



 FamilyLife®

# Global Outreach Strategies & Resources

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GLOBAL TRAINING MANUAL





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## **Strategies and Resources Training**

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# INTRODUCTION

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In 1976, a woman named Ney Bailey walked into the office of Bill Bright, president of Campus Crusade for Christ International (CCCI), and pleaded through tears for something to be done for the marriages of the staff and missionaries in the organization. A pandemic of divorce and broken homes had begun to emerge. Not only were many missionaries leaving the field, they were leaving their families and shipwrecking their faith and that of many others.

Soon Dr. Bright began to weep as well. And right there in that room, the Lord sparked the idea for FamilyLife — a ministry that would one day spread to over 100 countries and point countless marriages and families to Christ.

To that end, FamilyLife creates content and experiences to help families pursue what matters most and grow more fulfilling connections with God, each other, and their communities. Globally, we (Global Resourcing, hereafter referred to as “FamilyLife Global”) fulfill that purpose by providing training and resources that will help you help others.

We believe family is the greatest untapped resource for bringing good to the world. As you consider how God is calling you to help families grow together and impact their corner of the world, we want to offer some practical instructions to help set you up for success.

This manual is our primary training document for launching and growing a FamilyLife ministry. We offer:

- Strategies that we have 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 Global Representatives

Thank you for trusting God for miracles with FamilyLife. We are 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 do the husbands and wives suffer—children do too. 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.” 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, whether it be crime, violence, drug abuse, abortion, ruined lives, hopelessness, or greed, stems at least somewhat from dysfunction in 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 communicated winsomely can give couples the loving, supportive, and satisfying marriage that everybody wants. A great marriage provides the best environment for raising children and honors Christ and the church. The felt need of family relationships has also brought many thousands to the knowledge of Jesus Christ.

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## 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 a critical foundation on which to build the ministry. 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. 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® (FamilyLife Global recommends starting with a pre-2020 version)
- Couples Relationship Seminar (one-day event)
- Small-Group Resources (listed later in this manual)
- The Art of Marriage® and FamilyLife's Art of Parenting®



## ***Key Couple***

In the Bible, we see many examples of God using key people to do important things. 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 the founders of FamilyLife, Dennis and Barbara Rainey, a heart for families. Through their 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. The example they set is a powerful component of their ministry.

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 critical as well.

A key couple consists of a husband and wife who are both called to and involved with the ministry and who have vision, passion, and capacity to build godly families. One key couple cannot do it all themselves. But God can use their example to inspire volunteers and even other key couples. 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***

God expects us to wisely use resources He provides. Failure to meet our financial obligations dishonors our Lord. Therefore, we must be conscientious and wise about financial matters relating to a FamilyLife ministry. In addition, we have 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.

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## **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 STRATEGY

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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.

Many CCCI ministries have adopted FamilyLife as a ministry to their own staff and as an evangelism and discipleship tool. 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. When CCCI wants to conduct FamilyLife within a country, FamilyLife US licenses that CCCI ministry to control and produce FamilyLife resources within their country. Often, FamilyLife ministries are led primarily by volunteers working under light supervision by CCCI.

International FamilyLife ministries take many forms based on the personalities and talents of the leaders. Ultimately, the most successful ministries use a mixture of events, small groups, and training.

