

YOUNG LIFE CLUB & CAMP STRATEGY



During the 2007-2008 school year, the staff of the North Central Texas Region all agreed to implement a club strategy and calendar that would hopefully increase the number of kids involved weekly in our clubs through kid involvement and ownership, vision casting, public relations, and creative promotions. Each aspect of this strategy involved direct contact work with kids and cannot be implemented without it. After two short months of all of our clubs following a similar schedule, our region saw an increase of 1,100 kids in club weekly.

As Young Life begins it's "Reaching a World of Kids" initiative to reach 1 million more kids a year, I am convinced that the million kids we are reaching now already know the next million kids we will reach. Once our kids are given a vision and a challenge, I have no doubt they can reach them. This seminar will review the steps we took to make sure everyone in our schools was invited to club, the heart behind the strategy, how our kids and leaders took ownership of it, and ultimately how more kids got to hear the incredible message of the God who knows them, loves them, and can change their lives.

Fall Club Starts Now...

Camp

- Ask the camp store what is the best selling t-shirt this summer.
- Have one on ones with key leadership kids.
- Attend Christians Seminar and plan camp follow-up with your Christian kids and begin to plan with them what the rest of the summer should look like and when club should start in the fall
- Have an all area meeting on Day 7 with your kids and leaders.
- If you are at Frontier, share with them the story of Jerry Kirk and Cy Buress and praying “big things”.
- Explain to them the process of choosing a President and what the job entails.
- Get their feedback on potential shirts for the fall.
- Challenge them to that the only way you want to see them back is if they fill a cabin of their friends (offer to help them) or if they are on work crew.
- Announce the time and place for your picture party. (Should take place within 48 hours of being home) Ask them to order an extra cd of digital prints so you can use them in a slide show for first club.
- Announce plans for camp follow-up, give them the book you will use with an invitation to the picture party in it as well as the times and places for follow-up.

After Camp

- Conduct a strong camp follow-up for kids creating a culture of leaders and kids hanging out over the summer.
- Have lunch with key leadership kids and challenge them to fill key in the leadership of club in the fall.
- If you didn't find your shirt at camp, search the Abercrombie, American Eagle, and Hollister web sights for potential shirt ideas.
- Get a consensus from your seniors and order you shirts.
- Order color inserts based on your t-shirt design to place in school paper.
- Call the school paper and find out their publication schedule and place an insert ad.

One week before School

- Send a postcard to your entire club list informing them of upcoming meetings (senior meeting the first Monday of school, senior-junior-sophomore meeting on the second Monday of school, and first club).
- Text key seniors about the meeting with instructions to forward the info.
- Use facebook to publicize meeting.
- Deliver ad inserts to school paper.
- Make sure your shirts will be delivered on time.

Brian Summerall

First Monday of School

- Conduct Senior Meeting
- Go through club and explain the “whys” of club pointing out the roles of seniors in club.
- Hand out surveys for kids to fill out regarding favorite skits, songs, events they would like to do this year, etc...
- Read the story of the first Young Life club from “Dance Children, Dance” and challenge kids to identify their “Burr Nichols”.
- Hand out invitations to the next planning meeting for seniors to give to juniors and sophomores.
- Break into groups and pray.
- Sell the first round of t-shirts.

Second Monday of School

- Conduct meeting with Sophomores, Juniors, and Seniors.
- Announce Young Life Presidents and allow them to share their vision for the year.
- Break up into small groups and answer the following questions:
 - How did you first hear about Young Life?
 - Why did you come?
 - What was it like?
- Get back together in the large group and review answers.
 - Share stories of how you first came to club.
 - Help them realize that personal invitations work the best.
 - Ask them if three years from now will someone stand up at this meeting and share and mention their name.
 - Ask them to think through their niche in the school.
- Explain to them the need to fill the room with the “right” people and explain exactly who that is.
- Break into small groups again and make lists of who you are going to bring next week.
- Announce a contest for whoever brings the most freshmen next week.
- Sell T-shirts – take the worry out of what to wear on Monday.
- Hand out flyers for kids to distribute at school all week.
- Shoe polish cars with Young Life 7:29 on the back wind shield only.
- Enlist kids to help with skits for the first club involving freshmen.
- After the meeting practice songs with your music team including as many seniors as possible. Check sound system and video for any kinks.

