



FAMILY MINISTRY ESSENTIALS:

AN ORANGE

STRATEGY

GUIDE

FREE SAMPLE

Family Ministry Essentials:
An Orange Strategy Guide

Published by Orange, a division of The reThink Group, Inc.
5870 Charlotte Lane, Suite 300
Cumming, GA 30040 U.S.A.

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ISBN: 978-1-63570-191-3

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Printed in the United States of America

First Edition 2022

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4/12/22

**FAMILY
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GUIDE**



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ONE LAST THING

THE ORANGE PROMISE

THE ORANGE TEAM

WHO
WE
ARE



We are a team of ministry leaders, educators, researchers, counselors, writers, editors, artists, technicians, directors, musicians, and producers all committed to supporting churches and families as they nurture the faith and future of the next generation.

We are content and experience creators.

We are a non-profit organization that writes over a million words a month.

We produce over 400 videos and 20 national training events each year.

We target 7 audiences:

- ➔ Preschoolers
- ➔ Elementary Kids
- ➔ Middle Schoolers
- ➔ High Schoolers
- ➔ Church Staff
- ➔ Volunteers
- ➔ Parents

We are leaders who represent over 80 different Christian denominations.

The work we do supports evangelical, mainline, orthodox, and ecumenical churches who are passionate about . . .

1. The message and mission of the Gospel
2. The faith and future of the Next Generation

We believe you are probably more Orange than you may realize. Chances are you are already Orange even if you have never attended an Orange event or used Orange as a resource. Here's a quick Orange pop quiz to test your Orange-ness:

Do you believe . . .

- ➔ mixing red and yellow creates the color orange?
- ➔ the home and church can influence a child's faith?
- ➔ Jesus said the greatest commandment is to love God?
- ➔ personal faith has the potential to impact someone's future?
- ➔ leaders and parents need an intentional strategy to disciple kids and teenagers?

How did you do? If your answer to most of the above was yes, you are already thinking Orange. Here are a few more.

Do you think . . .

- ➔ getting leaders and volunteers to work as a team is mission critical?
- ➔ how you say what you say to kids and teenagers really does matter?

- ➔ most parents want to do the best job possible at raising their kids?
- ➔ it takes consistent and caring relationships to “make disciples?”
- ➔ influencing kids and students to serve others will affect their faith?

Give yourself 10 points for each answer. This obviously isn't a test you pass or fail. It's just to see how Orange you really think. If you agree with us about most of these issues then you are thinking Orange. Even if this is as far as you read, we'll choose to believe we are on the same team.

Being Orange doesn't mean you have to agree with us about everything we say or do. We actually hope you don't. It's how we learn. Our team at Orange doesn't agree with each other about everything either. If we did, we wouldn't need each other to grow.

Even if you have an aversion to the hue of Orange because it's the color of your rival football team, or it clashes with your skin tone, we hope you will keep thinking about Orange concepts. That's why we hope you will consider championing and collaborating about some of the ideas in this guide. There are important conversations we need to have about how we influence the faith and character of the next generation.

We're glad the color Orange is everywhere. It's in your groceries when you buy tangerines, carrots, sweet potatoes, and Goldfish crackers. It's on billboards with some of your favorite brands like Nike, Home Depot, and Dunkin' Donuts. Orange is even woven into nature.

God put in the rainbow, painted it in the sunsets, and gave us pumpkins to make jack-o-lanterns (or pumpkin pie). We love the fact that the color orange can symbolize safety, health, and change.

Orange just seems like the right color to remind us of the potential of an effective family ministry strategy. The color clearly emphasizes that two things working together can result in a third, more vibrant outcome. Think about it this way . . .

THE ORANGE PHILOSOPHY

Two combined influences can make a greater impact than just two influences.

YELLOW

Light of the Church



RED

Heart of the Home

ORANGE

- ➔ Yellow can only do what yellow can do.
- ➔ Red can only do what red can do.
- ➔ But when red and yellow join forces, you get **orange**.

We hope from now on whenever you see the color orange it will remind you that “two combined influences can make a greater impact than just two influences.”

We think that “Orange is the new Orange” because it keeps changing—just like your kids ministry, youth ministry, or family ministry. So, let’s unpack a little more about the Orange strategy.

WE BELIEVE YOU ARE PROBABLY MORE ORANGE THAN YOU MAY REALIZE.

Do you believe . . .

- mixing red and yellow creates the color orange?
- the home and church can influence a child's faith?
- Jesus said the greatest commandment is to love God?
- personal faith has the potential to impact someone's future?
- leaders and parents need an intentional strategy to disciple kids and teenagers?

See, you are already thinking Orange.

Orange reminds us of the potential of an effective family ministry strategy. The color show that two things working together can result in a third, more vibrant outcome.

In this strategy guide, you'll see in practical ways how two combined influences can make a greater impact than just two separate influences.



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