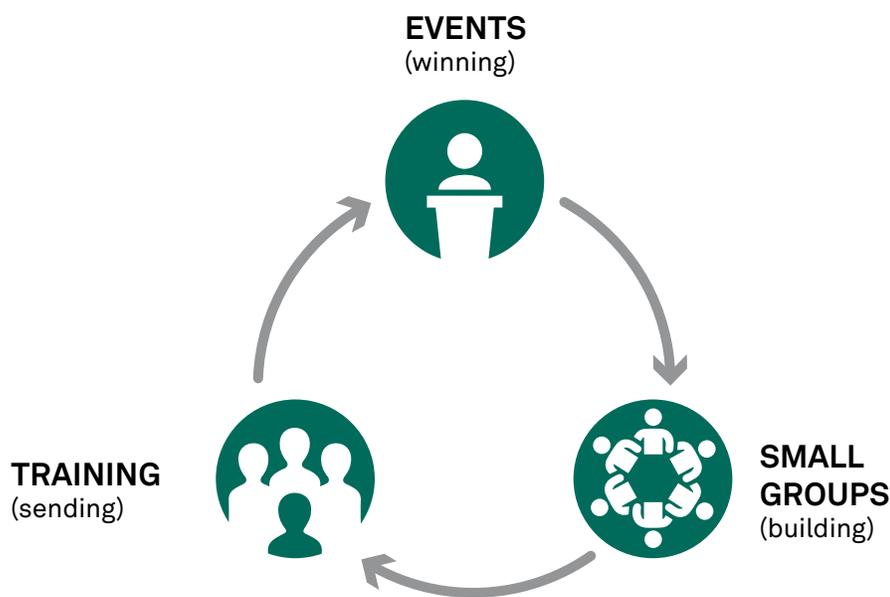


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## KEY IDEAS

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- 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.
  - FamilyLife is committed to working with and serving God’s church.
  - Strong marriages and families are vital to a healthy, growing church.
  - We recommend that a ministry go through Launching, Developing, and Maturing stages.
-



A ministry model used by CCCI involves **winning** people to Christ, **building** them in their faith, and **sending** them out to reach others. FamilyLife Global’s strategy is similar but applied within the context of marriage and family ministry. Although winning, building, or sending can occur in any of the activities, the diagram above shows the most common.

Jesus himself modeled a win-build-send ministry. The circle diagram shows a simplified form. As a ministry expands, winning-building-sending may take on more sophisticated forms. For example, small groups used 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.

A strategy involving multiplication is essential. Churches can play a vital role in a multiplying FamilyLife ministry. And you can play a vital role in helping pastors and churches get connected with FamilyLife’s resources and training so that churches can 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.

Churches frequently have ministries to women, children, and youth. Some 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.

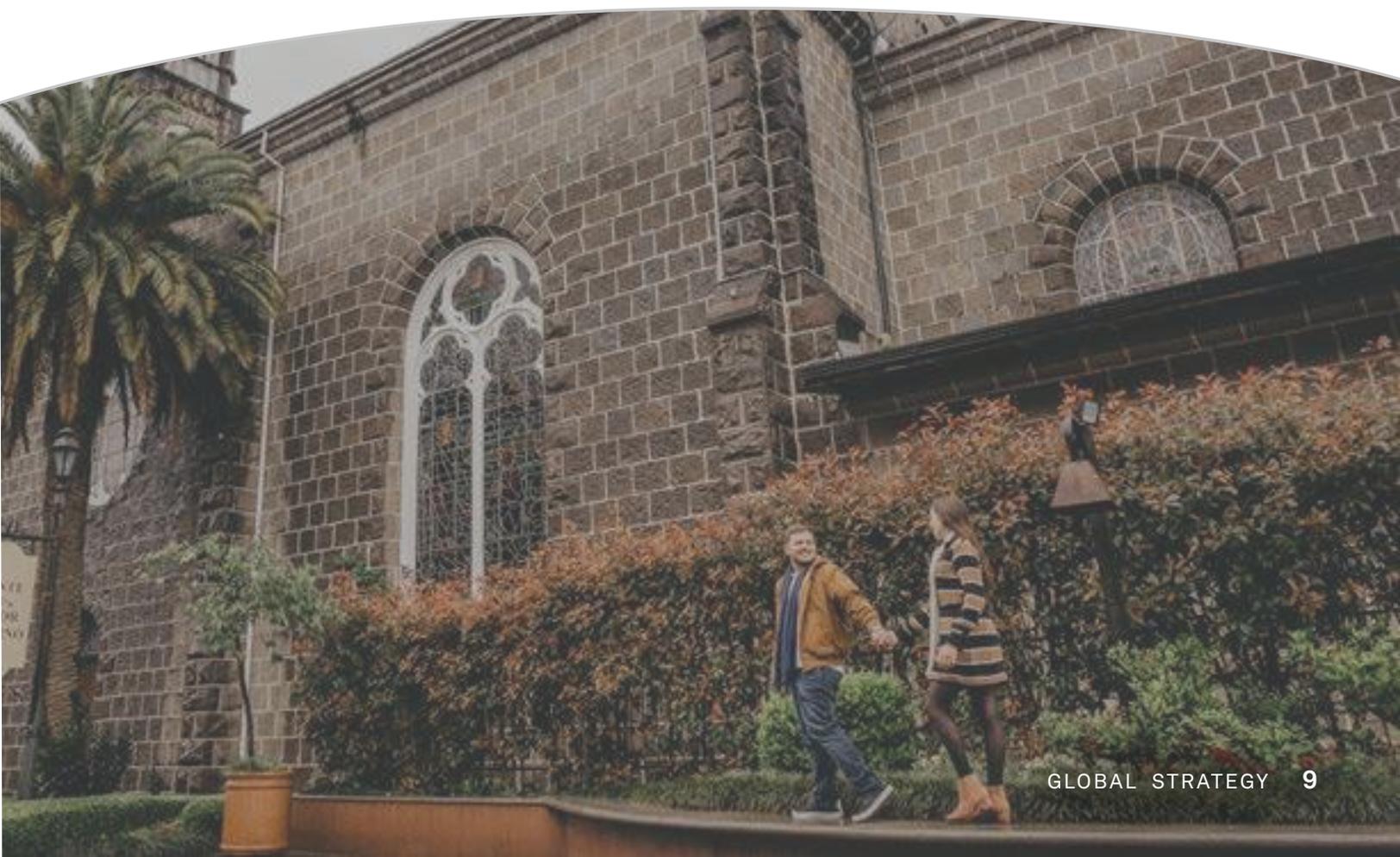
FamilyLife can come alongside the local church to strengthen the marriages of pastors and their wives and train their lay leaders to disciple other couples in their marriages. This helps fulfill the Great Commission.

