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

V.6.0

Reaching the World by Reaching One

Scotty Sanders and Dr. Michael Walker
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First Baptist Church   West Monroe, Louisiana  
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CONTENTS

Introduction v
Four Stages of ONE Focus x

Stage 1: Pre-Launch

Prayer 3
Salvation Sermons 7
Pre-Launch Information Transfer 10
Branding Materials 15
Pre-Launch Preparation 19
A Word to the Pastors 21

Stage 2: Launch

Commitment Sermon Series 29
Commitment Weekend Sermon 30
ONE Commitment Card 36
Commitment Sunday Continues 39
ONE Response Report 44
Announce Goals 42
Comfortably Handle Objections 45
Resistance to the Great Commission 46

Stage 3: Mission

Prayer 53
Baptism from Commitment Weekend 54
Small Group ONE Testimonies 54
ONE Emails/Newsletters 55
Set Up to Step Up Letters 57
Growth and Discipleship Opportunities 57
ONE Resources/Events 58
Results/Reports/Evaluations 60
Additional ONE Ideas 64

Stage 4: Recovery

ONE Closure Opportunities 75
ONE Salvation Sermons 75
Another One/ONE Continues 76
Recovery Summary 76
Introduction

LIFE CATALYST CONSULTING

Purpose of ONE Focus:
To Change the Culture of Your Church

Growing nominal Christians into disciples and non-believers into committed believers.

ONE — Growing Christians into Disciples
ONE Focus can transform your church from a group of believers into an active, progressive body of disciples. Church members will be equipped, inspired, challenged and recruited for service. With its systematic, directional, evangelical focus, ONE can transfer the ministry of sharing Christ from the job of the pastors to the calling of the congregation. Transformation of the church can and should impact your city.

ONE — Attracting Non-Believers and the Unchurched
Through the activation of your church body into an Acts army, non-believers and unchurched individuals will begin to experience the love of Christ as it’s demonstrated outside the walls of your church. Through the use of planned activities, ONE sends each church member out into their neighborhood, their school or place of business, equipping them to share Christ with one specific person continuously for one full year. With an entire year of Godly commitment directed toward that unchurched and lost individual, a life is touched and forever changed and another heart is drawn toward Christ.

The Plan

Transferring the Vision
Educate and motivate your entire church body

A Systematic Continuous Focus
Develop and implement ONE with continuous, on-going discipleship training, equipping and activation of your 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 of your church members with great expectations

New Members
Attract new members and grow new believers through church-wide participation and outreach

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 some other religious event. This means the remaining 85% of Christians received salvation outside the church.

✓ Less than 0.1% (that’s less than 1/10 of one percent or .001) of believers share Christ regularly.

✓ Only 2% of church members are committed to building the Kingdom of God.

Unattached
✓ 1/5 of Americans claim no religious affiliation. Among those under 30, the percentage of “nones” increases to 1/3.

✓ Nearly 1/2 the number of churchless Americans has jumped by 1/3 in the past 20 years. In the early 1990’s about 2 in 10 adults were churchless. Ten years later, it was 3 in 10. Today, nearly half the U.S. population is churchless.

Infrequent
✓ 53% of Americans are not in church on any given weekend.

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

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 unchurched adults doubled, rising from 39 to 79 million – a 92% increase.
Baptism

- Baptism is at its lowest level in 12 years. Statistics show a decrease in baptisms, anywhere from 9-12% (varying by denominations).

The Problem Is Obvious

Statistics state the problem. We cannot continue as usual and expect a different result. Tradition and comfort cannot outweigh salvation and eternity. Churches must change and follow the simple and clear example Christ demonstrated in His mission and ministry on earth. Jesus spent most of His time showing us what we would need to do. He was the master originator of “show and tell”. It is His plan, His example that ONE Focus follows.

Ask your church to evangelize and watch your flock scatter. Offer a traditional evangelism training program and count the ten or twelve people who come and the one or two who continue with the program after its conclusion. For most, the thought of verbally sharing their faith, which is what the term evangelism suggests, is equivalent to public speaking on steroids. Mention witnessing and get ready for all the reasons (read: excuses) as to why they can’t, won’t or don’t participate. The culture of the church must change if failure is to become success. Eternity for the lost is at stake. Failure is not an option.

Solution to Church Decline

The Law of Christ is the First and Second Commandments

In Luke 11, Jesus is confronted by a religious expert with the question, “Teacher, what should I do to inherit eternal life?” Christ answers him with a question. “What does the law of Moses say? How do you read it?” The man answers, “You must love the Lord your God with all your heart, all your soul, all your strength and all your mind. And love your neighbor as yourself.” Jesus agrees with this answer. “Right! Do this and you will live.”

The Will of Christ is the Great Commission

Matthew 28:19 declares “Go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I give you. And be sure of this: I am with you always, even to the end of the age.” Sadly, only 9% of adults can correctly identify The Great Commission as the commandment of Christ to tell the world his story. An amazing 84% of adults do not know what the Great Commission means.

The ONE Focus Solution

The Law of Christ is the First and Second Commandments. The Will of Christ is the Great Commission. Both come alive in the ONE Focus. Both are contained in its working, delivery and administration as the two greatest commandments and are joined
into one continuous lifestyle focus. As these two commandments become one initiative in the church, one believer grows into a disciple and connects with ONE lost life, leading them both towards eternity. These two commandments become the bottom line in changing the church as usual into the church unusual.

Go        Do        Make        Baptize        Teach

“The core problem in churches is busyness and a lack of passion for the most important things.” Scotty Sanders
Four Stages of the ONE Focus

Stage 1: Pre-Launch

Duration: 4-6 Weeks
During the Pre-Launch, the pastors receive their ONE Focus information manuals, privately inform church leadership of the ONE initiative and enlist help from their teams. This is also the time when all promotional materials are ordered, acquired and on hand for the church-wide awareness Launch of ONE Focus that will soon follow. The church leadership is asked to privately commit to ONE during this stage but the general church population is still not aware of the ONE initiative. The Pre-Launch usually takes four to six weeks.

Stage 2: Launch

Duration: 6-8 Weeks
Launch begins with the initial branding placement, distribution of the ONE information cards and the first of four commitment messages. During this stage the church body as a whole is informed about the ONE initiative. All individuals associated with the church, from children to seniors, church to small group attendees, church members to salaried staff, should be made aware of ONE and asked to be involved and commit to ONE for the entire year. This phase winds down with the last of the commitment sermons, but during the year, non-participating members, new members and the newly saved should be informed and encouraged to enlist in the ONE initiative as well. Information and commitment cards should stay visible and be made available throughout the entire ONE Focus year. The Launch stage usually takes anywhere from six to eight weeks.

Stage 3: Mission

Duration: 30-36 Weeks
This stage is the bulk of the ONE Focus year. Every activity, church function and church-sponsored event should be connected to ONE. ONE should be mentioned at every opportunity. This is a time to brainstorm through standard church activities to plan their connection and interweave them into ONE. Stage three is the time to promote ONE personal victories and testimonies of
both the staff and the church body. Seek out salvation testimonies of new believers. New, non-church events should be placed on the church calendar. Numerous non-threatening church activities and other fellowship events should be encouraged. ONE branding should remain visible. Regular events such as Easter should be times of ONE harvest in abundance. Numerous baptisms should be planned throughout this stage. Being creative and thinking outside the typical church “box” is encouraged. The mission stage is usually anywhere from 30-36 weeks long.

Stage 4: Recovery

Duration: 6 Weeks

This is the harvest time for ONE. Some fruit may have been gathered along the way but now the fields should be fully ripe. Events that will draw attention and high attendance should be planned for the entire duration of this stage. This period of great harvest is usually six weeks, but will continue even after the twelve-month commitment to ONE is complete. The harvest of those who have committed to ONE will be seen in the growth of believers into disciples and in the number of new believers who have come into the Kingdom. A harvest of quality and quantity should be very evident in the success of ONE Focus initiative. Regular church sermons should focus on salvation messages and altar calls. Be bold in your invitation and with the messaging of your sermons. Be creative by offering people the opportunity to be baptized immediately. Keep extra clothing available for those who desire to be baptized. Have the committed ONE church members go into the water with their new believing ONES. Share the testimony of new believers at all church services. After these six weeks of harvest, encourage discipleship and the continuation of ONE with the new Ones. Celebrate the harvest and build on the momentum you have worked so hard to achieve. Take time to report and celebrate this incredible Kingdom victory. Then, in celebration, start to replant for a new harvest season. ONE should never end but always begin with each concluding season of harvest.

This is not the end, it is only the beginning…

“May the God who gives endurance and encouragement give you a spirit of unity among yourselves as you follow Christ Jesus, so that with ONE (emphasis LCC) heart and mouth you may glorify the God and Father of our Lord Jesus Christ.” Romans 15:5-6 (NIV)
Stage One  

PRE-LAUNCH

Prayer
- Establish a ONE Prayer Ministry
- Praying for the Lost
- The Prayer Dare
- Prayer, the Pastor, and the Church
- Praying for the Workers
- Prayer Opportunities
- Prayer Movement
- Prayer Direction and Encouragement from the Word
- Establish Fasting

Salvation Sermons
- Are You a Believer?
- Have You Been Baptized?
- Salvation/Baptism Messages

Pre-ONE Information Transfer
- Transfer the Vision
- Take Responsibility
- Increase Adhesiveness of the Vision
- Inform Pastoral Leadership
- Select Your ONE Focus Pastoral Leader
- Inform Your Church Leadership
- Select Your Lay ONE Focus Leader
- Form Your Advise, Account and Advance (AAA) Teams
- Job Description for AAA Team Members
- Leadership Summary
- Pre-Launch Summary
- ONE Information Card
- Branding Materials

Pre-Launch Preparation
- Commitment Sermon Preparation
- Information Distribution Planning & Preparation
- Departmental Strategy Planning
- Set Goals

A Word to the Pastors
- Plan Your Church-Wide Launch
- ONE Focus Mission Critical Factors
- ONE Focus Failure Factors
Prayer

No great revival or movement has ever experienced true success without first establishing a strong ministry of prayer. Most churches are deficient in prayer. If your church does not have a prayer ministry, establish one now before going any further with ONE Focus. Assign a prayer pastor or layperson to be in charge of this ministry. Once this group is established, introduce them to ONE and create a prayer schedule devoted to ONE Focus.

Establish a ONE Prayer Ministry

Initially this will only include the few individuals who are aware of the pending announcement of the ONE Focus, but once established, the group should be open to all who wish to attend. Several groups may evolve, meeting at different times and locations throughout the week.

At least one official church prayer group should be established and led by a pastor or a volunteer who has a gift of leadership and prayer. This group should meet at the church weekly for an hour. It is important that at least one person on the pastoral staff attend each meeting. Be sure this time is spent in prayer and not visiting or in discussion. A strong leader is needed to direct and minister to this important group. The ONE Focus team will need to provide a prayer guide each week.

Praying for the Lost

Many churches have prayer lists that include the names of individuals with specific prayer needs. Most often these lists do not include the names of those in need of salvation. Instead of general prayers for the lost, be specific and targeted in your salvation prayers. Use the initials of the lost individuals you are praying for if there is any fear of causing offense. The greatest prayer one can ever pray is the one seeking salvation for the lost.

Prayer for the lost should be the first item on all prayer lists. What gets attention gets better. By simply having a salvation category on your prayer sheet, salvation and those in need of it are brought to the forefront of our minds, prayers and actions. What we pray over we will be more likely to act upon.
In Luke 11, Jesus instructs His disciples to pray before sending them out in pairs. Note that they go out in praying partnership. The members of each church involved in ONE should be partnered with another member in prayer partnership. In Matthew 18, we read that the prayers of two in agreement are granted by the Father. With two joined in support and encouragement for their Ones, accountability and motivation is factored into their efforts.

Lastly, Jesus gave thanks after the disciples returned and gave the good report. Strength coming from prayer will carry us through all our efforts for Christ and our strength is renewed in thanksgiving after each effort with Christ. Pray before, during and after. This will come about only by devotion to prayer. What gets attention is considered important. What is at the forefront is noted as a first priority. Prayer is given number one priority at any successful church. The greater your prayer ministry, the greater your prayer growth; the greater your prayer prominence the greater the growth in discipleship and salvation. The ONE Focus is relational and prayer is the greatest relational pathway to Christ.

There is a book that is free for the asking called Praying Effectively for the Lost by Pastor Lee Thomas. This book can be ordered at www.pelministries.org and Pastor Lee Thomas can be contacted at (337) 433-2663. He will come to your church to teach and/or preach on praying for the lost. This is an opportunity to disciple your church in prayer by a man who has devoted his life specifically to praying for those who are without Christ.

The Prayer Dare

Ask your church to read ten Bible verses, pray for ten minutes and then be silent for ten minutes; to listen for God to speak. Ask that they continue this ten-ten-ten exercise for ten days. At the end of this period offer a sermon series or a teaching opportunity on prayer, or a weekly gathering to pray. If you want to do all you can to see Christ move in your church and your life, take this Prayer Dare.

Prayer, the Pastor and the Church

In his book *Power Through Prayer*, E. M. Bounds stated that, “Prayer, in the preacher’s life, in the preacher’s study, in the preacher’s pulpit, must be a conspicuous and an all-impregnating force and an all-coloring ingredient.” He went on to say, “The text, the sermon, should be the result of prayer. The study should be bathed in prayer, all its duties impregnated with prayer, its whole spirit, the spirit of prayer.”

