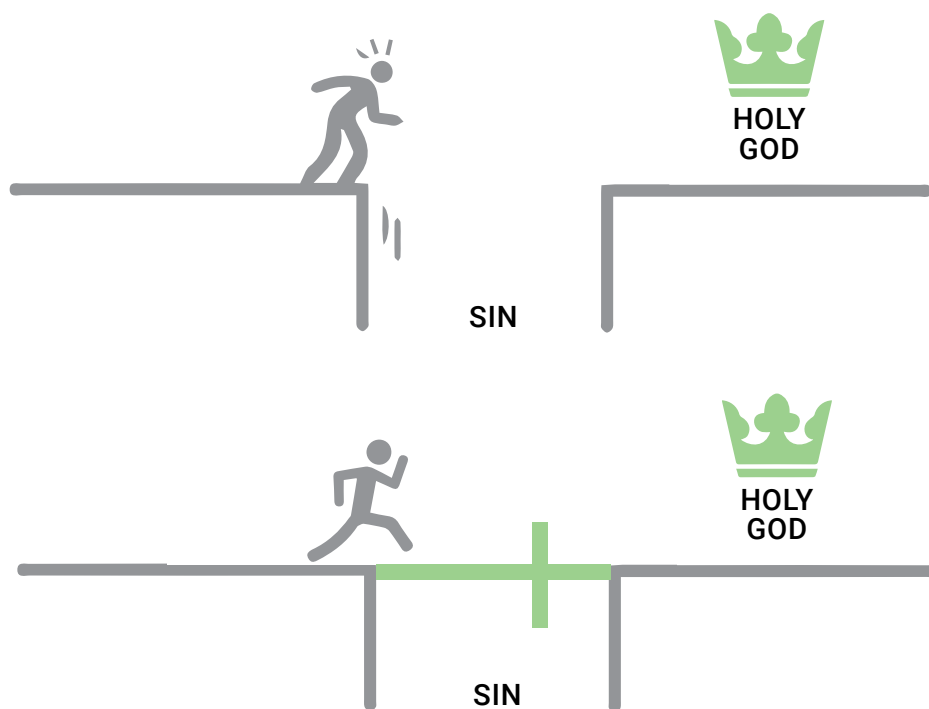
When a ministry accelerates, there are secondary effects that benefit couples who haven't even participated directly. The ministry starts to raise the standards for godly marriages in churches. The general community awareness of the importance of the family is increased. Many role models are generated for the community. And others start to imitate your success. Churches do sermons, marriage retreats, or seminars frequently using FamilyLife resources.

The Global Outreach department of FamilyLife has available a "how-to" Small-Group Leadership Training containing excellent strategies for serving churches, creating an environment for multiplication, and accelerating a ministry using small groups.

USING SMALL GROUPS FOR OUTREACH

As important as a good marriage is, it isn't as important as having a relationship with Jesus Christ. God's number one priority is that each person has a saving relationship with Christ. In addition, men and women must have that relationship with God to realize all that He can do for their marriage. The context of marriage is an excellent manner in which to introduce others to Christ.

Non-Christians and un-churched couples will join FamilyLife small groups because they have needs in their lives. Within a FamilyLife group, the participants develop strong, trusting relationships. FamilyLife Couples Studies build credibility for the Bible as non-Christians or un-churched couples see that the principles improve their lives. When needs are met, hearts become open to Christ. In this context, sharing God's full plan for life is the most meaningful. Many who indicate a decision for Christ through other methods of evangelism never get involved in a church or other follow-up. But when a person comes to Christ in the context of a FamilyLife Couples Study, they are already involved in a Bible study.



Leaders wishing to use FamilyLife small groups for outreach to couples with the greatest needs would benefit from some special training. FamilyLife Global Outreach can provide this training.

