



project **REACH**

Impact Plan



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Project Summary



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As the world is anxiously ready for life to get back to normal after being shut-in for two years and isolated from friends, family, church, and normal day-to-day activities, Adult & Teen Challenge is excited to announce Project Reach, an evangelistic outreach strategically designed to mobilize the more than 200 ATC centers, staff, and students to bring the gospel of Christ to hundreds of cities across the U.S. and Canada.

This Initiative will unite local churches, nonprofits, government agencies, and civic organizations together to offer hope within their communities through planned activities and events.

The fields are ripe and we are ready to share the good news we have in Jesus Christ to transform and restore the broken lives of men, women and teens who are struggling with addiction and other life-controlling issues.

Then I heard the voice of the Lord saying, “Whom shall I send?”

“And who will go for us?: And I said, “Here am I. Send me!” - Isaiah 6:8



The Challenge



WHO Can We Reach?

The nation is reeling from the social and economic impacts of the coronavirus pandemic. People are hurting and looking for answers, many of them in the wrong places. In fact, church attendance is at an all-time low and [only 7 percent of non-Christians](#) think the church is capable of solving society's problems.

Drug and alcohol use have substantially increased over the last two years. **Opioid overdose deaths have reached an all-time high.** Tens of millions across North America are dealing with feelings of loss, separation, hopelessness, and despair. Recent studies report these alarming statistics:

- 40 million adults in the U.S. suffer from anxiety disorders.
- 15 million adults struggle with regular feelings of depression.
- 40 million Americans over the age of 12 struggle with substance use disorder, commonly called addiction.

WHAT Will We Do?

At Adult & Teen Challenge, we are burdened by these numbers and believe that God is calling us to minister to people chained in these cycles of addiction. Through the grace of God and your commitment to stand with us, we will:

- **Mobilize our 200 +** Teen Challenge Centers and partner with local churches, nonprofits, government agencies, individual citizens, and other organizations.
- **Provide REACH training** – “How to Share Your Faith” through a series of short videos available in our resource center.
- **Equip your outreach team** with marketing materials and templates to make your events professional and easy to do.
- **Share the gospel** through purposeful outreach activities and events.

WHY NOW? Because We Are Called.

Since 1958, **evangelism has been at the core of the Adult & Teen Challenge DNA.** Now, more than ever, our world desperately needs that same hope-filled message. Substance abuse is on the rise. Millions have been diagnosed with at least one mental illness. Poverty, food insecurity, and homelessness are present in every major North American city. **We are called to be the church** for those in the midst of life’s struggles and hardships.

Activities & Events

projectREACH | Sample Activities

The REACH steering committee has been meeting and planning to cast an evangelism vision and compose a comprehensive list and instructions of how-to-do a simple community trash cleanup... to facilitating a concert in the park or 5K race. Every activity is an opportunity for your center to engage the community with the gospel.

Planning your outreach projects in advance will help you schedule and manage multiple activities. Find dozens of sample Activities & Events on the website.

- Carwash
- Trash Clean-up
- Potluck BBQ/Picnic
- Community Concerts
- Movie Nights
- 5K Race / Walk
- Clothing & Coat Drives
- Feed the Homeless
- Back-to-School Drive
- Harvest Festival



Plan & Preparation

PRE-GAME

GET READY! Its time for-planning, preparing, and praying about what project initiatives best fit your center and your community. This impact plan is designed to give each organization a clear overview of the project and outline the next steps to take, week by week.

1. **Assign a REACH REP** from your organization to be the “point-person” and liaison with the national office. A starter-kit of marketing tools will be sent to them about a week after sign-up. (see page 10 “Project In-A-Box)
2. **Next, recruit your project volunteers** and review the [Activities & Event](#) List to select the outreach initiatives that work best for your center. [Note: These events have been outlined start to finish!]
3. **We encourage you to commit** to a minimum of one activity per month.
4. **Reach out to your local Churches**, Youth Groups, Rescue Centers, First Responders (Law Enforcement, EMT, Fire Fighters), Civic Organizations, Universities, and other Nonprofits to partner with you on these events.
5. **Visit the Project Reach website** [resource center](#) to reference the marketing tools available for your activity.
6. **Schedule a best time** for the team to watch the [Evangelism Training Videos](#) to learn how to start a conversation and effectively share the gospel. This can be done as a group session or individually. They are available online in our resource center.

