

# KINGDOM

CULTURE

DISCIPLE / ACT / CARE / SHARE



21-25  
FEBRUARY  
2024

PULSE meet 2024



Youth Ministries  
Department  
INTER-EUROPEAN DIVISION



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**Kingdom Builders: Equipping Christian  
Youth Leaders for Impactful Projects**



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The seminar **Kingdom Builders: Equipping Christian Youth Leaders for Impactful Projects** is a guide for youth leaders seeking to create impactful and spiritually projects for Youth. The seminar covers key aspects of **project planning**, **execution**, and **evaluation**, all rooted in **Christian principles**.





# Project Life Cycle

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1. Project **Initiation** Phase
2. Project **Planning** Phase
3. Project **Executing** Phase
  - Project **Monitoring** and **Controlling** Phase
4. Project **Closing** Phase



# Start with a vision:

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- Establish a vision for the project that aligns with your **Christian values** and principles.
- A leader must be visionary. You need to know **WHY** you are doing what you are doing. It's not enough to simply do things randomly.
  - Example: **TIN** - Changing Lives
- **Daydream** about your project - develop a vision of what it could be. Talk to your group about it.
  - How many leaders do you need?
  - Imagine what kind of people you want to attract with your project.
  - Imagine the growth process your project beneficiaries will go through.
  - Describe what your project participants look like.
- The project you develop must be in line with your philosophy, it must help you achieve your goals.
- A project has to **fulfill a need**.



# Create a Planning Team:

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- Organise a **focus group**.
- **Analyse** a similar past events.
- **Assess institutional culture** - A church's budget assessment is a very clear indication of that **organization's values**.
- **Form a team** of dedicated individuals who **share the vision** and are committed to planning and executing the project.
- Don't start a project without doing a **talent and capability analysis** of the team you are leading.

Our Heritage - Romanian Study: **66,08%** of the Romanian young people want the church to offer them a **variety** of projects to choose from.





# Define the Purpose:

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- Clearly **articulate the purpose** of the project. What do you want to achieve?
- Formulate the **Project Goal** in one sentence, using a maximum of 50 words.

The project goal must:

- focus on the major outcome (What? How?)
- highlight innovative aspects and potential impact (Who does it benefit?)



# Understanding the social context:

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- **Assess the cultural context**

- Aspects to analyze:

- **Geography** affects the project (it's one thing to organize a project in the mountains, quite another at sea)
- **Population** structure

- Identify Target Audience:**

- Determine the age group and specific demographic of the youth you want to engage.

- **Financial** situation
- **Generational characteristics** - Understand their generation. Read existing studies about the young people you work with.
- **Heroes and villains**
- Urban / rural
- Number of inhabitants





# SWOT Analysis:

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- A **SWOT analysis** is a strategic planning tool used to identify and evaluate the **Strengths, Weaknesses, Opportunities,** and **Threats** involved in a project or business venture.

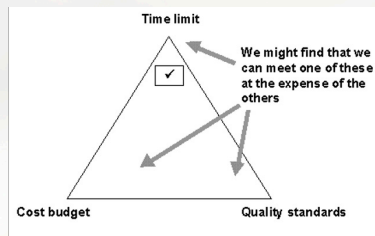


# Set Goals and Objectives:

GOAL VERSUS OBJECTIVE	
Goals are the final result or outcome of an endeavor	Objectives are specific results that help to achieve the final goal
It is what you want to achieve	It is how you are going to achieve the goal
Broader than objectives	More specific
May not be measurable	Measurable
Have a longer time frame	Have a short time frame

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- Clearly outline the goals and objectives of the project.
- Set **SMART (Specific, Measurable, Attainable, Realistic, Timely)** goals.
- **Specific** – Objectives should specify what they want to achieve.
- **Measurable** – You should be able to measure whether you are meeting the objectives or not.
- **Achievable** - Are the objectives you set, achievable and attainable?
- **Realistic** – Can you realistically achieve the objectives with the resources you have?
- **Time** – When do you want to achieve the set objectives?