Friday Before club

- All leaders attend school tailgate party and meet key parents
- Shoe polished cars all over the parking lot
- Leaders in the stands in new shirts
- Leader on the sidelines shooting video

Sunday before club

- Meet in club room with key kids to pray (at entrance, spots around room, stage, parking lot), practice songs again, and distribute last minute shirts and flyers.
Set-up club room
- Text kids reminders to wear their shirt and invite freshmen

Monday of club

- Leaders at lunch wearing YL shirt.
- Kids going from table to table inviting kids, offering rides.
- Seniors meeting freshmen at the school or a key freshmen's house to give rides.
- Committee brings dinner to leaders at clubroom.
- Seniors show up early to meet, greet, sell shirts and do club cards.

During Club

- Show camp slide show or promo and the whole process starts again.

Devotionals or Readings

- The First Young Life Club from Dance Children Dance.
- T-ball story from Dangerous Wonder by Mike Yaconelli
- "Thanks for the Lunch" from A Gentle Thunder by Max Lucado
- Clip from Lord of the Rings - "Will they tell stories about us?"
- Clip from Titanic - More room in the lifeboat. Row back for your drowning friends.

At This Point in Time...

- Post cards, t-shirts, flyers, texts, facebook
- Leadership Meetings have been held.
- Three to four clubs have taken place.
- Scott + Skippy + Coffee = 350 kids in Club

How Do I Keep this Going?

- Take inventory.
- Concentrated Contact Work
- Throw the Dog a Bone

It's About Involvement

- Senior Skits
 - Men Without Shirts
 - If I Weren't in Young Life
 - Light and Fluffy
 - Cooking with Copenhagen
 - Beach Ball Ballet
- Special Music
- "I Need Help"
- Themes, Events, Challenges

Camp Sell Starts Now...

Starting Off – October/November

- Camp Videos and Slide Shows
- Creative Camp Videos
- Dates are in hand – get out to club and parents.
- Place Ads in School Paper
- Meet with campaigners, second timers, and leaders.
- Sign-up date?

Spring Semester: Are You Done Yet?

- Club is winding down.
- Banquet season is over.
- R2 has been turned in.
- “Don’t have much Young Life going on.”

What Do I do Now?

- Camp Reservations System
- Camp Flyers
- Club Flyers
- Post Cards
- The List
- Events
 - Burgers at Brock’s
 - Deal or No Deal
 - Kidnap Breakfast

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Pearce Team:

We have just received 25 more spots to Frontier this summer. That means we are taking 134 total, on 3 buses. This is the most EVER for Pearce.

I decided to go for these spots because there are too many kids at Pearce that don't have a chance to see a clear picture of who Jesus is. That being said, we are going to need all hands on deck for this. We will official start our "CAMPaign for Kids" tomorrow, trying to convince 25 more kids that...

There is no better time to go to Frontier than now... All of their friends are going... It will be the best week of their life!

Ways we will attack kids:

1. Send a postcard home to every club kid that has not signed up.
2. Announce it to kids at lunch tomorrow.
3. Seniors are kidnapping Fresh & Sophs for breakfast at the Pinkstons on Sat, watching a Frontier video, asking questions, and winning money off camp.
 1. 60 Fresh/Soph names on the list, 40 kidnaped on Sat, 20+ sign up.
 2. Sign up goals - have all spots filled by last club.

What I need from you:

1. Turn over every stone you can, ask every kid you can think of, ask your kids who needs to go.
2. Make lists of band kids, minorities, and any other groups we don't get many kids from.
3. Get me names of Freshmen & Sophomores so I can call their parents about Saturday.
4. Our goal is to have 40 kids here.
5. Pray hard that God will fill these spots.
6. Challenge the high school leaders in your grade to go after younger kids.

This is an exciting time. With over 2,000 kids at JJ Pearce, there is no reason we can't fill 134 spots. We just have to find the kids, and get them and their friends interested in a week that will change their lives.

I would never have considered taking these spots if I did not believe in my team.

Let's Do It!!!

Todd

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Mr. Christmas Tree

Event	Needed	Music / Video / Lights
Pre-Club	T-shirt Sales / Judges Entry & Explanation / Trees Decorated in Dressing Rooms	Christmas Mix in Club Room
Kids Entry	Runway Lights	"Linus and Lucy"
Introduction	Everyone is seated	"Christmas All Over Again" Tom Petty / Intro Slides
Talent		Songs for Talents
Interviews	Questions	
Fast Songs: Jingle Bells, Rudolf		Slides
Christmas Tree Training Video		Lights Out
Swimsuit	Runway	"Please Come Home for Christmas" Bon Jovi
Camp Promo Video		Lights Out
Announcements		
Last Walk of Former Mr. Christmas Tree	Crown / Sash / Giant Golf Check	Thought Tape
Parade of Trees	Runway / Trees / Duct Tape / Extension Cords	Lights Out / "Oh Tannenbaum" from Charlie Brown
Collect Judge Sheets	Someone to Tally Scores	
Slow Songs: Light the Fire, Only You		Slides
Talk		
And the Winner is...		"Final Countdown"

