

IMAGINE 

family ministries campaign

investing in the next generation



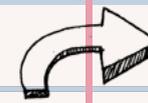
New Life Church • VA

8 x 10½ in/20.3 x 26.7 cm

Composition notebooks, sketched illustrations, note taking, and doodles are all nostalgic memories that connect us to a time as a child and teenager. It wasn't uncommon while sitting in a classroom, a park, or a bedroom that we would often dream or ultimately IMAGINE what could be.

Images and words spark our motivation and remind us of our goals and dreams. That's what we're doing with our concept of IMAGINE—using this look to once again revive and awaken the child, visionary, dreamer, and imagineer within every single one of us.

Imagine with us a New Life Family Ministries not as what currently is, but what could be. Let's IMAGINE!



A WORD FROM PASTOR DAN

My imagination has been stirred.

I recently viewed an emotional video of a child, about ten years old, who could not escape a relentless riptide at the ocean. The boy was about a hundred and fifty feet from shore, flailing his arms about, trying to keep his head above water while crying out for help. It was obvious he could not survive without immediate intervention—for he was literally being dragged out to sea.

As if by a divine summons, people from all over the beach rapidly linked their arms together and made a human chain in an attempt to reach the boy. Time was short yet their effort was remarkable. Twenty-five complete strangers held on to each other, rushed out into the violent surf, and strained until the terrified child's hand was finally grasped. A shout of joy by all pierced the wind.

That story is a vivid picture of what our church can be. Can you imagine what it would look like if every child, tweener, and teenager in New Life was a part of a family ministry that linked arms with parents, grandparents, young adults, singles, church staff members, elders, and pastors? Can you imagine what it would look like if New Life could mobilize the whole church in evangelizing, discipling, and serving each and every family member—such that, not one child was lost?

I'm excited to announce a

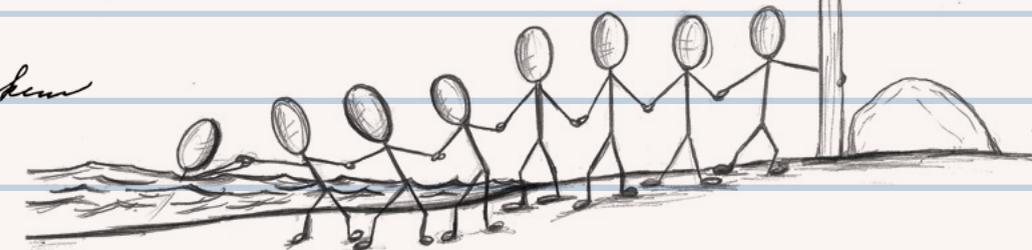
GAME CHANGING

family-ministry campaign called "**IMAGINE**"!

There are three elements in the IMAGINE family ministry campaign: personnel, facilities, and programs. We want to ensure that New Life can appropriately staff the family ministry in each campus (both paid and volunteer), upgrade each campus with compelling family ministry spaces, and implement strategic and exciting equipping programs for the whole family.

The IMAGINE campaign is a **one-year campaign** to inspire our church to pray, give and volunteer in the most exciting, effective, comprehensive, innovative, biblical and life-changing family ministry New Life can have!

Dan Backus
Pastor Dan



THE WHY

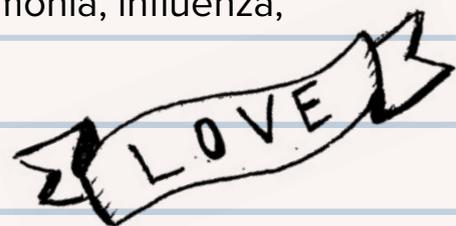
Within these pages, we hope to convince you of two realities.

One, that a war has been waged by Satan for the soul of our nation's children and teenagers.

Two, that we who are followers of Christ, no matter our age, color, or personality, have the opportunity to do something about it. We can have confidence because scripture tells us, "**The one who is in us is greater than the one who is in the world** (1 John 4:4)."