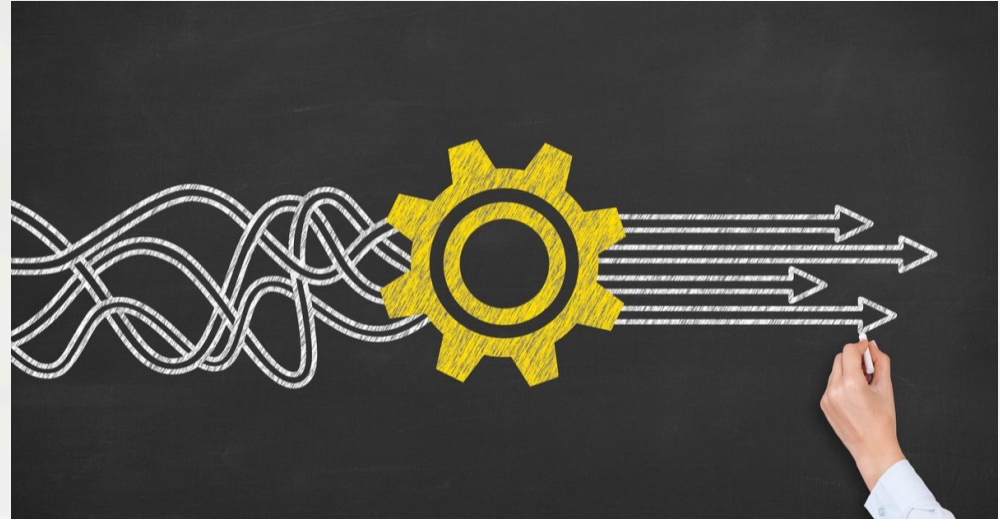


# Process:

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- **Create and communicate a process** that leads to the desired outcome
- Include a variety of **activities** that help you **reach your objectives**
- Develop a **Schedule and Timeline:**

Create a detailed schedule and timeline for the project, including planning meetings, promotional activities, and the main event or activities.
- Make sure **every team member understands** what they have to do
- **Task prioritization**



# Define the Project Scope:

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Defining the scope of a project consists of **identifying the work that will be performed**. In order to realize that we should start with the **main goals and objectives** of the project and think about the **activities required to achieve them**.

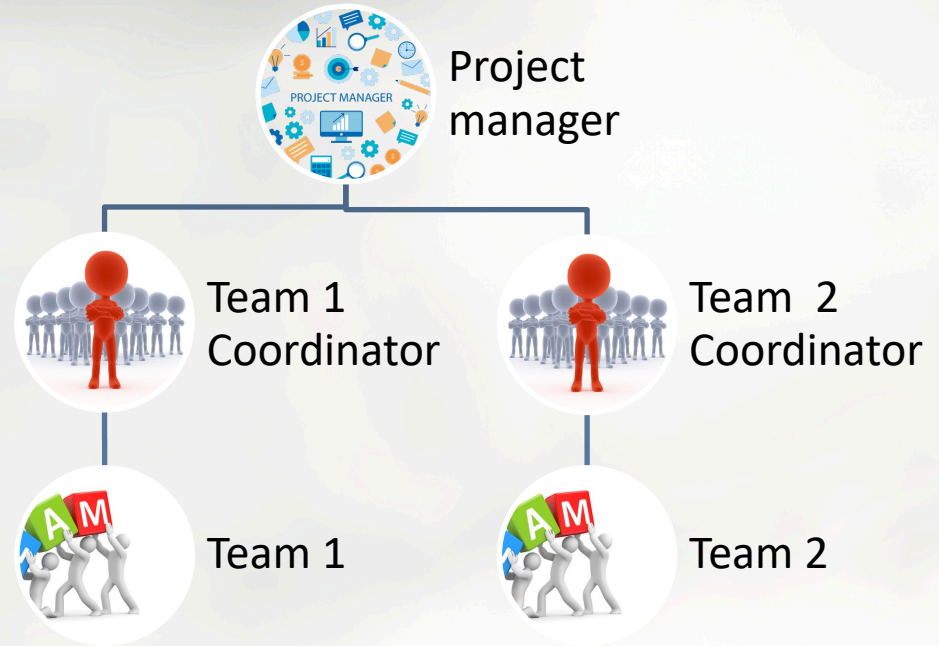




# Roles:

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- **Communicate** the plan
- Establish the **roles** within the team
- Establish the **chain of command**



