

REAL LIFE THEOLOGY CONVERSATIONS

A Guide to Essential Questions and Answers for Family Discipleship

Church Campaign Toolbox Overview

Why a Church Campaign?

The *Real Life Theology Conversations* Church Campaign is more than an event or a program. It is a strategy designed to help your church establish a discipleship culture among its families with children between the ages of 9 and 12 years old that leads to a solid and holistic Christian worldview.

“Among American parents of children under age 13, only two percent have a biblical worldview.” —Family Research Council, May 5, 2022

This resource will help families establish the ongoing practice of leading their children through the essentials of their Christian faith through weekly meaningful discussions in the home. The synergy of creating this opportunity for families will encourage involvement and energize families by inviting them into something bigger than themselves.

What does the Church Campaign look like?

While each church will contextualize the Campaign to fit their specific needs and situations, the basic idea is to establish an annual rhythm of launching families as cohorts into the *RLT Conversations* journey. Families can choose to complete the journey in 52 weeks (a pace of one weekly conversation) or by setting their own pace. The Campaign begins with support from a Senior Minister/Pastor/Leader and a season of communication. A fun Launch Event with an inspirational message about family discipleship will “launch” families into one of the most important journeys they will take. This Campaign kit will provide your church with all the resources you need for casting vision, communicating, registering, planning the Launch Event, and supporting families along the way.

Whom is this strategy targeting?

Real Life Theology Conversations is specifically written with a 9- to 12-year-old and their family in mind. The material is also great for families with children over the age of 12 who have not already taken their families through the *RLT Conversations* journey.

“According to the Barna Group, only 6% of adult Christians made their decision to follow God after the age of 18. That means 94% made decisions before adulthood—and half of these made that decision before the age of 13. Now is the time to be reaching the children of your church!” —Child Evangelism Fellowship, Jun 4, 2019

This strategy provides churches flexibility when determining whom to invite to join for the Launch Event. Some families might choose to take their children through this one at a time when they reach the targeted age. Other families might also include children on either side of the targeted age. Some churches may choose to integrate the Conversations journey into an existing ministry plan. An example of this is the transition from elementary school to middle school, where a new cohort of families begins the Conversations journey.

How do I launch a Conversations Church Campaign?

We’ve built this church campaign “toolbox” document to make it as simple as possible for churches to equip families in creating a culture of family discipleship through the Conversations journey. The following resources can be found on the RLT Conversations webpage at renew.org/rltc.

CHURCH CAMPAIGN RESOURCES

- Church Campaign Toolbox Overview (This document)
- [Church Campaign Checklist \(START HERE!\)](#)
- [Posters and Flyer](#)
- [Social Media Promotion](#)
- [16:9 Promotion Graphics](#)
- [Seeds Family Worship Song](#)
- Sectional Social Media Assets - (see web page renew.org/rltc under "Resources for Your RLTC Journey")
- VIDEOS:
 - [RLT Conversations Promo Video](#) (With book information)
 - [RLT Conversations Promo Video](#) (Without book information)
 - [1-minute RLT Conversations Commercial featuring Bobby Harrington](#)
 - [30-second RLT Conversations Commercial featuring Bobby Harrington](#)
 - [Optional Keynote Video featuring Bobby Harrington](#)
 - For Dads Only videos featuring Jason Houser (see sections 1, 7, & 10 on renew.org/rltc under "Resources for Your RLTC Journey")

LAUNCH PARTY RESOURCES

- [LAUNCH PARTY EVENT OVERVIEW](#)
 - Proposed Launch Party Event Schedule
 - Sample Keynote/Sermon with slide prompts
 - Getting Started: First Conversation Guide with slide prompts
- [SAMPLE KEYNOTE/SERMON OUTLINE](#)
- [SLIDE DECK](#)
- VIDEOS:
 - [Optional Keynote video featuring Bobby Harrington](#)

- [RLT Conversations Promo Video](#)
- [RLT Conversations "Introduction" video featuring Jason Houser](#)
- [Section #1 Video featuring Jason Houser](#)