The most important preparation for the ONE Focus is the preparation of the preacher. ONE is relational and that aspect needs to be pouring from the pastor for success. A pastor passionate in his relationship with God will live enthusiastically driven for his congregation to experience that same relationship. That love relationship
with God happens in prayer. What the pastor is passionate about the church will become passionate about. It is not what we say but what we do that testifies the truth.

When the pastor prays, the church prays. A church in prayer will be transformed. In his book *Prayer: The Mightiest Force in the World*, Frank Laubach wrote that, “Pastors around the world in ever increasing numbers are testifying that their preaching has been transformed by asking people to lean forward and pray.”

When people in a congregation pray, something also happens for them! Their own hearts are brought under the authority of the Word. Transformation takes place. The church changes from listeners into giving and replicating Christians. Their praying, their participation in prayer aids in that transformation. Prayer impacts the church to impact the people around them. Much good happens when people devote themselves to prayer.

“We must move from asking God to take care of the things that are breaking our hearts, to praying about the things that are breaking His heart.” P. Douglas Small

**Praying for the Workers**

10:02 Prayers for Workers and Lost: In Luke 10:2 God’s Word says, “The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field” (NIV). Join us daily for prayer! Pastors, ask your church to set their cell phones to alarm each day at 10:02 to remind them to take a few seconds to pray for the lost throughout the world and especially the church’s ONE commitment to reach the lost. It is a simple request but can be a powerful reminder of their commitment, the lost and the need to pray.

**Prayer Opportunities**

It is important to offer many different prayer opportunities throughout the year of the ONE Focus. Perhaps you host a ONE Focus prayer gathering during the week or for an upcoming event at the church. You may encourage your church to sign up to pray at home for a pre-determined length of time, a 24-hour prayer time at the church or a 24-hour home prayer commitment.

Prepare a prayer teaching for small groups during the week, form home study prayer groups or preach a sermon series on prayer. Place prayers in the worship services in a different way and encourage lay leaders to pray. Establish an early morning prayer time at your church altar for men or women. Invite a child to lead in prayer or have someone give a testimony about how prayer has changed their life.

Consider devoting one Sunday to prayer or have a 40-day prayer devotional. Bring in an outside speaker for a prayer conference.

“It's important to realize that prayer doesn't start with us. Prayer starts with God. God is the initiator. He moves us to pray. He gives us prayer ideas. He holds out the promises that we claim in prayer. God is at work in all our praying.”
These are just a few suggestions. Try one or all of these but take the opportunity to pray!  

**Prayer Movement**

An important and critical aspect of the ONE Focus is prayer. Establishing a viable, active and growing prayer ministry can only happen when prayer is given attention and the power of praying is seen. When one prays one sees prayer working. It’s as simple as “you have not for you ask not.” As the ONE Focus initiates evangelism as a life style, it should be an avenue to prayer growth and awareness.

One way to increase prayer prominence and therefore its benefit is by getting the church reading.

**Prayer Direction and Encouragement from the WORD**

**Jesus**

- *Mark 1:35* – Early in the morning before preaching, Jesus prayed.

**Disciples**

- *Acts 1:12-14* – The disciples all met together and were constantly united in prayer.
- *Acts 1:40* – Peter knelt and prayed. Then turning to the body, he said, “Get up.”
- *Acts 1:1-3* – Cornelius prayed regularly to God. One afternoon he had a vision in which he saw an angel who spoke to him and said, “Your prayers have been received.”
- *Acts 10:23* – They lifted their voices together in prayer.
- *Acts 6:6, 13:3, 14:23*

**Paul and Silas**


**Peter and John**

- *Acts 8:14-17* – Pray for new believers, for the power of the Holy Spirit to come.

**The Church and Public Prayer**

- *Acts 21:1-6*

**Paul**

- *Acts 22:17, 28:17* – In prayer, vision and direction is given.

**Praying**

- *Ephesians 6:18* – Always.
- *Matthew 21:22* – Whatever you ask I will give.
Acts 6:4 – Give yourself continually over to prayer.
Acts 12:5 – Pray without ceasing.
Philippians 4:6 – Pray about everything.

Repenting
Mark 1:1-8, Romans 3:24-25, Ephesians 1:7, 1 Peter 3:21

Establish Fasting

Many churches have limited knowledge and experience with the biblical principle of fasting and are unaware of the strength and power it can provide. You may need to devote several sermons to the subject and have small groups study and discuss the relationship between fasting and prayer.

It is recommended that each church involved in the ONE Focus have at least one day of fasting every week. It may be fasting one meal or an entire day of meals. Fasting does not have to be food, but can be fasting from the world by giving up T.V. for one day. Don’t forget that there are two aspects of fasting: something of a worldly nature is given up, replaced by something of a Godly nature. The idea of fasting is for the time and thought invested during the fast to be directed at God.

Salvation Sermons

While researching the success of the ONE Focus at its church of origin and through the evaluation and scrutiny of possible reasons for success, one point became quite clear: the tremendous success of ONE was due to all the preparation beforehand with the ONE Celebrate 316 campaign.

Are You a Believer?

Much of Celebrate 316 dealt with church members who called themselves believers and helped determine whether or not they had real relationships with Christ. Many of the sermons were somewhat confrontational in nature, requiring the congregation to examine the truth of their salvation decision against scripture. Did they ever make an actual decision to accept Christ into their hearts? Did they consider themselves saved simply because they had been raised in the church? Could they recall the moment of decision when they asked for Christ’s forgiveness? Were they producing any fruit? Did they have an active relationship with Christ or was it just with the church?

During those sermons, many who had been raised and were active in the church, those who anyone would have thought were true believers, stepped forward to be baptized. Once faced with the many sermons of the Celebrate 316 series and the biblical truths offered therein, many realized they had never received this
precious gift of life. Many long-time church members stepped forward to trust Christ.

A series of salvation-confronting sermons is highly recommended to help create a pure and holy ground for the launching of ONE. Some suggested sermons have been included in this section as part of your ONE preparation. As you plan all the behind-the-scenes aspects of your ONE launch, make sure you prepare the soil to receive the seeds you will soon be planting.

Have You Been Baptized?

Don’t make the assumption that everyone attending church on a regular basis is a baptized believer. Many churchgoers will tell you that they are not. How can that be? Have they fallen through the cracks or could it be that they never really understood the significance of baptism in the first place? Again, don’t make this assumption. Ask them!

Salvation/Baptism Messages

In preparation for ONE, it is highly recommended that three to four sermons be given to confirm the salvation of each believer. Billy Graham stated that he believed only 8% of those attending church are truly saved. A heart to heart series is a great way to approach the subject. The messages should be specific, direct and ask and answer many of the following questions:

✓ Are you really saved?
✓ How do you know you are saved?
✓ What does the Bible say about salvation?
✓ Does faithful church attendance equal salvation?
✓ Do I have to be baptized?
✓ Does being baptized guarantee my salvation?
✓ Does not being baptized mean I am not truly saved?
✓ If my whole family is saved, am I?
✓ Is there really any way to be assured of my salvation?
✓ What is proof of salvation?
✓ How did your life change after you were saved?
✓ How is your life different from the world?
✓ As a Christian, have you had an impact on your family; your workplace; your coworkers, casual acquaintances and friends?
✓ Do you tell others you are a Christian?

“Plans fail for lack of counsel, but with many advisors they succeed.”
Proverbs 15:22 (NIV)
Have you helped lead someone to Christ?

Are you making a difference in the lives of others?

Are you simply a believer or are you a disciple of Christ?

These are questions that every believer should clearly know the answers to. They are eternal questions that we will each be held accountable for dealing with biblically. When confronted with the truths the answers contain, we have found that many realize they are not truly saved. In light of this, it is important to remember that Satan’s greatest title, signifying his strongest weapon, is that of deceiver.

Statistics show that the majority of people who believe they are Christians are not saved but are deceived into believing they are. Statistics show that the vast majority of churchgoers can’t correctly answer the above questions and that the actions and answers of the church do not match up to Scripture. Statistics also show that the life and actions of most of the church is not modeled after the Bible. It is important that those in the church not only hear these questions but are also confronted with the truths of the answers.

The following statistics are taken from www.barna.org:

- Of the 47% of American adults who attend church in a typical weekend, less than 12% share Christ with someone once a year.

- Only 4% of Christians witness more than once each year.

- Only 2% of church members are committed to building the Kingdom of God.

- In the United States, 80% of people say they believe in God but only 18% attend regular church services.

- It takes 53 church members to reach one lost individual.

- A person must hear the salvation message 7.6 times before accepting its message.

- Of those saved, 15% received salvation at church or other religious event, leaving 85% who accepted Christ through some other means.

"Without vision the people are unrestrained.”
Proverbs 29:18 (NASB)
Pre-Launch Transfer

Transfer the Vision

What is your church’s purpose for the ONE Focus? This purpose should be specific, informative and should be written down. It must be understood that ONE is the responsibility of each member functioning as the body of Christ. One sermon should be dedicated to delivering this message and clarifying this purpose to your church.

Take Responsibility

You are responsible. It is the leader’s responsibility to ensure that people understand and embrace your vision. Vision is the solution to a problem. The problem and vision must be evident and connected. If the vision is not constantly at the forefront, then the leader is failing. If the people around us don’t know where we are going, how can we expect them to follow? To follow they must be clear on the vision. Confused people do not make decisions. The vision must be made clear to every level of your organization.

"If it is a mist in here, it is a fog out there." Dr. Howard Hendricks

Increase Adhesiveness of the Vision

1. Simply state the vision (State Simply)
2. Convincingly cast the vision (Cast Convincingly)
3. Regularly repeat the vision (Repeat Regularly)
4. Systematically celebrate the vision (Celebrate Systematically)
5. Personally embrace the vision (Embrace Personally)

These vision transference principles and many others are available in Andy Stanley’s book Making Vision Stick. It is recommended that all church leaders invest their time in reading this book. It is a quick read but full of great advice and direction.
Inform Pastoral Leadership

If the pastoral team doesn’t understand the vision and is not completely committed, ONE will not succeed. Part of the process is how the leadership team is told about ONE and how the heart behind it is explained. Before you share the vision of ONE, make sure the atmosphere is right and you are prayed up!

Select Your ONE Focus Pastoral Leader

The pastoral leader must be passionate, committed and organized. They must have time, along with their other responsibilities, as ONE will take time and energy. It will involve a consistent review of the status of ONE within your church and an awareness of the coming steps in the ONE sequence. This leader does not do all the work, but must ensure all the work gets done.

Inform Your Church Leadership

There should be an atmosphere of excitement and celebration about the ONE Focus! By this point, the pastoral leadership team has had the chance to pray about the possibilities and now you are ready to share the vision with your church leaders.

Select Your Lay ONE Focus Leader

This is a key position and God has already selected this person for you; simply pray them out! A lay leader, commissioned and supported by the pastoral leadership team, can multiply and magnify the efforts of the church staff. Give this individual not just your blessing but your authority to lead the ONE Focus to success.

Form Your Advance, Advise and Account (AAA) Teams

1. Every pastor/ministerial staff member will have a team.
2. No one should serve on two teams.
3. Most teams should be 7-12 people. Your senior pastor’s team should be anywhere from 5-8 members. *See item 12
4. Most teams should meet for one hour each week through
Commitment Weekend. This will involve six to eight meetings. Afterwards, monthly meetings should be sufficient for most teams with the exception of the senior pastor’s team. His team should meet bi-monthly.

5. Meetings should be scheduled at the convenience of the team members.

6. Meetings should start and end on time, never lasting longer than one hour.

7. The teams should brainstorm and share ideas and evaluations with the church pastoral staff.

8. Each AAA team should evaluate and discuss all ONE Focus activities individually. By measuring the AAA team’s pulse, you can measure the church’s pulse. They are a measure of all church groups because of overall church representation on various AAA teams. Each team should report its findings to the senior pastor’s team. Many constructive ideas will come from the various evaluations of the teams and will help expose misinformation, defuse objections and overcome obstacles, revealing weaknesses and areas in need of strengthening.

9. After three months, a joint meeting of all AAA teams is advised. The purpose of this meeting is to encourage, inform and express gratitude for the team’s help. It is recommended that two success testimonies of ONE Focus be shared to aid in encouragement.

10. A similar meeting should be offered to the church body. This meeting should be well planned and choreographed to show the movement and success of ONE. Some ONE success stories should be shared for encouragement and motivation. Written suggestions and ideas for improvement should also be sought.

11. Each pastoral team should select two to three members from their AAA team to create a discipleship growth team to help disciple and encourage. This group should meet casually and focus on listening and learning with the pastor. The intent is to teach, mentor and encourage two to three in each team in spiritual growth and develop a discipleship program. An early morning meeting before normal work time is best.

12. Senior Pastor’s Team (or ONE pastor coordinator’s team) - Should consist of your senior pastor, the ONE coordinator, the ONE lay volunteer, possibly your media pastor, at least one lay prayer leader or the prayer pastor and three to four executive church volunteers. If your senior pastor is not actually heading up the ONE Focus, he may wish to visit the meeting only if he is able to. It is much better for the senior pastor to be in the entire meeting and play an active

“Courage does not always roar. Sometimes it is the quiet voice at the end of the day saying, ‘I will try again tomorrow.’”

Unknown
role in the group’s planning as many of his messages throughout the year will center on the ONE Focus.

13. Dream Team – Should consist of a group of church members with a variety of backgrounds who have a passion for God and the success of His church. They should meet to brainstorm with the senior pastor and Holy Spirit to create and pray over God’s ongoing message. A creative, extraordinary excellence will flow from this group to motivate, inspire, equip and encourage the senior pastor and ultimately the entire church body.