Mr Christmas Interview Sample Questions

1. With recent current events and natural disasters shaking our world, how would you as Mr. Christmas tree ease the fears of the public and assure us everything will be alright in the new year?
2. With so many scandals hitting the White House over the past decade, many people say character is not an issue when electing a President. Is character an issue when electing the next Mr. Christmas Tree?
3. With two thirds of American households turning to artificial trees this year, how would you use your title of Mr. Christmas Tree to insure job opportunities for your fellow trees?
4. Spiderman has taught us all that with great power comes great responsibility. How will you use your power as Mr. Christmas Tree responsibly to to make this a better world for everyone?

Useful quotes for answers:

I think the poet Joyce Kilmer put it best when she wrote...

I think that I shall never see
A poem lovely as a tree.

Poems are made by fools like me,
But only God can make a tree.

Let me close with a quote my great great granddaddy pine gave me on his death flower bed... Even if you are standing in the forest and all your leaves have fallen to the ground and you feel naked amongst your fellow trees... remember this... He who plants a tree plants hope.... May God Bless America and God bless Mr. Christmas Tree.

What do we plant when we plant the tree?
We plant the ship that will cross the sea,
We plant the mast to carry the sails,
We plant the planks to withstand the gales—
The keel, the keelson, and beam and knee—
We plant the ship when we plant the tree.

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Reserved for Judges

Please give each contestant a 1, 2, or 3 (1 being the best) after each category.

	Sophomore	Junior	Senior
Talent			
Interview			
Swimsuit			
Tree			
Total			

Day 7 of camp your area should have a meeting to accomplish the following...

- ☑ Get your kids feedback on potential shirts for the fall from the camp store.**
- ☑ Have leaders and kids write postcards to donors.**
- ☑ If you are at Frontier, share with them the story of Jerry Kirk and Cy Buress and praying “big things” for their friends.**
- ☑ Explain to them the process of choosing Young Life Presidents and what the job entails.**
- ☑ Challenge them that the only way you want to see them back is if they fill a cabin of their friends (offer to help them) or if they are on work crew. Introduce the idea of Wilderness.**
- ☑ Announce the time and place for your picture party. (Should take place within 48 hours of being home) Ask them to order an extra cd of digital prints so you can use them in a slide show for first club.**
- ☑ Announce plans for camp follow-up. Give them the book you will use with an invitation to the picture party in it as well as the times and places for follow-up.**
- ☑ Cast vision for what club will look like in the fall and how they can be a part.**

Young Life President Qualifications

- Growing Christian for the last few years**
- Active in Church, Campaigners and Club**
- Respected by peers, parents, and faculty**
- Has a vision for reaching their school for Christ**
- Is a Senior**

Choosing a President

- Talk to outgoing Seniors to see who they respect**
- Talk to upcoming Juniors**
- Consult the faculty**
- Talk with youth ministers**
- Brainstorm with leaders**
- Meet and discuss the job with upcoming seniors over the summer**
- Pray**
- Talk to perspective candidates and give them a week to pray about accepting the job**

Job Description

- Is your Young Life representative in the school**
- Promotes Young Life to the school**
- Strategizes with Staff and Leaders to reach new kids**
- Helps plan the program for all clubs**
- Speaks at least once a year**
- Serves as junior leader at camp**
- Makes announcements at club**
- Shows up early to set up and pray**
- Stays late to break down and pray with leaders**

Pull back the curtain and Go through club and explain the “whys” of club pointing out the roles of seniors in club. Use a dry erase board and see if they can come up with the order. Always ask them “what’s next?” and “why?” to see if they can come up with it on their own. Draw a funnel showing how we are taking their friends from one starting point of high activity to and ending at the Cross.

- ★ Arrival - Club starts in the parking lot
- ★ Entry - Everyone gets a physical touch
- ★ Video - Look at what we’ve done together
- ★ Mixer - Finding new kids
- ★ Fast Songs - Spectator to participant
- ★ Skit - Making kids the stars
- ★ Announcements - Their stuff, not just ours
- ★ Slow Songs - Content & changing the pace
- ★ Talk - The progression
- ★ Post Club - Hang out atmosphere, rides home

Hand out surveys for kids to fill out regarding favorite skits, songs, events they would like to do this year, etc...

