



**"By this all men will know that you are my
disciples, if you love one another."**

John 13:35

LIFECATALYST
BRIDGE THE GAP

PURPOSE of ONE Focus



ONE – Growing Christians into Disciples

The **ONE focus** can transform your church from a group of believers into an active, progressive body of disciples. With the **ONE focus**, church members are equipped, inspired, challenged and recruited into active discipleship service for the Kingdom of God. A systematic, directional, evangelical focus, **ONE** can transfer the ministry of sharing Christ from the job of the pastors to the calling of the congregation.

ONE – Attracting Non-Believers and the Un-Churched

Through the activation of the church body into an Acts army, non-believers and un-churched individuals will begin to experience the love of Christ demonstrated outside the walls of the church. **ONE**, through systematic and continuous planned activities, sends each church member out into their world, their neighborhood, their schools and places of business, equipping them to show Christ to one specific person repeatedly for one full year. With an entire year of godly commitment to that un-churched or lost individual, a life is touched and forever changed, with another heart drawn toward Christ.

The PLAN



ONE FOCUS

Growing nominal Christians into disciples, non-believers into committed believers

Transferring the Vision

Educate and motivate the entire church body

Systematic Continuous Focus

Develop and implement with continuous, on-going discipleship training, equipping and activating of an Acts army

Spiritual Growth

Encourage, inspire and challenge believers to embrace evangelism as a daily lifestyle through spiritual growth, self examination and biblical commandments made simple

Unifying Passion

Throughout the year, work towards developing a solidarity of purpose and direction with cohesive deliverance of the Great Commission within all areas of ministry

Branding for Success

Teach, evolve and involve all the membership with great expectations

New Members

Attract new members and make new believers through church-wide participation and outreach

The PROBLEM



Church Statistics prove the problem

Evangelism

- » Only 35% of believers feel it is their responsibility to share their faith. Only 15% of those saved say they received salvation at church or at a “religious” event. This means the remaining 85% of Christians received salvation outside the church.
- » Less than 12% of believers share Christ at least once each year.
- » Less than .1% (that’s less than one-tenth of one percent or .001) share Christ regularly.
- » Only 2% of church members are committed to building the Kingdom of God.

Unattached

- » 23% of Americans do not attend church or consider themselves church members. Of these, one-third have never attended a church at any time in their life.

Intermittents

- » 15% of Americans attend church occasionally. These individuals are essentially “underchurched”. They represent about one out of every seven adults.

Infrequent

- » 53% of Americans are not in church on a typical weekend.

Faith

- » Only 18% of people surveyed said that completely understanding and carrying out the principles of their faith was their highest priority.

Attendance

- » 89% of churches are experiencing a decline in healthy growth.
- » From 1991 to 2004, the U.S. population grew 15%. During that same period, the number of un-churched adults has doubled, rising from 39 million to 79 million – a 92% increase.

Baptism

- » Baptisms are at their lowest level in 12 years. Statistics show a decrease in baptisms, anywhere from 9-12% (varying by denominations).

Following September 11, 2001, Life Goes On...

Watching church attendance closely during the twelve months following the attacks in New York, Washington D.C. and Pennsylvania, researcher George Barna professed his amazement at the outcomes. "I was among those who fully expected to see an intense spiritual reaction to the terrorist attacks. The fact that we saw no lasting impact from the most significant act of war against our country — on our own soil — says something about the spiritual complacency of the American public."

'Life goes on' is the attitude of most Americans today, as we contemplate the removal of "In God We Trust" from our currency, debate the allowance of prayer at the presidential inauguration and celebrate Hollywood stars as our idols. Life simply goes on.

Thom S. Rainer, President of LifeWay, explains in *The Southern Baptist Journal of Theology* that evangelistically, churches are "on the path of slow but discernable deterioration." A major new study demonstrates that the Southern Baptist Convention is evangelistically losing ground. Rainer outlines dire evangelism statistics measured by total annual baptisms and baptism ratios.