✓ Moses was given leadership direction in Exodus 18:13-26
✓ Solomon surrounded himself with teams of people he trusted as mentioned in 1 Kings 4

Job Description for AAA Team Members

Many of the attributes of the AAA team members are described in the 13 items just listed. AAA teams help break the large church vision of the ONE Focus into individual visions that touch everyone making them feel as if they have ownership. They are simply small leadership groups who are trained and equipped to become ONE Focus leaders and examples to the church. Each AAA team member is chosen because of proven leadership skills or foreseen abilities, aptitudes and enthusiasm for the lost or unchurched or for their demonstrated desire for advancement of God’s Kingdom within themselves and others. The AAA team members are asked to pray for ONE and for God’s specific direction for ONE within the church. Each member is expected to lead by example in the ONE Focus plan and encourage forward movement throughout the year. Each member is expected to be familiar with the years planned progression of ONE and to tactfully hold accountable their circle of friends.

AAA members help to advance those within their sphere of influence in the church toward successfully reaching their ONE commitment. Each AAA team member is asked to clarify the ONE Focus when questions arise, encourage involvement and help generate a continual excitement and enthusiasm as the year progresses. It is the AAA team members’ job to keep ONE on the forefront of thought, direction and activity among those who are present within the church, especially those committed to specific areas. Some are influenced by the pastor and or the pastoral staff, but many know and follow the lay church leaders’ example and encouragement. AAA team members will and can
reach individuals the staff either cannot or are not aware of. Often lay leaders understand and relate to lay church members thoughts, objections and hindrances better than staff. Lay leaders who commit to ONE and lead by example, testimony and involvement will bring many into the ONE Focus initiative. The best testimony is a living one and the more helping promote an idea or movement the greater the advancement. Simply put, AAA team members are to the ONE Focus what Christ’s twelve disciples were to Christianity. Jesus chose twelve to feed into and specifically equip for leadership. Individuals HE saw greatness and potential within. Individuals who carried the word through the world igniting those they came in contact with.

Leadership Summary

Ideally, the ONE Focus needs:

✓ A designated pastoral leader partnering with a lay coordinator
✓ A prayer pastor/coordinator partnering with a lay prayer leader/coordinator
✓ AAA Teams partnering with all pastors
✓ An informed church leadership team

Pre-Launch Information Transfer Summary

Like the preparation for a NASA space launch, the pre-One information transfer is critical. It is the ground-breaking, foundational development for all the things to come throughout the year. This is the most critically important aspect of ONE. Establishing the leadership base and support, informing the leadership and answering and resolving their questions or objections and gaining their full understanding and participation is crucial for all that will follow. The church will quickly and eagerly join the ONE Focus if the pre-information transfer takes place as described. Short cuts and laziness here will greatly affect the outcome of your ONE success. When ONE is introduced to the church congregation, the church leaders need to be the cheerleaders at the forefront, calling the others to embrace what has been planned for the coming year. The momentum established in the leadership should be pouring over, creating enthusiasm in the general congregation.

Branding Materials

Branding Packages
When you register for ONE Focus you will have access to the ONE logos for the size and need of your church.

The items we suggest for an effective ministry include:
- ONE Focus Information Cards
- ONE Focus Commitment Cards
- ONE Focus Hour Glass Cards
- ONE Focus Banners

Remember that you will be focusing on ONE for an entire year so make sure you are adequately covered. Here are some guidelines to help you coordinate your needs:

**Information Cards**  
Print 4 times your average worship attendance

**Commitment and Hour Glass Cards**  
Print 2 times your average worship attendance

**Banners**  
Have enough for each entrance and main department

**Branding Preparation/Suggestions**
- Nametags
- ONE Informational Materials
- ONE Banners, Door Banners, Wall Banners
- ONE Commitment Cards
- ONE Stationary
- Newsletter Stationary
- Assorted Envelopes
- Pens and Pencil

**ONE Information Card**  
The ONE Focus information card is simple and direct. It explains ONE in a clear, concise manner and simply asks each church member to love one lost or unchurched person for one year. It asks us to show Christ-like love to one individual. (Pastors, keep it simple when you deliver the commitment messages for it truly is simple.) The ONE Information card will be how most of the congregation first hears of the ONE Focus.

**Pre-Launch Preparation**

**Commitment Sermon Preparation**

Three to four sermons should be prepared leading up to Commitment Weekend. Details and a sample sermon will follow. The exact method of handling ONE Commitment Cards is explained in detail in Stage Two: Launch.

**Information Distribution Planning & Preparation**
"By this all men will know that you are my disciples, if you love one another." John 13:35
ONE Information Card - Front

Reaching the World by Reaching **ONE**

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

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

**CHURCHES ARE DECLINING NATIONALLY**

Statisticians say that 89% of churches in the U.S. are not experiencing healthy growth, which is another 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 loving one unsaved or unchurched individual. We are asking each and every church member to make this commitment this coming church year.

**GOD-SIZED GOAL**

In one sense, this is a small request — that every church member seek out one unchurched person and show them the love of Christ. Surely each of us can commit to being a continually faithful, Christ-like friend to another person who needs to meet Jesus. However, this becomes a God-sized goal when you look at the statistics in the average church...

- Less than .1% (that's less than 1/10 of one percent or .001) of believers share Christ regularly
- 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 and 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. **PRAY** — Pray for yourself, the One you’re committing to and the Church.

3. **LOVE** — Be intentional and faithful in showing the love of Jesus to your One. Become a genuine friend.

4. **EQUIP** — Equip yourself! Attend worship, your small 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 get them there, 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 open and receptive to receive. If you build a true relationship by action, they will respond to your invitation with an open heart.

7. **DISCIPLE OTHERS** — Continue your commitment. Continue your prayers. Continue loving.
All of the branding for ONE needs to be produced and collected on site before ONE can launch. The first information your congregation will receive about ONE will be the Information Card, which will be handed out during the first of four Commitment sermons. Over these four explanatory sermons, more and more of the branding materials will appear throughout the church. During the fourth and final Commitment sermon, given during Commitment Weekend, the largest wall banners will go up in your worship center.

**Departmental Strategy Planning**

Every age group can be involved with ONE in their own unique way. After all, even preschoolers can understand the importance of loving One person in a special way and praying for them throughout the year. To help prepare every church member for ONE:

- Gather information about the overall goals for ONE and incorporate similar goals into each age group.
- Create a list of leaders who have the gift of evangelism and who are actively involved in all aspects of your ministry and pray about their involvement in ONE.
- Form an advisory team, decide on a job description and ask them to serve. (Example: A leadership team whose sole focus is to incorporate ONE into everything their children’s ministry is doing.)
- Have the team brainstorm ways to make ONE come alive in the hearts of the groups being ministered to. Discuss Commitment Weekend and plan special activities.
- Meet with leaders from all age groups and lay out the plans. Ask for their full commitment and participation.
- Order a ONE-branded item to hand out on Commitment Weekend for people to keep at home as a ONE reminder. (This suggestion is primarily for preschool through youth age groups.)

**Set Goals**

What gets measured gets attention. What gets attention is usually improved upon. If you wish to improve, simply measure the area that you desire improvement in and note any changes by regularly recording them. Involving others increases the chances for improvement even more. Post and report your measurements, allowing others to help with accountability and even more improvement will be experienced. Keep the goals you make in front of you and look at them daily. Putting your goals before others, keeping them visible, recording and noting changes daily and improvement is even more likely.

Setting goals for churches is often frowned upon but I don’t

“You cannot expect if you do not inspect.” Greg Bath, Trinity, Lake Charles
understand this. If God dedicated a whole book in the Bible to measurements and even called it Numbers, why shouldn’t we make note, count and measure? God speaks of measuring the waters of the earth, the mountains, the dust and even time itself. He set the measurements of the tabernacle, the inner and outer courts, the temple wall’s length, width, height and depth, and even measured out the dimensions of the Arc of the Covenant. He gave Noah measurements for a great ship, set the sun in motion to measure a day and even set the life span of man. He counts the hairs on a man’s head and measures the activities of each life in the Book of Remembrance. If God measures these things and more, should we not attempt to measure what He has commanded us to do? We have no problem with measuring our earthly life in terms of wealth and personal pleasures but we balk at measuring His life in us while here on earth.

Goals should be:
• Written down
• Read daily
• Put in a readily visible place
• Measurable

Goals are best obtained when accountability is involved.

Goals should be set for baptism. Secondary goals in attendance, giving, volunteering, membership and prayer participation and growth should be on the forefront as well. “You have been weighed, you have been measured and you have been found lacking” is not what I want to hear when Judgment Day arrives.

“You measure the size of the accomplishment by the obstacles you had to overcome to reach the goals.” Booker T. Washington

The first mention of vision in the Bible takes place in Genesis 15:1 when God appeared to Abram in a vision, allowing him a glimpse into the spiritual world. Vision can be compared to someone pulling back the curtain, giving you a glimpse of something, then letting the curtain fall back into place.

Your Vision as a Leader is Critical

As a leader, you need to have your vision on “high beam,” always looking beyond to turn possibilities into future probabilities.

There is a difference between goals and vision.

Goals are things you can accomplish. Vision is something only God can accomplish. Vision activates faith and faith fortifies one to reach his or her goals.
Plans produce buildings but only if they are specific and written down.

It’s imperative that you write down your vision and keep it in a place where you can be reminded of it daily.

Negative words kill vision and destroy faith.

Your words must come into agreement with the vision God has given you.

God wants you to grow.

The best long-term plan for healthy growth is discipleship. We must grow people who will, in turn, grow the church.

ONE is about growing people.

It is not a rally, nor a campaign or an event. It is not a marketing ploy to grow the population of the church. ONE is about Kingdom growth, which will come about by the growth of people. ONE is a consistent, systematic, gradual focus to transform each and every church member into a true, mature disciple. It is not about increasing numbers, though that is a natural by-product of Christ-like transformation. By taking believers and nurturing them through a continuous, progressive feeding of spiritual truths, ONE can and will produce a viable, excited and energized Acts army.

A Word to the Pastors

Plan Your Church-Wide Launch

As everything begins to come together during the pre-launch, understanding the launch day of ONE Focus lies just ahead. Although only a portion of your church knows of the ONE initiative, a buzz of anticipation should be developing that something big is on its way. Those informed about ONE should be excited that a special event that will drive the church’s focus and activities for the next year is approaching. The church culture is about to be introduced and taken through a great growth and maturing time with Christ. The lives of the church members and countless lost and unchurched individuals are about to enter into a Great Commission change. Believers are about to be birthed into disciples and the lost born anew into salvation.

ONE Focus Mission Critical Factors

There are certain portions of ONE Focus that should be incorporated into each church’s administration and application. Following the detailed steps set forth below are mission critical to a getting your year off to a great start.

1. Prayer — the most important mission critical factor
2. Leadership Commitment — Accept nothing less than
100% commitment!

3. Brand for success

4. Discuss, review and evaluate ONE every week with your team

5. Vision Transference — Follow the suggested plan in this manual

6. Follow the Commitment Sermon Series

7. Commit to the ONE Focus for the full twelve months

8. Form AAA Teams and utilize them

9. Set goals and evaluate them on a regular basis

10. Offer multiple draw-the-net and baptism opportunities

11. Incorporate the ONE Focus into every weekend

12. Utilize all ONE Focus training materials

13. Lead with confidence, boldness and by example

14. EvangelismTraining
   a. Personal Testimony Training
   b. ONE Verse Evangelism

15. Utilize the ONE Focus Living Book for:
    • Vision clarity
    • Discipleship
    • Equipping in Evangelism

**ONE Focus Failure Factors**

1. No Authority – At Life Catalyst, we have no authority within the churches involved in the ONE Focus. We can only suggest, direct and consult. You, the pastors must initiate, promote, propel and sustain the church. You must use and incorporate the many items detailed within the ONE Focus manual.

2. No Senior Pastor Commitment – The most successful ONE Focus churches have been the ones where the senior pastor was directly involved. It is our experience that when the senior pastor is 100% committed the staff and the church follow. Likewise, when the senior pastor is only in agreement and only somewhat participating in the ONE Focus, initiative has had less than optimal results.

3. Straying widely from the prescribed ONE Focus Manual directives – ONE Focus and the details offered in the manual, especially those notes in “Critical Factor” have been tried and proven. Vary or omit too many of these critical factors and you will
experience decreased benefits and results.

4. **Not Measuring or Reporting** – Accountability is a big factor in experiencing successes in the ONE Focus. The most successful ONE Focus churches had specific goals and measured them faithfully, reporting regularly on these goals. The whole church was aware of the goals the leadership had set and was also made aware of the progress made toward reaching those goals.

5. **Losing Momentum** – What gets attention gets better. Look away too long and things worsen. The ONE Focus is a full 12-month initiative. Give it attention for the full 12 months and it will continue on its own, needing only occasional refreshing to remain a life style. Forget it too long during its establishment and momentum is lost. Keeping motion is much easier than generating motion from a “dead” stop.

“In every truly successful ministry, prayer is an evident and controlling force.” E. M. Bounds  

11
Notes:

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Stage Two

LAUNCH

Commitment Sermon Series
• Four Sermons Introduce and Explain the ONE Focus
• Commitment Weekend

Commitment Weekend Sermon

ONE Commitment Card
• Presentation of Card
• Recording Comments

Commitment Sunday Continues
• ONE Focus Commitment for Children
• Second Commitment Opportunity
• Joint Letter with Commitment Cards
• Small Group Involvement

ONE Response Report
• Sermon Report

Announce Goals

Objections
Resistance
Commitment Sermon Series

Four Sermons Introduce and Explain the ONE Focus

The first time your general church congregation hears of the ONE Focus will be with the first of four sermons explaining this movement. Each week your pastor will deliver a message connecting the principles of the ONE Focus with Biblical teaching on evangelism and discipleship. Over this four-week period, your church will begin to understand ONE and its significance in the coming year.

