During the 2007-2008 school year, the staff of the North Central Texas Region all agreed to implement a club strategy and calendar that would hopefully increase the number of kids involved weekly in our clubs through kid involvement and ownership, vision casting, public relations, and creative promotions. Each aspect of this strategy involved direct contact work with kids and cannot be implemented without it. After two short months of all of our clubs following a similar schedule, our region saw an increase of 1,100 kids in club weekly.

As Young Life begins it's "Reaching a World of Kids" initiative to reach 1 million more kids a year, I am convinced that the million kids we are reaching now already know the next million kids we will reach. Once our kids are given a vision and a challenge, I have no doubt they can reach them. This seminar will review the steps we took to make sure everyone in our schools was invited to club, the heart behind the strategy, how our kids and leaders took ownership of it, and ultimately how more kids got to hear the incredible message of the God who knows them, loves them, and can change their lives.
Camp

• Ask the camp store what is the best selling t-shirt this summer.
• Have one on ones with key leadership kids.
• Attend Christians Seminar and plan camp follow-up with your Christian kids and begin to plan with them what the rest of the summer should look like and when club should start in the fall.
• Have an all area meeting on Day 7 with your kids and leaders.
• If you are at Frontier, share with them the story of Jerry Kirk and Cy Buress and praying “big things”.
• Explain to them the process of choosing a President and what the job entails.
• Get their feedback on potential shirts for the fall.
• Challenge them to that the only way you want to see them back is if they fill a cabin of their friends (offer to help them) or if they are on work crew.
• Announce the time and place for your picture party. (Should take place within 48 hours of being home) Ask them to order an extra cd of digital prints so you can use them in a slide show for first club.
• Announce plans for camp follow-up, give them the book you will use with an invitation to the picture party in it as well as the times and places for follow-up.

After Camp

• Conduct a strong camp follow-up for kids creating a culture of leaders and kids hanging out over the summer.
• Have lunch with key leadership kids and challenge them to fill key in the leadership of club in the fall.
• If you didn’t find your shirt at camp, search the Abercrombie, American Eagle, and Hollister web sights for potential shirt ideas.
• Get a consensus from your seniors and order you shirts.
• Order color inserts based on your t-shirt design to place in school paper.
• Call the school paper and find out their publication schedule and place an insert ad.

One week before School

• Send a postcard to your entire club list informing them of upcoming meetings (senior meeting the first Monday of school, senior-junior-sophomore meeting on the second Monday of school, and first club).
• Text key seniors about the meeting with instructions to forward the info.
• Use facebook to publicize meeting.
• Deliver ad inserts to school paper.
• Make sure your shirts will be delivered on time.

Brian Summerall
bsummerall@mac.com
First Monday of School

- Conduct Senior Meeting
- Go through club and explain the “whys” of club pointing out the roles of seniors in club.
- Hand out surveys for kids to fill out regarding favorite skits, songs, events they would like to do this year, etc…
- Read the story of the first Young Life club from “Dance Children, Dance” and challenge kids to identify their “Burr Nichols”.
- Hand out invitations to the next planning meeting for seniors to give to juniors and sophomores.
- Break into groups and pray.
- Sell the first round of t-shirts.

Second Monday of School

- Conduct meeting with Sophomores, Juniors, and Seniors.
- Announce Young Life Presidents and allow them to share their vision for the year.
- Break up into small groups and answer the following questions:
  - How did you first hear about Young Life?
  - Why did you come?
  - What was it like?
- Get back together in the large group and review answers.
  - Share stories of how you first came to club.
  - Help them realize that personal invitations work the best.
  - Ask them if three years from now will someone stand up at this meeting and share and mention their name.
  - Ask them to think through their niche in the school.
- Explain to them the need to fill the room with the “right” people and explain exactly who that is.
- Break into small groups again and make lists of who you are going to bring next week.
- Announce a contest for whoever brings the most freshmen next week.
- Sell T-shirts – take the worry out of what to wear on Monday.
- Hand out flyers for kids to distribute at school all week.
- Shoe polish cars with Young Life 7:29 on the back wind shield only.
- Enlist kids to help with skits for the first club involving freshmen.
- After the meeting practice songs with your music team including as many seniors as possible. Check sound system and video for any kinks.

