



THESEVENPROJECT

Community Planner Guide



THE SEVEN PROJECT™

A YOUTH ALIVE® STRATEGY



1445 N. Boonville Ave.
Springfield, MO 65802



ya@ag.org



www.youthalive.com

© 2017 Youth Alive® All rights reserved.
1445 N. Boonville Avenue
Springfield, MO 65802-1894

Written by: Richard Baker, Kyle Embry, Jason Forsman, Dan Herod, Kent Hulbert, Bradly Keller, and Ben Russell.

Permission granted to reproduce for use with Youth Alive® and The Seven Project™ local school assembly programs. All rights reserved.



TABLE OF CONTENTS

4	How Do School Assemblies Really Work?
6	Schools - Reached
8	Students - Equipped
9	Church - Involved
10	The Seven Project™ - Connecting
11	Seven@nite™ Evening Event
13	Appendix A: Students Reaching Students
14	Appendix B: 24-Hour Connection Plans
16	Appendix C: School Presentation Agreement
17	Appendix D: Administrator's Evaluation Form
18	Appendix E: Budget Worksheet Form
19	Appendix F: Team Leader Responsibilities
22	Appendix G: School Assembly Outreach Timeline



SCHOOL ASSEMBLIES

HOW DO THE SEVEN PROJECT™ SCHOOL ASSEMBLIES REALLY WORK?

The Seven Project™ school assemblies take elements already established in your community, bringing them together in unity for complete focus on serving and establishing long-term presence with the local schools. It all starts with the students! The real heroes of The Seven Project™ are the students who take responsibility to share their personal faith with their friends. The goal is to empower Christian students to be the voice of change in their schools through personal evangelism, Bible clubs, sports teams, and hallway conversations. These heroes are praying, promoting, inviting, and even seeing salvations inside the school before the school assembly team ever arrives.

The school assembly strategy works when churches partner together to focus on the schools. It takes all denominations, sizes, and styles for unity to bridge the gap for school influence. One of the greatest lingering effects of school assemblies in most communities is the network that was built during The Seven Project™ school assembly effort. Pastors become friends and churches begin to do ministry together without walls or reservations. The churches might have doctrinal differences or style conflicts but most can agree that students need Jesus. Students are at the schools and schools need the church.

The school becomes the place where we all connect. The place where we serve and honor the staff, teachers, coaches, and administration teams. The place where we are involved in weekly Bible clubs led by students. The place where we mentor students. The place where we show up for lunches just to connect with students. The place where daytime assemblies are brought in for character building. The place where a community, cooperative night event is hosted for relational connection and gospel presentation. The school becomes the place where we all connect for this short-term school assembly effort and the long-term influence we all want.

The scope of influence in your community and the major elements it takes to see school assemblies succeed are all within your reach.



STUDENTS - CHURCHES - SCHOOLS

Contact your area Youth Alive® director or District Youth Director by completing the “Request Information” section at www.thesevenproject.org. The Seven Project™ is one of the school assembly options provided by Youth Alive®, and your area representative can share all the school assembly options available. The connection to your director can be a vital key to unlocking the doors of a student movement in your community. The director will help you navigate through each phase of planning and follow up.



<https://youtu.be/qrHGo37WrUE>



REACHED

SCHOOLS/STUDENTS/FACULTY - REACHED

1. Students and faculty reached. How can we make an impact if we don't connect with the schools in your community?

2. How do we get started?

a. Establish presence on the campus.

- i. Meet with principals. Get to know them, their pressures, and their needs.
- ii. Visit campus club. Get to know the Christian students who are endeavoring to reach their school for Christ.
- iii. Attend events. Be visible at the various sporting, arts, and school activities. Meet the parents and people from throughout the community.
- iv. Visit school lunches. If your local schools allow, eat lunch with students from your church.
- v. Service projects. Lead your church in discovering the needs of your local schools and address some of those needs. Discover how through a free resource called [Our Schools Matter](#).

b. School assembly.