All branding material should go up the first Sunday of the ONE Focus Launch when the church begins to be informed of ONE. There should be a “Wow!” factor to the appearance and magnitude of the branding. Everywhere a church member looks they should see the ONE logo. All ONE branding should remain visible throughout the year. Information cards, banners on the walls, the ONE logo on the worship folder and other church items say, “We are serious about this!”

During the first weekend, information cards will be in the church bulletins, on display and available throughout the church. Small group leaders should be given materials to begin announcing and explaining ONE at the same time the church congregation begins to hear about ONE. The information cards should be included in each of the bulletins for the four-week period.

Sermon CD’s of the previous week’s message should be made available during the following week. Church members should be offered these CD’s for free and encouraged to listen to any message they may have missed as the four-week introduction/explanation messages progress. Provide these CD’s in all small group classes each week. It is important that your general church population be made aware of the significance of being informed about the ONE Focus.

Commitment Sunday

By the time this fourth Sunday of explanation and clarification of the ONE Focus arrives most will be on board and in full understanding of the ONE Focus. Many churches that have previously participated in ONE, report early salvations beginning to occur as some catch on quickly and reach out to their lost friends. This is a critical Sunday to the success of ONE. High membership attendance is vital. Do not announce the Commitment Card signing to take place on this fourth weekend but announce the focus for the coming year will be presented. Think of reasons that would cause
the church members not to miss this weekend and put them all into play.
The presentation and delivery of the sermon and Commitment Cards are crucial to ONE’s success. It is not just another Commitment card you are asking the congregation to sign. You should present this as a covenant with God. They are not signing to just partner with the church; they are signing a covenant with God to fulfill His Great Commission. They are accepting the Great Commission as their own personal assignment for the next twelve months.
A commitment sermon that was presented by Scotty Sanders has been included as an example.

**Commitment Weekend Sermon**

**by Scotty Sanders**

**ONE – Commitment is the Key**

*Over the last several weeks, we have been talking about ONE. Today, I want to talk to you about One life.*

This morning, I want to begin by sharing a little of my past. I grew up in a family business. It had a lot of positives because of opportunities it offered. But it also demanded a lot of my time. I oversaw stores in a three-state area, which kept me away from home. In the early years of marriage, I found myself spending way too much time away from my wife and children. I had no one to blame but myself. My priorities, you could say, were out of order. I knew God had better plans for me and in 1986 I even felt that God might be calling me to full-time ministry but, in all honesty, I pretty much ignored that feeling.

On August 18, 1986, on my daughter Jenny’s fifth birthday, our largest store in Jackson, Mississippi burned to the ground. That was a major wake-up call in my life. God used that event to help me evaluate my priorities. Cindy and I both began to sense that God wanted to take our lives in a totally different direction. But we had a hard time seeing how all of the entanglements could work themselves out.

Two years later, in the summer of 1988, we threw caution to the wind and surrendered our lives to full-time ministry. We immediately put our house up for sale with the idea that God had plans for us to move away. Cindy and I were both clear on God’s calling, but we were far from certain what that would look like. You see, I considered myself to be the most unlikely person for ministry at a church. I was a college dropout, had no formal religious training and didn’t grow up in a Southern Baptist church.

Even though we are two individuals, Cindy and I had a “oneness” to commit our lives 100 percent to the Lord.
Once that happened, it was obvious God began to work and open doors in incredible ways. I should say He took the doors right off the hinges!

As the story goes, I was asked to serve on staff at First Baptist Church of West Monroe, Louisiana where I served for over 19 years. While working at FBCWM, I completed college at East Texas Baptist University and completed my seminary degree soon after.

I was an example of God taking one who was very unlikely and using that one (me) for His glory. God used all my past experiences to prepare me for such a time as this.

Know that God wants to use your one life to make a difference. You may be like me and think “What do I have to offer God?” Remember, you were saved for a reason. You were saved to love God and love people.

Today I want you to imagine with me the possibilities. Imagine what one person can do if he or she is truly committed to God!

I am not alone in being an unlikely One. There are many examples in the Bible of people who were unlikely. But God used the one life of each of these individuals to make a difference. I want to talk with you about three of these unlikely Ones. They became links in a chain of lineage that thankfully was unbroken.

The first One we’ll look at is Rahab. You find her story in Scripture in the Book of Joshua. The people of God were ready to claim their inheritance from Him — the Promised Land. Joshua was ready to lead the people to cross the last remaining barrier between them and Canaan: the Jordan River.

Rahab was a harlot living just beyond the Jordan River in the city of Jericho. When Joshua sent a couple of spies to Jericho, they came into the house of Rahab and lodged there. Her house was in a strategic location — high on the city wall yet very inconspicuous.

Rahab had heard of all the great things that the Israelite’s God had done. So because of her faith in their God, she helped the spies get the needed intel and escape back across the Jordan River. She hid them when the King of Jericho heard that spies had entered his city. She assisted their escape by lowering them with a rope out her window and over the wall. Rahab risked her own life to help the spies. She was committed! She helped the spies escape and return to Joshua so they could give him a favorable report on the conditions in Jericho. Because Rahab helped the spies, they promised that she and her household would not be harmed when the Israelite army came.

The story doesn’t end there, though. We are told that Rahab and her family were saved. Rahab married an
Israelite named Salmon and bore him a son. Rahab is considered a woman of great faith and she is held in high esteem in the Bible. The following passage about Rahab was written centuries after her death:

“Now faith is the assurance of things hoped for, the conviction of things not seen. By faith Rahab the harlot did not perish along with those who were disobedient, after she had welcomed the spies in peace.” Hebrews 11:1, 31

Rahab had a choice to make — that choice had two sides. In choosing to help God’s plan, she chose not to be a part of the accepted “Jericho plan,” the consensus plan, the world plan, the enemy’s plan.

Do you see how the commitment of One can make an incredible difference? A commitment of One! Rahab proclaimed her commitment by action. Her faith was greater than that of most Israelites.

The spies escaped because God wanted to save Rahab. Rahab was a woman with a past to whom God gave a future!

The second unlikely One was a lady called Ruth. You find her story in the Book of Ruth. She was a Moabite widow who left her homeland to follow her mother-in-law Naomi back to Naomi’s homeland of Bethlehem. Ruth was committed to a relationship with Naomi. She was committed.

She told Naomi “…where you go, I will go, and where you lodge, I will lodge. Your people will be my people and your God, my God. Where you die, I will die, and there I will be buried…” Ruth 1:16b-17a

Ruth demonstrated the true character of love when she willingly and steadfastly pledged her allegiance and devotion to Naomi. Ruth was committed. So what did she do? She demonstrated her commitment. Ruth left her land, her blood kin and her god to follow her mother-in-law to a foreign land. God used Ruth’s loyalty to accomplish His saving will for the family. God used Ruth’s loyalty:

A Moabite
A foreigner
A widow
An insignificant person having no social status
One unlikely person
…to accomplish His saving will, to link the chain, to do what God needed to have done!

Ruth gave her one life to love and serve Naomi. As a result of giving herself to another, God blessed her in unimaginable ways. God led her to the field of Boaz. She later married Boaz and they had children together. Another link in the chain.

Ruth gave up everything, expecting nothing and God
honored her.

The next One is David, the shepherd boy. You remember the story of the Prophet Samuel from 1 Samuel 16. The Lord sent Samuel to Jesse’s house and told him that the next king of Israel was one of Jesse’s sons. So Jesse sent seven of his sons before Samuel the prophet. Samuel, however, told Jesse that the Lord’s chosen king was not among those seven. Samuel asked Jesse, “Are there any others?” and Jesse said, “There is still the youngest, but he is tending the sheep.” Samuel told Jesse to send for the youngest son; he would wait.

The Lord told Samuel that man looks at the outward appearance but the Lord looks at the heart.

David was the youngest and least likely according to man. When Samuel saw young David, the Lord spoke to Samuel and said, “He is the One. Anoint him,” signifying that he would become king.

Now let me fast forward a bit to 1 Samuel 17. Here’s the picture you have — the Philistine army on one hill and the Israelites assembled on another with a valley in between them. A champion named Goliath, a Philistine over nine feet tall, came out of their camp. He challenged any man from Israel to come fight him. He hurled insult after insult at the Israelites. He cursed their God. But not one man went out and challenged Goliath.

One day David was going to battlefront to bring food to three of his brothers who were on the hill with the other Israelites. At that time, Goliath came out and again challenged the army of Israel. They all ran away, scared. When David heard Goliath, he asked, “Who is this uncircumcised Philistine that he should defy the armies of the living God? Is there not a cause?” 1 Samuel 17:26b

So young David went to Saul and said he would fight Goliath. Saul said, “You are too young.”

But David reminded Saul that as a shepherd, he protected the sheep from harm. He told Saul, “The Lord who delivered me from the paw of the lion and the paw of the bear will deliver me from the hand of this Philistine.” Samuel 17:37a

Well, we all know the rest of the story. David said to the Philistine, “You come against me with sword and spear and javelin, but I come against you in the name of the LORD almighty, the God of the armies of Israel, whom you have defied.” 1 Samuel 17:45

David took the stone out of his bag, slung it and struck the Philistine on the forehead the giant fell dead.

David — a single, young boy — One person — had the courage to face the enemy. He stood alone and said, “Is there not a cause?” Let me ask you: Is there a cause in your life, a cause worth living for? Each of us was created for a cause (a purpose). We were created to love God and
love people. That is your cause, God’s will … to love God and to love people.

This One small boy, armed with a simple slingshot and a stone, killed the giant Goliath. Boys and girls, you’re never too young to serve God.

God took this one life that was committed to Him and moved in dramatic ways to make His sovereign power known. One boy, one giant — a whole army defeated. What God can accomplish with One we can only imagine.

There is an interesting thread that runs through all three of these Biblical characters. Rahab was the mother of Boaz, Ruth’s husband. Boaz and Ruth were great grandparents of King David.

Family Tree

<table>
<thead>
<tr>
<th>Salmon/Rahab</th>
<th>Boaz/Ruth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obed</td>
<td>Jesse</td>
</tr>
<tr>
<td>Jesse</td>
<td>David</td>
</tr>
</tbody>
</table>

King David, as most of you know, was in the lineage of Jesus. He lived 28 generations before Jesus.

That makes Rahab, Ruth and David ancestors of Jesus. All three were very unlikely. Each One a link; each a part of God’s plan; each a connection to Christ.

Rahab … a pagan harlot
Ruth … A Moabite woman in a foreign land
David … a young shepherd boy, whose own father couldn’t see the possibilities.

Each had one life and because they were committed to someone, we are talking about them still, thousands of years later.

Today, I am asking you to take your one life and make a commitment to love One person throughout this church year. Each One of us was created to love God and love people. ONE is a great opportunity for you to join your church staff and leaders in helping our church reach our redemptive potential by loving people.

God’s primary direction is for us to love Him and love others. It is incredibly simple yet, for so many, it is a difficult thing to do.

One life mattered enough to Christ for Him to give up His One life. We each have one life to use to impact other lives. This is shown in the following Scripture passages:

“But God demonstrates His own love toward us, in that while we were yet sinners, Christ died for us.” Romans 5:8
“I have been crucified with Christ; and it is no longer I who live, but Christ lives in me; and the life which I now live in the flesh I live by faith in the Son of God, who loved me and gave Himself up for me.” Galatians 2:20

“Therefore if anyone is in Christ, he is a new creature; the old things passed away; behold, new things have come.” 2 Corinthians 5:17

“He who has My commandments and keeps them is the one who loves Me; and he who loves Me will be loved by Me Father, and I will love him and will disclose Myself to him.” John 14:21

“But seek first His kingdom and His righteousness, and all these things will be added to you.” Matthew 6:33

“For I am not ashamed of the gospel, for it is the power of God for salvation to everyone who believes…” Romans 1:16

“For I am convinced that neither death, nor life, nor angels, nor principalities, nor things present, nor things to come, nor powers, nor height, nor depth, nor any other created thing, will be able to separate us from the love of God, which is in Christ Jesus our Lord.” Romans 8:38-39

I am persuaded that we (the church) are to be One to the unbelieving and the unchurched.

Today, I am asking you, pleading with you, to join our staff and leadership. This is not a program or an activity. I believe it is a movement of God that has the redemptive potential to reach more people than we ever thought possible. Our goal for involvement is God-sized - _______. (Use this place to announce the goal that your staff leadership has agreed on.)

Ordinary and unlikely people can make an extraordinary impact on the world. The secret lies in being totally committed to the cause of Jesus Christ.

Today your commitment doesn’t depend on your abilities and gifts – everyone here can love and encourage and pray.

Commitment is the result of choice. This is your choice — you can choose to be obedient to the Great Commission or not.

Commitment starts with the little things in our lives. All we are asking you to do is love One.

Right now, we are going to give you a card. We’re asking that you complete this information… (Reserve at least 15 minutes for presentation of the Commitment Cards.)
ONE Commitment Card

Commitment Card Details

Reaching the World by Reaching ONE

Commitment Card

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

I believe “For 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 understand God’s Word teaches that our goal is to be Christ-like (Ephesians 4:12) 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

My One
Presentation of Card

1. Preparation is needed to have plenty of ushers ready to hand out the cards in an orderly manner. Are pens and pencils readily available?

