



# Directors Guide



## **Introduction:**

As a director of First Priority in your city a great opportunity and challenge is awaiting you. The opportunity is to unite the Church and fulfill Jesus prayer of John 17:21 “to make them one as we are one”. Remember First Priority is simply a plan to unite churches together to create environments on the school campuses where students have the opportunity to hear the life changing message of Christ. The challenge is the same. If Jesus prayed to the Father to make all believers one, then we know all hell will come against you as you try to unite the church. Don’t lose heart, keep on keeping on. The harvest awaits.

## **Phase 1: Interest Meetings: continuous**

As an initiator you will spend months “selling” the need and idea of First Priority to get this started. Recruit people to become part of the essential networks: Students, Teachers, Parents, Business Leaders, & Church Leaders. This will be ongoing because there are always new pastors, youth pastors, parents, business leaders and teachers to engage in the ministry. You will use the ‘Phase 1 Guide’ and ‘Interest’ PowerPoint provided by First Priority of America to:

### **Find Potential Initiators, Investors, and Intercessors:**

As you continue to sell the idea you will come across people that really get excited about reaching students for Christ. There are business leaders in your city that have a vested interest in the values and morality of your town that will sit on a board. There are parents who already pray each day as their son/daughter goes off to school; why not have them lead a parent’s network that will do the same thing. There are students who want to be missionaries to their peers; why not get them ready to lead when this kicks off. Basically... Look for the people that get excited and stand beside you in the trenches and look for people that believe that this is possible with the power of Christ and the cross.

### **Define Target area:**

The rock in the pond analogy: You drop a rock in water and the ripple effects cover the pond. Start with only a few schools. (2 to 4) Then build your networks around those schools. It will spread from there. Do it well. Do it deep. Make it effective in a few places. God will take care of how large this thing gets.

### **Get trained by FPOA:**

FPOA has had years of experience working this ministry. If you as the director follow the provided ‘guides’ and trust God for the outcome, you will see many students come to Christ. As you build your team, you and your leaders will be trained in how the essential networks function: Students, Teachers, Youth Pastors, Parents and Business Leaders.

1st Training: 2 day training between FPOA and C.D. in the city

2nd Training: 2 days with C.D. in a FPOA city to see a working model

3rd Training: 2 days at a national City Director meeting/retreat/conference

## Phase 2: Direction: 4-12 months:

### Form your Board:

📍 Have several meetings letting your new potential board understand Board roles. (see city organizational guide)

📍 4th Training: FPOA Board Development Training

### Board Development.

Articles of Incorporation

501C3

Bylaws

FPOA has sample paperwork in our Decision tool kit

Strive to be ECFA certified from the beginning: The ECFA certification is a standard that holds non-profits accountable for the donations they receive in the name of Jesus Christ. It is a process of proving yourself to them. The sooner you start, the easier it will be.

### Establish networks

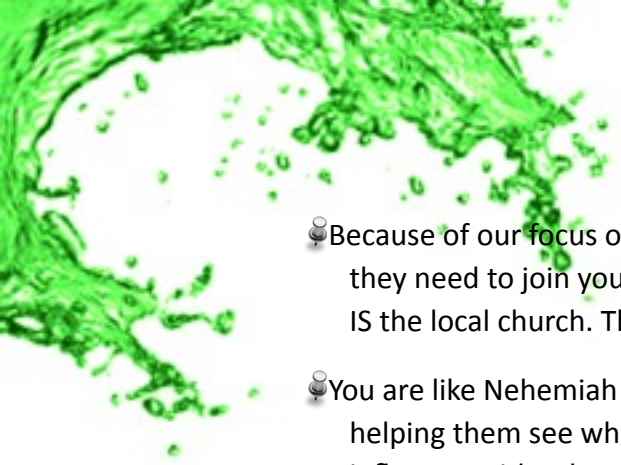
This is what you do. You are a salesman. You are making appointments everyday to sell the vision of First Priority and your sells pitch is to unite the church on campus to reach students for Christ. As a director your job is to unite these four networks so that the end result will be a group of students united on campus with a plan and support system to reach their friends for Christ.

1. A network of student leaders and teachers **on** the campus.
2. A network of parents **around** the campus.
3. A network of Youth Pastors (churches) **around** targeted schools.
4. A network of business leaders **around** your city.

