

First Priority

Developing a Business Leaders Network Around Your City

Business Leaders Guide

A network of business and community leaders committed to their city and community, committed to mentoring students, financially supporting them and becoming personally involved.

FPOA Business Leaders Network

Developing a Network of Business and Community Leaders In Your City/Community

Introduction:

One of the greatest stabilizers of any city or community is the men and women continually investing in the progress of that community both spiritually and financially. Those individuals who have invested their time, finances, energy, blood, sweat and tears into living the American Dream. Not just for the purpose of succeeding financially, but in order to make their community a better place to live.

An "All American" city!

The First Priority Business Leaders Network specifically targets those men and women of Christian faith who understand the biblical meaning and perspective of personal and corporate success spiritually and socially.

A famous quote states;

"The fastest way to become successful is to help others become successful"

Often times we see ratings or surveys that indicate to us those great "American" cities, those top "10" places to live in America. But is there really a "great place to live" in our nation.

According to most all statistics and polls, every community and city in America is faced with the same set of problems. Every issue facing America's youth culture today is found in every demographic, economic and social arena. In fact, rural America viewed by many as immune to some of these issues, ranks number one in family, drugs, sex and violence problems per capita.

The surveys and polls selecting our "great places to live" are based on outward appearance, afforded opportunities, economic attractiveness and tourism. Many are even biased and based on limited experience or time spent in that community by tourist, vacationers or relatives of others residing there.

The greatest city or community in America is probably the one "you" live in.

But are we a really in touch with the world around us? The future of your city or community is walking the halls of the school campuses.

What about their values? What about their morals? What about their beliefs and convictions?

One certainty is that whatever this and future generations regard as moral, as truth, as right or as wrong will be imposed into your city and community in a matter of time.

The youth of today are the "Leaders of Tomorrow."

So what does that mean to you the business and community leader?

Things are changing and will continue to change. This means that our approach to reaching the teenagers of our nation must change as well.

The culture is destroying our youth through media, entertainment, addictions, social pressures, economic uncertainty and an absence of Godly role models and spiritual leaders.

All successful businesses are focused, marketed, well managed, funded and strategically planning for the future. This is not the case for America's youth!

When it comes to ministry, all too often those spending the least amount of time in a community are the Pastors and Youth pastors of America's churches. The turnover rate for church leadership is at a staggering 18-24 months for youth pastors and 3-5 years for pastors!

A typical student entering the youth ministry of their local church will in most cases encounter up too as many as four different tenures of leadership from both the Senior and Youth pastor's.

Stability and consistency are issues in the lives of teenagers from parents, church leadership, friends and particularly Godly role models.

The FP Business/Community Leaders network is designed to connect the leader of today with the leaders of tomorrow. To strategically provide you the business/community leader with opportunities and avenues to engage and invest into the lives of America's youth.

Without an intentional move to impact the youth culture where are we heading?

Abraham Lincoln said it best.

"The philosophy in the classroom of one generation will be the philosophy of government in the next."

God has blessed you the business/community leader with education, knowledge and resources to make a difference. The First Priority Business/Community Leaders Network will provide you with opportunities of mentoring, investing and leading America's youth into the next century.

Mark Robbins,

Executive Director, FPOA

First Priority Business/Community Leaders Mission Statement

“We the business and community leaders of _____ are committed to praying for, mentoring, training, leading, developing and investing in our city/community, and to making a difference in the lives of the youth in our city/community spiritually, socially, and economically.”

“Investing In the Leaders of Today and Tomorrow”

A CAMPUS MINISTRY STRATEGY PROVIDING

- **Accountability Structure**
- **Leadership Development**
 - **Responsibility**
 - **Encouragement**
- **Positive Peer Pressure**
 - **Teamwork**
- **Building Bridges**

Why invest in students and the public school campuses in your city/community?

12% Attend Church Each Week

95% Attend School Each Week

The public school campuses in America are possibly the greatest mission field in the world, and undoubtedly present a potential greater return for the investment of time, resources and money.

The halls of America’s school campuses house the future employees, leaders, politicians, educators, lawmakers, parents and world changers of tomorrow. The directions they choose will determine the future of our nation and the moral compass for future generations.

Who is the First Priority Business/Community Leaders Network?

The FPBLN is made up of business and community leaders representing all facets of the community demographically, culturally, spiritually, socially and governmentally. The idea here is to strategically recruit those men and women who represent key roles of leadership in your city or community. These individuals should not only be key leaders but should also have valid interest in reaching and impacting the youth of your city or community.

The following list will give some ideas for recruiting and engaging other leaders.

- **Representatives of Other Community Organizations
(Ex: Lions Club, Kiwanis Club, Rotary Club, Etc.)**
- **Representatives of Other Youth Organizations
(Ex: YMCA, Sports Leagues, Etc.)**
- **Representatives of Community Service Organizations
(Ex: Crisis Centers, Teen Pregnancy, Drug & Alcohol, Etc.)**
- **Representatives of Local Business Owners
(Ex: Any Local, Regional or National Business Owner, Etc.)**
- **Representatives of Local Government Agencies
(Ex: Government Officials, Chamber of Commerce, Tourism, Etc.)**
- **Representatives of Local Law Enforcement Agencies
(Ex: D.A.R.E. Local Law Enforcement, Juvenile Centers, Etc.)**
- **Representatives of Other Ministry Organizations
(Ex: FCA, YFC, Young Life, Campus Crusade, Local Groups, Etc.)**
- **Representatives of Local School Administration
(Ex; Site Base Council Members, School Board Members, Etc.)**
- **Representative of Other Religious Organizations
(Ex: Local, Regional, Etc.)**

What Do First Priority Business/Community Leaders Do?

