

we want  
**Kids**  
to have a better  
**Future,**  
one where 3 things happen



Orange Strategy Guide

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

The Orange logo is a registered trademark of The reThink Group, Inc.

All rights reserved. Except for brief excerpts for review purposes,  
no part of this book may be reproduced or used in any form without  
written permission from the publisher.

All Scripture quotations, unless otherwise noted, are taken from the  
*Holy Bible, New International Version®. NIV®*. Copyright © 1973, 1978,  
1984 by International Bible Society. Used by permission of Zondervan.

Other Orange products are available online and direct from the  
publisher. Visit our website at [www.WhatIsOrange.org](http://www.WhatIsOrange.org) for more  
resources like these.

ISBN: 978-1-941259-79-5

©2016 The reThink Group, Inc.

Printed in the United States of America  
First Edition 2016

1 2 3 4 5 6 7 8 9 10

09/20/16

# THE ORANGE STRATEGY

Reimagine what your church does for kids and teenagers.



## ORANGE TESTIMONIALS



The team at Orange has a passion for equipping churches to partner with parents like no other organization I know.

**ANDY STANLEY**

**SENIOR PASTOR – NORTH POINT MINISTRIES**

252 Basics has been an integral part of the strategy at National Community Church and our campuses to reach families in our community. The messaging behind the lessons is a natural draw for unchurched families. And we get the opportunity to show kids, moms and dads—from traditional to very non-traditional families—that they are all made in the image of God and loved deeply by Him.

**MARK BATTERSON**


**SENIOR PASTOR – NATIONAL COMMUNITY CHURCH**

Our team here at Potter's House has used Orange curriculum and the Orange strategy for several years, and we've seen its tremendous impact on kids and families first hand.

**BISHOP T.D. JAKES**

**SENIOR PASTOR – THE POTTER'S HOUSE**





Orange is the first strategy that effectively and holistically engages families within a variety of different contexts, backgrounds, and environments. I've witnessed firsthand the impact it has had on families within my local church and surrounding communities.

**JEFF WALLACE**

**FOUNDER – FRONTLINE URBAN RESOURCES**

I can say that since partnering with Orange one of the best things it has allowed me to do is to focus on building better relationships with families and parents. Orange has allowed me to equip the leaders around me with tools they need to love and live out Jesus in the best way in front of the kids and teens we serve every week. They provided me with tangible ways to impact volunteers and stay focused in on what I love to do in serving families. They have extensively provided me with valuable resources to help me multiply myself to better lead, equip and train the next generation.

**ANDREW KARUCHIT**

**FAMILY PASTOR – THRIVE COMMUNITY CHURCH**

As a leader, I'm looking for tools that unite the power of Scripture with the pain and potential of youth culture. As a researcher, I'm eager for resources that get kids, families, and adult mentors on the same page. As a parent, I long for a curriculum that helps my kids know God's abundant love and grace. XP3 offers all this. And much, much more.

**KARA POWELL**

**EXECUTIVE DIRECTOR – FULLER YOUTH INSTITUTE**



TABLE OF CONTENTS



THE ORANGE STRATEGY . . . . . 11

THE ORANGE ESSENTIALS . . . . . 17

THE ORANGE PRIORITY . . . . . 33

THE ORANGE WEEKLY EXPERIENCE . . . . . 39

ORANGE AGE GROUP CURRICULUM . . . . . 43

ORANGE EVENTS AND RESOURCES. . . . . 57

ORANGE SUMMARY . . . . . 60

WE are taking our CUE  
From what **JESUS** said



**“Love”**

**GOD** with  
all your heart



and your  
**NEIGHBOR,**



as  
**YOURSELF.”**



# IMAGINE A CHILD IN YOUR CHURCH

IF YOU HAD  
[ONE HOUR]  
TO SPEND WITH THEM  
[THIS WEEK]

WHAT WOULD YOU DO?



## INTRODUCTION

---

In fact, you will get [**40 hours**] this year  
with the kids and teenagers  
who show up most frequently.

WHAT IF, in that short time frame you could . . .  
connect him to a leader who believes in his potential  
change how they see their world, and their future  
help her experience something she will never forget

IMAGINE if they grew up in your ministry . . .  
believing there's a Heavenly Father who loves them unconditionally  
prioritizing the core Biblical truths that can define who they become  
engaging their lives in a mission that is bigger than themselves

**IMAGINE THE DIFFERENCE IF**  
EVERY **LEADER**  
EVERY **VOLUNTEER**  
EVERY **PARENT**  
WAS WORKING ON THE SAME PAGE  
TOWARD THE SAME END





# THE ORANGE STRATEGY

# WHAT YOU DO EVERY WEEK MATTERS

Any time an adult leader spends time intentionally investing in kids and teenagers, it actually matters more than they realize. The limited hours you spend this year will add up over time. The investment you make now will gain interest in a kid's life as he grows. But what if there was a way to make those limited hours matter more?

### WHAT IF YOUR WEEKLY CONTENT AND MESSAGE . . .

- prioritized the core issues that Jesus said were most important?
- appealed to the image of God in every person?
- consistently focused on why kids should trust and reflect the character of God?
- showed a generation how following Jesus would affect their future?
- positioned Sunday as a catalyst for an everyday faith?

### WHAT IF THE EXPERIENCE YOU CREATED THIS WEEK . . .

- reflected a comprehensive plan from birth to adulthood?
- cooperated with the unique rhythms that happen within a community's calendar?
- leveraged an understanding of key child development issues?
- solidified truth by connecting teaching to a consistent small group experience?
- inspired them with a wider range of diverse voices and engaging technology?



### **WHAT IF THE CURRICULUM YOU IMPLEMENTED FOR EVERY AGE GROUP . . .**

trained your leaders and volunteers as they used it?  
included seasoned practitioners who would coach your teams?  
maintained its quality regardless of the size of a staff or church?  
made it easier for those that don't go to church to feel welcomed by the church?