SUMMARY OF RESOURCES

- ***Building Your Marriage to Last***

by Dennis and Barbara Rainey

This discussion-oriented small-group study is the most foundational of the studies. It covers God's biblical blueprint for marriage. (7 sessions)

- ***Improving Communication in Your Marriage***

by Dr. Gary Rosberg and Barbara Rosberg

Everybody knows that communication is important in marriage. Few couples know how. This small-group study shows husbands and wives how to effectively communicate. (6 sessions)

- ***Resolving Conflict in Your Marriage***

by Bob and Jan Horner

Every marriage has its share of conflict. Learn to transform conflicts into opportunities to energize your marriage and increase your love for your mate. (6 sessions)

- ***Building Togetherness for Couples***

by Drew and Kit Coons

This evangelistic study provides the basis of improving marriages and the Christian concepts of marriage. It is designed for those who have very little or no biblical background. The resources build credibility for the Scriptures by teaching how they can be meaningful to participants' lives and marriages in a practical way. (5 sessions) (Available as a PDF)

GREAT STUDIES FOR EXPERIENCED GROUPS

- ***Growing Together in Christ***

by David Sunde

Discover the power and joy you and your mate can find together by developing an exciting, daily relationship with Christ. (6 sessions)

- ***Building Teamwork in Your Marriage***

by Robert Lewis

Understand that your differences are gifts from God. Learn how you are the unique person equipped to complete your mate! (6 sessions)

- ***Mastering Money in Your Marriage***

by Ron Blue

It's no secret that money can cause conflict in marriage. Now you can learn how to work on money issues and strengthen your marriage at the same time! (6 sessions)
(Available as a PDF)

FAMILYLIFE PARENTING STUDIES

- ***Considering Adoption***

by Doug and Amy Martin, Jason and Trisha Weber

Have you ever wondered if adoption is what God wants for your family? Written by two couples with adopted children, *Considering Adoption* transparently addresses your concerns and questions about a subject close to God's heart. (5 sessions)

- ***Establishing Effective Discipline for Your Children***

by Dennis and Barbara Rainey

Discipline is a biblically mandated responsibility as we train our children. Learn what to look for as your child goes through each developmental stage, and how to discipline well in each stage. (6 sessions)
(Available as a PDF)

- ***Guiding Your Teenagers***

by Dennis and Barbara Rainey

Designed to help parents of teens (or preteens) proactively deal with the hottest issues you will face with your teens. Share the struggles and successes with other parents! (6 sessions)

- ***Improving Your Parenting***

by Dennis and Barbara Rainey

This dynamic, interactive Bible study gives parents the tools to be the moms and dads God intended. Learn how to improve communication with your child, be a good disciplinarian, and build character in your child. (6 sessions)

- ***Raising Children of Faith***

by Dennis and Barbara Rainey

As Christian parents, we want our children to enjoy a strong, satisfying, life-transforming faith. But beyond modeling a strong faith, many of us still wonder, "What specific things can we do to be even more purposeful in growing our kids' faith?"
(6 sessions)

SMALL-GROUP VIDEO RESOURCES

Art of Marriage

The Art of Marriage Small-Group Series contains much of the same content as the Art of Marriage Event version, but it is designed to be presented one session at a time over a period of six weeks. The videos are shorter, about 25 minutes each. The manual is smaller. And there are small-group discussion questions following each session.

Art of Parenting

Over the years, we have found that life change happens best in community. With that in mind, we created FamilyLife's Art of Parenting Small-Group Series. This 8-session, video-based study is designed to not only help parents find new ways to integrate faith into everyday parenting moments, but also to create an environment where moms and dads can shoulder burdens together, celebrate breakthroughs, and relate to one another's day-to-day parenting journey.

The Art of Parenting is also available as an online course at <https://www.familylife.com/parenting/register/>. (This is intended for use for individuals and couples rather than for small groups.)

Stepping Up

The Stepping Up video series dives deep into the topic of biblical manhood, calling every man to reject passivity and step up to lead with courage in all areas of life. In ten sessions, participants of this men's small-group study are challenged to strengthen bonds with fellow group members, form godly habits, claim more personal victories, share testimonies and ongoing experiences, and establish accountability with other men. Over 20 experts provide the teaching on biblical manhood. Each session is designed to take about 60 to 90 minutes to complete. Video sessions are 25 to 40 minutes each and small-group discussion adds about 30 minutes.