Model Living & sharing Their Faith in Christ

Encourage Students In Their Commitment To Christ

Serve As an Ambassador of Christ In The City/Community

Participate In The Business/Community Leaders Network

Develop A Financial Partnership With First Priority

How do First Priority Business/Community Leaders Network?

Recruiting & Enlisting a FPBLN Network Chairperson. This person will be responsible for organizing and overseeing the network.

- a. Responsible For Organization of the Network**
- b. Responsible For Programming & Meeting Agenda**
- c. Responsible For Promotion & Communication**
- d. Responsible For Recruiting Coordinators**
 - i. Prayer - Participation - Promoting - Providing**

Once the FPBLN Network Officers Have Been Recruited The Following Action Steps Should Be Implemented

- 1. Build a Business/Community Leaders Task Force**
- 2. Build a Business/Community Leaders Database**
- 3. Conduct An Enlistment Campaign To Recruit Other Leaders**
- 4. Recruit Coordinators For The Four "P's"**
(Praying - Participating - Promoting - Providing)
- 5. Conduct Business/Community Leaders Interest Meetings**
- 6. Host Business/Community Leaders Vision Meeting**
- 7. Secure Meeting Location, Dates & Times**

Monthly - Bi-Monthly Meetings

Sample Meeting Agenda

Lunch
Prayer
Pledge of Allegiance
First Priority Report
Program / Speaker
(FP Board Member, FP Student, FP Staff, FP Faculty Campus Coach, Etc.)
Closing Prayer

The First Priority strategy is designed to have each of the five networks consistently engaged in the ministry. The following simple structure provides each of the First Priority networks opportunities to connect to the ministry at many different levels.

Praying

Purpose:

To enlist and recruit business/community leaders to pray for First Priority in your city/community, the students, parents, teachers, administrators and local board and staff.

Goal: Daily, Weekly and Monthly Prayer Emphasis of Business/Community Leaders

Action Step:

- **Daily / Weekly Prayer Strategy**
- **Partner With Local Prayer Groups, Strategies & Organizations**
- **Participate in First Priority Campus Prayer Events & Projects**
- **Assist In Connecting Your Local Church & Business To The First Priority Prayer Strategies**

Participating

Purpose:

Participating in the First Priority strategy, programs and events, locally, regionally and nationally and recruiting others to become involved. Becoming a “Kingdom Partner” with First Priority to reach the students and campuses in your city/community

Goal: Business/community Leaders Actively Engaged and Participating in the First Priority Strategy

Action Step:

- **Participate In Network Events, Meetings & Projects**
- **Recruit Other Business/Community Leaders To participate**
- **Host An Annual Recruitment Event**
- **Volunteer On First Priority Campuses**
 - **(Speaker, Transportation, Resources, Training, Etc.)**
- **Volunteer For Network & Campus Events**
- **Assist the Local First Priority Organization In Getting Your Church Involved In The Strategy**

Promoting

Purpose:

Promoting the mission and vision of First Priority in your city/community. Actively promoting First Priority to your peers, business constituents, clients, partners, local church, and others in the community.

Goal: Business/Community Leaders Connecting Actively Engaged and Participating in the First Priority Strategy

Action Step:

- **Business/Community Network Communication (Newsletter, Email, banquets, Luncheons, Breakfasts, Etc.)**
- **Partnership With Local First Priority Through Advertisement (Promotional Campaigns, Coupons, Discounts, Etc.)**
- **Database of Business/Community Leaders (Email Addresses, Phone, Snail Mail Addresses)**

Providing

Purpose:

Supporting and resourcing the ministry of First Priority by providing financial support, partnerships, resources, services and other needs of the ministry.

Action Step:

- **Annual/Monthly Financial Support**
- **Kingdom Business Partnership**
- **12K Plan**
- **Church Mission Budgets & Offerings**
- **Sponsorship & Participation in Fundraising Events**
- **Branding opportunities With First Priority**

Partnering With First Priority

Scholarship Program:

Objective: Local Scholarships Awarded To First Priority Student Leaders Exemplifying Outstanding Christian Leadership & Service

Internship Program:

Objective: Connecting students To Local Businesses For Mentoring, Job Shadowing & Training

Leadership Development:

Objective: Investing In the Development of Students as Leaders and Entrepreneurs. Sponsorship of Local First Priority Leadership Training - Volunteer Speaker At First Priority Clubs - School Assembly Programs (Motivational, Drug & Alcohol, Etc.)

Board of Directors:

Objective: To Serve On The Local First Priority Board Giving Direction, Insight & Spiritual Leadership, Approving Policy, Procedure & Budget, And Helping To Fund The Local First Priority Ministry

Fundraising:

Objective: To Assist The Local First Priority Board & Staff With Corporate Fundraising Events Corporate Sponsorships - Branding - Kingdom Business
First Priority Corporate Golf Tournament - 12K Plan
First Priority Fundraising Banquet

Resources & Services:

Objective: Providing The Local First Priority Organization With Resources & Services Used By The Ministry. Accounting Services – Legal Services – Printing Services Office Supplies – Office Equipment - Computers & Software - Office Space - Staff Benefits - Office Overhead - Communication

“If we do not intentionally pursue reaching this generation and those to come we will be intentionally losing the battle for the hearts and minds of America’s youth because someone will reach them”