### **WHAT IF WHAT HAPPENED AT CHURCH FOR KIDS AND TEENAGERS . . .**

included a clear plan and tools so any parent could partner with you?  
created a common language to get every parent and leader on the same page?  
synchronized with other initiatives that happen outside of Sunday?  
mobilized a culture of service throughout your organization?

### **WHAT IF WHAT YOU DO EVERY WEEK WAS CONNECTED TO A COMPREHENSIVE STRATEGY?**

## WHAT IS ORANGE?

The color orange represents two primary relationships that influence kids and teenagers.

When you take

**THE LIGHT OF THE CHURCH (YELLOW)**

and combine it with

**THE LOVE OF A FAMILY (RED)**

you increase the potential to influence a kid's life.



That means Yellow + Red = Orange

That's why we say...

**TWO COMBINED INFLUENCES MAKE A GREATER IMPACT  
THAN JUST TWO INFLUENCES.**

## WHAT DO YOU MEAN BY STRATEGY?

We define strategy as simply

**“a plan of action with an end in mind.”**

When you think strategy, you consider in advance what you hope kids will become spiritually. Then you begin to work out steps to lead a kid or teenager toward that destination. You want to keep kids and teenager moving in the right direction, so you constantly ask two questions:

**What do I want a kid to become?**

**Where do I want a kid to be?**

At Orange we believe the answers to those questions are simple.

**We want every kid to trust in Jesus in a way that transforms how they love God, themselves, and the world around them.**

**And we want them to be in a small group of peers connected to a consistent adult who can guide their spiritual growth.**

An effective strategy also has the potential to align leaders to move in the same direction and to increase the momentum of an organization. That's why we have created 5 Essentials that will help your church embrace the same strategy to effectively reach your community. The next section will elaborate on these essentials, and how they can work together to create a church strategy that will align ministry leaders with parents to have a greater impact on kids from birth through graduation.



.....

# THE ORANGE ESSENTIALS

.....



## THE ORANGE STRATEGY

---

More specifically, we want to influence churches and organizations who partner with us to do five things effectively:

### ALIGN LEADERS

• • • 1 • • •

### ENGAGE PARENTS

• • • 2 • • •

### ELEVATE COMMUNITY

• • • 3 • • •

### REFINE THE MESSAGE

• • • 4 • • •

### INFLUENCE SERVICE

• • • 5 • • •

## THE ORANGE ESSENTIALS

If you stated our strategy in one sentence it could read as follows:



Stated another way,  
We **influence** those who  
**influence** those who  
**influence** the next generation.

We believe God uniquely and originally designed the church and home to demonstrate His light and love to a broken world. We also recognize that both are made up of broken leaders and adults who have the potential to give kids and teenagers a front row seat to the grace and goodness of God. Even in situations where the home is not effective at providing a healthy environment, we want to make sure we do everything we can to restore and redeem God's plan for the family.

1

Align

LEADERS

----- with a -----

*Common  
Language*

----- and -----

STRATEGY



5 essentials  
ALIGN LEADERS



## THE ORANGE ESSENTIALS

### ALIGN LEADERS

You can't have an effective strategy if you can't get leaders on the same page. Often, age-group ministries work independently from each other. What happens in the preschool environments seems disconnected from what happens in elementary, middle school, and high school. Leaders or volunteers tend to develop a silo mindset and the organization can drift into a collection of random programs that don't really compliment each other. But a comprehensive strategy has the potential to align leaders and programs.

Embracing the five essentials of Orange will give ministry teams a common language that will synchronize how you prioritize, evaluate, and refine what you do for kids and teenagers across all age groups.

For example, this is one reason Orange creates age-group curriculum for all age groups organized around the same core truths and values. Although each curriculum has unique monthly themes, weekly bottom lines, and age-group focus, every lesson recycles an essential idea or principle that is connected to a master plan. This allows leaders, volunteers, and even parents to stay connected to shared values. Together all of these curriculums create a comprehensive strategy from birth to adulthood.

Regardless of what curriculum you use, you will never fully align leaders unless you **communicate as a team weekly**. In other words, you will never have to be intentional about misalignment. Misalignment just happens naturally over time. Think about the tires on your car. In the same way, without consistent communication leaders begin to pull in different directions, and you can lose momentum as an organization. Another way to think about that is this: You will never get your ministry teams on the same page unless you get in the same room consistently.

In order to help create an effective weekly experience for kids and teenagers, it's also important to connect weekly with volunteers and parents. This is why Orange produces a unique online program called "Weekly" to give staff members the tools they need to develop and train volunteers and parents around these common values. It's all about consistently communicating the values that keep everyone aligned. The "weekly" system also includes customizable emails, social media plans, and a customizable app to help volunteers learn and stay connected each week.



**GO**weekly

**AN ANNUAL PLAN WITH WEEKLY RESOURCES  
TO STRATEGICALLY TRAIN VOLUNTEERS AND PARENTS.**

2

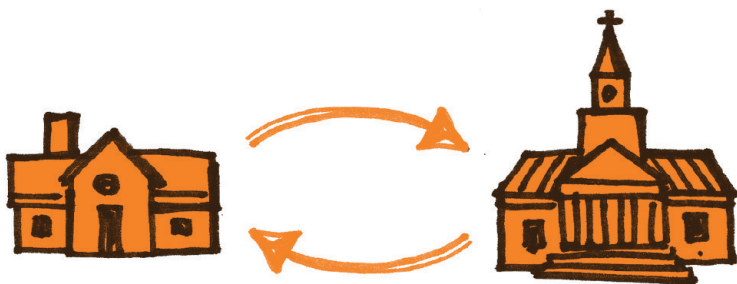
Engage

EVERY  
PARENT

to have

→ POSITIVE ←  
INFLUENCE

in the *Spiritual*  
*development*  
of their own kids



5 essentials

ENGAGE PARENTS

### ENGAGE PARENTS

The average fourth grader who consistently attends a church will only show up about 40 times in a given year. If you consider sickness, sports, holidays, and random family issues, at best your church will only have about 40 hours to explain everything a child needs to know about God, the Bible, and the Gospel. That same fourth grader will spend an estimated 400 hours this year playing video games.

