

## Proposal: Young Adult Ministry for the Church Resources Consortium

It is the intent of dre.am VISION ministries to propose development of a resource that will help local church leaders in the North American Division integrate young adults into the life and leadership of the Seventh-day Adventist church at all levels and assist young adults in developing ministries to their peers and others.

As per the directions of the RFP and the Report of Definition Team on Young Adult Ministry, this proposal will exclusively address Phase One--product(s) targeted to young adults (Church Resources Consortium, 1998). It is the intent of dre.am VISION ministries to provide comparable proposals to augment phases two and three at the time when those respective RFPs are released.

As endorsed by the 1998 NAD Priority Need Statements One (1) and Eight (8), it is the goal of this proposal to outline development of a resource that will "keep young adults interested," and "strengthen the relationship between young adults and the adult membership." The resource is also intended to convey to young adults the "relevance of the church and its mission in today's world."

Rojas (1995) and Martin (1995d) outline the qualitative and quantitative data that has been scrutinized over the past two decades. Analysis after analysis has repeatedly found a significant attrition of young adults, approximately grouped as a demographic cohort of individuals ages 18-35, from active church life (Case, 1993; Daily, 1993; Dudley & Kangas, 1990). And although there is conflicting data as to measures of success in outreach to non-believing young adults (Celek & Zander, 1996; Ford, 1993; Long, 1997; Tapia, 1994; ), there is a subjective consensus that significant improvements can be made in our current methodologies to evangelize pre-believing young adults (Baby Boomer Ministries Resource Center, 1993; Habada, 1993; Martin 1995d, 1998; Youth Evangelism Taskforce, 1993).

Although not comprehensive, the bibliography listed at the end of this proposal provides a significant array of actions, programs, materials, resources and literature that local church leaders or young adults might use to meet the defined need. As overwhelming as this bibliographic listing may be, it merely scratches the surface to the plethora of resources that continue to grow almost exponentially on the internet. And as unfathomable as the contours of cyberspace may be, this does not even begin to reveal the enormous resource of young adults themselves as living, dynamic, interactive agents to meet the defined need.

Because the current literature and research does not reflect a paucity of resources, strategies, or products, dre.am VISION ministries is emphasizing the elements of this development proposal for its praxis, communication, networking and empowerment attributes. It is the intent of the proposal to outline a resource catalyst, creating an action/reaction among young adults by connecting them to their Lord, their church, and their peers.

The proposed product would serve to expose local markets to CONNECT, which was recently formed at the Adventist Ministries Convention in January, 1999. As a preface to product description find following informational details regarding CONNECT:

### What is CONNECT?

#### Definition Statement:

CONNECT is a young adult network of ministries and teams, personally sharing the Gospel through communication, empowerment, and community. CONNECT aims to equip young adults for local spiritual impact through discipling, resourcing, and supporting grassroots initiatives. CONNECT is our generation's relational commitment to reveal Jesus Christ to each other and our world.

**Strategy:**

**Communication:** Interact and dialog continually with God and each other. Utilize technology and gatherings to inform each other and our church of young adult ministry initiatives, sharing all elements of development, implementation, and impact.

**Empowerment:** Follow God's call for us to be ministers of reconciliation. Equip each other and our church in creative, relevant, and relational ministry skills. Resource grassroots initiatives with our time, talents, and treasures.

**Community:** Nurture our identity as Christ's body. Commit to relationships of integrity with each other and Jesus, valuing our diversity as integral to our mission. Affirm the unity we have in Christ and our active anticipation of His return.

**Praxis:**

**Technological Network:** Using communication media to support and stay in touch with each other (i.e. Website with dynamic databasing and interactive functionality).

**Informational/Inspirational Gatherings:** Creating opportunities for community-building among young adults at the local/regional/national levels (i.e. eXcite, conneXions, Genesis 2000).

**Resource Development:** Generating products, raising funds, and pooling talents to support the local and national initiatives of CONNECT.

**Product Development Proposal**

For the purposes of this proposal the product will be called the CONNECT KIT or the KIT. The KIT would be comprise of four elements: (1) A dynamic, interactive website that would network young adult ministries, provide interpersonal support and community for developing ministries, and communicate the latest information and developments locally and nationally for young adult ministries, (2) A manual showcasing successful young adult ministry initiatives with "how to" instructions to start one locally and regionally, (3) An instructional and motivational video to compliment the website and manual, (4) a hot-linked CD-ROM, providing the user with auto-access to the website as well as media tool applications for further utilizing the KIT (i.e. PowerPoint slides, audio, video files).

Although there are a wide range of resources and products in the Christian market that provide one or two elements of the proposed resource, currently there are none, to our knowledge, that draw upon the collection of media listed with the specific intent of facilitating a network of young adult ministries across the North American Division. And given that CONNECT is newly formed, we can speak with great certainty that there are no products currently on the market that are intended to specifically optimize and augment CONNECT as defined in this proposal.

dre.am VISION ministries (dVm) is well qualified to produce this product given the professional liaisons and ministry relationships we have established not only with the Seventh-day Adventist Church, both NAD and GC; but also given the research, experience, and cultural understandings we have of the target market in being young adults ourselves. Further, A. Allan Martin, co-founder of dVm, has been appointed by CONNECT to serve as their executive chairperson, giving dVm significant intellectual and network capital to enhance the viability and relevance of the product. With well over a decade of research in young adult ministry from both the generational and developmental vantage point, dVm has an exceptional understanding of both sociological and praxis implications of the proposed resource.