Read the story of the first Young Life club from “Dance Children, Dance” and challenge kids to identify their “Burr Nichols”.

Hand out invitations to the next planning meeting for seniors to give to juniors and sophomores.

Break into groups and pray.

Sell the first round of t-shirts.

- Announce Young Life Presidents and allow them to share their vision for the year.**

- Break up into small groups with a President or Leader with each group and answer the following questions:**
 - ★ **How did you first hear about Young Life?**
 - ★ **Why did you come?**
 - ★ **What was it like when you walked in these doors?**

- Get back together in the large group and review answers.**

- Help them realize that personal invitations work the best. Most everyone in the group will mention the name of someone.**

- Show the clip from the end of the first “Lord of the Rings” of Frodo and Sam talking about whether anyone will tell stories about them years from now or read Max Lucado’s “Thanks for the Bread” from The Eye of the Storm. Ask them if three years from now will someone stand up at this meeting and share and mention their name. Tell them you will be texting all the people they mentioned tonight who are now juniors in college to let them know their names were mentioned.**

- Ask them to think through their niche in the school.**

- Explain to them the need to fill the room with the “right” people and explain exactly who that is. Put up a slide that lists the “right people”. (Band kids, hispanics. cheerleaders, skateboarders, red heads, muggles, sophomores, left handed kids, football players, etc, etc, etc... go nuts and list hundreds of examples so they get they idea that EVERYONE IS WELCOME!)**

- Break into small groups again and make lists of who you are going to bring next week.**

- Announce a contest for whoever brings the most freshmen next week wins a \$25 gas card.**

- Sell T-shirts - take the worry out of what to wear on Monday.**

- Hand out flyers for kids to distribute at school all week. Kid should not take them to hand to each other a week from now but have a group of kids in mind to target and write their phone number on the back for rides.**

- Shoe polish cars with YL Monday 7:29 on the back wind shield only. Make it uniform so that every car looks basically the same so everyone knows this is a planned event.**

- Enlist kids to help with skits for the first club involving freshmen. The kissing skit/pie in the face skit with freshmen guys and Varsity Cheerleaders is always a winner.**

- After the meeting set up a time with your music team including as many seniors as possible to rehearse (Labor Day night or the Sunday before first club work well). Check sound system and video for any kinks so you are not surprised at rehearsal.**

Sample Schedules

Fall Club Schedule

August 23	8:00 Senior Leadership (After Booster Club Barbecue)
August 30	7:29 Senior & Juniors Pre-Club Meeting
September 6	7:29 T-shirt & Shoe Polish Party - Music Rehearsal
September 13	7:29 Club
September 20	7:29 Club
September 27	7:29 Club
October 4	7:29 Club
October 11	Banquet Invitation Night (No Club, Teacher In Service)
October 18	7:29 Club
October 25	7:29 Club
November 1	7:29 Club
November 8	7:29 Club
November 15	7:29 Club
November 22	7:29 Club
November 29	Mr. Christmas Tree Pageant

Spring Club Schedule

Jan 30	All- Area Club Kickoff
Feb. 6	Holiday
Feb. 13	Cricket Spitting / Pie Eating Contest
Feb. 20	Camp Sign-Up / Regular Club
Feb. 27	Family Feud
Mar. 6	Slam Dunk Contest / Final Four Watching Party
Mar. 13	Holiday
Mar. 20	All Area Club
Mar. 27	Video Scavenger Hunt
April 3	Aggressive Dinner - Crud War
April 10	Kickball - Guys vs Girls
April 17	Sand Volleyball Party
April 24	Senior Club

We did a talk at most of these spring events except for Volleyball and Kickball. At least half the talks in the spring were given by Seniors.

Urban Notes...