That's why, what you do Sunday should be amplified throughout the rest of the week. One of the best ways you can increase your influence with a kid is to increase your influence with their parents.

Whereas a church only has 40 hours of potential influence with kids each year, the average parent or guardian has 3,000 hours of potential influence. Parents will have influence in their children's lives simply because of the amount of time they spend together. That's why something changes in the culture of any church when leaders act like what happens at home matters more than what happens at church.

So what if you could engage every parent to do something more? That may sound ambitious or even impossible. But what if you tried anyway? Our experience has been when leaders act like they can do something they can't, they will probably do more than they would have done.

We challenge churches to influence any guardian, caregiver, or parent to engage in a better strategy for families because we simply don't want to give up on them—regardless of how they may be broken or dysfunctional. Stated another way, if you believe that any person can be redeemed, then it follows that we should act like any parent or family can be redeemed. If every individual is made in God's image, that means every parent or guardian is made in the image of a heavenly Father with potential to improve how they respond to children. Our discovery has been that even many non-Christian or non-Church parents want to be better parents. That's why we think every church should just decide to **cue parents to engage with their kids weekly**.

Every Orange curriculum incorporates the Parent Cue strategy. Parent Cue provides annual, seasonal, monthly, and weekly resources designed to cue parents with information that will help them be a better parent and reinforce what was talked about on Sunday. They are also designed to be easy and non-threatening to non-Christian parents or guardians. Parents can use these resources during the rhythm of their day by leveraging morning time, drive time, meal time, and bedtime to be more intentional. The Parent Cue tools are also enhanced by a Parent Cue app, blog, and podcast to help parents do family better.



A STRATEGY TO HELP PARENTS DO FAMILY BETTER.

3 Give every kid a

*Caring  
Leader*

and a predictable and

**SAFE  
COMMUNITY**

where they can  
grow spiritually



5 essentials

**ELEVATE COMMUNITY**

### ELEVATE COMMUNITY

At Orange we champion two strategic ideas about spiritual influence.

1. No one has the potential to influence a child like his or her own parent.
2. A parent is not the only influence a child needs.

We believe one of the most important things any church can give a family is to put another adult in the life of their son or daughter. The mission of the church is clear. We are supposed to do what Jesus did: show up in the lives of others so they can see God, and engage with broken people so they can believe in the Jesus who bled for them. That's why the work of every church is so critical. We are called to do more than simply make a presentation of the Gospel. We are called to engage in the messiness of humanity because of the Gospel. We are compelled by the Spirit of Christ to convince the world that God loves them by the way we love them. The fact is, the church is one of the most divinely strategic organizations that exists.

But when or if a church fails to make relationships a priority, it takes a huge risk. Just be careful your church doesn't build platforms instead of community, or create an audience instead of disciples, or fuel superficial theology instead of authentic faith.

We believe God wired each person's faith to be shaped and influenced by someone else who has faith. Isn't that what the Church is all about? Regardless of the style or size of any church, the greatest asset the church has

to build faith in the next generation is not a Bible study, a worship band, facilities, or a budget. The most valuable resources any church has to help people see God are the people in the church who know God. And if we hope to help a generation of kids and teenagers know God, we have to be strategic about how we connect them to leaders and a community of believers who also believes in them.

Orange curriculums are built around a model that makes small groups and relationships a priority. One of the most important things you can do as a church is to **equip small group leaders to connect with kids weekly**. Kids need to be known by someone before they can belong. And many of them need to belong before they will ever believe. So every curriculum is organized to include small group discussions or activities to help leaders become intentional about building community.

We believe every kid and teenager needs a small community or circle of consistent friends and leaders. A small group circle is not the same as a class, a club, or a curriculum. When you lead small, you realize what you do for a few will always have more potential than what you do for many. When you lead small, you simply make a choice to invest strategically in the lives of a few over time so you can help them build an authentic faith.

The best way to help kids know God is to connect them with someone who knows God.



lead  
small.

A STRATEGY TO HELP LEADERS DO SMALL GROUP BETTER.

4

Craft

# CORE TRUTHS

into  
engaging,  
relevant,  
and

memorable

*experiences*



5 essentials

REFINE THE MESSAGE



## THE ORANGE ESSENTIALS

### REFINE THE MESSAGE

As ministry leaders, we need to remember we are stewards of biblical truths that have life-changing potential. The problem in many churches is not that they don't teach truth, but it's that they don't teach truth in a way that matters to their audience. Just remember, what you teach doesn't matter simply because it's true. It matters when you make it matter to the listener. That's why we should craft our words carefully, study our audiences diligently, and arrange the weekly experience strategically.

Remember, you only have 40 hours at best with some kids, so make every hour count. Orange curriculum weaves music, large group scripts, small group discussions, video presentations, and creative activities together to reinforce a clear, simple bottom line each week so kids and teenagers can walk away and remember what they have learned. Every principle and story connects to at least one of nine core insights to help them grow in their relationship with Jesus.

We want to help leaders and volunteers take kids or teenagers through a journey each week so they can understand how the good news of Jesus intersects with their personal story. Although God's story is the same, every age group is unique in how they understand and respond. That's why at Orange we often say,

"Don't teach the Bible to kids, instead teach kids the Bible." If you hope to translate the essence of Scripture to the heart of a kid or teenager, you need to understand how they are wired. Every Sunday there are real tensions that need to be considered in any curriculum if it is going to be effective.

There is a tension between truth and relevance.

There is a tension between theology and child development.

There is a tension between teaching and experience.

Managing these tensions is necessary if you are going to have an effective curriculum that engages the next generation.

That's why the Orange writers, editors, communicators, and producers have created four unique curriculums that target four different audiences. In each curriculum, practical content and applications are provided that are unique to each phase of a kid or teenager's life. The goal of each curriculum is to help you **amplify one big idea weekly**, so kids will walk away and remember what you want them to remember.