STEPPING UP SESSIONS

- **A Call to Courage**/What Robs a Man of Courage
- **The Five Steps** (Part One: Boyhood/Adolescence)
- **The Five Steps** (Part Two: Manhood/Mentor/Patriarch)
- **The Power to Step Up**
- **Am I Stepping Up?** Part One: Stand Firm
- **Am I Stepping Up?** Part Two: Men Take Initiative
- **Am I Stepping Up?** Part Three: Men Engage with Wisdom and Grace
- **Am I Stepping Up?** Part Four: Men Plan Ahead and Provide

PREPARING FOR MARRIAGE

The Preparing for Marriage Study Guide, along with the accompanying Leader's Guide (available separately), was developed to help engaged couples prepare for the important task of building a Christian marriage. Each session includes informative Bible study, discussion questions, and special projects to be completed by the couple to reinforce the topic of the session. The study can be used by counselors, groups, or individual couples. The six sessions are:

- Communication skills
- Personal expectations
- Family history issues
- Role responsibilities
- Finances
- Traits of a biblical marriage
- Mentoring relationship with an older married couple



TRAINING RESOURCES

FamilyLife Global Outreach offers how-to training to conduct ministry to couples. These trainings can also help a person to develop Christian maturity. There are two aspects to Christian maturity. The first and most important is godly character—the degree to which we have allowed God to develop the likeness of Jesus in our lives. The character of Christ will manifest itself in us by our love for God, our love for our neighbors, and our obedience to His commandments (Matthew 22:37-39, John 14:21). Bible knowledge and understanding are important steps by which God will develop in you the likeness of Christ. As ministry leaders, we urge you to engage in regular Bible study and to meditate on God’s Word (2 Timothy 3:16-17). While many types of Bible study can help you mature as a Christian, the FamilyLife Couples Studies are uniquely suited to help you mature along with your closest neighbor, your spouse.

The second aspect of Christian maturity relates to ministry skills. God often uses natural abilities, such having a good voice for singing. But Jesus Himself made it abundantly clear in the parable of the talents that our Master expects His servants



KEY IDEAS

- Jesus Himself made it abundantly clear in the parable of the talents that our Master expects His servants to increase their abilities.
 - Developing teams and leadership is key to the most successful ministries.
 - Developing quality speakers is a critical aspect of expanding a ministry of FamilyLife.
 - Getting audiences to attend events requires a promotion strategy and execution.
 - Finances are a necessity for every aspect of a FamilyLife ministry.
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to increase their abilities. Unfortunately, many people who know the Bible and truly love Jesus have never been used by God to do great things in His work. In some cases, they have not developed ministry skills God can use. We hope to equip you to multiply your talents by developing skills necessary to minister to families. The following trainings from FamilyLife Global Outreach offer personal ministry skills that can be very beneficial as you develop a local year-round ministry to families. These are the “how-to” training resources to conduct the Global Outreach Strategy and to fully utilize the resources FamilyLife provides.

SMALL-GROUP TRAINING

FamilyLife’s primary resources for small groups are the discussion-oriented FamilyLife Couples Studies or Parenting Studies and the Art of Marriage and Art of Parenting small-group videos. The small-group training covers all of the specific “how-to” aspects for starting and leading small groups in a variety of situations.

The training will give confidence and skills to new leaders. It includes strategies for serving churches, creating an environment for multiplication, accelerating a ministry, and using small groups for outreach. The training can take from two hours to a day, depending on how much depth is desired.

SPEAKER TRAINING

Developing quality speakers is a critical aspect of expanding a ministry of FamilyLife. The speaking style we train and encourage for FamilyLife speakers emphasizes humor and personal illustrations, including sharing our mistakes and weaknesses. This style can set our events apart from a church preaching session and ultimately help us to reach a younger and more secular audience. Someone has said, “Our personal illustrations are what God uses to touch hearts, and the jokes we tell bring in next year’s audience.”

This training can greatly help relatively inexperienced speakers. It prioritizes the attributes of FamilyLife speaking by emphasizing the most important skills to be mastered first.

FIRST PRIORITY	SECOND PRIORITY	THIRD PRIORITY
<ul style="list-style-type: none"> • Biblical Content • Connecting with the Audience • Illustrations • Humor • Timing • Husband/Wife Team 	<ul style="list-style-type: none"> • Eye Contact • Body Language and Gestures • Voice 	<ul style="list-style-type: none"> • Notes and Visual Aids • Dress/Appearance • Teamwork

This training also covers other aspects of FamilyLife speaking such as logistics, flexibility, managing a speaker team, and constructing a FamilyLife message. Speaking resources are provided, including a joke log.