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 lay-leaders—couples who will disciple other couples in their marriages and 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.

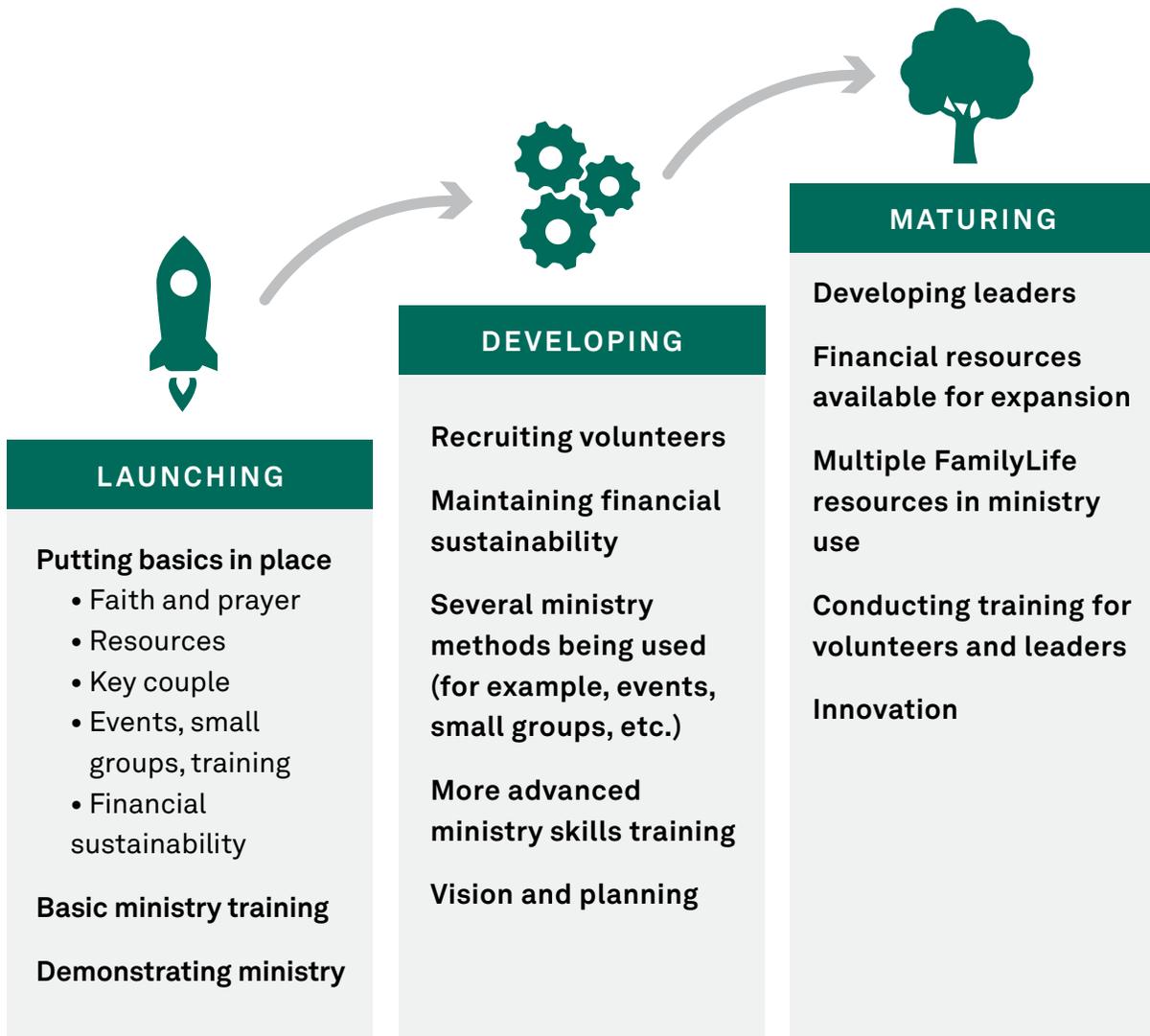
The gospel is at the heart of what FamilyLife does. When people discover God's plan for marriage, often they encounter God and begin, or deepen, their relationship with Him. And when couples discover God's plan for marriage, they often want to share what they have learned with others. This, too, helps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