5

Create

# CONSISTENT OPPORTUNITIES

For kids and  
teenagers to

*Serve*



5 essentials  
INFLUENCE SERVICE



### INFLUENCE SERVICE

Something unique happens in a kid or teenager's life when they serve God by serving others. That's because there is an integral link between loving God and loving others. When we don't help kids make a practical investment of their time and energy to experience what God can do through them, they don't grow spiritually. This is an important principle to understand in the home and church because it requires an intentional shift in how ministry happens as kids transition into teenagers and then into adulthood. Too many churches teach as if kids should sit and listen instead of actually experiencing hands-on ministry.

There is a subtle but critical difference in doing ministry for kids and doing ministry with kids. Sunday should never become merely a spectator sport where kids are encouraged to sit on the sidelines. If kids or teenagers never experience the thrill of actually participating, they can grow up and grow out of church. It's easier for kids to get over what you say than it is for them to get over what God does through them.

As important as it is to teach timeless truth, it's also important to remember that faith doesn't simply grow because we know more. It grows when we serve more.

A curriculum that incorporates a balance of learning with relevant experience and ministry opportunities is much more likely to encourage students to become responsible for their own spiritual maturity and development.

As you observe the stages of development from preschool to college, the need to experience ministry becomes more intense as kids get older. In the preschool years, it's important to prompt them to share and help. As they move into elementary school, you can rotate kids to serve each other. Middle schoolers are ready for greater opportunities to serve alongside parents and other adults. And by high school, teenagers should serve weekly to develop a personal ministry inside and outside the church.

One of the best ways to convince a child or teen they are significant is to give them something significant to do. That's why we think every leader in your church should embrace this value. **Empower teenagers to serve weekly.** Making service a priority for kids and teenagers can have a contagious effect throughout the church culture.



## WE HAVE A POSITIVE TRACK RECORD



**OUTREACH MAGAZINE RECENTLY RELEASED TWO INTERESTING LISTS:**

**The largest 100 churches in the U.S. and**

**The top 100 fastest growing churches in the U.S.**

### 26%

**of those on the largest-church list use Orange curriculum.**

So we know how to partner with churches who are large.

### 41%

**of those on the fastest-growing list use Orange curriculum.**

So we know how to partner with churches who want to grow.

### 32%

**of the churches who partner with us average under 200 in attendance.**

So we know how to partner with churches who have limited resources.

### 50%

**of the churches we serve are between 200 and 1,000 in attendance.**

So we know how to partner with churches who are every size.

**Our partner churches represent 40 denominations and a variety of cultures.**

So we know how to partner with churches in a wide variety of diverse settings.

WE ARE **CONTENT** AND  
**EXPERIENCE** CREATORS.



We write over a million words a month.

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

We target 7 audiences.

**Preschool**  
**Elementary**  
**Middle School**  
*High School*  
**Church Staff**  
**Volunteers**  
**Parents**



.....

# THE ORANGE PRIORITY

.....

## THE ORANGE STRATEGY

The one thing we think matters most is something Jesus said in the New Testament. When the Pharisees asked Jesus in Mark 12, “You are a teacher with integrity, what do you think is the greatest commandment?” Jesus responded by quoting Moses, *“The greatest commandment is to love the Lord your God with all of your mind, soul, and strength. Love your neighbor as yourself. There is no commandment greater than these.”* Then He went even a little further to solidify how important this idea really was. He explained to these Old Testament scholars, *“All the law and prophets hang on this commandment.”*

Jesus summarized everything with one concept. He reorganized the writings of Moses and the prophets, the major commandments, and every sacred word of the text of the Holy Scriptures into one overarching idea.



We think the Great Commandment is an ingenious way of summarizing God’s agenda. We have simply decided to organize our content the way Jesus said it is already organized. We believe Jesus’ mission was to live, die, and rise again so He could empower everyone who trusts in Him to . . .

**LOVE GOD**  
**LOVE LIFE**  
**LOVE OTHERS**

John 10:10 reinforces this when Jesus clearly says, *“I have come that you might have life and have it to the full.”* Our goal is the same. We want to help every kid, teenager, and adult to fully live—and live forever.

We believe when kids learn to love God, it will influence their future in a positive way.

When kids love God, it leads to a deeper faith.

When kids love God, it leads them to loving others.

When kids love others, it leads to stronger relationships.

When kids love God, it leads to loving themselves.

When kids love themselves, it leads to smarter decisions.

So everything we teach comes back to these three relational motives. And loving God becomes the focus of the nine scriptural insights our curriculums cycle through in order to help shape a kid or teenager’s view of themselves and the world. One or more of these nine insights are reflected in each weekly bottom line, crafted for our age-group curriculums.

## THE ORANGE PRIORITY



**I AM CREATED TO PURSUE AN AUTHENTIC  
RELATIONSHIP WITH MY CREATOR.**



### INSIGHT #1

#### DESIGN

**What I see around me reveals a Creator I cannot see.**

(This means the created world gives everyone evidence to prove that God exists, is all-powerful, and all-knowing.)

### INSIGHT #2

#### IMAGE

**I am created in the image of my perfect, heavenly Father  
who has an unending love for me.**

(This suggests everyone was made by God to experience His love for them.)

### INSIGHT #3

#### CONNECTION

**I live in pursuit of an infinite God who desires  
an eternal relationship with me.**

(This implies everyone needs to recognize that God is at work in their life to help them know how to love Him.)



**I BELONG TO JESUS CHRIST AND DEFINE  
WHO I AM BY WHAT HE SAYS.**



**INSIGHT #4**

**FAITH**

**I believe in Jesus and will continually trust Him even  
when life doesn't make sense.**

(This means everyone has an opportunity to trust in what Jesus did when He died for their sin and rose again to redeem them. They can be forgiven by Him, and He promises to never stop loving them.)

**INSIGHT #5**

**TRANSFORMATION**

**God's Spirit is transforming my unique and imperfect  
life into the character of Jesus.**

(This suggests God's Spirit is at work changing the heart, soul, and life of everyone who believes in Jesus, so they have the power to do what is good and right and to become more like Jesus.)