2. Cards may be given out at the end of the message as a song of blessing is sung over the congregation.

3. Ask the church members to fill out the commitment cards as you guide them. Talk them through each step. For example: “Be sure to print your name clearly, first and last, on the front of your card. Include your address and your age. Don’t worry, we’ll keep it confidential. We need everyone’s email address, too. Once you’ve finished, hold your card up.”

4. “Now turn your card over. I want to pause here for us to pray. I ask that you pray as I pray, for God to use you, to use us and to use His church, so that the fullness of His love will pour out from us, His servants, during this next year. Let us pray.”

5. You need to add seriousness here for what is about to happen. Perhaps discuss the first two commandments in Matthew 22:36-40.

6. In Matthew 22:36-40, repeat the last verse, “On these two commandments hold all the law and the prophets.” These two commandments are the sum of all revelation and responsibility.

7. Responsibility — that’s what you hold in your hand. Responsibility!

8. “Read what each card says with me.” Read through it slowly and without stopping or commenting.

9. Re-read, verse by verse. Stop and ask if they agree with each sentence. Get them to verbally commit. There are four points of agreement that you need to get the people to sound off on with a resounding yes!

   - □ John 3:16 — YES
   - □ 2 Peter 3:9 — YES
   - □ Ephesians 4:13 — YES
   - □ Matthew 28:18-20 —YES

10. “Believing and knowing these things, I commit myself to share the love of Christ with One this coming year.”
11. “If you truly believe what these verses say; if you truly believe we can share Christ by simply sharing love; if you believe He died on the cross for you to receive Him and if you believe what the Bible commands us as believers to do, then you will want to commit to love One person like Christ loves this next year. You’ll want to place your signature, your bond, on the card you hold in your hand. You’ll not be able to say no if what you confess to believe you really do believe.”

12. “We don’t want your signature, we want your love. Signing that card says you are committed; you are ready to be a disciple, to go and share Christ by loving the lost and unloved.”

13. This may seem extreme, but it is better to be overly clear than to miss reaching someone.

14. Continue by stating to the congregation: “When you have completed your card and signed your name, please stand up.”

15. “As you leave, place your card on the altar.”

16. Worship leaders should sing a victory celebration song as the congregation exits.

**Recording Commitments**

The week after Commitment Sunday, there must be several support staff members available to record and categorize all the information from the commitment cards in order to get them listed and provided for each age group minister’s follow-up. These cards can help update the church member’s records, phone numbers, mailing addresses, etc. Those responding yes should be recorded and this information given to the minister that oversees their particular age group. A count of the total number committing to ONE should be recorded. Use this number to determine what percentage of your church has committed. For example: if 700 commitment cards are collected and your church’s average weekend attendance is 800, then 87.5% of your church committed to ONE. Track and report these numbers by age group as well. Each age group’s minister should look at the response in their area of responsibility.

Any church members in leadership, small group leaders, AAA team members, committee members, deacons and pastors on staff who fail to commit should be contacted directly. The reason for their lack of commitment to ONE should be addressed. Any objections the church leaders have, any lack of understanding that may have prevented their participation needs to be resolved. If the leaders have questions or misunderstandings, this could mean church members may also have the same questions and
Commitment Sunday Continues

All branding material should have been up for at least three or four weeks by now. Age appropriate lessons in small group, including preschool, children and youth ages, are essential as you can see below:

✓ Nearly half (43%) of all Americans who accept Jesus Christ as their Savior do so before reaching the age of 13.

✓ Two out of three born-again Christians (64%) accept Jesus Christ as their Savior before their 18th birthday.

On Commitment Sunday, one option is to have youth and adults who are strong examples for Christ to speak to each small group class. The following is written for elementary school-aged children but can be adapted for preschoolers and youth as well. Example of instructions for speakers:

✓ Use the attached script for ideas to talk to the groups about, but make sure you speak from your heart.

✓ Our main goal is to help the kids understand ONE and how they can participate.

✓ You may want to mention how they can come to have a relationship with Jesus Christ. For example: “Some of you may not be part of Team Jesus yourselves. If you have questions about how you can learn more about becoming a Christian and a member of Team Jesus, please let your leaders know. They would love to help you.”


ONE Focus Commitment for Children

Thanks for helping us today. We really believe kids can make an impact on so many lives! If they can learn to share with One at this age, just think what can happen when they become adults!

You may want to begin by addressing what ONE is... “What is ONE? Have you seen the posters, signs and banners about ONE?” As you share, you may want to stop and define commitment: it is a pledge of promise, an obligation and an involvement.

“ONE is our church’s game plan for this coming year. ONE is a simple plan, but it has no chance of success, no chance of winning, without you and me accepting responsibility. ONE is loving those who do not know Jesus. Your One may be someone who doesn’t
attend church or who may have never heard of Jesus. You may
have thought this was just for adults. How can YOU help? How
can YOU make a difference?”

“I know most of you have probably been on some sort of team
before. You may have played football, baseball or basketball, been
part of a cheerleading squad or a member of a school spelling or
math team. You were all part of the team, each of you committed
to do your part to help the team win. As a Christian, you are all part
of the Jesus Team. Jesus commands us to be committed to loving
others.”

your heart and with all your soul and with all your mind. This is the
first and greatest commandment. And the second is like it. Love
your neighbor as yourself.”

“This church is committed to ONE this coming year. We are
committed to loving others as Jesus told us to. You are part of our
church. Each of you is part of the we I just spoke of. Today I am
asking you to commit to being a player on the Jesus Team. Each
of you is a valuable part of the team I am asking you to commit to.
When you join a team, you are saying, ‘I want to play or partici-
pate. I want to do my part, to contribute to MY team. I want to win
and help others.”’

“ONE is becoming part of the Jesus Team — taking Jesus to
school, home, sports, activities, in play, everywhere you go! ONE
is loving, being kind and thoughtful and being a friend, speaking
to and including someone in your group and in your circle; maybe
even a person that you don’t know. ONE is loving someone you
may know now, but have never shared the story of Jesus with.
ONE is finding out about your friend’s relationship with God. ONE
is simply about sharing Jesus by being Christ-like and loving the
lost. By always asking WWJD — What Would Jesus Do?”

“Hey, guys! I know I used love a lot just now, but don’t freak
out! ONE is about being a buddy to a guy who doesn’t have one.
ONE is about talking to someone no one else will talk to. ONE is
about helping out a teammate. Love doesn’t have to mean hugs
and kisses. It’s just being a friend!”

“We believe that if we love others this year, then they will be
drawn to us and the love of Jesus in us. We believe they will want
what we have — Jesus! We believe they will want to become a
player on Team Jesus!”

“Do you love Jesus? Isn’t Jesus a good part of your life? Hasn’t
having Jesus’ love helped and strengthened you? Then shouldn’t
you share Jesus with at least one other person this year? ONE is
simply about being a friend to an unsaved person you see every
day. That may be someone at school, someone on your team,
someone in your neighborhood, maybe even a family member.
ONE is committing to the Jesus Team and then doing what Jesus
commands us to do: to love the lost.”

“If you commit, we’ll help you. You might say it’s like joining
a team and learning a sport you have never played before. You
don’t really know what to do or even how to play at first, but soon
you know a little and you learn more and more as you go and before you know it, you’re really good at it! But first you have to commit. Before you can get better, you have to get equipped and get coached. You have to say, “YES! I want to be on the team!” That’s what we are asking of you right now.”

☐ Yes, I want to be a player for Jesus!

☐ Yes, I want to sign up for Team Jesus!

“In the worship service today you will have an opportunity to sign a ONE Commitment Card. In case you don’t attend the service, ask your parents about it. Next week, we will have some extra cards for you.”

Show the Commitment Cards so they will know what to look for and then close with prayer.

Second Commitment Opportunity

After Commitment Sunday, continue to have Commitment Cards available and give others an opportunity to participate. The following is an example of the type of letter you can send to the congregation:

Dear <<Salutation>>,

In the event you were unable to attend weekend services for the past several weeks, we want to ensure you have an opportunity to participate in the ONE Focus. I encourage you to commit to praying for, encouraging and loving One during the coming year. As you pray about the One to whom God would have you minister, we request that you make your commitment in writing on the enclosed card. As these completed cards are returned to the church, our leadership team and prayer warriors are praying for each commitment and for each One.

We all have contact with people who are searching for meaning in their lives. It may be a family member, a friend, someone you work with … it may be someone you have yet to meet. If we only ask, God will place these individuals in our paths. It’s exciting to report to you that since Commitment Weekend, __________ (Your Commitment Weekend date), ________ individuals (number of commitments) have pledged to reach out to One during the coming year. Just imagine what can happen in our church and community if each of us commits to reaching out to One!

Please let us know of your commitment today as we all serve together to share the Good News … loving God and loving people. You may leave your completed card
November 8, 2006

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<<Label>>
<<Address1>>
<<Address2>>
<<City>>, <<State>>, <<Zip5>>

Dear <<Salutation>>,

Thank you for your commitment to "One." Your pledge has been recorded so that we can provide you with support and equipping materials. The staff has also prayed over your pledge.

Your card represents an important commitment to God; therefore, we are returning it to you both as a reminder and for encouragement throughout the year.

We, the staff of First Baptist Church, pledge our continued and full commitment to you and God as we go forward together, reaching the world by reaching one.

Your staff,

[Signatures]

By this all men will know that you are my disciples, if you love one another. John 13:35
in the church office, information center or in the offering plate. We are praying for you as we go forward together, reaching the world by reaching One.

Joint Staff Letter with Commitment Cards

A letter should be sent to everyone committed to the ONE Focus. This letter should be signed by each church pastor pledging the pastor’s full support throughout the year. The original Commitment Cards should be sent back to the individuals who signed them. Copies of the cards should be made and filed. These copies should be shown to the church from time to time throughout the year as a message is given of each individual’s continued work toward their commitment. The example on the preceding page is the type of letter you can send to your church congregation.

Small Group Involvement

Small group involvement is critical in maximizing the success of the ONE Focus. Some will miss the messages on the ONE Focus during your church sermons and will only be able to hear of ONE from their small groups. Ideally, free CDs of the previous week’s ONE Focus sermon will be offered in small groups. Members who missed the sermons should be encouraged to take the messages home and listen to them during the week. It is important that every effort be made to inform and enlist those in small groups to join ONE.

Each small group leader should read ONE Focus Living and use it as a reference. The book is designed to be used as a small group study and any way the ONE Focus personal stories and challenges can be incorporated each week would be helpful.

Small group leaders should have information cards available to hand out to anyone who has not yet received one. New members who join as the year progresses should be given the introductory ONE sermon CDs and should be encouraged to join the ONE Focus. The leaders of the small groups should also have Commitment Cards for those who may have missed the Commitment Weekend sermon opportunity. Small group leaders and the AAA team members in the small groups should champion ONE as the year progresses. They should discuss ONE Focus activities on a weekly basis, give their testimony as their ONE efforts progress and enlist and inform the members of their groups about various ONE activities.

It is a good idea to place ONE encouragement announcements in the small groups’ information boxes, asking them to
mention ONE each week and giving them a specific thought to cover related to ONE. The pastoral small group leaders should monitor their groups’ involvement, success and participation in ONE as the year progresses. One testimonies should be given frequently and even special ONE lessons occasionally taught in small groups. Keep them connected to the main congregation activities and involvement. A small group meeting may be the first place church guests are introduced to ONE. Do not miss this opportunity with your new church guests. Place ONE sermon CDs and information cards in your guest information packets.

Participation in ONE by age or small group categories should be tracked and monitored. Small group leaders should be encouraged to be active in the ONE initiative and should be champions for their group’s involvement. It’s easy for those in small groups who don’t attend regular church services to fall through the cracks. Even giving a salvation invitation in your small group gatherings during the year is encouraged. Small groups are your best inroads for the first-time guest and for the Ones your church has committed to reach. Small group socials and home gatherings are an excellent opportunity for someone’s One to have their first Christian experience. The most effective method of evangelism and for inviting people into a personal relationship with Christ is through a friend or a relative. Eighty percent of those who come to Christ start their journey through a friend’s or relative’s invitation to visit church. Also, the number one reason a person will visit your church for the first time is because of a relationship with a present church member. Do not overlook the importance of the small group and home gatherings in your evangelism focus. Do not overlook the power and involvement a church member has in influencing or causing a person to visit your church.

**ONE Response Report**

**Sermon Report**

It always helps to give the church updates of commitments made. ONE needs to be discussed in some form each week to keep it a high priority. After the Commitment Cards are collected and responses recorded, the results should be reported to the church. The number of people committing to ONE should be mentioned in this report and the goals and expectations touched upon. It would be good to wrap all this around a sermon that shares the victories of God throughout the Bible with an emphasis given to the numbers in the stories.

**Announce Goals**

*Imagine beyond. Don’t limit God’s possibilities by your probabilities. Let God be your conclusion.*
The last phase of the launch is to announce the goals that have been set by the leadership teams. By this time, the excitement is building and church members are asking about the commitments in their small groups and other ministries. Of course, in order to announce goals, you must keep track of your commitments. Suggested Tracking:

1. When a Commitment Card is received, it needs to be acknowledged with a letter sent to the person who sent it. This letter should be sent on behalf of each church pastor.

2. A letter needs to be sent to each church member that did not sign a Commitment Card for ONE encouraging their reconsideration and asking if they had questions that were not clear. Ask for a response as to why they chose not to be a part of ONE.

3. A personal contact should be made with each person in church leadership (deacons, teachers, ushers, committee members, chairpersons and others in leadership) who did not pledge to participate in ONE. The contact is to clarify why they did not sign and what questions or objections they might have.