- i. Obtain digital promotional material for the potential School Assembly Program (speaker bio, recommendations, school list, video link). Contact your Youth Alive® director or District Youth Director for some potential options, including The Seven Project™. Connect with them by completing the “Request Information” section at www.thesevenproject.org.
- ii. Make a list of potential schools and contact them to set an appointment with the principal or faculty that schedules the school assemblies.

- iii. Meet with principals.
 - 1. Introduce yourself.
 - 2. Express thanks and your concern for students.
 - 3. Introduce the program and discuss costs.
 - 4. Ask for a decision and/or when to follow up with the principal.
- iv. Finalize presentation agreement with the school. (A basic agreement is included in the back of this guide. See Appendix C.)
- v. Following the school assembly, enlist school administrator's evaluation (Appendix D).
- vi. Know your Youth Alive® director and/or District Youth Director is available to assist as needed.

EVENING OUTREACH EVENT

- 1. This evening program is an opportunity for churches to bring the whole community together.
 - a. Churches unite around the gospel and a student's need to know it.**
 - i. All churches with a heart to introduce students to the gospel are encouraged to participate and support.
 - b. The community unites around a positive, life-changing event.**
 - i. Community organizations with a passion to help students live the best life possible are invited to participate and support.
- 2. The Goal:
 - a. Host a 60- to 90-minute program that will engage students with the gospel, local church leadership, and other students.**



EQUIPPED

STUDENTS - EQUIPPED

1. Prayer. What would happen if students took the time to pray for just five of their friends to come to know Jesus? Allow God to stretch their faith enough to believe for their friends' salvation?
2. Students Reaching Students (See Appendix A). Most students need a way to make reaching out to their peers strategic and step-by-step. This plan is a simple way for students to determine who they will bring and pray for them.
 - a. **Share the Five Friend Focus with your students. Will you allow yourself to accept the challenge of reaching your friends and fellow students at your school?**
3. Promotion and invitation. (Available in the Community Guide download at www.youthalive.com.)
 - a. T-shirt graphic
 - b. Invite cards
 - c. Posters
 - d. Lanyard card
 - e. Social media postables
4. 24-hour response (See Appendix B). How to mobilize students and adults to respond within the first 24 hours to those who answer to the response time. A sample response card is included in the Community Guide download.
5. Beyond 24 hours:
 - a. **Connect friends with your church.**
 - b. **Get involved in campus ministry.**

INVOLVED

CHURCH - INVOLVED

1. Network lunch with area churches.
 - a. Discuss a target date and contact Youth Alive® to confirm.
 - b. Discuss overall budget and financial commitments.
 - c. Discuss leader responsibilities. (See Appendix F.)
 - d. Discuss community organizations that could support the program.
 - e. Pray.
2. Finances.
 - a. Determine budget.
 - b. Complete Budget Worksheet. (See Appendix E.)
 - c. Pray over the budget.
 - d. Raise all funds needed prior to the event.
3. Promotion.
 - a. Print promo/media bundle (included in the Community Guide download at www.youthalive.com).
 - b. Inform entire church of the event.
 - c. Identify speaker, giveaways, food, and entertainment.
4. Follow-up.
 - a. Train response team.
 - b. Distribute response cards to church leaders.
 - c. Implement the 24-hour strategy. (See Appendix B.)
 - d. Invite to post Seven@nite™ evening event.
 - e. Thank community organizations that supported the program.



CONNECTING

THE SEVEN PROJECT™ - CONNECTING

1. Kick-off service
2. Training
 - a. Response
 - b. Prayer
 - c. Five Friend Focus
3. Sunday promotion
4. Prayer event
5. Youth Alive® school assembly
6. Evening event
7. Continued coaching

EVENING EVENT

SEVEN@NITE™ EVENING EVENT

STUDENT

1. Pray for your friends.
2. Bring your friends.
3. Social media push.
4. Respond with friends.
5. Connect your friends to church.