**INSIGHT #6**

**TRUTH**

**My response to God's Word shapes how I see God's story  
of redemption at work in me and around me.**

(This implies God has a bigger story He wants everyone to understand and live out by applying the truths He has explained in His Word.)





**I EXIST EVERY DAY TO DEMONSTRATE GOD'S  
LOVE TO A BROKEN WORLD.**



**INSIGHT #7**

## **RESTORATION**

**God designed me to participate with Him in restoring a broken world.**

(This means everyone's calling and mission should be connected to the mission of Jesus to redeem the world.)

**INSIGHT #8**

## **COMPASSION**

**My faith in Christ is revealed by my compassion and care for others.**

(This suggests faith is most genuine and authentic in someone who is showing compassion and caring for others the way Jesus did.)

**INSIGHT #9**

## **COMMUNITY**

**I choose to live in the complexities of family and  
community because God values them.**

(This implies everyone should recognize that God designed the family and church as the primary influences to shape faith.)



.....

# THE ORANGE WEEKLY EXPERIENCE

.....

# SEVEN SEGMENTS OF A WEEKLY EXPERIENCE

Whether you know it or not, every time you create an experience for kids and teenagers, you are probably creating content for seven different segments of your time together. By identifying the segments of every experience, orange curriculum provides resources that will elevate the quality of what happens in every ministry regardless of your church model, size, style, budget, or location.



## Prelude

### SETTING THE TONE FOR THE EXPERIENCE

Orange curriculum helps set the tone for each week with resources that create an environment on-site including monthly posters, background playlists, original music and music videos, and suggestions for decorating your space to coordinate with a monthly theme. Orange curriculum also helps set the tone online with graphics and content your volunteers can use on Facebook, Twitter and Instagram.



## Social

### PROVIDING TIME FOR FUN INTERACTION

Fun is essential if you want to influence kids and teenagers. Fun establishes connection. All Orange curriculums provide an activity or game to help kids laugh and connect at the beginning of their time together. The social segment of the curriculum will also connect with the message for the day so it sets the stage for what comes next.



## Transition

### MOVING SMOOTHLY FROM ONE THING TO ANOTHER

Orange operates on the philosophy that something needs to change about every five minutes if you want to keep kids and teenagers engaged. That's why transitions (as you move from Bible teaching to worship to activities) are so important. Orange curriculum guides leaders through these transitions by scripting what to say as well as offering audio and video cues.

## THE ORANGE WEEKLY EXPERIENCE



### Story

#### COMMUNICATING GOD'S TRUTH IN ENGAGING WAYS

The most important segment of the weekly experience is the biblical teaching. Each age group curriculum provides weekly teaching scripts for a communicator to present biblical truth in an engaging way. The teaching scripts are supported with editable graphics, motion graphics, and videos to either support or supplement a live communicator.



### Worship

#### INVITING PEOPLE TO RESPOND TO GOD

Worship is something we do daily through obedience, service, work, and rest. But we also respond to God with music. Orange preschool and children's curriculum provide an original song every month that corresponds to the monthly theme. All age group curriculums supply song suggestions and resources to help leaders engage kids in a musical response to God.



### Group

#### CREATING A SAFE PLACE TO CONNECT

While the biblical teaching segment is the hub of every weekly experience, group is where life application and discipleship really takes place. Orange age group curriculums provide leaders with small group resources that reinforce biblical teaching through activities and conversation guides.



### Home

#### PROMPTING ACTION BEYOND THE EXPERIENCE

Orange curriculum provides tools to partner with parents in every age group. Parent Cue resources offer age-appropriate tips to help parents be better parents, and to connect parents with what was taught each week. They provide suggestions for leveraging routine family times, such as morning time, drive time, mealtime, or bedtime to make them easy to use at home, and are available as emails as well as printable take-home pieces.



.....

# ORANGE AGE GROUP CURRICULUM

.....



# first look

IN THE PRESCHOOL YEARS A CHILD WILL FORM  
THEIR FIRST IMPRESSION OF THEIR HEAVENLY FATHER.



GOD  
LOVES  
ME

GOD  
MADE  
ME



JESUS  
WANTS TO BE  
MY FRIEND  
FOREVER





## THE ORANGE WEEKLY EXPERIENCE



We believe preschool ministry is more than babysitting. It's laying a critical foundation for faith in the life of a child. The way ministry leaders embrace a preschooler's physical needs will help kids from zero to five years of age know God's love and meet God's family. Our First Look curriculum creates weekly resources to ensure that every preschooler grows up believing . . .

**God made me.  
God loves me.  
Jesus wants to be my friend forever.**

### COMPONENTS OF FIRST LOOK CURRICULUM:

#### MONTHLY

THEME ART  
POSTER GRAPHICS  
ONE ORIGINAL SONG  
SUGGESTED SONG LISTS  
PRINTABLE MEMORY VERSE CARDS  
MEMORY VERSE HAND MOTIONS  
SUPPLY LISTS  
TODDLER POSTERS

#### WEEKLY

TEACHING SCRIPTS  
SMALL GROUP ACTIVITIES  
PARENT CUE RESOURCES  
SOCIAL MEDIA PLAN

#### ADDITIONAL

WEEKLY VIDEO STORYTELLER  
THREE BASIC TRUTH POSTERS  
CONVERSATION STARTER PLACEMAT  
BIBLE STORY BOARD BOOKS

The background is a vibrant orange and yellow gradient. At the top, a horizontal ruler with numerical markings from 019 down to 005 is visible. Large, stylized gears of various sizes are scattered throughout the scene. Several cartoonish robots are present: a tall, thin robot with three green eyes on the right; a larger, rounder robot with two large green eyes on the left; and a smaller, boxy robot with one green eye at the bottom center. The title '252 BASICS' is prominently displayed in the upper middle section.

# 252 BASICS

IN THE ELEMENTARY YEARS A CHILD WILL  
GROW IN WISDOM, FAITH, AND FRIENDSHIP.