## STAGES OF MINISTRY DEVELOPMENT

FamilyLife has ministered in some fashion in over 100 countries. Over the years, we have observed successes and failures. Some international FamilyLife ministries 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. We have 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 and has hundreds of full-time couples. 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. We recommend 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 to more advanced training would also be very beneficial.

**Demonstrating ministry:** Demonstrating a simple FamilyLife event or small group is not only good practice for current leaders and volunteers, but it also proves the effectiveness of the ministry to potential volunteers. 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. Giving lay couples an opportunity to experience a FamilyLife small-group study and training them in how to lead one is also strategic.



## 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 well to hearing biblical principles for families through various ministry methods. 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:** FamilyLife Global 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 Representatives 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.

**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.

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

## MINISTRY FINANCES

**Event revenues:** FamilyLife Global 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 (Luke 8:1-3). There are several ways to solicit funds.

- Mail or other broad-based solicitation: Although this approach might seem easy, we don'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, including those who have given any amount when solicited at a previous event. Ask for an appointment 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. More details can be found in the training manual *Funding a FamilyLife Ministry*.





# 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 that involved husband/wife speaker teams. The miracle of changed lives and families authenticated the message being taught at these 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 you to teach the biblical principles for families and train others to do likewise.



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## KEY IDEAS

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- 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.
-

## 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 have a reputation of excellence, 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 originally designed for use in the US in a hotel setting. It is FamilyLife's most thorough presentation of a biblical plan for marriage. The current version has about nine hours of lecture. Earlier versions that some international ministries use have different talk titles and projects and about twelve hours of lecture. The biblical principles 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 can strain the ability of a small FamilyLife team. Therefore, we recommend that most international or local ministries of FamilyLife start with smaller, shorter, less complex events and an older, simpler manual, especially during the early development of the ministry. An earlier version of the WTR manual can be requested by emailing [global@familylife.com](mailto:global@familylife.com). 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 engage the audience and to promote attendance at future events. FamilyLife Global offers Speaker Training, which can greatly enhance event effectiveness. See "Training Resources."



#### The Dream

Oneness with God and each other



#### The Fall

Broken oneness with God and each other



#### The Hope

God sent Jesus to restore our oneness with Him and with each other



#### The Mission

Our new life in Christ and oneness with each other impacts others

## Couples Relationship Seminar (CRS)

This event is designed for couples less likely to attend a WTR and more likely to need Christ. Married or cohabiting couples who have little prior knowledge of the Bible will feel less threatened by this exposure event. Session four is directly but respectfully 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 as well as an outline handout and speaking notes are available to help beginning speakers.



## Art of Marriage

The Art of Marriage can be used as a Friday night/Saturday video event. It can also serve as a small-group curriculum consisting of six individual sessions.

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.

The Art of Marriage’s effectiveness can be greatly enhanced if the hosts are willing to share some examples from their own marriage or engage the audience in discussion questions following the video presentation.