A Generation Under Fire

- The fastest growing religious group among children and youth is "the religiously unaffiliated."
- For every one convert, there are four who have left Christianity.
- Over 50% have sent nude or seminude photos and videos of themselves.
- 70% of teenagers are sexually active.
- Anxiety disorders affect over 25% of teenagers.
- 50% of all mental illness begins by age 14.
- 1 in 5 females and 1 in 7 males engage in self-injury during their teen or pre-adolescent years.
- Suicide is the 2nd leading cause of death among teenagers.
- More teens and young adults die from suicide than from heart disease, AIDS, birth defects, pneumonia, influenza, cancer, and lung disease combined.



"In the race to a child's heart, the first one there wins." – George Barna

A Biblically Illiterate Generation

Did you know that only 1 in 4 Christian children and teenagers currently read their Bible weekly or more frequently? We've witnessed firsthand, handing Bibles to middle school students and asking them to turn to Genesis only to be met with blank stares and responses such as, "Where is that?" A lack of knowledge of Scripture results in a majority of the issues facing this generation today. Satan has led them to believe that truth is relative, and this is made evident, not only by the trendy saying, "Live your own truth," but, also by the rise of the religiously unaffiliated, mental health issues, sexual fluidity, and a lack of real human connection.

Opportunity

Young people crave relationships over religion. Imagine the impact it would make if teachers, parents, children, youth pastors, and volunteers would make relationships a priority! Studies show the main reason a student stays connected to the church after high school is when a non-family member Christian adult invests in the life children and students. **Relationship is our opportunity!**

Our hope is that New Life will be known as a church and a people who are winning the race to a generation's heart. We have the opportunity to introduce the next generation to the most loving Being in all of existence and connect them to the life-giving church.



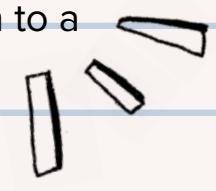


THE VISION

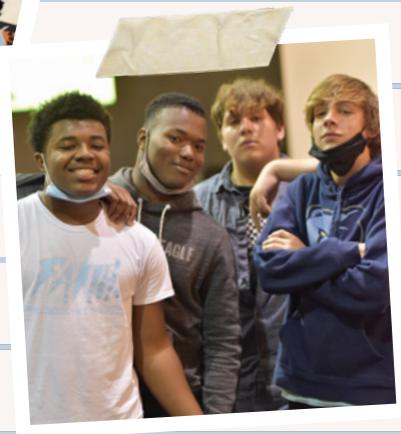
The IMAGINE Campaign, at its very core, is intended to focus and resource New Life Church to be a church with a compelling family ministry that is committed to a clear roadmap of effective discipleship for every child and student. For this to become a reality, our Family Ministries motto must be emblazoned on every church member's heart, **“Every child and student within New Life must have someone in their life who knows their name, knows their story, and is praying for them.”**

The truth is that 100 years from now, the only thing that will have mattered in the life of today's kids and youth is their relationship with God. May we be bold and honest enough to ask ourselves the question: “What am I currently doing to make this a reality?”

The great revivalist and evangelist D.L Moody was quoted as saying, “If I could relive my life, I would devote my entire ministry to reaching children for God.” Imagine what it would look like if each of us lived life with that same sort of conviction. The IMAGINE Campaign is our opportunity to move from a life of intention to a life of influence.



KNOW THEIR NAME. KNOW THEIR STORY. PRAY FOR THEM.



When any church ignores what's broken in a generation, they forfeit their right to have influence in that generation. We will not be a church that buries our head in the sand, but we will awaken ourselves to do more than we are currently doing. Imagine building a world and a church where...

- ...Children and youth aren't treated like the church of tomorrow but like the church of today.
- ... Every child receives love, compassion, and hope.
- ...Parents are celebrated, championed, and equipped to be the best version of themselves possible.
- ...Family Ministries volunteers see themselves as spiritual mothers and fathers, not simply a name to fill in a volunteer slot.
- ...The family and the church intentionally partner together for the nurturing and discipling of every child and youth.
- ...A grace-filled message of redemption is constantly shared with every student.
- ...Students are prepared to live, share, and defend their faith as adults.