Tips on establishing the networks:

📍 A common factor that we have found is that to get students, teachers, or parents, it is the easiest to go to the local church. All churches have students, teachers, parents, and Christian business leaders. So work that first.

📍 Find out if there is already a network of churches. Two resources to help: [www.youthworkers.net](http://www.youthworkers.net); [www.nnym.com](http://www.nnym.com) to see if any exist in your area.

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- ☞ Because of our focus on being a 'local church strategy', If you go in with the idea that they need to join your new ministry, you may shoot yourself in the foot. First Priority IS the local church. This ministry belongs to them, you work for the churches.
  - ☞ You are like Nehemiah trying to rally the troops to rebuild the wall, you are the organizer helping them see what needs to be done. Start with your own church. Use their influence with other churches in your targeted area.
  - ☞ Use your business contacts: The business leaders that have bought into this vision are members of churches. Use them to get your foot in the door if you have not shot it off earlier.
  - ☞ Ownership: When you truly sell the concept of First Priority the church feels like this is theirs. You did a good job and you have just gained a group of students, teachers and parents.
  - ☞ It is always good policy to have the people you meet with leave with something in their hands to help them continue to think about First Priority. ***Leave the youth pastor guide with the youth pastor or pastor, brochures in church buildings, parent guides with parents, etc so they may understand their role in First Priority clubs.***

### Final Word before Phase 3 Training:

Typically a network would consist of at least 10 churches and 2-4 schools. Now of course, this is all dependent on your city, but the idea is to find churches that feed into the schools you have targeted. Schedule a weekly lunch or breakfast where the networks can meet to hang out and pray for the targeted campuses. Remember we all get a burden for what we pray for. If you lead the youth pastors in a prayer at the end of your meeting and have them all pick a school to pray for, God will begin to move in their heart to get something going at the campus. These meetings are also a great way to introduce everyone to each other. Most importantly, be consistent!! Keep showing up. I cannot tell you how many times I was there with just one person or by myself. But soon one turned to two and two to four etc. Find a local coffee shop or pizza place and show up every week. If you end up by yourself, enjoy the solitude, read your Bible, and/or witness to the waitress. Then go back to your office and text or e-mail everyone and tell them you missed them and you will see them next week. Out of this relationship building with the youth ministers, you will be able to identify teachers, parents, and students from their congregations. You need to be busy setting up opportunities to present First Priority to each of these groups.

### Phase 3: Basic Training: within the first 12 months:

#### Train.

Once your network of churches is “in”, pick the schools with the most student leaders from the youth groups. Then plan a time to train parents, students, teachers, business leaders and youth pastors. Training will be on going. You will need to train new schools and retrain old schools each year. Once you are certified by FPOA to train, you will do well to train youth pastors who will also entrust this to reliable men.

**Note:** the first training needs to be conducted by a certified trainer of FPOA. You will be responsible for all other trainings after you are certified by FPOA. The Basic Training will cost between \$2,000 and \$4,000 and includes a minimum of two FPOA staff leading at least one training for each of the essential networks.

#### Clubs launched:

Once the targeted schools are trained, start promoting the launch.

Each campus needs trained student leaders, a campus coach, teacher sponsor, and group of parents around each school praying for the students before the launch can happen on campus.

Once the strategy (ACTS Revolution, FISH cycle) is going, anticipate and pray for the first Seek Week or Hook week. *We recommend you work with the few schools you have started until they finish a cycle before you start the process over for the other targeted schools.*

#### Share the results.

Let everyone who has had a part in this journey know what is going on. Communication to people is so important. Out of site, out of mind. If you have several students accept Christ in the schools let everyone know. This keeps your board, supporters, churches and FPOA excited about what is going on.

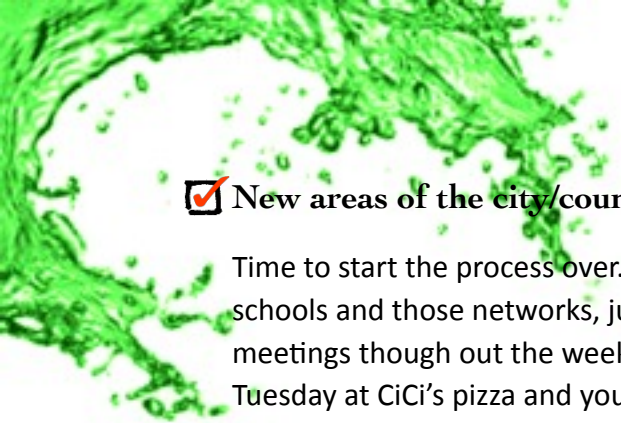
#### Follow-up.