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### ART OF MARRIAGE SESSIONS

- Love Happens
  - Love Dances
  - Love Sizzles
  - Love Fades
  - Love Interrupted
  - 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 es.

### Art of Parenting

FamilyLife’s Art of Parenting is an eight-session video-based event that can be conducted similar to Art of Marriage. Whether used for a weekend parenting retreat or as a weekly small-group study, topics such as character, discipline, identity, and mission will encourage and equip parents to strive for a God-centered family.

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### ART OF PARENTING SESSIONS

- The Goal of Parenting
  - Building Relationships
  - Preparing for Mission
  - Forming Character
  - Understanding Identity
  - The Power of Family
  - Applying Discipline
  - Nurturing Identity
-





# SMALL-GROUP MINISTRY

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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.



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## KEY IDEAS

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- “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.
-

## FAMILYLIFE SMALL-GROUP RESOURCES



### **Art of Marriage Connect (formerly called HomeBuilders)**

Each marriage Bible study in this series focuses on a real-life marriage issue and delivers biblically centered truth and practical application in a small-group study format to make your marriage healthy and strong. Titles include:

- Building Your Marriage to Last
- Improving Communication in Your Marriage
- Building Teamwork in Your Marriage
- Enjoying Your Marriage in the Second Half
- Growing Together in Christ
- Building Up Your Spouse
- Resolving Conflict in Your Marriage



### **Vertical Marriage Small-Group Leader Kit**

Dave and Ann Wilson lead humor-filled and relatable video sessions, dynamic group discussion, and intentional couple's connection on this five-week journey. This resource will help your small group members learn the secret to a healthy marriage: if the vertical relationship with God is put first, the horizontal relationship between spouses will follow.



### **Love Like You Mean It Video Study**

Join Bob Lepine, former co-host of FamilyLife Today, on this journey of redefining true love by walking through 1 Corinthians 13:4-8. The Love Like You Mean It Video Study will empower couples to love each other the way God intended.



### **The Art of Marriage Small-Group Kit**

The Art of Marriage weaves together expert teaching, engaging stories, man-on-the-street interviews, humorous vignettes and much more to portray the hope and beauty of God's design for marriage. Couples will readily relate to the practical and biblical plan for marriage.



### **FamilyLife Couples Series**

Each Bible study delivers biblically centered truth and practical application for marriages. They can help your small group members make three lifelong connections: an unbreakable bond to each other as husband and wife, deep and supportive friendships with other couples in the group, and a growing knowledge of God, who loves and cares for them deeply. Titles include:

- The Gospel and Your Marriage
- The Power of Humility in Your Marriage
- Your Marriage Has a Mission



### **Building Togetherness for Couples**

This evangelistic study is designed for those who have very little or no biblical background. The resources build credibility for the Bible by teaching how Scripture can be meaningful to participants' lives and marriages in practical ways. (Five sessions, available from FamilyLife Global as a PDF.)



### **Preparing for Marriage**

Designed to help engaged or newly married couples prepare for life together after the cake is cut and the guests head home from the wedding. This guide for groups or individual couples is an invaluable tool for pastors, Christian marriage counselors, or couples willing to be mentors.

## **BENEFITS OF USING SMALL-GROUP STUDIES**

- 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:
  - Cell groups
  - Sunday school classes
  - Neighborhood and community
  - 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:

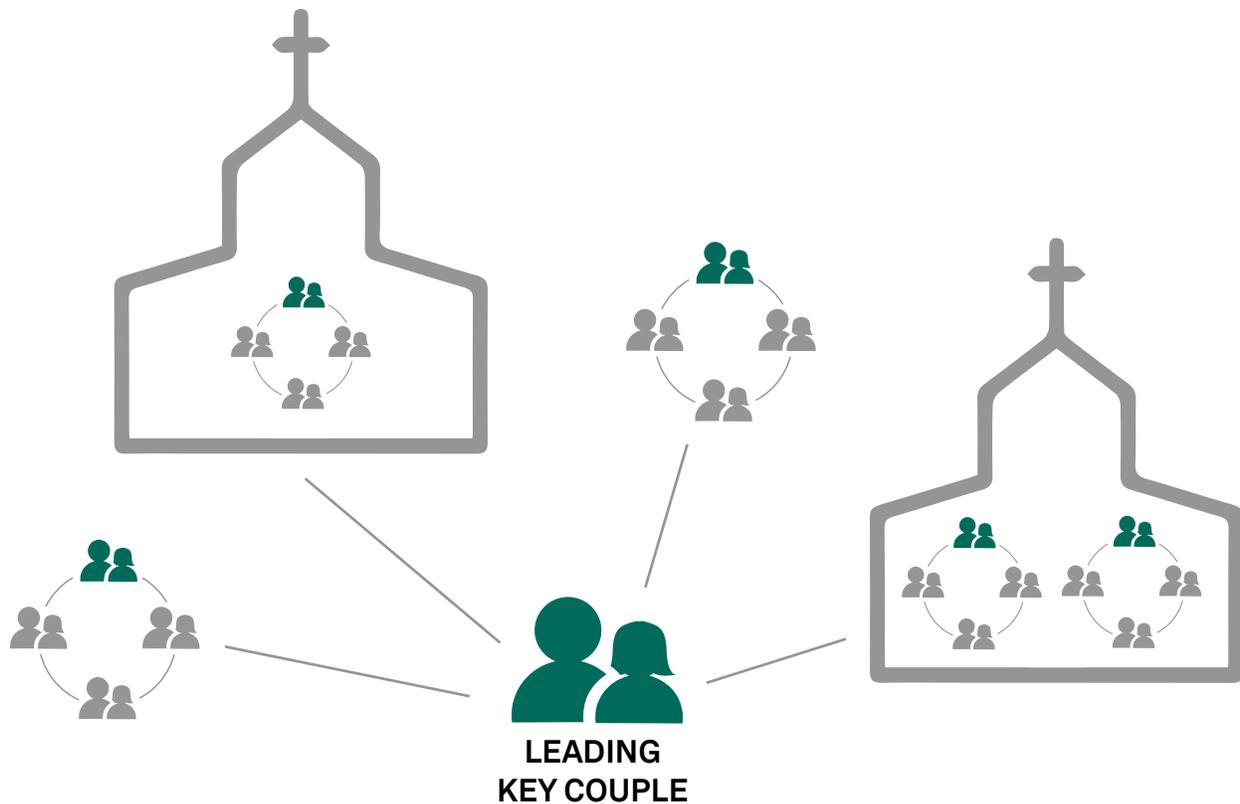
- Invest in your own marriage
- Study the Bible
- Improve your character in Christ
- Have fun and make life-long friends
- Serve your church
- Do your kids a favor