CHURCH

1. Secure a neutral location with deposit.
2. Invite community organizations to participate and support.
3. Secure giveaways.
4. Determine entertainment, food, and attractions.
 - a. **Entertainment**
 - i. Rapper
 - ii. DJ
 - iii. Comedian
 - iv. Band
 - v. Inflatables
 - vi. Stunt team
 - vii. Illusionists



EVENING EVENT CONTINUED

b. Food

- i. Hot dogs
- ii. Pizza
- iii. Sandwiches
- iv. Ice cream

c. Giveaways

- i. Cash
- ii. Gift cards
- iii. Electronics

5. Recruit and train all volunteers.

a. Games, food, security, welcome team, etc.

b. Response

6. Secure evening event response materials.

a. Pens, response card, follow-up books, and Bibles

7. Implement follow-up plan.

THE SEVEN PROJECT™

- 1. The Seven Project™ School Assembly Outreach Timeline (Appendix G).
- 2. Seven@nite™ evening event programming.
- 3. Gospel presentation.

APPENDIX A

STUDENTS REACHING STUDENTS

Most students need a way to make reaching out to their peers strategic and step-by-step. This plan is a simple way for students to remember what they have committed to do and know where they are in the process.

1. Pray about who should be on your list.
2. Make your list of five friends or peers who may not know Christ. (Five Friend Focus Card is available in the complete Community Guide download.)
3. Commit to pray for each of your friends five minutes each day until the event.
4. Invite each of the five to the evening outreach.
5. Give them a ride to the event.
6. Be with them at the event.
7. Go with them if they respond to the gospel at the event. Pray with them and help them fill out the response card.
8. Talk about what happened after the event with your friends. Walk with them through a video a day for the first week as a new follower in Christ at www.somethingamazing.net/moving-forward/.
9. Invite each of them to your next youth meeting or event.
10. In the following weeks continue to pray for and talk with each friend.

If you need help with questions students have, ask your youth pastor to help you.



APPENDIX B

24-HOUR CONNECTION PLAN

The real work begins at the response time. Have your team ready to make contacts with students within the 24-hour window.

1. Recruit adult and student leaders to make contacts on the night of the event.
2. Gather the response cards and organize them for follow-up.
3. Use their “preferred contact method” to make the initial contact with each student.
 - a. Text
 - b. Social media
 - c. E-mail
 - d. Call, but make sure it is not too late. (If possible have another student of the same sex make the call.)
4. Be friendly and upbeat when talking with the responders.

PHONE CALL

“Thanks for coming to the event tonight (or last night). I am so glad you came. I see you checked the:

- *I came to faith in Christ.*
- *I renewed my faith.*
- *I need prayer.*
- *Or whatever else is written.*

“I really am excited for you and the next steps in your faith walk. You are invited to join us at (youth group or church info). We are all on a journey and are growing in our faith together. If you have any questions, I want to help you get answers. I look forward to meeting you soon.”

FACEBOOK MESSAGE/E-MAIL

Hey (name of student), thank you so much for coming to the Night Rally tonight! On your response card you told us that you would like to be contacted via [Facebook/E-mail]. I would like to stay in contact with you if you are interested. I would be happy to help answer any questions you have and pray for you. Looking forward to getting to know you better.

(Name of messenger)

TEXT MESSAGE

Hey! This is [your name]. We are so glad that we saw you at the rally tonight! If you have any questions, I'd be happy to answer them.

5. If a student can meet with this student at school the next day, it would be helpful. If you have something they can give them to remind the person of youth group or what the youth pastor will be talking about or the next event, it would also help.
6. Continue the electronic conversation if there is interest.
7. Encourage your students to continue the face-to-face connection if possible.
8. Have your students introduce new students to youth leaders and youth pastors as they attend the special events or youth group.