Marketing Tools

PROJECT In-A-Box

This starter kit will arrive about a week after you sign-up your Reach Rep on our website. Here's what's inside...

- Welcome Letter
- Impact Plan
- Contact Cards
- Wrist Band
- Action Check List
- Sample Reach Cards
- T Shirt
- And More!



RESOURCES | Marketing Material

Visit our website to access everything you need to promote your event. Find RESOURCE TEMPLATES for banners, posters, flyers, and t-shirts... all online in our resource center – and ready to download and personalize!

- MARKETING TOOLS: Logos, Color Guide, Post Cards, Posters, Power Point Slides (church & civic presentation)
- PROMOTIONAL TEMPLATES: T-Shirts, Banners, Flyers
- MEDIA RELEASE: Event Press Release, PSA Radio Script
- DIGITAL MEDIA: Training Videos – How to Witness
- REPORTING: United Hive App – Post Your Testimonies
- PROMO VIDEO: Project Reach Video

Media Resources

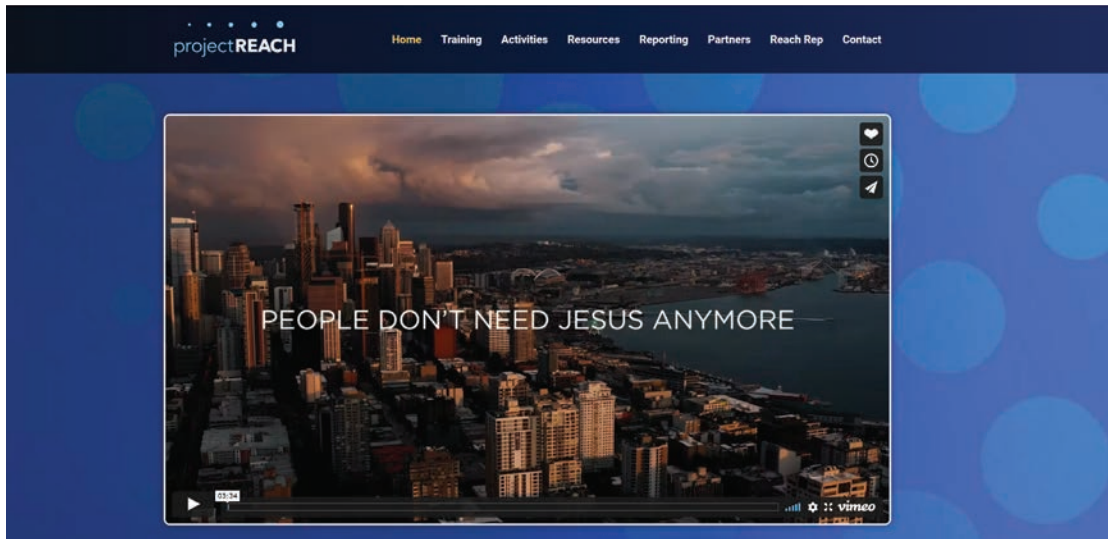


Website
projectREACH.us



How to Witness Videos
TAKE THE CITY

Promo
VIDEO





Next Steps

Action List

Step 1: By now you should have selected your first outreach activity. Your task force should be praying and preparing.

Step 2: It's time to prepare your media and promotional plan. Templates for posters, flyers, t-shirts, and press releases can be found in the resource center.

Step 3: Make sure your REACH volunteers have watched the "How to Witness" videos to be prepared to confidently share their faith at your planned event. These videos can be found in the training center and watched individually or as a group.

Step 4: Circle back with your REACH task force and contact your volunteers to make sure they are ready to hit the streets.

Calendar & Schedule



Pray • Prepare • Promote • Project Reach!

Event Plan

- Week ONE – **Pray** your event
- Week TWO – **Prepare** the details for your activity/event
- Week THREE – **Promote** the event: flyers, posters, media
- Week FOUR – **projectREACH** event!

Our Goal

EVANGELISM Reach!

Our goal is to increase our evangelistic reach. Document the decisions made for Christ. And provide an opportunity for those struggling with addiction to get help through one of our 200+ centers in North America.

Reaching people with the gospel of Jesus Christ.
Restoring lives through choices of salvation.
Redeeming individuals through ATC graduations.

REACH the lost.
REACH the hurting.
REACH the hopeless.





First Steps

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- 1** Assign a Reach Rep
 - 2** Visit the website for ideas and resources (projectREACH.us)
 - 3** Plan your event and mobilize



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