- While Urban staff agree that transportation, jobs, parents, and summer school are all obstacles to overcome, NONE of the things kept them from incorporating the principles behind student ownership and student leaders.
- Areas have sold sponsorships on the back or on the sleeves of t-shirts to cover the costs so that they can sell the shirts for \$1 to \$5 so that every kid can afford one.
- Areas that have school uniforms and are unable to have kids wear t-shirts have made “string backpacks” with the Young Life logo on them for kids to wear and use.
- Stickers have also been successfully used in situations where kids have to wear uniforms. Instead of printing flyers, print a sheet of name tags with “Young Life Tonite!” and all the information for club on them. Have kids stick them on their shirts, books, etc..
- The backs of School ID badges are also great for displaying Young Life promo info when worn around the neck. Brightly colored Young Life neck cords can also be made cheaply for wearing ID badges.
- While some urban schools do not have a school newspaper in which to place an insert ad, most will allow some type of poster, velcro sign or banner, or even allow access to announcements to promote club.
- Instead of shoe polishing cars, dry erase boards in every classroom can be marked with “Young Life Tonite” on Mondays with the teachers permission.
- South Oak Cliff high school in Dallas has been very successful having a student leadership team of five senior guys and five senior girls. Part of their weekly activities beyond planning and leading club includes going to a restaurant together and learning to tip or attend cultural arts events together like the Black Dallas Dance Theater Company. Along with being taught to follow Christ and make him known in their school they are taught to be active, responsible members of the community.
- Many Urban schools have had great success in recruiting kids to help with Caperneum clubs in order to give them a taste of leadership and ministry.
- Because of transportation issues, camp follow-up is most easily done once a week and by cabin, led by that cabin leader.
- Because many Urban kids will stay in the community after high school either working or attending school, a summer trip with graduates is key in continuing their walk after high school and plugging them back into the area as leaders.
- Mr. Christmas Tree has been successful in Urban areas and in some instances been combined with a semester end lock in.
- Some areas have taken the Mr. Christmas Tree philosophy and adapted it to “Young Life’s Got Talent”, an event that takes place every four weeks. Each contestant has an agent (leader), entourage (kids support team). Parents and teachers are brought in as judges.

Wyldlife Notes...

- Camp follow-up works well once a week for four weeks.
- Parent meetings are key and serve almost the same as all of the pre-club meetings for high school club as far as promotion goes for Wyldlife.
- Every year gather info on middle school brothers and sisters on high school club cards.
- Gather last year's elementary school directories for contact info for new families.
- Some school districts will sell mailing addresses or even labels for schools.
- Have key moms give you email addresses for other moms.
- Mail a semester calendar along with a letter explaining Wyldlife before school starts. Include tentative camp dates for the summer. (Even though you don't have official dates yet it can usually be narrowed down to a four week period).
- Kid's travel in packs. Find out who transports that pack and get them on board.
- Get your calendar included in the PTA newsletter pack.
- Every grade often has a mom in charge of mass emailing. Have her send out information.
- Have a burger or pizza night the week before school for the 8th graders. Give them the first chance to buy the new Wyldlife shirt. Explain to them your need for their enthusiasm at club and how they need to show all of these new young kids how it's done. Take surveys for favorite songs, skits, games, theme clubs, etc...
- Shoe polish key mom's cars on the back windshield with "Wyldlife Tonight - Ask Me". Have them hit the grocery stores, car pool line, and game parking lot. Load them up with flyers with all meeting and contact info to share with other moms.
- Have key mom's wear t-shirts that day as well.
- Have club the first week of school! Kids come to school ready to get involved and we need to capitalize on their enthusiasm.
- Middle school kids are not the best to invite kids from younger classes but they can communicate to their own group.
- They may not be ready to lead club but you can have the 8th graders do something special at every club - melodrama, lip sync, skit, etc..
- Theme nights are big. Try to have a theme for each club.
- Middle school bands love a place to perform.
- Videos of kids from events and in the stands at games are big.
- Parent communication and info nights work the best for camp sell. Send out save the date cards as soon as your dates are official.
- Show a camp slide show or video at the first fall club so the enthusiasm of kids who went will be contagious.
- If you do a bus tour or weekend camp, give out camp flyers to every kid who gets off the bus when you get back and to parents in the parking lot.
- Have a leader call every parent on the club card list about camp.
- When doing contact work at games or events, always spend time in the parent section as well as with the students.

- Invite middle school students to be in the audience for Mr. Christmas Tree.
- In the spring, rotate theme clubs with events. (Roller skating, Battle of the bands, Kickball, Crud War, Talent Show, American Idol, etc..)

Jobs of “10 Key Mom’s”

- Partner up to host Wyldlife information nights.
- Get you directories, email addresses, and phone numbers.
- Introduce you to parents at games and events.
- Contact all of their friends to invite their kids to Wyldlife.
- Shoe polish their cars with “Wyldlife Tonight! Ask Me!
- Always have fliers in their car or purse.
- Wear Wyldlife shirt on club days.
- Fill Minivans and Suburbans with kids to bring to club.
- Greet other parents in the parking lot and answer questions.
- Arrange food, drinks, rides, etc... for special events.
- Pray, pray, pray!