Can you imagine? Will you imagine?

KEY STRATEGIES FOR THE

We recognize it's not the scope of our mission that will determine success, but rather the effectiveness of our strategy. The Family Ministries strategic plan will help guide the church's decision-making moving forward in achieving the vision and mission for our kid and youth ministries. This will allow us to identify how to approach ministry and best allocate people, time, and resources. We recognize that strategy is a plan of action with an end in mind. In that, our goal is to create a culture where **every child and student has someone in their life who knows their name, knows their story and is praying for them.** This person will also disciple them to be fully a devoted follower of Jesus.

A significant part of our strategy fits within a 3-prong approach:

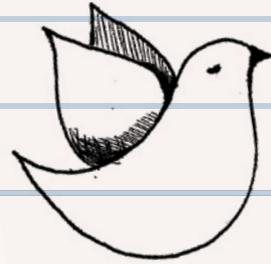
- 1. Adding to our Family Ministries Personnel Team**
- 2. Creating and Improving upon our Family Ministries Facilities**
- 3. Improving upon and Creating new Family Ministries Programs & Outreaches**

Family Ministries Personnel Expansions:

- We will be budgeting for and adding six additional part-time and/or full-time family ministry positions.
- Ghent Campus KidLife Director
- Ghent Campus YouthLife Director
- Town Center Campus Family Ministries Director
- Special Needs Coordinator
- YouthLife Worship Coordinator
- Churchwide Family Ministries Pastor



Family Ministries Facilities Improvements & Expansions:



DEEP CREEK CAMPUS

1. Renovate the KidLife Elementary chapel
2. Upgrade the outdoor playground
3. Upgrade video surveillance in Family Ministries areas

GHENT CAMPUS

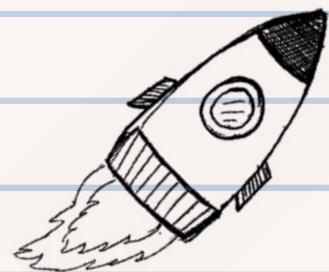
1. Establish a KidLife Elementary chapel
2. Install a KidLife Preschool indoor play zone
3. Design and install express check-in center
4. Upgrade video surveillance in Family Ministries areas

KEMPSVILLE CAMPUS

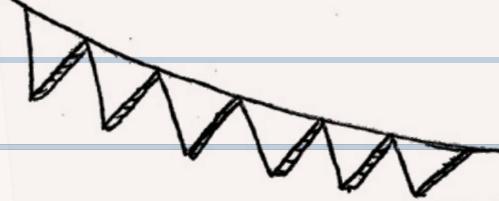
1. Establish a Youth chapel
2. Create Special Needs room
3. Update Family Ministries entryway
4. Create outdoor Family Ministries space
5. Upgrade video surveillance in Family Ministries area

TOWN CENTER CAMPUS

1. Renovate the KidLife Elementary chapel
2. Update Family Ministries entryway
3. Upgrade video surveillance in Family Ministries areas



Family Ministries Programs & Outreach Expansions:



TEAM KID

(KIDLIFE ELEMENTARY DISCIPLESHIP PROGRAM)

Team Kid is our church-wide elementary program where we will focus on discipling our 1st-5th graders. In Team Kid, we will focus on memorizing scripture, learning God's word, and developing rhythms of spiritual disciplines. During this program, each child will have a small group leader who will pour into them spiritually and continue our mission of learning their name, story, and praying for them- all with the end in mind of growing them into disciples and followers of Jesus.

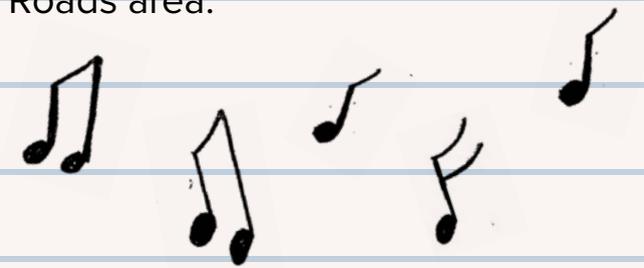
NEW LIFE CHILDREN'S CHOIR

The New Life Children's Choir (NLCC) is a Christian choir committed to raising up the next generation of worship leaders and trained vocalists. We will focus on vocal education through a variety of repertoire ranging from sacred to gospel. NLCC serves ages 6 to 18 and is an audition based vocal ensemble comprised of boys and girls in the Hampton Roads area.