PRESENTATION RETURN TO
AGREEMENT

Youth Alive® Rep: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

E-mail: _____

School Information

School: _____

Current date: _____

Contact person: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: () _____

E-mail: _____

Presentation will be held in a: ☐ Classroom ☐ Auditorium ☐ Gym ☐ Other:

Is school providing P.A. equipment? ☐ Yes ☐ No

Grades participation in assembly (circle): K 1 2 3 4 5 6 7 8 9 10 11 12

Speaker Information

Name: _____

Presentation: _____

Date of presentation: _____

Number of presentations: _____

Time(s) of presentation: _____

Phone: () _____

E-mail: _____

Total amount of actual speaking time per presentation: _____

Special needs of speaker: _____

Financial Agreement

The sponsor agrees to pay the following expenses in U.S. funds:

TRAVEL: ☐ Airfare \$ _____ ☐ Mileage @ _____ ¢ per mile x _____ miles = \$ _____

CAR RENTAL: _____ Days @ \$ _____ per Day = \$ _____

LODGING: _____ Nights @ \$ _____ per Night = \$ _____

MEAL PER DIEM: _____ Days @ \$ _____ per Day = \$ _____

SPEAKING FEE: _____ Presentation(s) @ \$ _____ per Day = \$ _____

TOTAL AMOUNT DUE: \$ _____ PAID IN ADVANCE: \$ _____ BALANCE DUE: \$ _____

Youth Alive® Representative

Date

School Signature

Date

A check made payable to _____ for the total amount is due on the day of presentation.



ADMINISTRATOR'S EVALUATION FORM

Communicator: _____ Date: _____

School name: _____

Elementary

Middle School

Junior High

Senior High

Please rate the following areas regarding today's presentation.

	Poor	Fair	Good	Excellent	Comments
Time					
Speakers					
Topics					
Communication					
Holds attention					
Team's appearance					
Setup					
Cleanup					
Expectations met					
Clear presentation					
Thought provoking					
Overall program					

Please share with us your comments, suggestions, or ideas: _____

Would you recommend the Youth Alive® school assembly to other schools? Yes No

Administrator name: _____

School name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

APPENDIX E

BUDGET WORKSHEET FORM

DEPOSIT \$ _____

DAILY FEE \$ _____

(The deposit is deducted from the first day)

NETWORKING LUNCHEON \$ _____

PROMOTIONAL MATERIALS \$ _____

DVD reproduction

Posters

Ticket

EVENING RALLY

Speaker \$ _____

Band \$ _____

Facility rental fee \$ _____

Food and beverage \$ _____

Games \$ _____

Equipment rental \$ _____

Security \$ _____

Giveaways \$ _____

New Believer Follow-up Material \$ _____

(\$ _____ X # of salvations expected)

Follow-up card printing \$ _____

TOTAL \$ _____

SEVEN PROJECT TEAM EXPENSES

Hotel expenses \$ _____

Team mileage \$ _____

Meal expenses (10) \$ _____

TOTAL \$ _____

APPENDIX F

TEAM LEADER RESPONSIBILITIES

It is not necessary to have a different person doing each coordinator role. It is necessary that the responsibilities of each role are taken care of well.

PRIMARY EVENT COORDINATOR

1. Make sure there is clear communication between all coordinators and follow up on each area of responsibility.
2. Be responsible for communication with Youth Alive® about details and developing the outreach.
3. Oversee all finances and ensure payments are made on time.
4. Oversee any communications with community organizations that are supporting the event.

PRAYER LEADER

1. One for each church.
2. Leader stays in communication with the Primary Coordinator.
3. Responsibilities:
 - a. Pray for the school assemblies and outreach.
 - b. Recruit others from the congregation(s) to pray.
 - c. Recruit other prayer organizations to pray for the event.
 - d. Organize times for prayer in the weeks leading up to the event, such as: weekly prayer session, 40 days of prayer, and/or fasting for a meal.
 - e. Recruit prayer partners to pray on the day of the assembly and outreach rally.
 - f. Find a location for prayer partners to meet and pray throughout the day.



- g. Be available to counsel and pray with new believers following the out-reach.**
- h. Build an ongoing prayer effort for students and through [Prayer Zone Partners®](#).**

FOLLOW-UP LEADER

1. The first 24 hours are the most crucial part of the event for long-lasting results.
2. Implement and lead the 24-Hour Connection Plan.
3. Work with all involved youth pastors to make sure all student responders have had at least one contact and an opportunity to get connected to a youth ministry.