Brian Summerall
bsummerall@mac.com
Friday Before club

• All leaders attend school tailgate party and meet key parents
• Shoe polished cars all over the parking lot
• Leaders in the stands in new shirts
• Leader on the sidelines shooting video

Sunday before club

• Meet in club room with key kids to pray (at entrance, spots around room, stage, parking lot), practice songs again, and distribute last minute shirts and flyers.
  Set-up club room
• Text kids reminders to wear their shirt and invite freshmen

Monday of club

• Leaders at lunch wearing YL shirt.
• Kids going from table to table inviting kids, offering rides.
• Seniors meeting freshmen at the school or a key freshmen’s house to give rides.
• Committee brings dinner to leaders at clubroom.
• Seniors show up early to meet, greet, sell shirts and do club cards.

During Club

• Show camp slide show or promo and the whole process starts again.

Devotionals or Readings

• The First Young Life Club from Dance Children Dance.
• T-ball story from Dangerous Wonder by Mike Yaconelli
• “Thanks for the Lunch” from A Gentle Thunder by Max Lucado
• Clip from Lord of the Rings - “Will they tell stories about us?”
• Clip from Titanic - More room in the lifeboat. Row back for your drowning friends.

Brian Summerall
bsummerall@mac.com
At This Point in Time...

- Post cards, t-shirts, flyers, texts, facebook
- Leadership Meetings have been held.
- Three to four clubs have taken place.
- Scott + Skippy + Coffee = 350 kids in Club

How Do I Keep this Going?

- Take inventory.
- Concentrated Contact Work
- Throw the Dog a Bone

It’s About Involvement

- Senior Skits
  - Men Without Shirts
  - If I Weren’t in Young Life
  - Light and Fluffy
  - Cooking with Copenhagen
  - Beach Ball Ballet
- Special Music
- “I Need Help”
- Themes, Events, Challenges
Camp Sell Starts Now...

Starting Off – October/November

• Camp Videos and Slide Shows
• Creative Camp Videos
• Dates are in hand – get out to club and parents.
• Place Ads in School Paper
• Meet with campaigners, second timers, and leaders.
• Sign-up date?

Spring Semester: Are You Done Yet?

• Club is winding down.
• Banquet season is over.
• R2 has been turned in.
• “Don’t have much Young Life going on.”

What Do I do Now?

• Camp Reservations System
• Camp Flyers
• Club Flyers
• Post Cards
• The List
• Events
  ○ Burgers at Brock’s
  ○ Deal or No Deal
  ○ Kidnap Breakfast