The primary users of this product are Adventist young adults who are compelled to facilitate a ministry to their peers. It would be purely speculative to identify the number of primary users, but estimates based on interests in recent young adult generated events would denote 500-750 primary users as a relatively conservative estimate. The secondary user of this product would be the Christian young adult

who has interest in connecting with other young adults. The tertiary users of this product would be individuals who have interest in developing ministries to or with young adults. A rough correlate to who would be potential consumers of this product would be taking tally of the numbers of young adults who have attended events like eXcite, YAS, Gladstone, and conneXions. It would be conservative to say that over 7,000 primary users could be identified given past purchases/registration as a predictor variable.

Beta versions of the KIT would be field tested via the brainstorm and focus group mechanism available via the CONNECT network. Field testing would utilize a quasi-experimental research design, based on subjective response sets from samplings of the primary user group.

The product would be distributed and sold via AdventSource as per the recommendation of CRC. In addition, internet sales would be a major means of commerce. Marketing of this product would be done in collaboration with AdventSource as per the stipulations of CRC, with hopes that further development would take into consideration the need for direct mail marketing given the demographic cohort of the primary users. Given that the KIT has an integrated cyberspace element to the product, support services, consultation, and related training are all part of the network matrix.

### **CONNECT KIT Development Cost and Matching Configuration**

Please find below the proposed cost configuration for the CONNECT KIT with the intent of delivering to CRC a duplicable master of the product:

#### **I. CONNECT Website Development:**

##### **i. Proof of Concept**

a. Development of the interactive dynamic website. CRC: \$20,000

b. NAD Youth/Young Adult Ministries to match with: Website maintenance, support personnel.  
Match: \$29,000

#### **II. CONNECT KIT Manual**

i. Size: 8.5" x 11"

ii. No. of pages: 100

iii. Binding: Wire

iv. Ink: four-color cover/back (4/0), one-color text (1/1)

a. Design/Layout. CRC: \$10,000

b. Adventist View to match with writer/design/layout. Match: \$5,000

#### **III. CONNECT KIT Video**

i. Format: VHS

ii. Length: 60-90 minutes plus trailers

a. Videography/Production . CRC: \$20,000

b. Instep Ministries to match with Videography. Match: \$7,000

c. Florida Hospital Church to match with Production/Editing. Match: \$13,000

#### **IV. CONNECT KIT CD-ROM**

i. Format: Mac & IBM compatible

ii. hotlinked to website

iii. media files stored (i.e. PDF, Power Point, a/v samplers)

a. Production. CRC: \$10,000

b. dre.am VISION ministries to match with Development. Match: \$10,000

V. Administrative Cost

a. Project Management. CRC: \$5,000

b. dre.am VISION ministries to match with Administrative personnel. Match: \$5,000

VI. Total CRC Cost and Matching Funds

Matching Funds Total: \$69,000

Total CRC Cost: \$65,000

### CONNECT KIT Development Timeline

April 1999:

Data collection, Video Footage at conneXions  
Website development/database design  
Manual/CD-ROM design  
Supplemental Footage Video shoots

May 1999:

Supplemental Footage Video shoots  
Writing/Editing  
Website Beta testing  
Manual/CD-ROM content development  
Solidify Matching/Advertising Funds

June - August 1999:

Revising/Editing of all Media  
Cyber field testing

September 1999:

Final revisions on all media  
Final editing

October 1999:

Duplicable master delivered to CRC

November 1999:

Marketing strategy initiated into all designated markets

December 1, 1999:

Street date for product.

This proposal is respectfully submitted by

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Please direct all responses, inquiries, and requests for clarification to the above named representative of [dre.am](http://dre.am) VISION ministries.

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## Appendix A:

### CONNECT Website Proof Of Concept

The conceptual work we are hoping to incorporate in CONNECT can be found on various commercial and ministry sites.

Community Interactivity:

[Yahoo Clubs -- http://clubs.yahoo.com/clubs/connectnetwork](http://clubs.yahoo.com/clubs/connectnetwork)

[YouthPastor.com -- http://www.youthpastor.com](http://www.youthpastor.com)

[Listing -- http://www.youthpastor.com/pastor/Detail.CFM?PastorData\\_ID=199](http://www.youthpastor.com/pastor/Detail.CFM?PastorData_ID=199)

Dynamic Databases for CONNECT users:

[YO! Events -- http://youth-online.ccilink.com/events/](http://youth-online.ccilink.com/events/)

[Excite News Tracker -- http://nt.excite.com](http://nt.excite.com)

[C|Net Tech Jobs -- http://jobs.cnet.com](http://jobs.cnet.com)

Interactivity / Multimedia Functionality:

[Cindy Morgan -- http://www.wordrecords.com/morgan/](http://www.wordrecords.com/morgan/)

[Pepsi World -- http://www.pepsiworld.com](http://www.pepsiworld.com)

[YO! -- http://www.youth-online.org](http://www.youth-online.org)

Media Sampling:

[CrossWalk Music Channel -- http://music.crosswalk.com/listeningroom](http://music.crosswalk.com/listeningroom)

[Actual Reality -- http://www.actreal.com](http://www.actreal.com)

[Pepsi World -- http://www.pepsiworld.com](http://www.pepsiworld.com)

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**home  resources**