“ WYLDLIFE Human Christmas Tree Scavenger Hunt” (see rules on back)

- | | |
|-----------------------------------|---|
| Something red – 100 pts. | Something from the North Pole – 400 pts. |
| Something green – 100 pts. | Something you would find in your hall – 400 pts. |
| Something bright – 100 pts. | Something with Santa on it – 400 pts. |
| Something sweet – 100 pts. | Something with snow – 400 pts. |
| Something small – 100 pts. | Something that's a present – 400 pts |
| Something big – 200 pts. | Something with a red nose – 500 pts. |
| Something sparkly – 200 pts. | Something warm – 500 pts. |
| Something gold – 200 pts. | Something cold – 500 pts. |
| Something with a bow – 200 pts. | Something with wings – 500 pts. |
| Something fuzzy – 200 pts. | Something wYldlife – 500 pts. |
| Something with joy – 300 pts. | Something with lights – 500 pts. |
| Something edible – 300 pts. | Something you want for Christmas – 500 pts. |
| Something silent – 300 pts. | ...and of course , something for the top of the tree! – 500 points |
| Something that's a toy – 300 pts. | |
| Something you can wear –300pts. | |
| Something reindeer-like–300 pts. | |

TOTAL POINTS: _____

Rules

1. Your group must stay together at all times. You cannot split up to go to different houses.
2. Choose 1 person to be your Human Christmas Tree. Each “ornament” must be duct taped to your Human Christmas Tree.
3. Each team should pick one house to go to. Call the parents from that house and ask permission to come.
4. This is not a RACE! There is no prize for getting back first. Do your best to be back between 8:20 and 8:30.
5. Once you get back, you will “present” your tree. There will be prizes for different categories (i.e. Most Points, Biggest Ornament, Funniest Ornament, etc)



The First Young Life Club

During the 1938-39 school year, Jim (Rayburn) decided to take a part-time job with a Gainesville, Texas, church. Jim was the assistant pastor in charge of young people; Clyde Kennedy, a minister with progressive ideas, was his boss.

Together the two men hashed out a novel idea-that Jim would work with unchurched kids exclusively, instead of with those who already attended. Nothing suited Jim better than this approach. Experiences in the Southwest had taught him that most high school kids avoid church if given a choice. Besides, Jim wasn't fond of titles such as "minister," "youth worker," or "pastor," and he had a real aversion to black robes, clerical collars, and religious garb. Armed with a soft spot in his heart for kids, and a burning love affair with God, Jim headed for the local high school. Little did anyone suspect how far-reaching his efforts would be.

Through Clyde Kennedy, his path crossed that of a Mrs. McClusky, a lady who was also working with high school students; she and her club hostesses called their group the "Miracle Book Club." At first progress was slow and results were disappointing. For a man who loved to think big, this was a major disappointment; his "Miracle Book Club" was working no miracle. Jim recalled: "I didn't know how to run a club. I started having it in the afternoon, after school. I'd talked the school into giving me a classroom. I started with three kids. One of them turned out to be a Christian, and the other two didn't turn out to be anything. I got it up as high as eleven that year, but I'm telling you, it was the saddest bunch of sacks you ever saw in your life. If you want to really see a bunch of sad apples, just have a meeting for the kids who'll stay after school. I got the biggest selection of teachers' pets you ever saw, not a red corpuscle in the whole crowd. Everybody I wanted to reach was out on the football field, and every place else, right while we were having our club meeting. After nine months of that, I knew I had to try something else."

In January of 1940, Jim changed the format from after school to early evening and the meetings were moved in to the homes of various students. "What a change! I started having lively meetings. Two or three kids came out who were really sharp and could do something with the rest of the bunch. Right at the start the Lord got hold of two kids. One of them was Viddie Sewell. She was the very first youngster that was ever led to the Lord Jesus Christ in a club of mine."

"We decided we'd have a prayer meeting, those two kids and me. In the pastor's study that Sunday night, we started to pray for the club. The pastor met with us. He was pushing on me all the time. He didn't care if I did any work around the church. He just wanted to see those kids reached for Christ. He said, 'Don't you monkey around with people who come to church. I'll take care of them. You go on down to that high school.' Boy, now just think of that. I wonder what would happen if there were more pastors like that. That just said, 'Boy, I'm not doing so badly with the people who are

coming to church. The thing that's bothering me is all those people who don't come. Somebody go out and get them.' That's what the church is all about, really."