BUILDING STRONG MARRIAGES IN YOUR CHURCH

The purpose of this training manual is to help pastors and spiritual leaders in every country of the world launch and grow a lay-led ministry to families in their churches and communities. Through a strong family ministry, marriages will be strengthened in their relationship with God and families will become strong foundations in the church, in the community, and throughout your country.

Several key topics are addressed in this training: the reality of the family in crisis and the urgent need to minister to families, the need for pastors and their wives to understand the importance of their own marriage in the context of ministry to others, and encouragement for the pastor and lay-leader couples to form a Family Ministry Team in their church. This training also includes an orientation to the FamilyLife Couples Studies and some ideas on the role of ministry events in growing a ministry to families. Finally, the training helps couples develop a specific strategy for launching and growing a ministry to families.



FUNDING A FAMILYLIFE MINISTRY

Providing funds for a ministry activity is often a challenge. Funding an entire ministry is an even bigger challenge, but it is also an opportunity to apply good stewardship principles and to trust God for His provision. The Bible contains more than two thousand verses dealing with money and money management. In this training, first we consider a few Bible verses and briefly review basic principles for money management as related to a FamilyLife ministry. Second, this training presents sources and ideas to consider for funding opportunities.

PROMOTING EVENTS AND SMALL GROUPS

Promotion is an essential aspect of a FamilyLife Ministry. This guide will provide some basic tips and ideas to get couples to attend events or small groups. In the long term, the best strategy is to combine a variety of events and small groups. The events bring in new couples and provide momentum for the ministry. Small groups develop new leaders by building marriage relationships and discipling individuals to spiritual maturity.

WORKING WITH VOLUNTEERS

This training manual describes the role of the FamilyLife leader and the roles of the members of the team when starting and growing a FamilyLife ministry.

The key task of a FamilyLife leader is to launch an outreach to families that will be the foundation of a FamilyLife ministry. The main focus of this effort is to organize and lead a ministry team, communicate your vision of a FamilyLife ministry, and also recruit and train couples.

The training focuses first on the discipleship process to help couples develop in their Christian maturity. The training then also focuses on developing specific ministry skills needed to grow a FamilyLife ministry.

The discipleship and training role is very critical to the ongoing development of your team. Do not assume that just because people are busy with activities that they are

also engaged in growing in their personal walk with God. Rather, assume you need to encourage and lead the spiritual development of those couples on your team.

Your team may start with three to five couples. We encourage you to lead a FamilyLife small group and invite your team to participate. Consider meeting regularly for one to two years as you develop the foundation for future growth.

The foundation for leadership begins with a commitment to do the right thing, whether anyone follows or not. This begins with our relationship with Jesus Christ and our dependence on the Holy Spirit. Because FamilyLife seeks to reach families, FamilyLife leaders must also be investing in their own families in order to be effective for the long run.

FamilyLife is a couple's ministry. FamilyLife leaders must be willing to demonstrate teamwork as a couple. In training leaders to think as a couple, the key is teaching them to identify themselves as a ministry unit. When a couple begins thinking as a ministry team, then you have effective FamilyLife leaders in development.



STRATEGIC USE OF MEDIA

As a ministry of FamilyLife grows and matures, careful use of media can influence people who may not otherwise be engaged. Media can also raise public awareness of the local ministry of FamilyLife and encourage couples to participate more directly. Possibilities for media include:

- Radio/Podcasts
- Internet/Ministry Websites
- Writing
- Social Media
- Publicity

FamilyLife Global Outreach has insight and experience in using media and is available for consultation.

RADIO/PODCASTS

FamilyLife radio broadcasts have proven to be effective at strengthening and enhancing marriages and families around the world. We have also witnessed how God uses these radio broadcasts to expand ministry, promote and grow events, point listeners to local help,



KEY IDEAS

- FamilyLife radio broadcasts have proven to be effective at strengthening and enhancing marriages and families around the world.
 - Over 4.6 billion people have access to the internet worldwide.
 - Writing can be a very strategic method of reaching large groups of people from various backgrounds.
 - Social media presents incredible opportunities for ministry, including providing opportunities for ongoing contact with constituents, extending your ministry reach through online networking, and promoting your events and resources.
 - Key Couples can get positive publicity by giving interviews and providing stories.
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and come alongside to strengthen what is already in place. FamilyLife Global Outreach Broadcasting wants to provide several options for you to consider as you evaluate the needs of your country and your available time and budget.