Junior Choir | Ages 6-10

Concert Choir | Ages 10-15

NewGen Choir | Ages 13-18



BREAKFAST CLUB

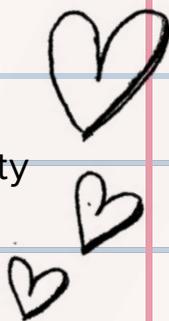
(WEEKEND SERVICE MIDDLE SCHOOL PROGRAM)

The Breakfast Club is New Life's unique and creative campus specific middle school class on Sunday mornings. It's designed to teach and equip students to take notes, dissect and discuss our New Life weekend services. Framed as a conversational approach to Sunday "school," The Breakfast Club has three essential components: 1) a relaxing environment, 2) conversation based small groups surrounding the previous weeks message 3) BREAKFAST.



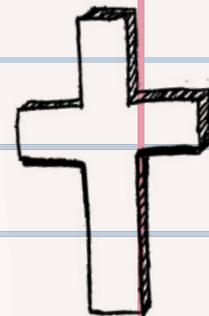
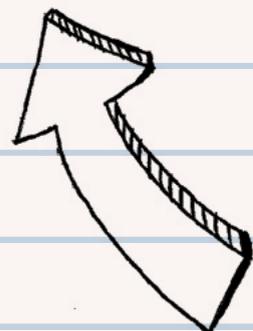
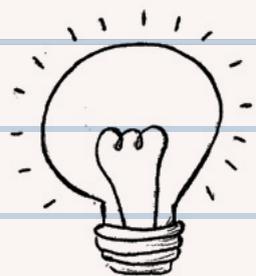
HAMPTON ROADS SCHOOL PARTNERSHIPS

Family Ministries will be hosting and ministering to multiple schools throughout the Hampton Roads community through what is referred to as spiritual emphasis days. During the school day for local elementary, middle, and high schools, we will have services and programs specifically designed to reach out and minister to them from our Family Ministries teams. This innovative opportunity will allow for our Family Ministries team to extend its reach of ministry throughout our neighborhoods and cities.



FAMILY MINISTRIES MENTAL HEALTH PARTNERSHIP

New Life will further develop a unique partnership with Rapha Counseling center that will both allow for our New Life pastors to continue to expand in its equipping of mental and emotional health as well as allow us to offer professional Christian counseling for our New Life kids and youth. This will allow us to create an opportunity to have a wholistic approach to emotional and mental wholeness even in the youngest of our church family.

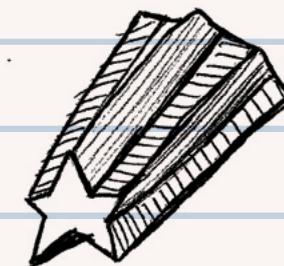


FAMILY NIGHT

This will be our bi-weekly churchwide discipleship gathering night. Before the evening's activities begin, there will be a time to eat and fellowship. Then, everyone in the family moves into their own space- equipping classes and services for adults, high school & middle school services, Team Kid, and preschool childcare.

NEXTGEN WORSHIP CAMP

The NextGen Worship Camp is a week-long summer camp that seeks to combine ministry with the arts. Throughout the week the kids will learn about biblical worship while having fun with various art forms. The week will end with a showcase for parents full of music, dancing, and more.



GOALS, METRICS,

The IMAGINE Campaign has set the following goals:

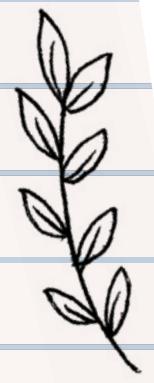
FAMILY MINISTRIES VOLUNTEER SERVING TOTAL

We currently have 123 different Family Ministries volunteers across all our campuses and ministries. Our goal is to see that number doubled over the next year.