In his study, Rainer notes that 82% of all Southern Baptist churches performed fewer than 12 baptisms in 2003. His conclusion? "Most Southern Baptist churches today are evangelistically anemic. The bulk of baptisms in the denomination is taking place in relatively few churches."*

*Witness by James R Smith Sr. <http://www.floridabaptistwitness.com/4249.article>

SOLUTION to Church Decline



Something different must be done. Church "as usual" has not seemed to work well when we note that the overall percentage of Christians are declining in relationship to the population growth and in comparison with other "religions". Christ spent three years growing believers into disciples, raising them up to a level of faith and equipping them to go out to all parts of the world, sharing the Good News. The **ONE Focus** commits a full year to raising believers into disciples, teaching and equipping them to share their lives in a Christ-like manner with one lost, un-churched person. Jesus chose twelve in His commitment to the world and look at all they have accomplished. His twelve ordinary men became world-changing disciples.

The **ONE Focus** teaches and develops commitment through repetitive efforts over a full year. Every church program and every church activity is linked to **ONE** and to evangelism. Members, as they become equipped to share, grow into disciples. As they learn their responsibilities and biblical commandments, they are transformed. The success of **ONE** is dependent upon commitment — not two weeks, two months, not even six months — but one full year.



ONE Focus Success Testimony

ONE Focus originated at First Baptist Church of West Monroe, Louisiana following the departure of a most dynamic pastor, Dr. David Uth. During this time of transition, the pastoral leadership, desiring not to lose ground, came into the **ONE Focus**. Upon its inception, **ONE Focus** not only maintained momentum, but propelled it!

Despite the lack of senior pastor leadership, FBCWM excelled in almost every area because of **ONE Focus**. With **ONE** they saw a one year giving increase of \$640,000 and ranked in the top 20 in baptisms among 40,000 churches in the Southern Baptist Convention. As **ONE Focus** called for evangelism, its teachings appeared to stimulate a Christ-like change in the church body.

Baptisms set a record those two years for the church with record growth. There were 532 being baptized in a two year period.

The years with Dr. Uth had seen awesome church growth in every area. It was thought that without the dynamic Dr. Uth, the church might be set up for a great fall. Under Dr. Uth, FBCWM had tripled in attendance, requiring the addition of numerous new staff and incurring building debt to make room for the growth. The challenge and difficulty of maintaining staff

they saw a one year giving increase of \$640,000 and ranked in the top 20 in baptisms among 40,000 churches

payroll and building indebtedness without a senior pastor was real. The pastoral search period and the effects of possibly being without a senior pastor for more than a year weighed heavily on everyone's mind. Going through two years without a senior pastor, experiencing resounding growth in giving and baptisms and new people continuing to join was only through God's gifting and creative directing. God used the staff and volunteers. The initiative that gave us our good report was created by God through men. It came birthed in prayer and from prayer. It came through a church willing to step up for God.

This transitional period at FBCWM did see one statistic slightly drop – overall church attendance. There was a 9% decline in church attendance during that two-year period. **FBCWM did, however, gain 420 new members, had a one year increase of 20% in baptisms (setting a new church record) and averaged an 11% increase in giving.** And last but not least, the number of volunteers for church needs were abundantly met.

Though the total numbers in attendance dropped slightly, the depth of people's individual and personal relationship with Christ grew tremendously. Unity and a God-centered spirit seemed to prevail. What had started as an outreach evangelism initiative reached into the hearts of the church and began a great transformation. The church was united as one body determined to *do* good and *be* good for God. Those involved in the creation of **ONE Focus** never imagined the far-reaching effects it would have. Of course the Bible does say, "No eye has seen, no ear has heard, and no mind has imagined what God has prepared for those who love him." (1 Corinthians 2:9) Wow, God is good.

God's Goodness - It is an even longer story to relate how **ONE Focus** has gone from one church's hope of not losing ground to become an outreach evangelism and believers transformation initiative. I pray I'll have the opportunity to tell you about it personally as your church partners with us at Life Catalyst Consulting to connect God to the lost and to bring God deeper into the hearts of believers. Shalom. May God bless.