While traditional radio broadcast is an option, you might want to consider internet broadcast as well. It may be an easier and less expensive way to grow your ministry and break into media. With today's digital access, people like the option of being able to listen to a broadcast when it fits their schedule. Giving them the option to download or stream a broadcast may draw an audience you miss with a traditional radio broadcast.

What FamilyLife Can Offer

1. Radio Broadcasts

If there is a need for English programming in your country, FamilyLife can provide you with English-language international versions of "FamilyLife Today" that run approximately 22-23 minutes. These programs are broadcast-ready, although we suggest you consider including your own 30-second intro and outro. A few seconds of local talk will go far in establishing the radio broadcast in your country as well as credibility to your ministry.

We also have 90-second broadcasts of "Real FamilyLife" available in English.

For Spanish-speaking countries, we can offer the Spanish version of "FamilyLife Today." These broadcasts run 15 minutes and are based on the English version of "FamilyLife Today." The Spanish version of "Real FamilyLife" is also available. They both were created by HCJB (Heralding Christ Jesus' Blessings) from Quito, Ecuador.

We also offer "FamilyLife Today" in Russian and Mandarin. These broadcasts run approximately 15 minutes and are based on the English version of "FamilyLife Today."

2. Transcripts for Radio Broadcasts

FamilyLife has transcripts available for our radio programs "FamilyLife Today" and "Real FamilyLife." These transcripts, which are offered only in English, may be translated into your language and used to create a broadcast. Producing your own radio broadcast will allow you more control over contextual issues and will give your ministry more exposure. Your audience will come to know your ministry as experts on marriage and family issues.

3. FamilyLife Concepts

You are also free to use FamilyLife concepts taken from event talks, manuals, small-group studies, or other resources to create your own script and radio broadcast. This can be very effective, but time-consuming.

Costs

While everything that FamilyLife can offer is at no cost to you, please realize that you will incur costs at some point in this process.

- **Production Costs**

If you decide to produce the program yourself, you will need a computer, editing software, and a producer/engineer. We recommend you look for a studio or radio station that would be willing to handle this process for you. Most likely there will be a fee, but this will be much less time-consuming for you.

- **Translator** (for non-English programs)

You will need to hire a translator unless you will attempt to translate the transcripts yourself. Keep in mind this will take time and much contextualization.

- **Script Writer**

While you may choose to write the script yourself to avoid paying for a script writer, keep in mind this will take a significant amount of time.

- **Radio Time**

Please be aware radio stations may expect payment for the time your broadcast is on the air. Cost will vary from country to country.

- **Time or Man Hours**

A lot of work goes into radio behind the scenes that you may not even realize. When Dennis Rainey, president of FamilyLife, wanted to begin radio in the early 90s, someone gave him some sound advice: "Be ready to commit 50% of your time to this project."

Radio has the potential to reach millions of people with the gospel. It will take time, money, and hard work to produce and air a program, but remember there is the potential for countless lives to be touched and changed.

INTERNET/MINISTRY WEBSITES

Over 4.6 billion people have access to the internet worldwide. The internet is opening up unprecedented possibilities for outreach and ministry.

Familylife.com can be a very valuable tool for an international ministry. It contains searchable content with thousands of articles and stream-able radio programs that can help you in your marriage. You can subscribe to daily emails with encouraging marriage-related material. And it has an online mentor guide. All of these internet-based resources can help you help others.

An international FamilyLife ministry without a website will miss out on opportunities to provide help and information to constituents, many of whom will use the internet as their primary means of looking for marriage resources or events.

Developing a website can be complicated and expensive, but it doesn't have to be. Several sites offer free or inexpensive do-it-yourself options for building a website, and they don't require any special training. The following are a few sites to consider:

- Wordpress (www.wordpress.com)
- Moonfruit (www.moonfruit.com)
- Weebly (www.weebly.com)

FamilyLife Global can offer a template to help international ministries develop a website that has a similar look, feel, and structure as www.FamilyLife.com.

WRITING

Writing can be a very strategic method of reaching large groups of people from various backgrounds. It can also give a voice to your ministry and build your credibility. In our world of information, it's easy for people to get advice—but not necessarily good advice. Our society is searching for answers, and God can use writing in powerful ways to point people to Him and His truths.