## 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.



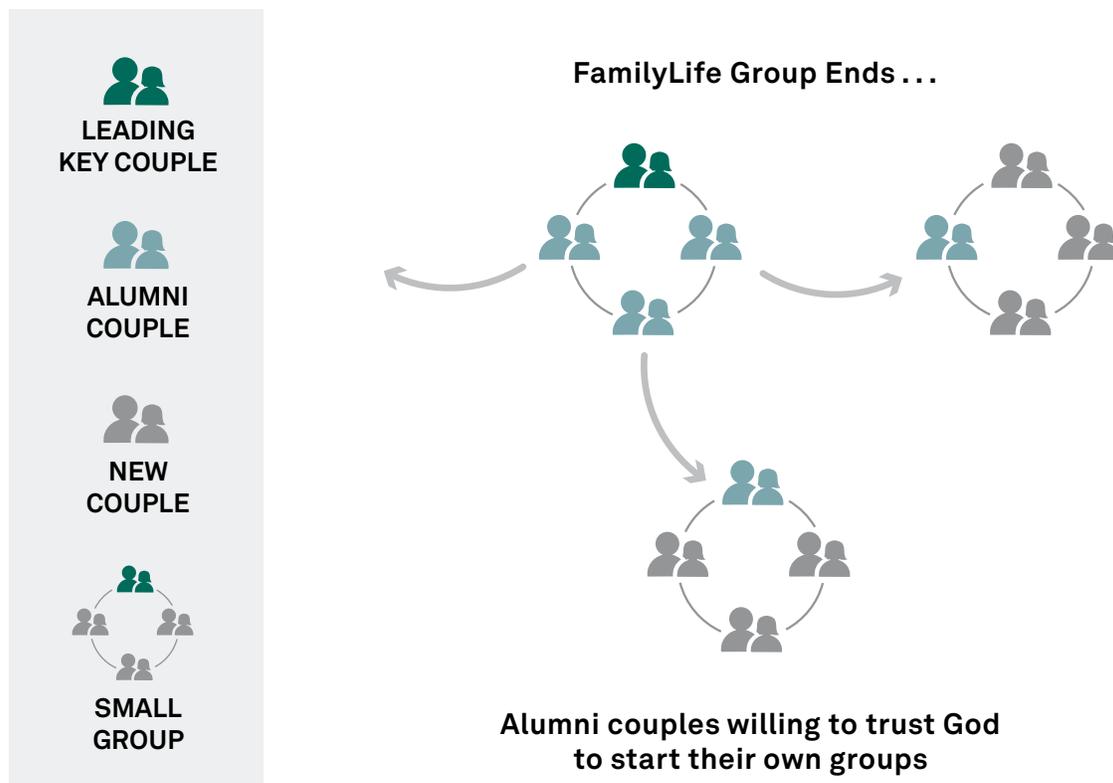


### FamilyLife Small-Group Multiplication

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 attend anyway, they did. 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.

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## 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. Those disciples would then go on to reach others.

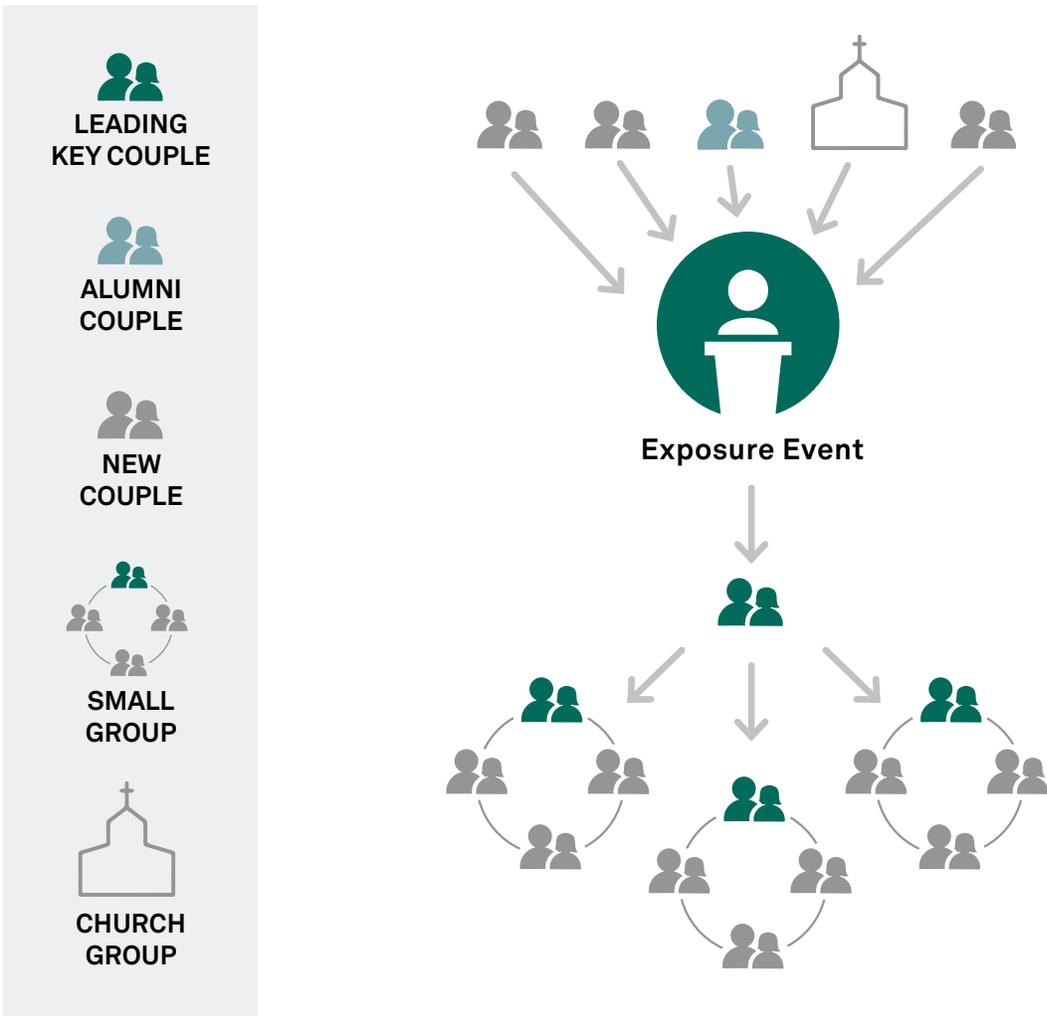
Once a couple has organized and led several small groups and seen the positive effect they have, then the couple may wish to help other couples do likewise. This accelerates multiplication. This couple may be called "Small-Group Developers."