4. All church staff who did not pledge to ONE should also be contacted, as in item 3.

Commitment Cards – signed and tracked – How many?
Each area of the church can be measured. Each ministry can be measured. You must determine how to measure and evaluate ONE weekly, but you must also evaluate it daily. Thinking monthly will result in reaction, not action. Reaction is uncontrolled whereas action is controlled.

ONE can be a tool within your ministry that drives the very reason you became a minister. You might think you have enough to do and don’t have time to incorporate ONE into your already busy schedule. In truth, ONE is and has been your purpose and ministry all along. The tools driving ONE will help you get a better handle on your ministry and will give you a way to evaluate and increase your effectiveness. Measuring exposes the successes and the failures so you can better see what worked and what did not.

You are in an occupation where accountability is quite important. If your accountability will result in One more saved soul, then how can you resist?

Comfortably Handle Objections

After the commitment cards have been counted, it’s a good idea to comfortably confront those in church leadership roles who failed to sign one. Addressing the individuals in a humble, apologetic tone can help avoid any conflict or possible embarrassment and will hopefully enlist an honest, sincere response in return.

The conversation may sound something like this: “I see you haven’t signed up for ONE. I feel like maybe we’ve somehow
failed you by not fully explaining this initiative. Would you mind sharing your concerns or objections to the ONE Focus with me? We need to address your concerns for the benefit of our church. If we’ve failed to make it clear to you then perhaps others have the same questions.”

This conversation should take place between the church member and the pastor who’s shepherding the objecting individual. AAA team leaders, deacon chairman, small group leaders or others with mature spiritual experience can also be trusted to help here. The opportunity to voice objections can even be sought in small group settings. Every pastor should feel comfortable asking their AAA teams, deacons or various committees to respond to any questions, objections and concerns regarding ONE that might be a hindrance to your church’s acceptance of the initiative.

A sermon on the common reasons people decide not to share Christ can be greatly beneficial in situations like this. It should be given toward the end of the Launch stage. This would also be a great time to share the numbers of those who have made year-long commitments to ONE. Even while addressing objections, you should make it a positive, uplifting sermon of encouragement and thanks.

Resistance to the Great Commission

Some will not join ONE. They will refuse to participate no matter how well your presentation is nor how perfect the plan. Jesus experienced this very problem when He lived the Great Commission here on earth. Perhaps the solution is as He prescribed to his disciples when they were faced with resistance and problems they couldn’t find solutions for:

“This kind can come out only by prayer and fasting.” Mark 9:29 (ISV)

So what should you do when confronted with these situations? Pray and fast as Jesus instructed us to do. Pray that all will become disciples of Jesus willingly. Prayer resolves so much more than we will ever be able to grasp. Prayer can touch a closed heart and bring new life. So yes, pray and fast for commitment from everyone.

As you pray and fast, you should also address the reasons why certain individuals don’t wish to participate in ONE. In a study of 30,000 mainline churches, people voiced these three concerns over sharing the Gospel:

Concern #1 — Why?

The most consistent barrier of traditional evangelism for both pastors and church members alike is from people who do not understand the need to share the Gospel with others. If they don’t understand the importance of evangelism, it is unlikely they will
ever think to learn how do it.

**Concern #2 — Fear**

Traditional evangelism is seen by many as confrontational. They view the act of sharing the Gospel with some prescribed evanglistic script the same way they view public speaking — with fear, dread and a pre-determined mindset of “I can’t so I won’t.” They enter into it already believing they can’t and, therefore, they refuse to walk up to a stranger and address the lost life he or she may be living. They could have all the Biblical knowledge and know-how in the world but if they have this debilitating fear, they will not act. This fear must be addressed and overcome.

The ONE Focus addresses this fear directly and teaches how sharing Christ can be a simple matter of living a Christ-like life. ONE is evangelism as Christ demonstrated. He focused on a few Ones called disciples and demonstrated what they needed to do in order to live their lives right. We can and must do the same!

**Concern #3 — How?**

A third common barrier to sharing the Gospel is how? Many will admit, “I don’t know how to talk about my faith.” The ONE Focus is demonstrational evangelism. It is not so much our words as it is our lifestyle, our spiritual culture, our way of everyday life simply shown as an expression of Christ’s love. It happens right where we live, with the people we see day in and day out. ONE is about how you live as an example, a living epistle.\(^2\)

Launch ends and Mission begins. Some Launching is always going on and will overlap into the Mission phase.
Stage Three

MISSION

Prayer
• Prayer Partnering
• 10:2 Prayer

Baptism from Commitment Weekend

Small Group ONE Testimonies

ONE Emails/Newsletters

Set Up to Step Up Letters

Growth and Discipleship Opportunities

ONE Resources/Events
• ONE Focus Living
• Fresh Baptism Opportunities
• Opportunities/Outside the Box Events

Results/Reports/Evaluations
• Connecting the Church with ONE
• Get Radical
• Hour Glass Card
• Accountability
• Testimonies
• Goals

Additional ONE Ideas
• ONE Theme Song
• Mentoring/Making Disciples of Businessmen
• One-on-ONE Mentoring
• ONE Partners
• ONE Dollar
• ONE Voice
• ONE Street
• Assorted ONE Publicity
• ONE Teasers
Prayer

“Prayer is the rhythmic and perpetual heartbeat of the body of Christ. It sustains and energizes the Church, providing fervency for worship, strength and energy for serving and motivation for action.” Raymond F. Culpepper.

Never forget this essential, number one element! Pray over the ONE commitments that have been turned in and all those yet to come. Use the ONE Commitment Cards in church, holding them before the congregation as you pray for those the cards represent. On a monthly basis have your church congregation pray specifically for ONE and have your small groups dedicate specific time to prayer for the success of ONE. Give your small groups a detailed list of three or four specific ONE prayer needs. When ONE harvest events are approaching, dedicate special times for prayer and ask your congregation to participate in some form of church-wide fasting. Give a sermon on the importance of the power of prayer in the lives of believers on a quarterly basis. Remember, the things that get attention improve and most believers need to improve their prayer relationship with Jesus Christ.

“Do not pray for easy lives. Pray to be stronger men. Do not pray for tasks equal to your powers. Pray for powers equal to your tasks. Then the doing of your work shall be no miracle, but you shall be the miracle.”

Phillips Brooks, 1835-1893

Prayer Partnering

Pastors, encourage your church members who have committed to ONE and for “one” lost or unchurched individual to find a prayer partner. Ideally, it should be someone within your church but it can also simply be another believer. Get them to faithfully and regularly pray with their partner for their ones. This will establish a priority to pray for the lost and will create an accountability factor as two committed believers pray and share their progress or difficulties and activities in reaching their ones. It is most important biblically in that we are told to come together and pray. When two or more come into agreement in prayer, God promises He will act.
10:2 Prayer

In Luke 10:2 Jesus said, “The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.” (NIV)

This is in the manual twice because it is critical. Praying earnestly for the lost will be a new thought for many in the church. We have prayer lists for those who are ill, for those with personal needs and for those experiencing the loss of a loved one, but we seldom pray specifically for the lost. Praying for the lost is the only eternal prayer; all other prayers are temporal in their resolutions or solutions. Praying for workers to go into the harvest, though commanded by Jesus is likewise overlooked.

Use this verse, Luke 10:2 and ask your church members to set their watches or cell phones to chime at 10:02 a.m. to remind them to pray daily for the workers. That prayer should include them as well. It would be a natural connection to also pray for the lost ones at that time. It can simply be a ten second prayer in silence if necessary. It is a small thing that over a year’s time will continue a big commitment made to Christ. If God felt this verse was important enough to include it or similar words in Matthew 9:37-38 and John 4:35, shouldn’t it be important to us? This prayer is an evangelistic as well as a discipleship tool.

Baptism from Commitment Weekend

God will be stirring in many hearts during this time. It is a good idea to schedule regular baptism opportunities but remember any time is a good time to baptize. Keep extra clothing on hand for those interested in a spontaneous baptism. Being available will make it happen. Make baptism a true Hallelujah celebration!

Small Group ONE Testimonies

ONE can be easily incorporated in everything you do! Keep it in the forefront. Be sure to involve your small groups in ONE. Keep them informed and participating by encouraging ONE testimonies during small group time. The fact that an individual has signed up, shared the name of their One and had a conversation with their One, a conversation of any kind, means it’s a time for testimony. Share where you are with your One, even if it doesn’t seem very far along. Sharing helps encourage others to move forward. No one wants to be left out or left behind. One will be a large part of your church for an entire year. People need to see and hear about ONE so much that they will feel left out of the loop if they aren’t involved.
ONE Emails/Newsletters

Send regular emails to those who committed to ONE, offering them encouragement and ideas for building relationships with or serving their ONE. They may include reminders to invite your ONE to special church events, Christmas celebrations, Friend Days, etc. Example Email:

We are excited about your decision to be part of ONE. Our church leadership team is praying for you and your One! We know God will bless you as you are obedient to His command for us to love one another.

We want your commitment to be a success and we will do whatever we can to help equip you. These weekly emails are one way we will be supporting you. Another great resource is the ONE website (your church’s ONE website). Be sure to check the site frequently for updates and ideas on reaching your One. We’ll also offer information through small groups, worship services and occasional items in the mail.

If you are not currently part of a small group, this is a great time to get involved in one. We encourage you to visit one of our small group Bible studies where you’ll find learning, involvement, friendship and encouragement. Whatever your age or stage of life, there are small groups where you can connect with others with similar interests and needs. For more information on the many groups available, please call the church office (include phone #). Through your small group, you’ll find a community that cares for you and friends who will offer support and insight as you continue your journey with your One.

As you go through the year, we want to hear your stories. If you have a great idea for serving or loving your One, pass it on! If you have a success story or if your One accepts Christ, please let us know. You can share your ONE story at www.onefocus.com or on our website. If there is any information or materials you need from our leadership team, let us know that too. We want to be a part of your journey, both to celebrate with you and to encourage you all along the way.

As you develop your relationship with your One and begin to show the love of God in tangible ways, we pray you will see the impact your simple acts of love and kindness can have. Sharing Christ is not something we do just once a week. It’s something we should do every day — in every action we take, with every word we speak.
“Zacchaeus was a wee little man...a wee little man was he...”

A very familiar song sung to small children, yet if we listen carefully, we can hear a story of God’s redemptive love and His possible plan for you.

Zacchaeus was the chief tax collector of the region. He was by no means a popular man in the community. In fact, he had acquired his wealth by cheating people when collecting their taxes. In short (pun intended), he was a thief.

One day, Jesus came to Jericho. Zacchaeus wanted to simply get a look at this Jesus whose reputation was growing. Unable to see over the crowd, little Zacchaeus climbed up into a tree. While up there, Jesus spotted him and called him by name and invited himself over for lunch. Many people grumbled and complained when they learned that Jesus had “lowered” Himself to dine with such a person [he was a thief after all].

Jesus made such an impression on the minute tax collector from Jericho that he pledged not just to pay back all of those he stole from, but to pay four times what was taken! Huge change occurred that day to Zacchaeus. Why? He was set up to step up! His encounter with Jesus enabled him to receive a second chance on life, a fresh start. He was made new.

There are people all around you who are not very lovely, nor likeable, but remember, Jesus... “came to seek and save those who are lost.” You need to be aware of those who are all around you; the ones you don’t think deserve another chance [you know who I am referring to]. Jesus wants you to be a partner with Him in delivering a fresh start to them. What an opportunity!

By the way, don’t expect everyone to understand or celebrate your association with people who have “rough edges.” They didn’t applaud Jesus when He reached out to Zacchaeus. But aren’t you glad when you came up “short?” Jesus was there for you?

Sorry for that last pun...now, go and find your “Zacchaeus.”

Todd Parr
Student Ministry Pastor
God bless you as you help reach the world by reaching One. See you next week!

**Set Up to Step Up Letters**

These letters should be mailed every 7-10 weeks to the church membership and can be written by various staff members. The letter should tell the story of a person in the Bible who was given an opportunity to step up for God. It should offer encouragement by pointing out that God can use anyone for His worthy cause, even the most unlikely candidates. With each Set Up To Step Up letter, send a brief cover letter from the pastor reporting on and encouraging ONE actions. (Sample Set Up to Step Up letter on the preceding page).

**Growth and Discipleship Opportunities**

The best long term, long range plan for healthy growth is discipleship, which is growing people. We must grow people who will grow the church.

One idea to help people step out and share with others is to order books for church members to give as gifts to their Ones. An example book inscription follows:

>This book is a complimentary gift of love from someone who cares. We at _____Church believe it answers many questions often asked about Jesus, His truths and varying religious beliefs. We hope you will find it answers some of yours. As you receive this book, pass it on as a gift to someone else that may also have questions. If you have any unanswered questions or wish to talk, call us at ________.

Suggested books are *Dinner with a Perfect Stranger* and *A Day with a Perfect Stranger*, both by David Gregory. You can print the above material on a label and place it on the book cover page. Church members can donate money toward the cost of the books or pay the total cost of around $8.00. Contact LCC to order.

These two books are a perfect way to connect the evangelism aspects of the ONE Focus and the lost and unchurched with the churched and those committed to see ONE succeed. These books answer many questions about God, Christ and religions that both believers and non-believers are unsure about. By getting your church members reading these books, you’ll help clarify spiritual matters that they have wondered about but never fully understood. This will not only disciple them in their understanding but it will equip them in their evangelism efforts. Having your church members pass the books on to their “ONES” provides a perfect evangelism opportunity and leads into a natural invitation to a church visit.