STUDENTS SERVING %

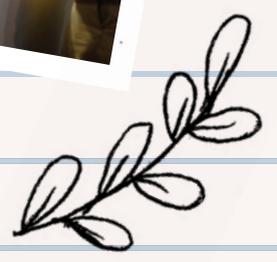
We believe our youth deserve a sense of ownership in their church. That comes from more than just attending a service on Sunday and a youth event on Wednesdays. Serving in ministry may be the thing that grows a middle and high school student's faith the most during that season of their life, as they get to put in practice the principles they've learned. Our goal is to see 1/3 (33%) of these students serving in ministry.

& MEASUREMENTS



CHILDREN'S & YOUTH MINISTRY %

The health of a church can easily be measured in the attendance of its kids and youth. We are setting a goal to see 30% of our church attendance made up of children (birth - 5th grade) and 10% made up of youth (6th-8th grade).

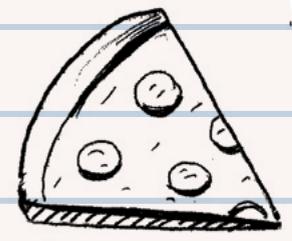
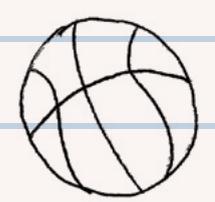
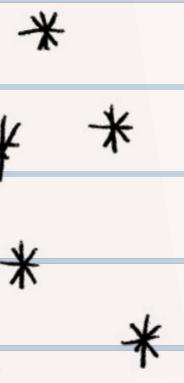
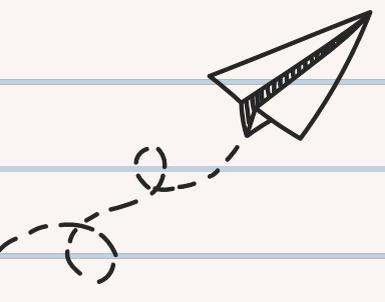
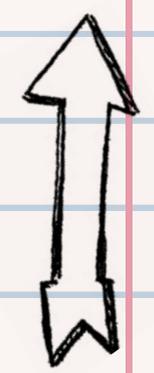
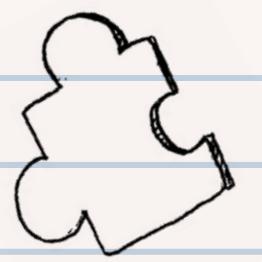


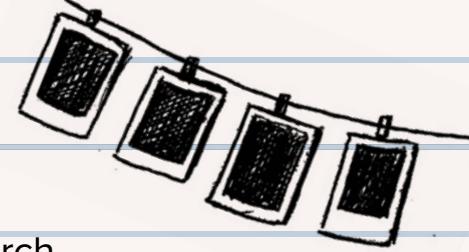
BAPTISMS / SALVATIONS %

We are believing and praying that, on an annual basis, we will see 10% of our total attendance of kids & youth make a decision for salvation and baptism.

FAMILY MINISTRIES DISCIPLESHIP PROGRAM %

We have a goal of seeing 25% of our Elementary KidLife ministry and YouthLife ministry completing our discipleship programs (Elementary Program: Team Kid & YouthLife Program: Disciple U).





PARTNERING WITH PARENTS



Did you know there are only 3000 hours in a year parents have with their kids that are strictly family time: nights, weekends, and holidays? Digging deeper, there are only 40 hours in a year when they are in church. Family Ministries at New Life is here to partner with parents, equipping them to count those hours and make the most out of them.