# Organizational areas:

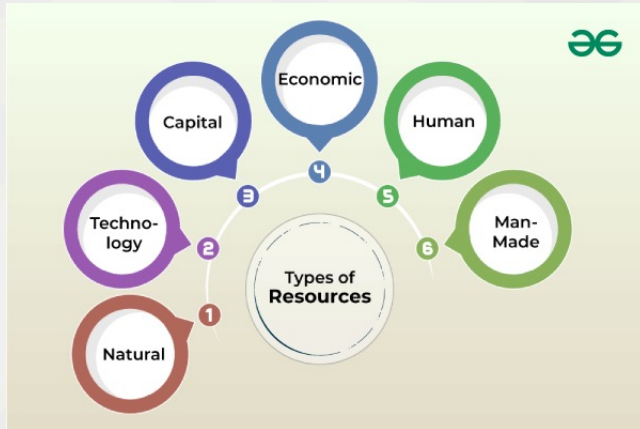
ACTIVITIES	MEALS	SECURITY	Contact authorities	MARKETING	SANITARY	FACILITY MANAGEMENT	BUDGET	VOLUNTEERS	
ACTIVITY 1	FOOD COURT		APPROVALS	SOCIAL MEDIA		TENTS	PURCHASING	TASK PLANNING	
ACTIVITY 2	WASTE MANAGEMENT		PARTNERSHIPS	PRESS		TABLES, CHAIRS	SPONSORING	TEAM BUILDING	
ACTIVITY 3	WATHER			ADVERTISING MATERIALS				DEVOTION	
ACTIVITY 4	CATERING COMPANY			GRAPHICS		PROJECTION			
ACTIVITY 5						DELIMITATION OF SPACE			
ACTIVITY 6						PARKING			
ACTIVITY 7						DÉCOR			





# Secure Resources:

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- **Identify the resources** needed for the project, such as venue, speakers, materials, and volunteers, money.
- Make sure to **involve the local church community** and seek support from **church leaders**.



# Relevance:

- Are the **project objectives** formulated in line with the **Christian vision**?
- Are the partners (project participants) clearly **identified**?
- Are the **scope and target groups** clearly identified? (qualitative and quantitative description)
- Are the **needs/problems analysis** sufficiently comprehensive?
- Do the **activities** meet the program's purpose?
- Does the project's **purpose and results** directly **benefit the target groups**?
- Does the **economic and financial analysis** provide an adequate description of the above problems?







# Promote the Project:

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- Develop a **promotional plan** to raise awareness about the project. Utilize social media, church bulletins, and other communication channels to reach the target audience.
- Marketing
  - Know your **target audience**
  - Make a **communication strategy** - Timing is everything
  - **Be concise**
  - **Be complete**



# Promote the Project:

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- Marketing

Be complete:

- **What** is the event?
- What is **the purpose** of the event?
- **Who** is the event for?
- **Where** is the event taking place?
- **What time** does the event take place?
- How much does it **cost** and how do people pay?
- When is the **deadline**?
- What do people need to bring?
- Who is the **contact** person for more information?



# Promote the Project:

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- Marketing

Communication tools:

- Websites
- Social media (Facebook, X, Instagram, TikTok)
- E-mail
- Messaging services
- Posters
- Phone call
- **Logo** to contain your **values**
- Official event page
- Web banners





# Spiritual Guidance:

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- **Incorporate Spiritual Guidance:**  
Include opportunities for **spiritual growth** and **guidance** for your team. This may involve prayer sessions or incorporating devotional time.
- **Provide Opportunities for Fellowship:**  
Foster a sense of **community and fellowship** among the team. Include icebreaker activities, group discussions, and opportunities for building relationships.



# Project execution, supervision and control:



- Constantly communicate **milestones** achieved
  - Make sure **things are getting done**. Check. Give feedback.
  - **You're not the expert** in every field.
  - **Communicate risk** at the right time to the right people.
  - Be **calm** under pressure.
  - Set (daily) **tasks**.
  - Build **relationships** with the team.
- Learn to **motivate** - influence without authority
    - Tools:
      - **communication**
      - **negotiation** (New deadline)
      - **conflict management** - (conflict mediation)
        - Have separate meetings with those who are not meeting their targets. Don't demotivate the team.



# Evaluate and Reflect:

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- After the project, **gather feedback** from participants and the planning team. **Evaluate** the success of the project in meeting its **goals and objectives**.
- Remember to stay flexible and open to feedback, and ensure that **the project aligns with the Christian values** and principles you aim to promote.
- **Celebrate** the effort.





# Improve:

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- **Define** (the Project goal) - tells you what to measure.
- **Measurement** tells you what to analyze.
- **Analysis** tells you what to improve.
- **Improvement** tells you what to control.



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