Make sure the Youth Pastors and students are following up on the students that committed their lives to Christ during your hook or seek week. Once students start getting their friends involved in Church I promise you the youth pastors will be sold.

### Launch through the 2nd year

#### Clubs double in targeted network.

By the end of the first year, your *initial* network of churches in your targeted area should have a presence on all the school campuses. The success of this one network will launch you to new areas.



**New areas of the city/county/region are identified and targeted.**

Time to start the process over. This is once again a repeat of what you did to accomplish the first schools and those networks, just different people. You should be having several network meetings though out the week. You might have your original targeted area meeting at lunch on Tuesday at CiCi's pizza and your new area on Wednesday morning at Starbucks.

**Advisory board of network presidents is formed.**

Once your networks have ownership you need to think about whom in those networks could serve as your go to person. Look for the youth pastor or pastor that always shows up to network meetings, is involved as a coach on the campus and is passionately promoting First Priority to their church. Pray about that person serving on the advisory board of First Priority. This gives ownership of the ministry to the networks and represents the churches in that network on the local board.

**Make presentations to churches.**

Most Churches have a mission committee who pray and help fund mission work locally and around the world. First Priority is a local mission arm of the local church. Find out from your network of churches who chairs that committee in their church and use their influence to do a presentation to this group. You should by now have a pretty good amount of salvation stories to tell. Depending on the size of the church you could pick up a significant amount of support and more prayer partners. Sunday school classes, small groups, and Wednesday night Bible studies are filled with teachers, parents, and business leaders who are looking for a ministry like First Priority. Make sure you are speaking in a church 2-4 times a month.

**2 Networks**

By the end of your 2<sup>nd</sup> year you should have a least two strong networks of Churches. You should have 2 weekly network meetings in those areas and two network presidents. These presidents are reporting to you and keeping their networks functioning.

*Note:* In this network meeting you set the agenda. Make sure your meeting is about the club on campus, set some ground rules up front. If you do not it will turn into a promotional meeting for everybody's concert or 'disciple now' or whatever else they have scheduled. The churches meet to talk about the new believers and how to plug them into church and the club itself.

2 year-3 year

**Area director is hired by board to assist director.**

Area Directors work under you. These are people that are responsible for two or three networks. They organize and attend network meetings, speak at churches help campus coaches, train students and basically do what you did for the last two years. Make sure you hire people that could take your place. If they can't replace you, you don't need to hire them.



☑ **25-35 schools not uncommon.**

You should have a First Priority club on at least 25 schools each with a campus coach and a strong network of churches and parents.

☑ **Hundreds of Students committing lives to Christ.**

The Holy Spirit is the converter and salvation is up to Him. Our job is to tell His Story. If First Priority is working correctly then the Gospel message is being shared intentionally every month on every campus.

Note: First Priority is a campus evangelism strategy; it is so easy for students to go back into Bible study mode. Remember we love the Bible and think you should study it every day, but this is a “fishing expedition”.

☑ **Board is active in:**

- 🎤 Fund raising
- 🎤 Church and club participation
- 🎤 Vision casting
- 🎤 Business Leader Network

You as the director are will always be selling the vision, helping your area director, or doing director’s trainings. But as the ministry grows, your role will change into more of a spokesman for the ministry to the city. You will spend a great deal of time meeting with potential givers and keeping your board engaged.

☑ **Director and area directors are continuing to launch new networks.**

1. South Florida started with 5 schools, as of 09 they are on 118 campuses with hundreds of churches involved.
2. Tri-states started with 3 schools, as of 09 they are on 85 with one area splitting off and forming its own organization.

You will continue to expand the ministry. You are a part of this because you believe this is a great way to reach thousands of students for Christ and the way to accomplish that is to expand networks.

*Note:* These are of course bench marks. **Every city is different.** The board and staff of First Priority are always doing Phase one (Discovery). The director and area directors are always walking new areas of the city though the phase process. The one constant in all First Priority cities is the salvation of students on campus. If this is not happening every month, something is wrong. STOP and make what you have healthy, then go build again.