"You can't read the book of Acts, you can't read the New Testament, you can't read of the life and ministry of Jesus Christ, without coming to the conclusion that that's what the church is here for, to go after others. And why it can sometimes be such a colossal flop because it's so ingrown. Nobody hears the message except those who have always heard it, and they're not going to do anything about it, so nothing happens. This guy just kept pushing me and pushing me and pushing me, and out I went. I don't even think the prayer meeting was my idea. We'd had twelve kids at our club meeting the night those two kids came through for the Lord, and we decided to have this prayer meeting, and the next we had twenty-three. And boy, we have another prayer meeting, a prayer meeting that wouldn't quit. The next week we had thirty-two. And then we had another prayer meeting, and the school was really out then. The next night we met in the biggest home in the whole town, and we had fifty-one. And right at the end of the meeting, one of the toughest kids in the senior class got up and said, 'Wait a minute, I wanted to tell you that I accepted Jesus Christ while Jim was talking.' It was like a bomb dropped in the place. None of us had ever heard of anything like that. It was wonderful!"

"One or two others that had gotten "waked up" joined the prayer meeting the next Sunday night, and from fifty-one we went to sixty-two, and from sixty-two to seventy-five. We two meetings of seventy-five, and kept praying."

"A beautiful little blond girl, the school beauty queen, came to know the Savior and joined in that prayer meeting. She had never been in a prayer meeting in her whole life. We were praying around in a circle, taking turns, and she heard us praying for Burr Nichols, the captain of the football team. As soon as we raised our heads up from prayer, this little blond girl piped up and said, 'I'll get Burr.' She was going with him, and said she'd bring him to the next meeting. Just like that! That prayer was answered fast."

"We started the next meeting, and that night I'll never forget. It was crowded in that hall where we were meeting. It was a big front hall, but seventy-five people are a lot of people for a hall. They were sitting on the floor, and I was crammed up against the front door. I kept looking for this blond girl and Burr Nichols. They weren't there."

"We went through the songs, and it was time for my message. I'd stalled as long as I could, and just as I was getting up to speak, there came a clomp, clomp, clomp across the front porch. That door busted open behind me and here was this little blond cutie and Burr Nichols right behind her. She just pranced in and sat down in front of me. That was the only space on the whole floor. And there was Burr standing in front of that whole crowd; he turned around and sunk down beside her."

Brian Summerall

“Well, I started in, and I was scared to death. I was just shaking in my boots. I gave the Gospel the best I knew. Burr hadn’t been at the beginning of the meeting, he hadn’t heard any of the singing or anything, but something about it he likes. He came around afterwards and stuck out his big mitt, shook my hand and said, ‘Boy, Jim, I liked that. I’m coming back next week.’”

“Next week we started off with the same situation—a big crowd jammed up against the front door, but Burr Nichols wasn’t there. I went all the through and came to the message time again. I saw the little blond girl in the audience and thought, ‘uh-oh, they’ve had a divorce this week.’”

“Just as I started to speak, there came this awful clomp, clomp, clomp across the front porch. Burr opened the front door and came in like he owned the place. He walked past me and said ‘Jim, I wouldn’t have been so late, but I couldn’t find some of these guys.’ And four teammates came trailing in behind him.”

“I found out that across the street from the high school a group of elderly women had been meeting for six years, every Monday morning, getting down on their knees in the living room of dear old Mrs. Frasier’s. They prayed every Monday morning for six years, long before I ever heard of Gainesville, Texas, for the high school kids across the street. I was there a year before I heard of that prayer meeting. I used to go over there with those five or six old ladies and get down on my knees with them after that club stated to roll. That was the thing the Lord used to start it.”

“Back in seminary, a group of kids going to school got interested in the club and started to pray. They’d meet ever Monday night and pray while I went to the club meeting in Gainesville. They’d get down on their knees and spend hours praying for that club meeting. It’s no wonder we have a revival in that school.”

“That’s how Young Life started. I didn’t have in my mind to start anything but the club went from 75 to 96, and then to 100, and then to 119, and 135, and the week before finals there 170 kids there. Burr Nichols closed in with the Savior about the fifth night he ever heard the gospel. That fall Burr went to Dallas to spot players for the announcer at one of their games. Riding back they had a terrible accident and Burr was killed. His folks wanted me to preach the funeral. They said I was the only preacher Burr had ever listened to.”

“Burr grew up on the wrong side of the tracks and was regular ruffian. All the Lord was waiting for was somebody to get a little bit interested in Burr - a little blond beauty queen and a little pip-squeak theological student. Burr was a precious soul for whom the Lord died. This country is full of people like that. There are thousands of people in this country that no Christian has ever said a kind word to. Most of the kids in



this nation are like that. A few million more of them will graduate from high school this year. Just like Burr Nichols, they never heard the story and I can't stand that.”