Articles

Perhaps the easiest way to get started writing is to develop a database of articles that can be used in newsletters, websites, blogs, social media sites, etc. If you choose to write your own, you can develop articles based on FamilyLife talks or small-group study topics. Humorous and interesting marriage and parenting articles are a great way to weave biblical principles into topics that most people—Christians and non-Christians—are interested in. And sharing these articles on sites like Facebook can expose more people to your ministry.

While you may choose to write your own, you're also free to use already-written resources. FamilyLife has hundreds of articles available for translation (please note that we cannot license all of the articles on our website, but we can help point you in the right direction for seeking permissions). We are also open to suggestions for future article topics. Contact the Global Outreach Department for more information.

Blogs

Blogs are a good way to keep in regular touch with friends, supporters, event attendees, and others who are interested in your ministry. Updating your blog at least a few times a month can help your partners and constituents to keep your ministry in mind. You can use the blog to write about personal spiritual growth such as what God is doing in your life, how He has answered prayers, or what you are learning from the Bible. You can also use your blog to write about marriage and family issues, your small group, or how the Weekend to Remember has impacted you or others. You may even eventually be able to use your blog to promote upcoming FamilyLife events and recruit volunteers. Blogging is an easy and free way to minister to your followers and keep them updated on the ministry.

A couple of blogging websites include www.blogger.com, www.wordpress.com, or www.tumblr.com.

Personal letters and e-mails

Writing to those you care about can be a very valuable ministry. In our digital age, letters in the mail will seem very personal and heart-felt. Regular e-mail communication can also help keep volunteers and ministry partners informed of events, new products, and other ministry news. An e-mail service like MailChimp (www.mailchimp.com) can help you design attractive pieces of communication, manage subscribers, and track results.

Books

Books have the potential to touch hearts and change lives in ways that smaller pieces of writing do not have. Writing a book may seem like a daunting task, but if God has laid it on your heart to write a book, then He can give you the perseverance to carry it through to the end. Writing a book can help establish you as an expert in your field of marriage and family ministry and could also open up doors for speaking opportunities that will allow you to share your faith in the context of your book.

SOCIAL MEDIA

More than two billion people worldwide have social media accounts. Social media presents incredible opportunities for ministry, including providing opportunities for ongoing contact with constituents, extending your ministry reach through online networking, and promoting your events and resources. Platforms like Facebook and Twitter are free to use and provide an important online presence.



One way to use social media for these purposes is to create media (advertisements, videos, brochures, audio messages, etc) that can be sent to constituents via text, social media sites, or other sites like YouTube. Then encourage constituents to share or forward to their own networks of friends.

PUBLICITY

Both Christian and secular media—such as radio, TV, and newspapers—are always looking for uplifting stories to interest their audiences. Providing a story or even being a story can raise the public awareness of a FamilyLife ministry and create an environment in which couples are more likely to participate and benefit. And media not produced by FamilyLife is also perceived by some as being more objective.

Key couples can get positive publicity by giving interviews and providing stories. Some couples are reluctant to use personal examples, particularly regarding their own mistakes and weaknesses in marriage. If you feel that way, you are in good company. Apostle Paul in 2 Corinthians 11 and 12 did not want to talk about himself. In verse 11:23 (NIV) Paul says, “I am out of my mind to talk like this.” But the Holy Spirit compelled Paul to reveal his ministry for our good, not Paul’s ego. In the same way, interviews can be for the good of the ministry. And God also gave Paul the antidote to pride. In verse 30 Paul says, “I will boast of the things which show my weakness.” In interviews, key couples can tell about mistakes they have made and the biblical lessons they learned from God.

God will change people’s lives through a FamilyLife ministry. Key couples may be tempted to share some of those exciting stories with the media. Never do that unless you get the couple’s permission beforehand. Even if a key couple tells a story without using names, the couple will know the story is about them.

Global Outreach

TRAINING MANUALS



Global Outreach Strategies and Resources (GOSAR): This manual provides an overview of Global Outreach's FamilyLife strategy and is the foundational training document for developing an international FamilyLife ministry.

The following how-to manuals build upon the strategies and resources given in the GOSAR:

