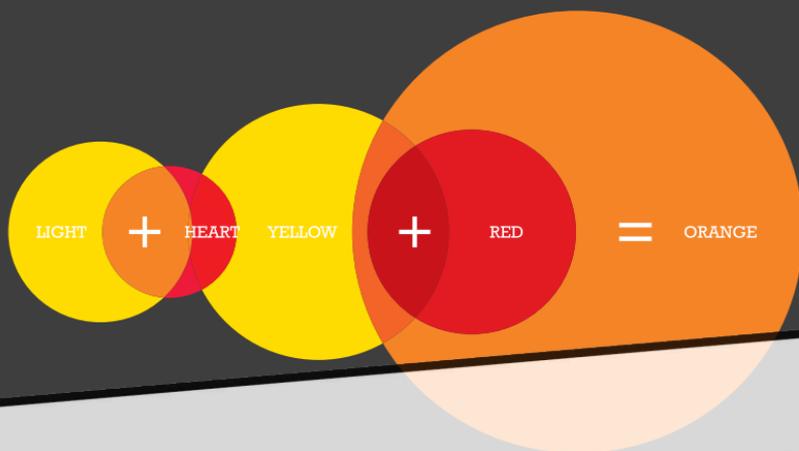




ORANGE
JOURNAL



FREE SAMPLE

ORANGE ESSENTIALS

FIVE PRIORITIES FOR BUILDING FAITH
IN THE NEXT GENERATION

REGGIE JOINER

*This journal is dedicated to every leader and parent
who is fighting for the future of the next generation.*

YOU ARE THE **CHAMPIONS** OF FAMILY

YOU ARE THE **ADVOCATES** FOR THE CHURCH

But most importantly...

You are the **MESSENGERS** of God

ILLUMINATING | LOVING | DEMONSTRATING

His story of redemption to sons and daughters

Use this book as a tool to

DREAM | CREATE | RECORD

any ideas that will help you have greater influence with the
next generation.

Reggie Joiner

Author, *Think Orange*

www.WhatIsOrange.org

EVE RY GEN

Generations come and go,
but they are all connected ...

As different as each generation seems to be,
every generation shares ...

similar history,
common desires,
universal values,
a connected story.

History really does repeat itself even though
styles change,
cultures morph,
and the message of truth evolves.

ERA TION

WHEN A GENERATION CONNECTS TO A BIGGER STORY, THEY ARE
BUILDING ON FOUNDATIONS THAT HAVE ALREADY BEEN LAID.

Every generation needs a
bigger story.

EVERY GENERATION NEEDS TO

MAKE ITS OWN MUSIC

even if the chords are the same;

RAISE ITS OWN VOICE

without compromising what's true;

CELEBRATE ITS OWN FAITH

or it will never become personal.

"Think not forever of yourselves, O Chiefs, nor of your own generation. Think of continuing generations of our families, think of our grandchildren and of those yet unborn, whose faces are coming from beneath the ground."

T.S. ELIOT

"Each generation goes further than the generation preceding it because it stands on the shoulders of that generation. You will have opportunities beyond anything we've ever known."

RONALD REAGAN

"The next generation's product almost never comes from the present generation." Focus – Al Ries

EVERY GENERATION HAS TWO CRITICAL RESPONSIBILITIES:

1 To leverage the efforts and ideas of the generation that came before it

2 To fuel the innovations and faith of the generation that is coming behind it

Every generation needs to

RECAPTURE the story of *family*

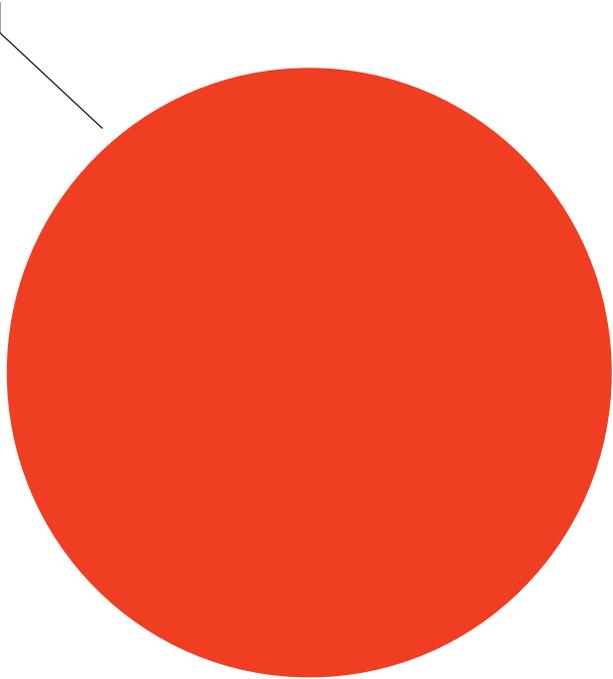
REDISCOVER the art of *strategy*

RESHAPE the value of *community*

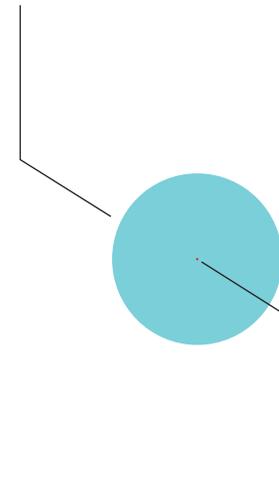
RESTYLE the presentation of *truth*

REVIVE the potential of its *influence*

There are **8760** hours in a year



The average **PARENT** has **3000** hours in a given year to influence a life.



The average **CHURCH** only has **40** hours in a given year to influence a life.

See **Think Orange**, chapter 4 for more details on the 3000/40 principle.

THE TWO INFLUENCES

There are two powerful influences on the planet:

the **church**
and the **home**.

They both exist because God initiated them.

They both exist because God desires to use them to demonstrate His plan of redemption and restoration.

If they work together, they can potentially make a greater impact than if they work alone.

THEY NEED EACH OTHER.

Too much is at stake for either one to fail.

Their primary task is to build God's kingdom in the hearts of men and women, sons and daughters.

What's really at stake when the church and the family don't think Orange? There are a number of consequences of isolated red and yellow thinking. Here are some difficulties we see when the church and the family are not advancing the same strategy:

- The church forfeits its potential to have greater influence on kids' and students' lives.
- Churches miss critical opportunities to meet the needs of unchurched parents in their communities.
- Communities continue to perceive the church as institutional, insulated, and irrelevant.
- The church is characterized by superficial relationships.
- Productions or programs are positioned as the answer.
- Parents and leaders will never teach the same truths in a synchronized effort.
- Parents avoid or abdicate to the church the responsibility to be spiritual leaders.

Regardless of your model or style of church, there are some key principles that are critical to helping you create a culture that will think Orange.

FIVE ORANGE ESSENTIALS

Your ability to synchronize the church and the family is intricately connected to how you ...

... meet and work together as leaders.

... craft and present truth.

... enlist parents to actively participate.

... recruit leaders to mentor or coach.

... mobilize kids and teenagers to serve.

These issues have an interdependent relationship. Collectively they provide a core framework for combining the influence of the home and church. During the rest of the book we will explore what we consider to be the Five Essentials of Orange.

You can sum it up in one sentence:

Design a strategy that combines family with the faith community to demonstrate the message of God's story, in order to influence the next generation.

DESIGN A STRATEGY
THAT COMBINES FAMILY
WITH THE FAITH
COMMUNITY IN ORDER
TO DEMONSTRATE
THE MESSAGE OF
GOD'S STORY TO
INFLUENCE THE NEXT
GENERATION.

EVERY GENERATION NEEDS TO

REDISCOVER the art of strategy

ORANGE ESSENTIAL 1

**INTEGRATE
STRATEGY**

Align leaders and parents to lead with
the same end in mind

MOST PEOPLE ARE SMART ENOUGH TO HAVE A MISSION.

But really smart leaders realize how important it is to implement a strategy.

NIKE

Crush Reebok.

WALMART

Give ordinary folk the chance to buy the same thing as rich people.

WALT DISNEY

Make people happy.

MERCK

Preserve and improve human life.

"ONE" CAMPAIGN

Help make poverty history.

EBAY

Provide a global trading platform where practically anyone can trade practically anything.

TWITTER

A service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?

It's the effectiveness of your strategy, not the scope of your mission, that ultimately determines your success.