Another Epaphras, Michael Walker, **ONE Focus** Coordinator

the ONE Focus PACKAGE



INCLUDES

- Two **ONE** manuals, plus personal consulting and guidance for over 12 months
- A thorough plan detailing every step from start to finish

ONE FOCUS TIME LINE

- 1. Prayer & Fasting** — Teaching and books; establishing a prayer pastor and growing prayer ministry
- 2. Establish Purpose** — Review the church purpose, vision and commitment
- 3. Pre-ONE Launch** — Select **ONE** leadership; establish AAA teams; meet/inform church leadership; prepare printed materials; prepare sermon series
- 4. Month of Salvation Messages** — Outline objectives, sample messages and more
- 5. Four Weeks Leading up to Commitment Sunday** — Help with prayer emphasis; Define objectives; Pre-Commitment Sermons; Transferring the Vision and Informing church; Organize AAA Teams; **ONE** Logo, Branding supplies and creation
- 6. Commitment Day Sunday** — Delivery and execution; follow-up letter; small group connection; commitment cards signed and collected; recording and measuring; second commitment card opportunity; tracking; pastoral response
- 7. Post-Commitment Day Sunday** — Second commitment sermon; reporting; mail out; branding
- 8. First Month Follow-Up** — Set up to step up letters; total church involvement; small group involvement; promotional mail-out; continuing info. series; additional branding introduced; gradual saturation; connecting on-going events with **ONE**; AAA team meeting
- 9. Next Five Months** — Book give-away; guest events; equipping the church; transferring the vision; spinning the plates promotions and brainstorming
- 10. Next Six Months** — Bringing the sheep home; "Outside-the-box" events; stretching church involvement; making the church unique; a total church happening; community Connection; guest attractions; tent events; off campus events; connecting church to non-church events and more
- 11. After ONE** — Discipleship; mentoring; **ONE** continues



COMMITMENT INFORMATION CARD

Reaching the World by Reaching One

John 13:35, "By this all men will know that you are my disciples, if you love one another."

ONE encourages believers to make a commitment to God to reach one person for Christ this year.

CHURCHES ARE DECLINING NATIONALLY
Following the attack of 9/11 there was a noticeable spike in church attendance as people found themselves in a desperate situation and in questionable times. Many church leaders expected to see an intense spiritual reaction to the terrorist attacks and prayed that interest would continue. The fact is that there was no lasting impact from the most significant act of war against our country on our own soil says something about the spiritual complacency of the American public. Statisticians say that 89% of churches in the U.S. are not experiencing healthy growth which is a kind of way of saying church attendance is on a definite decline. The integrity of the average American has drastically dropped and continues to deteriorate. This is why we must take a bolder, greater initiative in affecting our community.

THIS YEAR
Our focus for the coming twelve months is simply one--one person committed to helping by loving one unsaved or unchurched individual. We are asking each and every church member to commit to love one lost individual or one unchurched person during this coming church year.

GOD-SIZED DREAM
In one sense, this is a small request ... that every church member will seek out one unchurched person and show the love of Christ. Surely each of us can commit to continually and faithfully be a Christ-like friend to another individual who needs to meet Jesus. It's a God-sized goal when you look at church statistics.

In the average church:

- Less than 12% of believers share Christ each year
- It takes 53 church members to reach one lost individual
- Only 2% of church members are committed to building the Kingdom of God

What is ONE?

ONE is a comprehensive strategy designed to equip & resource people to fulfill their responsibilities to the Great Commission.

WHAT CAN YOU DO?

1. **COMMIT** - Sign a commitment card pledging yourself to God's plan to "Reach the World by Reaching One."
2. **COMMIT** - Pray for yourself, the one you're committing to, and the church.
3. **COMMIT** - Be intentional and faithful in showing the love of Jesus to your one. Become a genuine friend.
4. **COMMIT** - Equip yourself! Attend worship, your L.I.F.E. Group, and equipping services to prepare yourself for ONE.
5. **INVITE** - As your relationship grows between you, God, and your one, invite them to attend church functions.
6. **SHARE CHRIST** - If you'll invite them, we'll share Christ. We believe that the love of Christ coming through you can open the heart of a lost one so they will be receptive to receive. If you build a true relationship by action, they will respond to an invitation with an open heart.
7. **DISCIPLE OTHERS** - Continue your commitment. Continue your prayers. Continue loving.