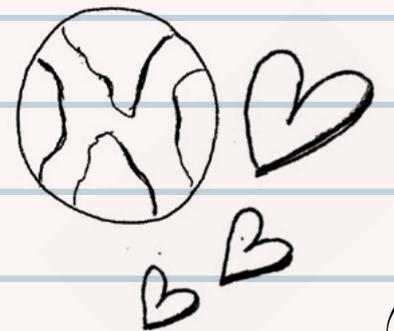
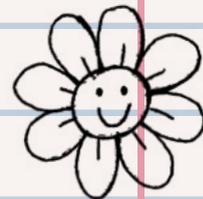
We have a twofold plan to work with parents. The first aspect is teaching, discipling and equipping the children in our classrooms. We already love to teach your children about Jesus during the weekend service. We worship through song and word, play and pray together. We are furthering this with a mid-week discipleship program to instill the foundations of our faith. Additionally, we are

revamping our Baby Dedications programming in such a way that we establish a partnership between our church and your family that leads to your child developing a personal relationship with Jesus Christ.

The second aspect of our plan is to actively equip parents by hosting parent workshops and classes on topics such as discipling children and youth, handling technology with kids, talking to kids about sexuality, dealing with adolescent depression & anxiety, leading a blended family, etc. When the moment rises and you are asked to answer the hard questions, we want to come support you and provide resources you can use to give biblically based answers through a Parent Resource Center at every campus.

New Life wants to come alongside your family's 3000 hours and provide a ministry that is relevant and useful for your family. This includes forming a Parent Advisory Board made up of individuals from all New Life campuses...diverse in campus services attended, ethnicity, and socioeconomic status, as well as traditional, blended, and single parent family units. This board will help shape and influence the direction of New Life Family Ministries. Imagine what your family would look like if we partnered with you.

We believe in you. We believe in God's plan for you, your children and their future.

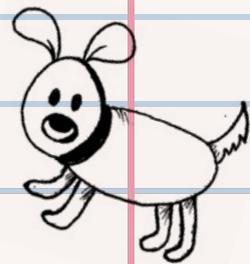


S R E T N C T I O N A

Volunteering—a partnership with parents. An opportunity to change a life.

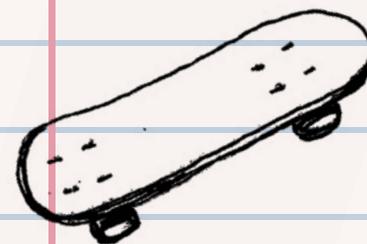
New Life Church is intended to be both a church and a family. This family, and in turn Family Ministries, isn't exclusive to those who have spouses and children, rather it is for all who can grab hold of our passion to lead small. In our campaign to strengthen a body of believers invested in the lives of the next generation, we need a wide variety of people who can help enrich the life of every young person who enters our spaces. Whether you are a child, a student, young adult, single, married, widowed, or an empty nester, Family Ministries values you and needs your gifts.

We're creating a culture where our volunteers come from all walks of life and rise to the challenge of investing in the lives of our children and youth. We want to help kids and teenagers develop an authentic faith that stays with them when life gets hard, when they have more questions than answers, and when they graduate high school and move on to whatever is next in their life. We want them to have a faith that lasts and believe the only



way to cultivate that authentic faith is through a strong volunteer team that focuses on leading small.

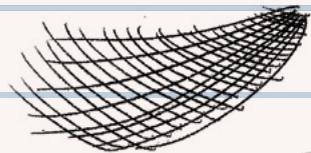
When you lead small, you simply make a choice to invest strategically in the lives of a few over time, helping them build an authentic faith. We want to give you the opportunity to join us in leading and discipling the next generation! Meet us on the front lines of our goal to partner with parents as they navigate the 3,000 hours they have with their children a year.



LEGACY GIVING

As we crave to leave our names not on tombstones, but on hearts, a legacy is etched into the minds, emotions, and soul of future generations. New Life Church is establishing what is referred to as our Legacy Foundation. This foundation is reserved specifically for the grandparents of New Life as they desire to plant financial seeds knowing that much spiritual fruit will be born into the hearts of children and teenagers for years to come.

We will be establishing a Legacy Wall to honor the seeds of investment that will forever impact lives.



"Grandparents hold our tiny hands for just a little while, but our hearts forever."