98% of Christians have never led one person to Christ.
Pastors, once your church members have had the opportunity to read the books and share them with their “Ones”, it is suggested that a sermon series be preached addressing the many questions of religion and faith dealt with in the books. These books offer a perfect believer-to-nonbeliever-to-church link. Don’t overlook this great tool in your ONE Focus mission phase. Having a ONE event dinner for the church and non-churched entitled “Dinner with a Perfect Stranger” would be the perfect way to draw this opportunity all together. LCC has shopped to get the best price on these books for all its ONE Focus churches.

It is important to engage the church members in growing spiritually throughout the week not just on Sundays. Secular books that are spiritually moving can do this. Whether fiction or true stories that demonstrate hope and faith will move and inspire your church. Pastor, you may not like the books we have mentioned but they are informative and enlightening as well as easy to read and entertaining. They are books members will read and pass on to their ONEs. Other titles follow that are suggested books to help encourage, disciple and equip the church members. They may not be great theological masterpieces but they are based on generally true theology and will be read by the average person. If we can encourage others to grow through reading great things have been accomplished. If we can put a book in the church members hand that they can pass on to their ONE, discuss with their ONE and use to draw their ONE into the church to hear God’s true theology; eternal things have been accomplished. Getting the church to read will be a tremendous aspect to a successful ONE Focus year.

**ONE Resources/Events**

**ONE Focus Living**

The book, One Focus Living has been specifically written to compliment the ONE Focus initiative. It is full of testimonies of other One Focus successes as well as instructional help and spiritual guidance. It will not only inform but equip and encourage the reader with their ONE and eventually their ONEs. We have even created a leadership work book to incorporate with One Focus Living as a teaching aid for small groups, Wednesday or Sunday night studies. A manual for the children’s ministry is also provided and can be adapted for ages K-6th grade. As well as complimenting One Focus within the church, this book can serve as a stand-alone teaching for anyone desiring to reach the lost and unchurched. Reading these God focused writings is a
big step forward in discipleship growth. Church members will relate to the real life stories and be able to celebrate the successes of other lay individuals in reaching their ONE.

**Other books to consider:**
Heaven is For Real By Todd Burpo, Lynn Vincent
Seven Days to Utopia: God's Sacred Journey By David L. Cook
What difference do it make? By Ron Hall & Denver Moore
For Kids:
Soul Surfer by Bethany Hamilton

Other discipleship opportunities include teaching ways to share the plan of salvation using the Evangecube (www.e3resources.org/), Roman Road, marked New Testament and Faith Outline (www.lifeway.com/ev/files/evF_min_FAITH_VisitOutline.pdf).14, 15

**Fresh Baptism Opportunities**

Has your church ever offered a river, swimming pool or lake baptism? What about a “Baptism and Burgers” fellowship event at an outdoor body of water? This is a great way to get unchurched people to attend an event that is not in the church setting. We have seen some of the most memorable moments happen at outdoor baptisms.

**Evangelism Speakers/ONE Event Opportunities/Outside the Box Events**

There are many professionals in the ministry that God is using to draw the net. Give your church members several opportunities to invite their One to come with them to church. Some events need to be serious and should be reserved for a formal Sunday morning. Other events should be just for fun!

Here are some great groups and speakers to consider (LCC can provide you with contact information):

✓ Dennis Swanberg
✓ Team Impact
✓ 90 Minutes in Heaven
✓ Horse Whisperer

**Off Campus Opportunities**

Tent Event, Easter Egg Hunt, Picnic, etc.
To expect ‘beyond’ one must first see ‘beyond.’ Don’t stop short of God’s plan just because you can’t see as far as He can. Have Godly vision to go ‘beyond.’

Results/Reports/Evaluations

Continue to track and report commitments to your church. Each ministry area should be reporting weekly on the status of their area. In each age group, any time your church has an event, there should be a way ONE is adapted in part of the Bible study, activity or event. This doesn’t mean you have to stray from your church periodical teaching literature, just do not miss the teachable moments. God will provide ways in the church’s regular routine and plans to reach One for Him. Just stay alert for ways to connect your church with ONE. Keep a display of commitment and information cards available everywhere throughout the year. New members and new believers can sign up for ONE even as the year progresses.

Eliminating Less Effective Programs

ONE has a way of making you realize what is really important. Everything we do in church is good or we wouldn’t be doing it but you need to always be thinking about what is best. Devote your time to things that make a difference for eternity!

Connecting Your Church with ONE

Finally, you will be able to see every activity, every class, every meeting through the lens of ONE. Is this accomplishing our vision? Is what we are doing making a difference in the life of One who is lost? Use videos, skits and testimonies to make ONE come alive in the hearts of your people.

Get Radical

“When you read through John 17, you cannot help but sense the intensity of the affection Jesus had for this band of disciples and the gravity of the investment he had made in their lives. He staked everything on his relationships with twelve men. These men were responsible for carrying on everything Jesus had begun.” These lines from the book Radical by David Platt are only a few words of a truly awesome book. Get this book into every leader’s hand. Read, discuss and preach it to maximize the discipleship growth potential within the ONE Focus.

Obtaining commitment is easy. Maintaining continuous follow-through takes great effort and ongoing in disciple-ship growth. ONE is first a discipleship growth initiative. Evangelism is then the byproduct of growing disciples.
Hour Glass Card

Eight to ten weeks following Commitment Weekend, send the Hour Glass card to all who have committed to ONE. This card is a gentle self-evaluation for those who committed to share Jesus with One lost or unchurched individual. Show the card the following weekend in church. Read through the questions. Have your presenting pastor give their score and perhaps report the score of other pastors. This will begin to bring the testimonial aspect of ONE to the forefront. Your pastors’ ONE testimonies are important to motivate and encourage your church congregation as a whole. This is also an excellent way to encourage any non-committed individuals to get involved. It also confirms to your congregation your leadership’s commitment to the ONE initiative. Your pastors should have fun with this self evaluation during the church presentation.

These same cards can be sent out later in the year, following with the same attention and similar discussions as noted above. A sticker can be placed on the card with a question like, “Has your score improved?” or “We’re committed to helping you reach your One!” A Bible verse can also be used:

“The fields are ripe with harvest.” John 4:35

Accountability

When anything gets attention it gets better, improves or advances. Also, what gets measured gets improves. It’s a fact. Want to lose weight? Step on the scales every day! Want to lose weight faster? Step on the scales every day in front of someone else and let them see your weight! If you are participating in the One Focus you have made a decision to get better at evangelism in reaching the lost. Adding accountability will drastically improve your results. Letting others know your goals and having them hold you accountable will magnify the improvement as well. Goals are to be written down, read daily and be measurable. The “Hour Glass” is just one example of accountability. Pastors, we measure giving and post the outcome in our budget and book keeping. We count attendance at church and in small groups. We must measure salvations and decisions for Christ and report progress or even lack of progress throughout the year to the congregation. If we are to hold the church accountable we must first hold ourselves accountable. We teach the importance of accountability by being accountable first. Use the Hour Glass cards, report growth, salvation decisions and every number that is important to God’s kingdom and to someone’s eternity and you will see more reached than ever before. It is okay to fall short if you set a God-size goal that is beyond your imagination. After all isn’t God able to do exceeding more than we can ask or even imagine?

To expect ‘beyond’ one must first see ‘beyond.’ Don’t stop short of God’s plan just because you can’t see as far as He can. Have a Godly vision to go ‘beyond.’
Time is slipping away

Evaluate your ONE progress. Place a check mark next to your “yes” answers.

____ 1. I have prayed for ONE and am praying for my One.
____ 2. I have a name for my One.
____ 3. I have had conversations with my One.
____ 4. I have shown Christ-like love to my One.
____ 5. I have started to become a true friend to my One.
____ 6. I have expressed my belief in Christ to my One.
____ 7. I have invited my One to church.
____ 8. I have invited my One to ask Christ into his heart.

The further down this self evaluation you progressed, the further along you are in having a Christian One as a friend.
Testimonies

Testimonies can do more for the success of your ONE Focus initiative that any other single activity except for prayer. So when you have prayed all you can pray, it’s time to share. Share your testimonies no matter what stage of the relationship you are in with your One. At first, people may simply share, “I have signed up for ONE and have a name for my One.”

Pastors should be encouraged to share as well. Many pastors, once they begin practicing ONE, find that they have been doing church only at church. A pastor’s testimony of being human and falling short like all the rest of us is powerful stuff and can encourage and motivate your church body like nothing else.

Testimonies in church services and small groups by way of mailed letters and online through emails are all a huge part of the success of your ONE Focus initiative. Revelations 12:11 confirms this nicely:

“And they have defeated him by the blood of the Lamb and by their testimony.”

Goals

Measure. Record measurements. Report measurements. Plan strategy. Measure again. Record measurements. Plan strategy. Measure again. And again and again! You have already heard of goals and their importance in obtaining and improving results. Toward the end of your manual is a section for recording your church and personal goals and evaluating them regularly to strategize on improvements. Think big! Think bigger than human possibilities. Remember God is your teammate. He hits home runs every time. Remember to set prayer goals for yourself and your church. The greater the prayer the greater the result. Have great expectations of God’s working in you, your church and the lost Ones in your area and beyond. Our God is a God of greater expectations than we can ever imagine!

“Now all glory to God, who is able, through His mighty power at work within us, to accomplish infinitely more than we might ask or think.” Ephesians 3:20
Additional ONE Ideas

ONE Theme Song

Designate a worship song to ONE and use it at specific times throughout your ONE year.

Sermon Themes

✓ Don’t Waste the Blood — The Significance of the Lord’s Supper
✓ Heart to Heart – Linking Us to God to Them (The Lost)
✓ Believer or Disciple — Which are You?
✓ God Wants You — Uncle Sam Recruitment Theme

Mentoring/Making Disciples of Businessmen

Have a men’s business luncheon on a monthly basis, including ideas for success and testimonies. Speakers should reveal the ONE point or ONE reason they succeeded or ONE moment that changed their relationship with God. Stay on track and on schedule. Allow the speaker twenty minutes maximum. Do not preach at this gathering, but share a real testimony. Suggested title for the luncheon: Point ONE to Success.

One-on-ONE Mentoring

✓ Arrange a one-on-one connection with each member of a local college sports team and/or foreign exchange student.
✓ Discipleship mentoring and teaching series — moving from believer to disciple.
✓ New families who join your church can be incorporated into the mentoring process by connecting with currently active church members.
✓ Connect church members in small groups at supper clubs with the idea of getting to know each other and getting others involved. Each group would want to eventually include three unchurched families.
✓ Men’s ministry mentoring/partnering new with old. Get each men’s group to commit to three unsaved men as a group.

“You have been weighed on the balances and have not measured up.”
Daniel 5:27 (NIV)
ONE Partners

Two connected, working together as one, for ONE. This can apply to all ministries and to the ministers as well. They can partner with each other and help through the use of encouragement and accountability. Two church members can partner in prayer and planning for their two Ones.

ONE Dollar

Give out new one dollar bills to all church members and ask that they be carried in their Bible as a reminder of ONE during the year. Ask that each time they see this reminder, they voice their Ones’ name in a salvation prayer.

ONE Voice

This is a way to get a commitment from church members to make phone calls to encourage absentees and also remind them of ONE.

ONE Street

Get your church members to commit to contacting the homes on their street by phone, mail or hand-delivered information on the church and about God. Church members can sponsor and organize a block party.

Assorted ONE Publicity

The most important publicity is what comes out of the pastoral leaders’ mouth. For ONE to become a part of the church DNA, ONE must be an integral part of the pastoral leaders’ language and focus. The leadership needs to be willing to continually talk about ONE, to the point that they are tired of hearing about it. Keep in mind that while you, the pastoral leaders, talk church almost every day of the week, your congregation only hears about what is going on at the church an average of two times a week for a very involved member and much less than that for an average member. Many members will attend church events only twice a month or less. So if you mention ONE to your members every time you meet for a regularly scheduled church event, you get between 24-104 chances to talk about ONE over an entire year.

So even though the church staff may be hearing about ONE or seeing ONE everyday throughout the year, the average church member may get only a few exposures to ONE during the year. The staff must think from the average church member’s perspective, not their own. There absolutely cannot be too much verbalization or visualization of ONE.

What the senior pastor gives attention to gets the church’s attention. If the senior pastor is enthusiastic about ONE, the church will be enthusiastic about ONE. If the senior pastor is lukewarm about ONE, the church will be lukewarm. Do not participate...
in the ONE Focus if the senior pastor is not fully supportive and excited about the potential it offers.

**Publicity**

- Banners at Worship Center Doorways and Main Entrances
- Wall Banners
- Table Toppers
- ONE Kiosk
- ONE Branding in Small Group Classrooms
- ONE-Themed Worship Folder for 4-8 Weeks
- ONE Branding in all Church Publications for the Year
- Church Website linked to the www.onefocus.com
- ONE Branding throughout the Church
  1. Nametags (ushers, greeters, staff, etc.)
  2. Letterhead
  3. Email Stationery
  4. Computer Desktop
  5. Notepads
- ONE Branded Giveaways (or items to purchase)
  1. Wrist Bands
  2. Stress Balls
  3. Magnetic Cards
  4. Pens
  5. Frisbees

**Website**

1. Testimonies
2. Downloadable Resources
3. Social Media
4. ONE Information Cards
5. ONE Commitment Cards
6. ONE Commitment Sermons

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80% of first-time church visits are the result of a personal invitation from a friend who is a church member.
ONE-Minute Moments Videos (one per month)

1. Testimonies (both sides)
2. Ideas to use

Branding Suggestions: ONE needs to be the must-have brand to have, wear and display

1. Ask your youth minister and youth for ideas they might embrace.
2. ONE teaching and equipping inserts in worship folder.
3. Offer CDs or DVDs of your pastor explaining the ONE Focus and challenging everyone to get involved. These can be given to new members as the year progresses.
4. Assortment of ONE phrases on church screens, yard signs, T-shirts, hats, wrist bands, banners and other printed materials (team name plus ONE):
   - Committed to ONE! Do you have your ONE?
   - Celebrate ONE! Need ONE?
   - Got ONE? Want ONE?
   - Serving ONE! We support ONE!
   - How about ONE? Loving ONE!
   - I’m ONE! How’s your ONE?
   - I know ONE! Show ONE!

**ONE Teasers**

- “Who’s Your One?” and ONE web address on the entrance doors, bathroom doors and other common, noticeable areas
- In your Worship Folder
- On Screens in your Worship Center
- As a backdrop for text on your worship screens
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Notes:

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STAGE THREE: MISSION
Stage Four

RECOVERY

ONE Closure Opportunities
• ONE Salvation Sermons
• Baptism
• Another ONE/ONE Continues
• Recovery Summary
ONE Closure Opportunities

As the year comes to a close, ONE is still going strong. Continue to encourage commitment and support as you celebrate how God has blessed your church.

ONE Salvation Sermons

Even after many months, there are still people who are just hearing the salvation plan for the first time. Every week, there are people who sit in our churches who will spend eternity in hell if something doesn’t change. Pray for the Ones Christ will send and then make sure the environment is right for them to feel welcome and safe.

Plan four to six weeks of salvation-focused sermons. These weeks of recovery are critical. Each week the message should address the question of salvation. You and your church have just spent the last year developing a sincere, trusting relationship with all your many Ones. It is now a season of harvest. It is no longer time to delay or procrastinate but is a time for action. Failure isn’t an option here. Remind your church of the commitment they made months ago and encourage them to be bold and invite their Ones with conviction. Many have come into a relationship with Christ these past months during the ONE Focus. Many have grown deeper in their relationships. Don’t let them stop short of the finish line! Keep on keeping on. This may be the time that someone’s One says yes to Christ!

“You have not for you ask not...; Ask and it shall be given...; Your Father gives good gifts to those who ask Him...; Ask Him to send more workers...; If two or three agree and ask anything, my Father will do it...; If you believe you will receive whatever you ask...; Keep asking and it will be given. Keep looking and the door will open unto you...; You can ask for anything in My name and I will do it, for the work of the Son brings glory to the Father.”

Pastors, now is the time to ask your congregations to bring in the harvest. Be bold and expect greatness from God.
Baptism

Keep talking about baptism and when you have a baptism service, share some testimonies. Address the fears, take away all the barriers and let God pour out His blessing on this beautiful ordinance.

Keep the baptism pool filled and ready. Offer to baptize at the beginning and end of every recovery sermon. Never allow any hurdles or obstacles to stand in the way of baptism opportunities. Ask your church members to be ready to go into the water with their Ones, if that’s the encouragement and strength their One requires to make this life-changing decision. Never say no to someone seeking to make their commitment to Christ public by being baptized. Offer off-site baptism opportunities at swimming pools, hot tubs, lakes, rivers and any other available body of water — whatever it takes to reach a lost One and effect a decision for Christ. When your ONE Focus year comes to an end, you want to be sure you can truthfully say, “I have done all I can for Christ this year.”

Another One/ONE Continues

When your church members finish the year, they will know how to share their faith with One. Finding another One will be a natural response. In fact, you will find many who choose two, three or more new Ones.

Pastors, you need to mention ONE occasionally to encourage your church to continue in their commitment. You will see a list of Ones growing and you will hear conversations and testimonies of ONE efforts from here on out. When the victory of a life is won over for Christ, share that testimony with your church congregation, in small groups, through emails and in letters to your church members. It’s sweet food for your sheep and a celebration to the Shepherd. ONE should become a way of life for your church and should cause a permanent cultural change in their thoughts toward the Great Commission.

Recovery Summary

You can see that the recovery section of this manual is rather brief. By now your church and each pastor of your church should have actually been experiencing many, many recoveries of those who were once lost to the world, being redeemed for Christ. Recovery was never really intended to be a short, brief event. Recovery is an on-going, daily process. The lost being recovered is not an event we can schedule in on the calendar, for it’s up to God and the call of His Spirit. Our job is to place speakers in front of those who do not know Him so they can have the opportunity to hear His call.
Recovery has been on-going in the believers of your church, as well. Many of your pastors should be able to see the flowers of a new crop of fruitfall harvest blooming as old church members and previous inactive believers having grown in their relationships with Christ. You’ll see that as you try to give Christ away, He inevitably takes a stronger hold of you. Pastors, you should be experiencing and witnessing the transformation of believers into disciples along with the winning over of the lost to Christ. These victories will continue.

Besides new believers and growth in old believers, you should also be experiencing an increase in gifting to your church. This gifting will be noticeable in the areas of financial and in time. As believers move into a deeper relationship with Christ, their hearts change. Their experience tends to loosen their purse string, allowing them to give much more freely. They'll start to give out of love and friendship, not from responsibility or obligation. So as this ONE year progressed, your church should be seeing more generous offerings coming in.

Along with an increase in giving, your church should also be experiencing a growth in the number of volunteers willing to serve as needed within the church. As believers become disciples, they have a completely different heart for God. As they grow into disciples and deepen their relationships with Him, their desires become His desires.

Everything mentioned above has been or will be brought about by your church’s commitment to God and His gifting of the ONE Focus initiative. You will notice a continuation of all these Kingdom benefits as years pass. The ONE banners may be taken down and discarded but God’s pleasure and blessing will never cease or tarnish.

“Praise the Lord your God for the good land he has given you. But that is the time to be careful. Beware that in your plenty you do not forget the Lord your God. Do not forget the Lord your God. Do not forget. Remember the Lord. He gave you the power to be successful.” Deuteronomy 8:10-20 (NIV)
STAGE FOUR: RECOVERY

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DETAILING ONE

Twelve-Month Timeline for ONE
ONE Personal Calendar
ONE Goals: Recorded and Tracked
ONE Events: Recorded and Tracked
Twelve-Month Timeline for ONE

Stage One: PRE-LAUNCH

Month 1

Making Holy

Prayer and Fasting
Establish ONE with Staff
Messages with an Emphasis on Baptism
Establish Prayer and Fasting
Establish/Clarify Church Purpose
Clarify Personal Salvation
Clarify Personal Baptism
Clarify Believers and Disciples
Establish Goals and Accountability

Prepare the Way

Prayer and Fasting
Prayer Ministry Growth/Prayer Pastor
Pre-Commitment Preparation
  ✓ ONE Executive Volunteer
  ✓ AAA Teams Formed/Informed
  ✓ Inform Lay Leadership
  ✓ Prepare ONE Printed Materials
  ✓ Prepare ONE Introductory Sermons
  ✓ AAA Team Meetings
Stage Two: LAUNCH

Month 2

Commitment Weekend Series

Four ONE Introductory Sermons
Release ONE Promotional Materials
  ✓ One Information Card Insert
  ✓ One Church Bulletins
  ✓ One Banners
  ✓ One Floor Banners
  ✓ One Name Badges

Commitment Weekend
  ✓ ONE Church-Wide Commitment

AAA Team Objections

Month 3

Commitment Follow-Up

Record Commitments
Follow-Up Commitment Weekend
Reach Out to Those Who Haven’t Yet Committed
Return Signed Commitment Cards
Co-Commitment Pastoral Letter
Church Report Message
Confirm the Name of Your One
ONE Testimony Video (personal experience of someone in your congregation)
ONE Bi-Monthly Emails
Objections Sermon
Stage Three: MISSION

MONTHS 4-10

Phase A: ONE Advancement

1. Connecting Your Church with ONE
2. ONE Letters — *Set Up to Step Up*
3. First ONE Bridge Event
4. Send Hour Glass Self Evaluation Card
5. Confirm One’s Name
6. Discipleship Equipping Sermons
7. Real One Stories
8. Small Group + ONE Announcements
9. AAA Brainstorming
10. *ONE Focus Living* book study

Phase B: ONE Advancement Continues

1. *Set Up to Step Up* Letters
2. Emails
3. ONE Web Information
4. Testimonies
5. Report Statistics
6. Accountability
7. Multiple ONE Opportunities
8. Small Group ONE Announcements
9. AAA/Leadership Meetings
Phase C: ONE Focus Month

1. Special ONE Speaker/Program
2. Holiday Connection with ONE
3. Mail Hour Glass Card with Note
4. Witnessing/Equipping
5. Mail ONE Evaluation Postcard
6. Continue Monthly Set Up to Step Up Letters
7. More Lay Testimonies
8. ONE Verse Evangelism

Phase D: Community Involvement

Plan a Number ONE Community Appreciation Weekend. Invite the mayor, the fire and police departments and your community at large to enjoy a fun family outing highlighting the blessedness of community. Devote an entire month directed toward this event and encourage your congregation to bring their Ones.

Phase E: ONE Friendly Events

1. Dennis Swanberg, Fun with God
2. River/Pond/Pool Baptism
3. Family & Friend Fun Day
4. Family & Friend Sports Day
5. Small Group Fellowships for All Age Groups
Month 11

Recovery

ONE Harvest — First Fruits

Send Second Personal Evaluation Card
Time Is Running Out Sermon Series
ONE Seasonal Festival Event
Celebration Baptisms
Video Testimony — Life Changes
Team Impact
90 Minutes in Heaven

Month 12

Recovery

ONE Harvest — Bringing in the Crop

Baptisms Abundant
Encouragement of Church Members
Statistics and Goal Achievement Report
Victory Testimonies
Salvation Sermons
Compelling Evangelistic Messages by an Outside Speaker
Special Attraction Events
Special Attraction Speakers
### ONE Personal Calendar

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ONE Goals: Recorded and Tracked

Goals have been detailed earlier in the manual at the end of **Stage One: Pre-Launch**. Refer back to this information for understanding, recording and measuring your ONE goals. They should be intentional, specific and detailed. They should also be written down. Measure them frequently and refer to them daily.

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There may be other goals you wish to keep and measure for your church or yourself throughout this ONE Focus commitment period.
**ONE Events: Recorded and Reported**

Track special ONE Focus events throughout the year and use this space to record attendance, outcomes, successes, failures and your overall evaluations of each event.

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Works Cited

The following is a reference list of all the books mentioned throughout this ONE Focus manual.

Introduction
1  Witness, James R. Smith Sr., http://www.floridabaptistwitness.com/4249.article
2  Lifeway President Thom S. Rainer as quoted in The Southern Baptist Journal of Theology

Stage One: Pre-Launch
6  Prayer, The Heartbeat of the Church, P. Douglas Small (Cleveland, TN: Pathway Press, 2008), p. 77

Stage Two: Launch
12 Unbinding the Gospel, 2nd Addition, Martha Grace Reece (St. Louis, MO: Chalice Press, 2008), p. 96

Stage Three: Mission
15 A Day with a Perfect Stranger, David Gregory (Colorado Springs, CO: WaterBrook Press, 2006)
Other Life Catalyst Consulting Services

Below are a few of the other LCC resources and offerings that may be helpful to you during your ONE Focus year. Please refer to our website, www.lifecatalystconsulting.com, for more information.

**Bridge the Gap Workshop**
Our *Bridge the Gap* workshop is designed to teach you 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, once a month or less. 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 ten minutes? Let LCC work with you to devise methods that will make their first impression of your church 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 ensure that they become an active part of the church body? LCC can help!

**Discovery Session**
Who are you trying to reach? Would your staff say the same thing? What do new guests see when they visit your church? The Discovery Session gives you a unique opportunity to see your church through the fresh but experienced eyes of a newcomer. One or two of the team members will spend a weekend at your church and then will meet with you the following Monday to review the findings.

It will change the way you do church.

The Discovery Session includes the following services:

- First Impressions Evaluation
- Staff Leadership Questionnaire
- Leadership Development Training
- Bridge the GAP Session
- Key Metrics (Financials, Attendance, Small Groups, Baptisms, Small Groups and Guests Services)
- A detailed report with next step recommendations
ONE Focus Living Message
Have Scotty come preach an inspirational word to your congregation during your ONE Focus journey. In designing this message, Scotty has asked God to speak through him to guide and encourage others in the Three Essentials of a New Testament Christian.
ONE Focus Manual

About the Authors

Scotty Sanders

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. He is an author of books, training materials, and published articles. 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 community.

Dr. Michael Walker

Dr. Michael Walker founded and managed a successful business which was recognized as an industry leader by professional trade journals. Michael sold his business in 2003 to devote himself full time to God. Michael was the chief organizer and strategist for the ONE Focus formulated at First West Baptist Church in West Monroe, Louisiana with then executive pastor Scotty Sanders. Michael has documented a church initiative that will awaken idle believers and stimulate an Acts army into Kingdom momentum.

Life Catalyst Consulting believes we have been called to serve. We believe we have the best initiative to help the church, its members and to help the lost find Christ. We believe the ONE Focus can touch a community and make a Kingdom difference that can impact the world. You’ve heard from us — now it’s your turn.

We at LCC pray you experience a greater year with God than you could ever have imagined. We pray that this manual will touch your heart and that the Spirit of God will direct a response within you. Above all else, we pray for God’s abundant blessings on your church during your ONE year.

For more information, we invite you to visit us at

www.onefocus.com
www.lifecatalystconsulting.com

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Flower Mound, Texas 75022
www.lifecatalystconsulting.com

“I have given them the glory you gave me, so they may be one as we are one. I am in them and you are in me. May they experience such perfect unity that the world will know that you sent me and that you love them as much as you love me.” John 17:22-23