I NEED TO  
MAKE THE  
**WISE  
CHOICE.**

I CAN TRUST  
GOD  
**NO  
MATTER  
WHAT.**

I SHOULD  
TREAT OTHERS  
THE WAY  
**I WANT  
TO BE  
TREATED.**

## THE ORANGE WEEKLY EXPERIENCE



Kids trust adults because they are adults and because they need adults to orchestrate and protect their world. That's why children's ministry has an opportunity unlike any other to help kids know what it means to put their trust in Jesus. The way ministry leaders engage the interests of kids will help kids from kindergarten to fifth grade trust God's character and experience God's family. Our 252 Basics elementary curriculum creates weekly resources to ensure that every kid grows up believing . . .

**I can trust God no matter what.**

**I need to make the wise choice.**

**I should treat others the way I want to be treated.**

### COMPONENTS OF 252 BASICS CURRICULUM:

#### MONTHLY

THEME ART  
POSTER GRAPHICS  
ONE ORIGINAL SONG  
SUGGESTED SONG LISTS  
LEADER DEVOTIONAL  
SUPPLY LISTS  
PRINTED STORY POSTERS  
WIDGETS

#### WEEKLY

SOCIAL MEDIA PLAN  
TEACHING SCRIPTS  
SMALL GROUP ACTIVITIES  
PARENT CUE RESOURCES  
FAMILY EXPERIENCE  
CHILDREN'S DEVOTIONS  
ONLINE "LIVE" FAMILY EXPERIENCE

#### ADDITIONAL

THREE BASIC TRUTH POSTERS    MONTHLY PRODUCTION VIDEOS  
WEEKLY VIDEO STORYTELLER    CHILDREN'S DEVOTIONAL BOOKS



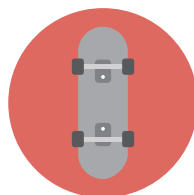
**IN THE MIDDLE SCHOOL YEARS A PRETEEN WILL  
BEGIN TO PERSONALIZE AND OWN THEIR OWN FAITH.**

**I WILL FOLLOW JESUS BECAUSE HE KNOWS ME  
BETTER THAN I KNOW MYSELF.**

**I WILL LOVE GOD BECAUSE HE WILL  
NEVER STOP LOVING ME.**

**I WILL LIVE OUT GOD'S STORY SO OTHERS  
CAN KNOW WHO JESUS IS.**

## THE ORANGE WEEKLY EXPERIENCE



The middle school years are a critical window of instability and change. But when leaders and parents affirm a middle schooler's personal journey, kids from sixth to eighth grade can begin to own their own faith and value a faith community. Our XP3 Middle School curriculum creates weekly resources targeted to this unique audience to help them walk away believing . . .

**I will love God because He will never stop loving me.  
I will follow Jesus because He knows me better than I know myself.  
I will live out God's story so others can know who Jesus is.**

### COMPONENTS OF XP3 MIDDLE SCHOOL CURRICULUM:

#### MONTHLY

THEME ART  
THEME TRANSITION VIDEO  
POSTER GRAPHICS  
SUGGESTED BACKGROUND PLAYLIST  
SUGGESTED WORSHIP SET LIST  
THE XP (AN EXPERIENTIAL ACTIVITY)

#### ADDITIONAL

STUDENT DEVOTIONAL BOOKS

#### WEEKLY

TEACHING SCRIPTS  
TEACHING VIDEO  
OBJECT LESSON OR GAME  
GAME GRAPHICS  
DESIGNED NOTE PAGES  
SMALL GROUP CONVERSATION GUIDE  
SMALL GROUP LEADER EMAIL  
PARENT CUE RESOURCES  
SOCIAL MEDIA PLAN



IN THE HIGH SCHOOL YEARS A TEENAGER WILL  
DEEPEN AND PERSONALIZE THEIR FAITH IN CHRIST.

I'M CREATED TO PURSUE A  
RELATIONSHIP WITH MY CREATOR.  
I TRUST WHAT JESUS DID TO  
TRANSFORM WHO I NEED TO BECOME.  
I EXIST TO DEMONSTRATE GOD'S  
LOVE TO THOSE AROUND ME.

## THE ORANGE WEEKLY EXPERIENCE



The high school years are a time of testing beliefs in light of growing life experience and personal awakening. High schoolers are ready to experience what God wants to do through their obedience and service. When leaders and parents mobilize their potential, students in ninth through twelfth grade will keep pursuing authentic faith and discover a personal mission. Our XP3 High School curriculum creates weekly resources to help teenagers graduate believing . . .

**I'm created to pursue a relationship with my Creator.  
I trust what Jesus did to transform who I need to become.  
I exist to demonstrate God's love to those around me.**

### COMPONENTS OF XP3 HIGH SCHOOL CURRICULUM:

#### MONTHLY

THEME ART  
THEME TRANSITION VIDEO  
POSTER GRAPHICS  
SUGGESTED BACKGROUND PLAYLIST  
SUGGESTED WORSHIP SET LIST  
SET DESIGN IDEAS  
SUPPLY LISTS  
THE XP (AN EXPERIENTIAL ACTIVITY)

#### WEEKLY

TEACHING SCRIPTS  
TEACHING VIDEO  
GAME AND GRAPHICS  
SMALL GROUP CONVERSATION GUIDE  
SMALL GROUP LEADER EMAIL  
PARENT CUE RESOURCES  
SOCIAL MEDIA PLAN

#### ADDITIONAL

STUDENT DEVOTIONAL BOOKS

## THE ORANGE STRATEGY

ORANGE CURRICULUM COMBINES **CHILD**  
A **COMPREHENSIVE STRATEGY** THAT  
AT **EVERY PHASE** OF A KID'S LIFE TO

EVERY  
KID



MADE  
IN THE IMAGE OF  
GOD

TO

LOVE GOD

Incite  
**WONDER**



SO THEY WILL . . .  
KNOW GOD'S LOVE  
& MEET GOD'S FAMILY

Provoke  
**DISCOVERY**



SO THEY WILL . . .  
TRUST GOD'S CHARACTER  
& EXPERIENCE GOD'S FAMILY



**BEGINNING**  
(Baby dedication)



**WISDOM**  
(First day of school)



**FAITH**  
(Trust Jesus)

AM I SAFE?