Reaching the world
by reaching

Name

Address

City

State Zip

Phone Home

Cell

E-Mail

My One

commitment CARD

John 13:15 - "By this all men will know that you are my disciples, if you love one another."

I believe that God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life (John 3:16). I believe that God is not willing that any should perish (2 Peter 3:9). I know God's Word teaches that our goal is to be Christ-like (Ephesians 4:13) and to go into the world and share Christ's love (Matthew 28:18-20).

Believing and knowing these things, I commit myself to share the love of Christ with one this coming year.

Signature:

Commitment Card (Actual Size 5.5" x 8.5")



Additional ONE Focus Materials Include

- Newsletter Stationery**
- Stationery**
- Assorted Envelopes**
- ONE Pens**
- Assorted Name Badges**
- Floor Banners**
- Wall Banners**
- Door Banners**



Our TEAM



Scotty Sanders
Founder & CEO

Scotty Sanders has been leading organizations for 30 years, initially founding and serving as CEO for a multi-million dollar business and then spending 20 years serving in executive and administrative pastor roles for two megachurches. Having worked with hundreds of pastors and consulted with churches nationally and internationally, Scotty is committed to helping churches bridge the gap to reach God's potential in their communities.

Scotty's expertise includes most aspects of church life, leadership development, strategic planning, creating an environment of excellence, building a volunteer base and connecting people to the body.

Scotty and the team will join you and your church to design a plan for explosive growth, health and renewal.

You can contact Scotty Sanders at scotty@lifecatalystconsulting.com.

Dr. Michael Walker

Spiritual Growth Consultant and **ONE Focus** Coordinator



Michael was the chief organizer and strategist for the **ONE Focus** formulated at First West with then executive pastor Scotty Sanders. Michael has gathered the **ONE** initiative into a complete and comprehensive package that makes transference of the **ONE** vision to the pastoral staff clear, easy and precise. Michael's attention to details shows in the assimilation of a thorough manual with clear systemic explanations, example sermons, both on CD and in text, and photographic clarification of promotional banners and printed materials. He has produced and well documented a church initiative that will awaken idle believers and stimulate an Act army into Kingdom momentum. Michael's passion and zeal for God shine in the excellence of the **ONE Focus** initiative.

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For more information, we invite you to visit our website at

www.lifecatalystconsulting.com

Check back frequently for blogs, podcasts, newsletters and other free and low-cost ministry tools that will help your church Bridge the Gap!

(800) 572.3301

You've heard from us...now it's time to hear from you

Life Catalyst Consulting believes in what it has been called to do. We believe we are called to serve. We believe we have the best initiative to help a church, help its members and to help the lost. We believe the **ONE Focus** can touch a community and make a Kingdom difference that could impact the world. You've heard from us. Now it's your turn.

We at LCC pray you will have a greater year with God than you have ever imagined. We pray something in this brochure has touched your heart and that the Spirit of God will direct a response in you even if that response does not link us together. **May God bless you abundantly.**

Other LCC Offerings that enhance ONE Focus results

Bridge the GAP Workshop - The Bridge the Gap Workshop is designed to teach fundamental systems and spiritual truths to help you build your bridge to reach God's Anointed Potential for your church.

X-FACTOR - Times have changed. Volunteers, who once served faithfully on a weekly basis, now serve every other week or once a month. It has become more of a challenge to attract and track volunteers. The X-Factor is an organic process that will help your church reach new heights in recruiting and retaining volunteers.

E! Guest Services - Did you know that newcomers develop their initial impressions of your church within the first 10 minutes? Let LCC work with you to devise methods that will make your first impression exceptional!

New Member Experience - Sometimes we, as churches, do a great job of getting people to join our ranks. But what happens next? Does your church have a plan to help new members get involved and to ensure that they become an active part of the church body? LCC can help.



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