LOVE

EVEN MORE

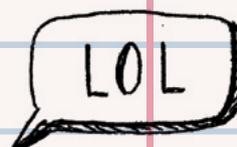
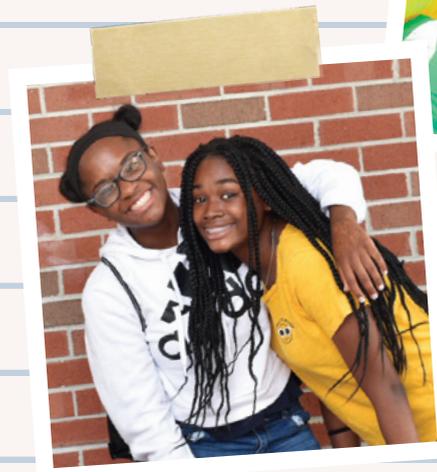
What will come to be was once imagined....

In "Imagine Phase 2" we hope to...

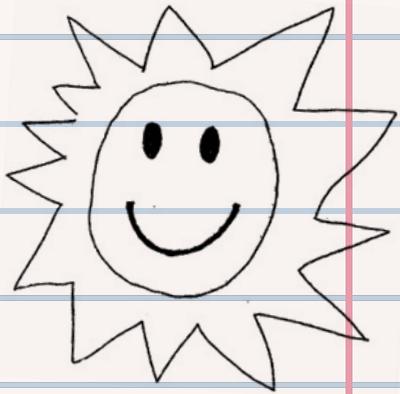
- Build a kids' addition at the Town Center Campus for a growing KidLife ministry
- Build a gymnasium at the Kempsville Campus for increased outreach
- Build a Family Ministries Retreat Center at the Deep Creek campus to allow for camps & retreats
- Host and lead a national Family Ministry conference
- Design & Create a discipleship app and website for teen ministries



**Note: If interested, please contact us for more details involving future phases of the New Life Family Ministries Expansion.*



We have a big vision to impact the next generation of New Life and Hampton Roads! We need you, and there is a place for every New Life member to be involved. Through prayer, time, and financial investment we can fuel this mission. Specifically, this vision will be realized because of the faithful financial support of those who partner with our church.



Here are our goals and opportunities for financial partnership over the next year:



10 people to give **\$10,500** (\$875 monthly)

50 people to give **\$3,000** (\$250 monthly)

100 people to give **\$1,500** (\$125 monthly)

325 people to give **\$600** (\$50 monthly)



for a total of

\$600,000

over one year

for more details on how to financially partner,
visit imagine.newlife.global

NOTES

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NEW LIFE FAMILY MINISTRIES WORD SEARCH

R J U T E E N A G E R S V E L D O O D V S O D
G P K R E Y A R P P I H S R O W V N H N N V K
C W A F A M I L Y M I N I S T R I E S E F L A
Z J X R C A K T Q Y T H G I N Y L I M A F L B
N Q A D E Z S E L F F A W M U E L P I C S I D
E S O N D N Q Z Y U U F M O P S S T X F M M P
G X R A Y I T A I J E S U S J P P G O A N E Q
X R I D T O D C A N I M A L C R A C K E R S B
G X O R T Y T A U Y W H Z J X C G T Y R Y A F
F U H O E D I J I E Q K Y C A G E L Q K S V U
Y P C T A N K I D L I F E F K K P L V J J L G
A T S S M M E G P R N C N E X T G E N I T U F
O G D A K G A R O G X A L C O Y O U T H Q W D
Y F I P I L D J R D Z B D D Z E N I G A M I M
C U K Q D X R E D A E L P U O R G L L A M S M
Z H K U N I O N H O L Y S P I R I T A H A O N

Find the following words in the puzzle.

ANIMAL CRACKERS

DISCIPLE U

DOODLE

FAMILY MINISTRIES

FAMILY NIGHT

GEN Z

GOD

HOLY SPIRIT

IMAGINE

JESUS

KIDLIFE

KIDS CHOIR

LEGACY

MOPS

NEXT GEN

PARENT CUE

PASTOR DAN

PRAYER

SMALL GROUP LEADER

TEAM KID

TEENAGERS

UNION

WAFFLES

WORSHIP

YOUTH



new life
church