*From **Dance, Children, Dance** by Jim Rayburn III*

Monument Club

Cares for it's club kids...

Proud of their club...

Talks about Christ...

Holds the fort...

Loves their kids...

Plays not to lose...

Feeds their sheep...

Mission Club

Cares for it's club kids and other kids

Wants to share their club with others.

Becomes like Christ.

Takes the hill.

Loves all kids regardless of school

Plays to win.

Still looks for lost sheep.

Feedback from Staff...

"The training Brian gave to the YL team was great. He talked about all kinds of tools that were easily accessible and made obvious sense. He gave us the details of how to have an extremely effective timeline and how to really market YL not only in high schools but in the community as well. All of the information was excellent, but the most engaging aspect of his training was that he communicated and delivered on the concept of the "why" behind everything we do in YL. Everything centered giving kids the ownership of club. We have just begun to implement some of the very most basic concepts that were discussed and we have seen a 30% growth in the last few weeks. Kids are more involved and excited about YL."

"For something that seemed so obvious it was a breath of fresh air. It allowed us to change our paradigm of what successful ministry looked like, and in only 3 weeks we have already seen a difference. We grew 30% last week and had our first club of over 100 people in over 10 years. We even had a kid crowd surf :). Even though we started early on the "schedule" (or late depending how you look at it) we have seen increased involvement and ownership among our students. Through videos, music and other means, we already have lower classmen saying that they can't wait to be Seniors so they "can do the cool stuff"."

"Also, since we made all of our leaders come to this, it has really lit a fire and given them a vision to make this happen. We have seen increased contact work and started two more Campaigner groups since Brian came 3 weeks ago."

"I just wanted to thank you first of all for coming and sharing with us your club strategy. It was a great night and you did an amazing job communicating what you wanted to share. We are currently in the process of implementing some of the strategies right now, and they will be fully in motion next Fall! I can't tell you what this has done for our kids and leaders. We don't have very many college leaders because of our town, but we have an amazing group of adult leaders. Their biggest challenge is to find time to be able to do everything, and not get overwhelmed in their daily lives. This strategy, when fully executed, will definitely help to take some things off their plate and free them up to simply hang out with their high school friends. What a gift!!! Also, as I am having conversations with kids, I am noticing that they are getting very excited about making club their own. There are still a lot of details that we are sifting through, but are heading in the right direction. Thank you so much for sharing your club strategy with us, I am really excited to see how the Lord is going to use this to draw more kids to Him."

"Also, we had our first camp sign up night and sold it for 3 weeks. We now have 70 out of 75 spots filled in one night! Needless to say we are fired up and trying to figure out how to get more spots."

Brian Summerall

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"We billed it as a 'Club Growth Seminar'. The title definitely got staff and volunteers interest. Brian delivered a unique, well articulated, and inspiring message. One of the many things I appreciated about Brian's presentation was the way it was presented that kept people engaged over the whole seminar. The practical steps were clear, tested, and founded in Young Life's incarnational style of ministry. I believe that it changed the lens of how staff and leaders looked at club. It gave them the belief that there club could grow and here are some ideas on how to help that happen. Obviously, I highly recommend this seminar and believe it will make a difference in club numbers and kids hearing about Christ."

"I just wanted to thank you for the other night, it was such a blessing to me and the leaders. On our follow up call it was fun to begin to dream about how to implement this where we are. I have no doubt that more kids will brush up against Jesus in our part of the world. Thanks for making yourself available!"

"UNBELIEVABLE! Basically, it's a system for enhancing contact work, putting kids in the driver's seat/owner's box and blowing the roof off of club numbers...which leads to giant camping numbers. It's nothing short of genius. Yet in the "genius" is such simplicity and a real low hanging fruit element that even a guy like me can sink his teeth into. Our leaders were enthralled. Things around here haven't been the same since. Our normal Christmas club for our two biggest schools is typically a combined number of 140-170. With just a week or two of implementing the strategy, we ended our semester at that same Christmas club with well over 250 kids. Our leaders can't wait to swing for the fence next semester! We even had to ditch our club place to find something bigger! When was the last time anyone got to do that this far into the school year? You feel like the time just flew by. I walked away from my time with him so inspired that I immediately contacted the younger guys in west Texas and told them about it. At the end of it, it all it boils down to more kids being befriended and hearing the Gospel."

"After two months of our region implementing the strategy we saw an average of 1100 more kids in club every week. Each one of those numbers represents a name of a kid hearing about Christ. What's better than that?"

Brian Summerall

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