From Think Orange, page 115



TRAFFIC CONES

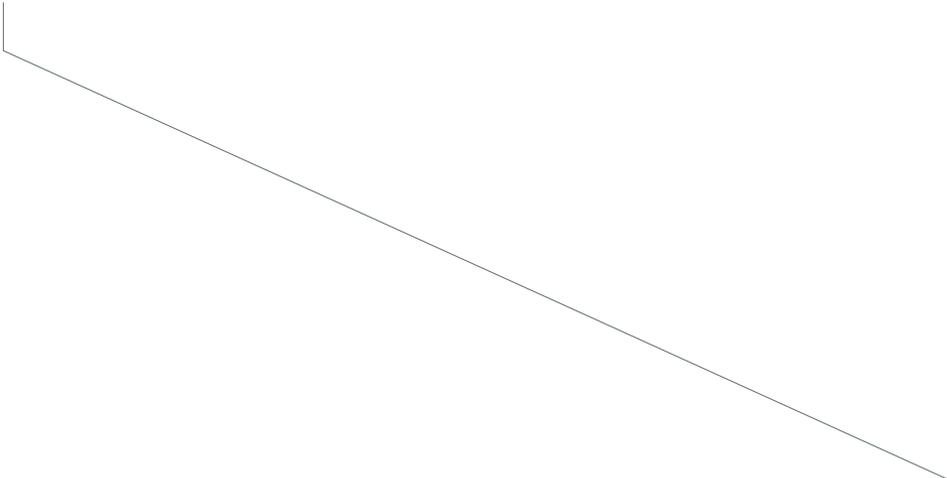
A lot of research has been done to determine why traffic cones should be orange. There's even a Manual on Uniform Traffic Control Devices. It's really amazing how a few pounds of orange thermoplastic and rubber can control the direction of a two-ton car. Hundreds of automobiles are guided every day by the strategic placement of those orange cones.

IT'S ABOUT LEADERSHIP

As a church leader, you have been put in a position to lead families in a specific direction, and it's probably a good idea to spend some time figuring out where you want to lead them. Whether you like it or not, a few misplaced parking cones can confuse a lot of people and lead to some nasty wrecks. You need to make sure that everyone who leads with you is leading in the same direction. Nothing can cause havoc like multiple parking cones scattered across the pavement by independent leaders pointing people in different directions. Frequent communication between all those in charge is essential to avoid potential collisions. If we are going to be effective at creating synergy, we have to sometimes think like the guys who wear orange and know how to handle those orange traffic cones. They have embraced a couple of basic principles:

1. Traffic cones exist primarily to show people where they should go.
2. Traffic cones were designed to work together to have greater influence.

[strategy]



**A strategy is a
plan of action with
an end in mind.**

That means you have identified what you want something (or someone) to be, and you have used your creativity and intellect to devise a way to get it there. You have figured out where to place the cones so you can lead people where you want them to be.

A FEW ORANGE STRATEGISTS

RONALD REAGAN

When Ronald Reagan was running for President, Nancy Reagan started a tradition many politicians still practice. She would roll a good-luck orange down the aisle of the campaign plane (and later Air Force One) as soon as it took off.

CLIFFORD COOPER

In 1969, young rock hopeful Clifford Cooper built his own guitar amps using tube technology and basic wooden boxes covered with orange vinyl. When his ironically-named band (The Millionaires) went broke, Cooper put the amps in the window of the practice studio to sell for extra cash. Today, artists like U2, Alanis Morissette, Madonna, and Kid Rock still use Orange Amps. **(Even the Blue Man Group uses Orange!)**

HOWARD DEERING JOHNSON

Ice cream entrepreneur Howard Deering Johnson decided to open a chain of restaurants in the 1930s with a friendly feel for travelers on the new Interstate Highway system. The orange-roofed Cape Cod-style houses became national landmarks for those looking for a good meal and a safe place along the lonely road.

“In strategy it is important to see distant things as if they were close and to take a distanced view of close things.”

Miyamoto Musashi, 1584-1645, legendary Japanese swordsman

“The essence of strategy is choosing what not to do.”

Michael Porter, Harvard Business School

“Just because you have always done it that way doesn’t mean that it is not incredibly stupid.”

Unknown

Red: The love of the family.
Yellow: The light of the church
Together they are colorful.
Combine them and they are VIBRANT.
They are ORANGE.

When two influences (church and family) work together, they are greater than the two influences working alone.

Many church leaders have already discovered that by strategically working together with the family, they can have a greater impact on the next generation.

Now, it's your turn to jump-start the Orange Strategy in your church.

In Orange Essentials, Reggie Joiner unpacks the five core principles of the Orange Strategy. His insights will inspire your staff and create healthy discussions about the way you engage the families in your community. Be prepared for a new family ministry vision. And, it will be colored Orange.



WWW.WHATISORANGE.ORG

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