SCHOOL ASSEMBLY LEADER

1. Appoint a person with contacts for each school you want to reach. This person will be responsible to make sure the schools you are targeting get booked.
2. Each person is to contact and meet with the principal to present the school assembly material.
3. If the principal says yes, have him/her fill out a presentation agreement. Do this even if the school is not paying for the program.

PROMOTIONS LEADER

1. This person is responsible for designing and printing all the materials needed to promote Seven@nite™, as well as getting prizes for giveaway.
2. Invite cards announcing the evening will be needed to hand out after each school assembly program. Have students ready to hand them out, with principal's permission.
3. Posters are good advertisement if schools allow them. Again, having students get permission and hanging them is the best.

4. Select giveaways that students will want to win. Not all giveaways need to be expensive. Having a grand prize is good but not required.
5. Engage community organizations to assist in promotion and support.

EVENING EVENT LEADER

1. This person is responsible for the evening event and the details that surround it.
2. This person will research options for the event, such as food and entertainment.
3. This person is responsible to find and book the facility that will be used for the outreach.
4. This person will find volunteers for all of the activities for the evening.
5. Areas of need include food service, security, game supervision, greeters, and cleanup. Many of these volunteers can double as response team.
6. Ensure that community organizations and churches who supported the event are acknowledged during the program.

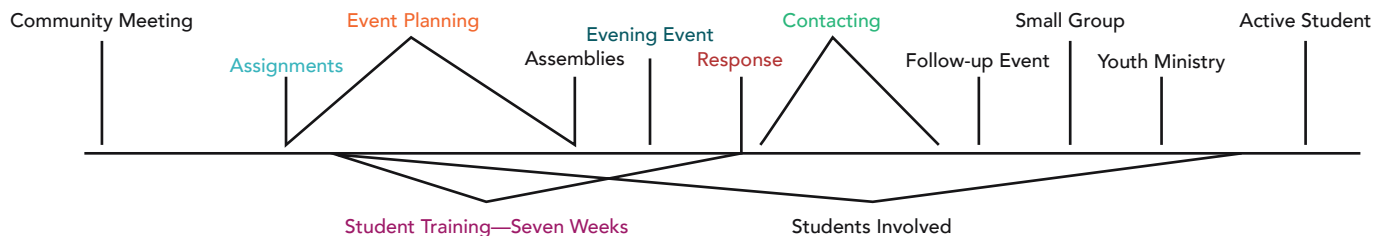
RESPONSE LEADER

1. This person will find adult and student leaders from each church who will pray with students who come to faith in Christ.
2. In general 25-50 percent of the students we reach during the day return in the evening. Of those in attendance, about 50 percent will respond to the gospel. You will need a good number of counselors. Try for a one-to-one ratio.
3. This person will be responsible for training the response team. Remember, Christian students are the key to long-term success of follow-up.
4. Schedule a time for training before the event.
5. This person is also responsible for ordering the follow-up materials.
6. Have a second mini-training at the venue to cover final details with the Youth Alive® team.



APPENDIX G

SCHOOL ASSEMBLY OUTREACH TIMELINE



Assignments:

Prayer Coordinator
Budget
Assembly Coordinator
Event Coordinator
Response Team
Follow-up Coordinator

Event Planning:

Schools
Facilities
Promotions
Prayer Strategy
Student Training
Response Team
Follow-up

Evening Event:

Location
Activities
Music
Food
Giveaways

Response:

Cards/Pencils/Pens
Life in 6 Words Outreach book
Invitations
Follow-up Event
Prayer
Response Team

Contacting:

Phone Call
Postcards
E-mail or Texts
Visits by Students
Small Groups
Youth Ministry

Student Training:

Week 1. Challenge.
Week 2. Prayer; List Five Friends to Pray, Invite, and Bring to evening event.
Week 3. Fasting; Once a week.
Week 4. Step out; Life in 6 Words or Gospel Literature handout.
Week 5. Miracles; Going after the hard-to-reach student.
Week 6. Unify; Working together to Pray, Invite, and Bring students to evening event.
Week 7. Push; Invitation Blitz. Invite as many students as possible.





YOUTH ALIVE®
STUDENTS REACHING STUDENTS



WWW.THESEVENPROJECT.ORG