Brian Summerall

bsummerall@mac.com
## Mr. Christmas Tree

<table>
<thead>
<tr>
<th>Event</th>
<th>Needed</th>
<th>Music / Video / Lights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Club</td>
<td>T-shirt Sales / Judges Entry &amp; Explanation / Trees Decorated in Dressing Rooms</td>
<td>Christmas Mix in Club Room</td>
</tr>
<tr>
<td>Kids Entry</td>
<td>Runway Lights</td>
<td>“Llnus and Lucy”</td>
</tr>
<tr>
<td>Introduction</td>
<td>Everyone is seated</td>
<td>“Christmas All Over Again” Tom Petty / Intro Slides</td>
</tr>
<tr>
<td>Talent</td>
<td></td>
<td>Songs for Talents</td>
</tr>
<tr>
<td>Interviews</td>
<td>Questions</td>
<td></td>
</tr>
<tr>
<td>Fast Songs: Jingle Bells, Rudolf</td>
<td></td>
<td>Slides</td>
</tr>
<tr>
<td>Christmas Tree Training Video</td>
<td></td>
<td>Lights Out</td>
</tr>
<tr>
<td>Swimsuit</td>
<td>Runway</td>
<td>“Please Come Home for Christmas” Bon Jovi</td>
</tr>
<tr>
<td>Camp Promo Video</td>
<td></td>
<td>Lights Out</td>
</tr>
<tr>
<td>Announcements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Walk of Former Mr. Christmas Tree</td>
<td>Crown / Sash / Giant Golf Check</td>
<td>Thought Tape</td>
</tr>
<tr>
<td>Parade of Trees</td>
<td>Runway / Trees / Duct Tape / Extension Cords</td>
<td>Lights Out / “Oh Tannenbaum” from Charlie Brown</td>
</tr>
<tr>
<td>Collect Judge Sheets</td>
<td>Someone to Tally Scores</td>
<td></td>
</tr>
<tr>
<td>Slow Songs: Light the Fire, Only You</td>
<td></td>
<td>Slides</td>
</tr>
<tr>
<td>Talk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>And the Winner is...</td>
<td></td>
<td>“Final Countdown”</td>
</tr>
</tbody>
</table>

Brian Summerall  
bsummerall@mac.com
# Sample Schedules

## Fall Club Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 23</td>
<td>8:00 Senior Leadership (After Booster Club Barbecue)</td>
</tr>
<tr>
<td>August 30</td>
<td>7:29 Senior &amp; Juniors Pre-Club Meeting</td>
</tr>
<tr>
<td>September 6</td>
<td>7:29 T-shirt &amp; Shoe Polish Party - Music Rehearsal</td>
</tr>
<tr>
<td>September 13</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>September 20</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>September 27</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>October 4</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>October 11</td>
<td>Banquet Invitation Night (No Club, Teacher In Service)</td>
</tr>
<tr>
<td>October 18</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>October 25</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>November 1</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>November 8</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>November 15</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>November 22</td>
<td>7:29 Club</td>
</tr>
<tr>
<td>November 29</td>
<td>Mr. Christmas Tree Pageant</td>
</tr>
</tbody>
</table>

## Spring Club Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 30</td>
<td>All- Area Club Kickoff</td>
</tr>
<tr>
<td>Feb. 6</td>
<td>Holiday</td>
</tr>
<tr>
<td>Feb. 13</td>
<td>Cricket Spitting / Pie Eating Contest</td>
</tr>
<tr>
<td>Feb. 20</td>
<td>Camp Sign-Up / Regular Club</td>
</tr>
<tr>
<td>Feb. 27</td>
<td>Family Feud</td>
</tr>
<tr>
<td>Mar. 6</td>
<td>Slam Dunk Contest / Final Four Watching Party</td>
</tr>
<tr>
<td>Mar. 13</td>
<td>Holiday</td>
</tr>
<tr>
<td>Mar. 20</td>
<td>All Area Club</td>
</tr>
<tr>
<td>Mar. 27</td>
<td>Video Scavenger Hunt</td>
</tr>
<tr>
<td>April 3</td>
<td>Aggressive Dinner - Crud War</td>
</tr>
<tr>
<td>April 10</td>
<td>Kickball - Guys vs Girls</td>
</tr>
<tr>
<td>April 17</td>
<td>Sand Volleyball Party</td>
</tr>
<tr>
<td>April 24</td>
<td>Senior Club</td>
</tr>
</tbody>
</table>

We did a talk at most of these spring events except for Volleyball and Kickball. At least half the talks in the spring were given by Seniors.

Brian Summerall
bsummerall@mac.com
While Urban staff agree that transportation, jobs, parents, and summer school are all obstacles to overcome, NONE of the things kept them from incorporating the principles behind student ownership and student leaders.

Areas have sold sponsorships on the back or on the sleeves of t-shirts to cover the costs so that they can sell the shirts for $1 to $5 so that every kid can afford one.

Areas that have school uniforms and are unable to have kids wear t-shirts have made “string backpacks” with the Young Life logo on them for kids to wear and use.

Stickers have also been successfully used in situations where kids have to wear uniforms. Instead of printing flyers, print a sheet of name tags with “Young Life Tonite!” and all the information for club on them. Have kids stick them on their shirts, books, etc..

The backs of School ID badges are also great for displaying Young Life promo info when worn around the neck. Brightly colored Young Life neck cords can also be made cheaply for wearing ID badges.

While some urban schools do not have a school newspaper in which to place an insert ad, most will allow some type of poster, velcro sign or banner, or even allow access to announcements to promote club.

Instead of shoe polishing cars, dry erase boards in every classroom can be marked with “Young Life Tonite” on Mondays with the teachers permission.

South Oak Cliff high school in Dallas has been very successful having a student leadership team of five senior guys and five senior girls. Part of their weekly activities beyond planning and leading club includes going to a restaurant together and learning to tip or attend cultural arts events together like the Black Dallas Dance Theater Company. Along with being taught to follow Christ and make him known in their school they are taught to be active, responsible members of the community.

Many Urban schools have had great success in recruiting kids to help with Capernuellm clubs in order to give them a taste of leadership and ministry.

Because of transportation issues, camp follow-up is most easily done once a week and by cabin, led by that cabin leader.

Because many Urban kids will stay in the community after high school either working or attending school, a summer trip with graduates in key in continuing their walk after high school and plugging them back into the area as leaders.

Mr. Christmas Tree has been successful in Urban areas and in some instances been combined with a semester end lock in.

Some areas have taken the Mr. Christmas Tree philosophy and adapted it to “Young Life’s Got Talent”, an event that takes place every four weeks. Each contestant has an agent (leader), entourage (kids support team). Parents and teachers are brought in as judges.
• Camp follow-up works well once a week for four weeks.
• Parent meetings are key and serve almost the same as all of the pre-club meetings for high school club as far as promotion goes for Wyldlife.
• Every year gather info on middle school brothers and sisters on high school club cards.
• Gather last year’s elementary school directories for contact info for new families.
• Some school districts will sell mailing addresses or even labels for schools.
• Have key moms give you email addresses for other moms.
• Mail a semester calendar along with a letter explaining Wyldlife before school starts. Include tentative camp dates for the summer. (Even though you don’t have official dates yet it can usually be narrowed down to a four week period).
• Kid’s travel in packs. Find out who transports that pack and get them on board.
• Get your calendar included in the PTA newsletter pack.
• Every grade often has a mom in charge of mass emailing. Have her send out information.
• Have a burger or pizza night the week before school for the 8th graders. Give them the first chance to buy the new Wyldlife shirt. Explain to them your need for their enthusiasm at club and how they need to show all of these new young kids how it’s done. Take surveys for favorite songs, skits, games, theme clubs, etc... 
• Shoe polish key mom’s cars on the back windshield with “Wyldlife Tonight - Ask Me”. Have them hit the grocery stores, car pool line, and game parking lot. Load them up with flyers with all meeting and contact info to share with other moms.
• Have key mom’s wear t-shirts that day as well.
• Have club the first week of school! Kids come to school ready to get involved and we need to capitalize on their enthusiasm.
• Middle school kids are not the best to invite kids from younger classes but they can communicate to their own group.
• They may not be ready to lead club but you can have the 8th graders do something special at every club - melodrama, lip sync, skit, etc..
• Theme nights are big. Try to have a theme for each club.
• Middle school bands love a place to perform.
• Videos of kids from events and in the stands at games are big.
• Parent communication and info nights work the best for camp sell. Send out save the date cards as soon as your dates are official.
• Show a camp slide show or video at the first fall club so the enthusiasm of kids who went will be contagious.
• If you do a bus tour or weekend camp, give out camp flyers to every kid who gets off the bus when you get back and to parents in the parking lot.
• Have a leader call every parent on the club card list about camp.
• When doing contact work at games or events, always spend time in the parent section as well as with the students.