AM I ABLE?

AM I OKAY?

DO I HAVE  
YOUR  
ATTENTION?

DO I HAVE  
WHAT IT  
TAKES?

DO I HAVE  
FRIENDS?

ZERO  
TO ONE

ONE  
& TWO

THREE  
& FOUR

K &  
FIRST

SECOND  
& THIRD

FOURTH  
& FIFTH



**first look™**

**252 BASICS™**

Thinks like an  
**ARTIST**

Motivated by  
**SAFETY**

Thinks like a  
**SCIENTIST**

Motivated by  
**FUN**

**EMBRACE** their physical needs

**ENGAGE** their interests



## THE ORANGE WEEKLY EXPERIENCE

DEVELOPMENT AND THEOLOGY TO CREATE  
LEVERAGES DISTINCTIVE OPPORTUNITIES  
INFLUENCE THEIR FAITH AND THEIR FUTURE.

WITH  
ALL THEIR



HEART



SOUL



STRENGTH

AND

TRUST  
JESUS



TO HAVE A  
BETTER  
FUTURE

Provoke  
**DISCOVERY**



SO THEY WILL . . .  
OWN THEIR OWN FAITH  
& VALUE A FAITH COMMUNITY

Fuel  
**PASSION**



SO THEY WILL . . .  
KEEP PURSUING AUTHENTIC FAITH  
& DISCOVER A PERSONAL MISSION



**IDENTITY**  
(Coming of age)



**FREEDOM**  
(Driver's license)



**GRADUATION**  
(Moving on)

WHO DO I LIKE?

WHO AM I?

WHERE  
DO I  
BELONG?

WHY  
SHOULD I  
BELIEVE?

HOW  
CAN I  
MATTER?

WHAT WILL  
I DO?

SIXTH

SEVENTH  
& EIGHTH

NINTH

TENTH

ELEVENTH

TWELFTH



Thinks like an  
**ENGINEER**

Motivated by  
**ACCEPTANCE**

Thinks like a  
**PHILOSOPHER**

Motivated by  
**FREEDOM**

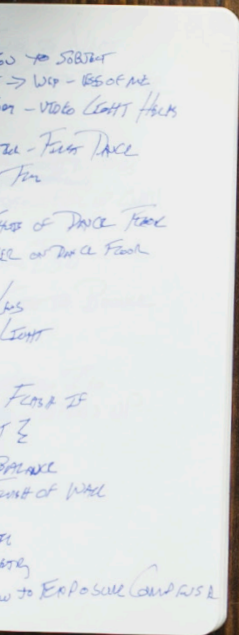
**AFFIRM** their personal journey

**MOBILIZE** their potential



GO weekly

**AN ANNUAL PLAN WITH WEEKLY RESOURCES  
TO STRATEGICALLY TRAIN VOLUNTEERS AND PARENTS.**



# GO weekly



The best way to have influence in the life of a kid or teenager is to show up every week. We ask church leaders to recruit weekly volunteers and cue parents weekly. We recognize that this goal takes consistent effort. That's why we developed Weekly. The Weekly strategy is our way to continually train church staff throughout the year and provide weekly resources so they can activate parents and leaders who work on the front lines with kids and teenagers.

## COMPONENTS OF WEEKLY:

### VIDEOS

Short training videos introducing church staff to one idea each month

### E-BOOKS

A 5,000-word digital book to accompany each video for further discussion

### INTERVIEWS

Best practices and answers from a variety of leaders in growing churches

### SOCIAL MEDIA

A complete package of digital resources to communicate with parents and volunteers that includes a suggested posting schedule

### EMAILS

Graphically designed email communication for parents and volunteers

### PODCASTS

Training that helps parents do family better and helps leaders do small group better

### LEAD SMALL APP CUSTOMIZATION

An online tool for church staff to customize content for a free app to small group leaders



.....

# ORANGE SUMMARY

.....

## THE ORANGE STRATEGY

**At Orange, we have over ten years of experience as a nonprofit partnering with over 10,000 innovative and growing churches from over forty different denominations. Our staff has extensive background working as church leaders and educators. When any organization or church partners with Orange for their weekly curriculum, they benefit from the following distinctives . . .**

### **AN INTEGRATED STRATEGY with a common language.**

Orange offers a strategic teaching plan that is comprehensive in its approach to age groups. Each age-group curriculum implements a scope and cycle to prioritize what is taught at each phase of a kid's life and to recycle biblical and theological truth so it sticks. This overall strategy synchronizes the efforts of all age-group leaders and parents around five primary values: Align Leaders, Engage Parents, Elevate Community, Refine the Message, and Influence Service.

### **AGE-SPECIFIC CURRICULUMS to lead kids in a growing relationship with Jesus.**

Our team leverages what they understand about theology and child development to help kids grow spiritually at each phase. There are four unique curriculums designed for preschool, elementary, middle school, and high school. They all prioritize a relationship with Jesus and are built around the three relational motives described in the Great Commandment: Love God, Love Life and Love Others.

### **RELEVANT THEMES so biblical truth connects to everyday experience.**

Orange curriculum is known for innovation and creativity. New curriculum is available for download every month (two months prior to when it will be taught). This schedule allows our content to adapt quickly and stay current.

### **PARENT CONNECTION to maximize your influence.**

Orange curriculum offers Parent Cue resources that are simple for parents to access at home. No parent will be a perfect parent, but every parent can take the next step and do something more. When parents or guardians take advantage of simple cues throughout the week, they can dramatically influence the life and faith of a child.



## SUMMARY

---

### **VOLUNTEER RESOURCES** to connect kids with a consistent leader.

The Orange strategy emphasizes a relational approach to ministry by providing resources for consistent adult leaders to engage kids and teenagers every week. That's why Orange curriculum not only provides activities and discussion questions for a small group setting, but it also systematically trains leaders every week of the year.

### **CUSTOMIZED RESOURCES** to elevate the local church brand.

Orange curriculum is easy to customize and scale for every church. Our goal is for the Orange brand to be transparent so the local church can be the focal point for the community. Because all curriculum files are delivered as editable text files and customizable graphics, they are adaptable for every context.

### **WEEKLY ACCESS** to help individual churches problem-solve.

Orange curriculum is supported by a network of experienced leaders. Each church partner is assigned an Orange Specialist who will personally assist in implementing curriculum and strategy. Because Orange Specialists have personal ministry experience, as well as daily conversations with ministry leaders both nationally and internationally, they are well-equipped to provide innovative solutions for every ministry context.

### **ONLINE COMMUNITIES** to expand your connection.

Orange facilitates collaboration between leaders so everyone arrives at better ministry solutions. Leaders are smarter together than they are alone. Orange churches benefit from a thriving and engaged network of leaders through social media groups and online forums.

### **LEADERSHIP TRAINING** to network and improve.

Orange curriculum is most effective in the hands of equipped leaders. That's why we are as committed to training leaders as we are to providing them with resources. At Orange, leadership training happens not only through our annual conference, our national tour stops, and our supplementary products, but also systematically throughout the curriculum components.

---

# ORANGE EVENTS & RESOURCES

---



## ORANGE EVENTS



**Orange hosts four strategic events throughout the year to help train ministry staff and volunteers.**

### THE ORANGE CONFERENCE

A three-day national gathering in Atlanta, Georgia for staff teams and volunteers. It provides over a hundred unique breakouts from over 60 leading ministry experts and practitioners from around the country. It focuses on improving leadership skills, building team interaction, and developing better strategies for children and teenager ministries.

[THEORANGECONFERENCE.COM](http://THEORANGECONFERENCE.COM)

### ORANGE TOUR

A one-day regional gathering in twenty cities around the United States for staff teams and volunteers. It includes three main sessions and select breakouts for leaders of every age group, and provides a more intimate setting for conversation and networking with local ministries.

[ORANGETOUR.ORG](http://ORANGETOUR.ORG)



## THE ORANGE STRATEGY

---

### AGE-GROUP CAMPS

During the summer, the Orange staff leads Camp KidJam for kids 3rd-6th grade and High School Camp (it's just for high schoolers). Each camp not only creates a memorable experience for kids and teenagers, but also hosts training for your staff and volunteers at the same time.

[CAMPKIDJAM.COM](http://CAMPKIDJAM.COM) | [HIGHSCHOOLCAMP.COM](http://HIGHSCHOOLCAMP.COM)

### LIVE TO SERVE

A unique experience for children's ministry volunteers in five cities. It provides practical workshops and training to help volunteers develop better story telling, production, and worship for children.

[LIVETOSERVE.COM](http://LIVETOSERVE.COM)

### RETHINK LEADERSHIP

A unique gathering of church leaders who are committed to solving the biggest challenges facing your church and the Church. Think of it as content, conversations, and community unlike any other leadership event in the county.

[RETHINKLEADERSHIP.COM](http://RETHINKLEADERSHIP.COM)

## ORANGE RESOURCES



**Orange creates products to help churches implement a better strategy to engage parents.**

### MILESTONE EVENTS

#### **BABY-D**

An event to celebrate the first chapter of life

#### **FAMILY BIRTHDAY CELEBRATION**

An event to celebrate the decision to follow Christ

#### **START HERE**

An event to celebrate baptism

#### **SENIOR SUNDAY**

An event to celebrate the transition toward career and vocation

### FAMILY EXPERIENCES

Orange has created a library of hundreds of original songs for churches and families through our own Amber Sky Records. Amber Sky also houses additional resources for worship leaders including performance tracks, live lyric videos, music videos, weekly devotionals, and customizable playlists for the members of your church.

### SUMMER

This Summer Experience is more than your typical VBS. Check out a new way to make this one-week of summer create momentum for what you do every other week of the year.

### CHRISTMAS

Our Jingle Jam experience gives you everything you need to produce a high quality, memorable family experience in the midst of a busy season. Help every family remember what matters most this Christmas.

## THE ORANGE STRATEGY

### TRAINING RESOURCES

#### **THINK ORANGE**

**Reggie Joiner**

Churches have a greater impact when they synchronize the influences of the church and home. *Think Orange* is the key book-length publication on the Orange strategy and unpacks the five Orange essentials for every family ministry.

#### **LEAD SMALL**

**Reggie Joiner and Tom Shefchunas**

Discipleship happens best in the context of relationships. *Lead Small* is a book to train volunteers who disciple kids and teenagers on five principles that will help them do for a few what they wish they could do for everyone.

#### **ORANGE ESSENTIALS**

This journal and DVD resource work as companions to *Think Orange* as a way to train groups of leaders on the most important components of a successful family ministry strategy.

#### **CREATING A LEAD SMALL CULTURE**

**Reggie Joiner, Kristen Ivy, & Elle Campbell**

A companion to *Lead Small*, this resource trains church staff on practical ways to create a ministry structure, a leadership base, and a messaging strategy that each support relational ministry.

#### **IT'S JUST A PHASE SO DON'T MISS IT**

**Reggie Joiner and Kristen Ivy**

Ministry leaders can be more effective when they have a comprehensive approach to age group ministries. *It's Just a Phase* discusses elements of child development to help leaders understand why every life stage of a kid matters and at least 13 things churches can do about it.

#### **DO FOR A FEW DVD**

What you do for a few will have more impact than what you try to do for everyone. Everything you need to invest in and train volunteers on the principles in *Lead Small*.

#### **PARENTING BEYOND YOUR CAPACITY**

**Reggie Joiner and Carey Nieuwhof**

Every parent can be a better parent and every parent can do something more for the faith of their children. In *Parenting Beyond Your Capacity*, Joiner and Nieuwhof explore what can happen when parents connect their family to a wider community.