<b>SMALL GROUP LEADERS</b>	<b>Organize and facilitate groups</b>
<b>SMALL GROUP DEVELOPERS</b>	<b>Help others organize and facilitate groups</b>

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's small-group studies? They're really terrific." The key couple assured them that they knew that FamilyLife's 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.



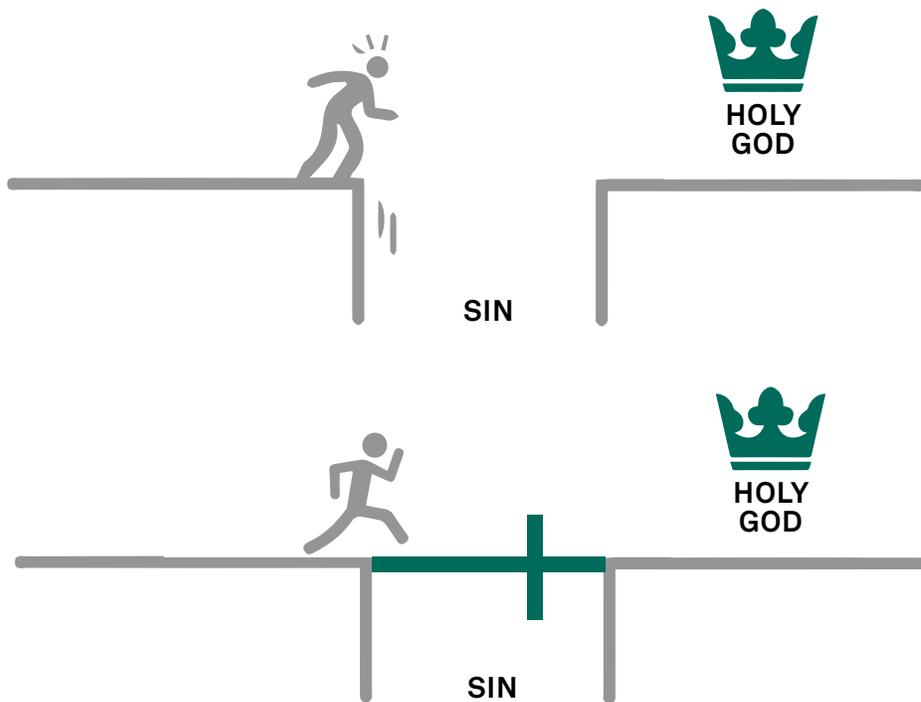
When a ministry accelerates, there are secondary effects that benefit couples who haven't even participated directly. The ministry starts to raise the standards for godly marriages in churches. The general community awareness of the importance of the family is increased. Many role models are generated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

FamilyLife Global has 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 small-group 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 small-group study, they're already part of a Bible study.



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



# TRAINING RESOURCES

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FamilyLife Global offers training in how to conduct ministry. 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, FamilyLife small-group resources 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 as having a good voice for singing. But Jesus Himself



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## KEY IDEAS

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- Jesus made it 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 a FamilyLife ministry.
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made it abundantly clear in the parable of the talents that our Master expects His servants 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 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 FamilyLife Global strategy and to fully utilize the resources FamilyLife provides.

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## **SMALL-GROUP TRAINING**

This 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 . The small-group training covers all of the specific “how-to” aspects for starting and leading small groups in a variety of situations.

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## **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.

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.

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## **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 FamilyLife small-group 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.

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## **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.

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## **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.

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## **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. You'll learn how to organize and lead a ministry team, communicate your vision of a FamilyLife ministry, and recruit and train couples.

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For more information on any of these trainings, or to request a copy of any of the training manuals, contact us at [global@familylife.com](mailto:global@familylife.com)

# Global Resourcing

## TRAINING MANUALS



Global Outreach Strategies and Resources (GOSAR): This manual provides an overview of FamilyLife Global's 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:

