



THE FOLLOW THROUGH INITIATIVE

We are creating a systematic process to help students follow through on decisions made at CIY events.

When church leaders follow up, students follow through.

THE FOCUS

“I remember where I was sitting [at a CIY event] in 2004 the first time I realized ministry was an option...

AND I STOOD UP.

But months later, I told my youth minister that I wasn't sure... He told me, 'You got this. You gotta follow through.'

HIS BELIEF IN ME IS ALL IT TOOK.

Every time I see one of my students stand up, I'm reminded it's worth it. I can't think of anything more fulfilling than replacing myself.”

- Will Ellis, NextGen Pastor, Christ's Church Flagstaff (AZ)



THE OPPORTUNITY

Christ In Youth calls youth to Christ and into a life of Kingdom Work through His Church.

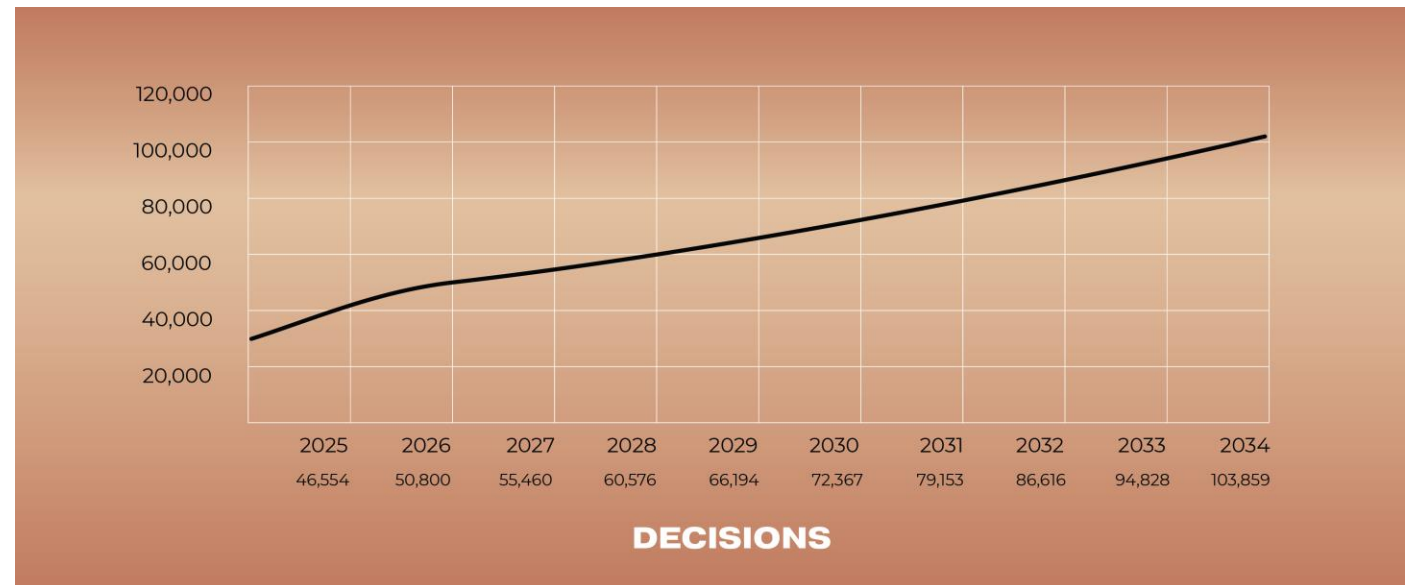
Over more than five decades, we have been honored to witness hundreds of thousands of young people, just like Will, make life-changing decisions at our events that include:

First Time Decision

Repentance

Kingdom Work

Vocational Ministry



While these moments are pivotal, what happens afterwards is just as important. They need support to move them from the moment of calling to a lifetime of commitment. They need a church to follow up so they can follow through. We've done the research, established strategic thought-partners, and created a plan – now it's time to build it.

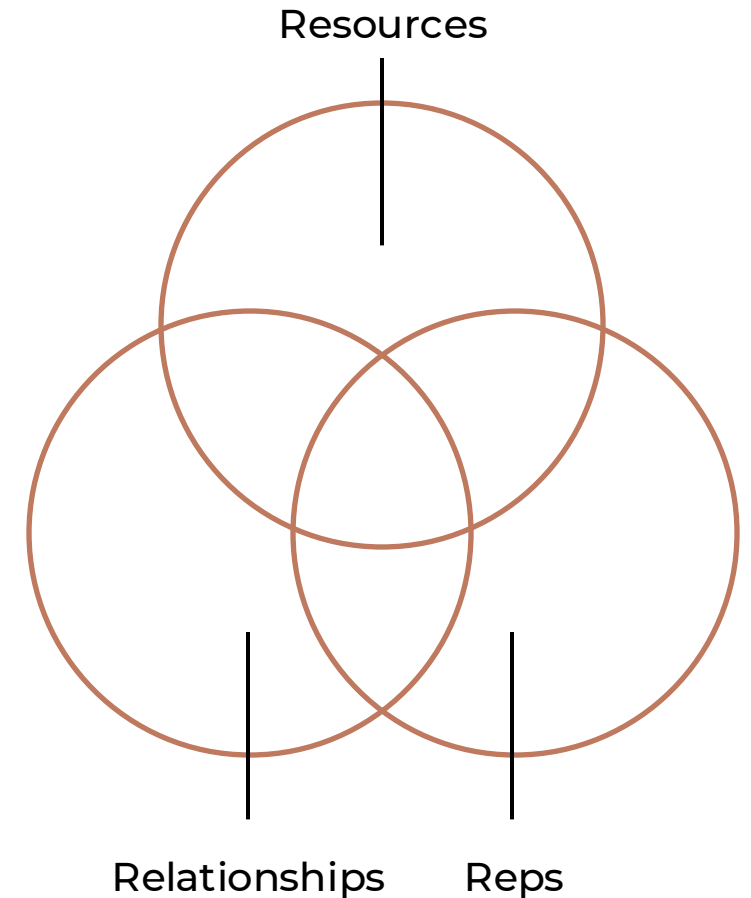
THE PLATFORM

Imagine a world where every preteen, middle school, and high school student who makes a faith decision at an event is instantly equipped to continue that journey when they leave.

We believe that for students to successfully follow through on a faith decision, they need resources to learn from, relationships to support them, and meaningful repetitions to serve and lead.

Now imagine a brand-new Discipleship LMS* platform that delivers all three.

**An LMS, or Learning Management System, is software that efficiently deploys, manages, and tracks a variety of resources to unique user types.*



Here's how we'll do it:

BUILD		LAUNCH		CREATE			
2022-23	2024	2025		2026	2027	2028	>>>>
Initiative Groundwork: Research and Development Phase	Planning Phase Initiative Resource Launch Beta testing*	Discipleship LMS Platform Launch	Launch Content: Vocational Ministry Decision	Launch Content: Kingdom Worker Decision	Launch Content: First Time Decision	Launch Content: Repentance Decision	Ongoing Resource Innovation

While we work to activate youth to follow through, we will also be supporting the key adults in their lives with resources like conversation guides, notifications/reminders, progress updates, and more.

*This summer, we have rolled out expanded opportunities for those making vocational ministry decisions by broadening our electives and providing physical and digital resources modeled after the more comprehensive content we anticipate launching in 2025 through the LMS platform.



THE URGENCY

While we plan to roll out content to support all decision types, there is an urgency to begin with vocational ministry.

“It is urgent that denominations, networks, and independent churches determine how to best motivate, mobilize, resource, and deploy more younger pastors.”²

- David Kinnaman, Barna Group President

1. www.christianitytoday.com/news/2023/april/pastor-succession-church-next-generation-leader-barna-surve.html

2. www.barna.com/research/aging-americas-pastors/

3. The Barna Group, “The State of Pastors” Report, 2015.

HERE’S WHY

Over the next 10 years, CIY anticipates 30,000 young people will make a vocational ministry decision at our events. However, when surveyed in 2023, CIY found that less than 1% of churches have a formal follow-up plan.

- 1 in 4 pastors will retire by 2030.¹
- Nearly four out of five pastors (79%) agree that “churches aren’t rising to their responsibilities to train up the next generation of Christian leaders.”¹
- There are more pastors over 65 than under 40.²
- In 2015, the pipeline dried up (69%). Less than half of pastors (45%) now agree that their church “puts a significant priority” on developing the next generation.¹
- More than half of all U.S. pastors sense a call to ministry between the ages of 14 and 21.³

SPARKING INNOVATION

Pursue Events



This initiative has already launched a series of multi-day experiences for high school juniors and seniors to explore ministry as a career.

Four Pursue events will be hosted this fall on the campuses of CIY's newly established Higher Ed. Collective: a group of Bible college and university partners committed to dedicating resources and time to this initiative.

The word 'PURSUE' is written in a bold, blue, blocky font with a white outline, set against a light beige background. The letters are slightly arched.

THE NUMBERS

The Follow Through Initiative
Total Budget (2024-2034): \$4.2 million

2024

Year 1 Launch Budget:

\$627,600

Expense Breakdown:

\$480,600 Application Build

\$57,000 Staffing

\$90,000 Content Development

2025 - 2034

Annual Budget: \$363,000

Expense Breakdown:

\$199,000 Application Development

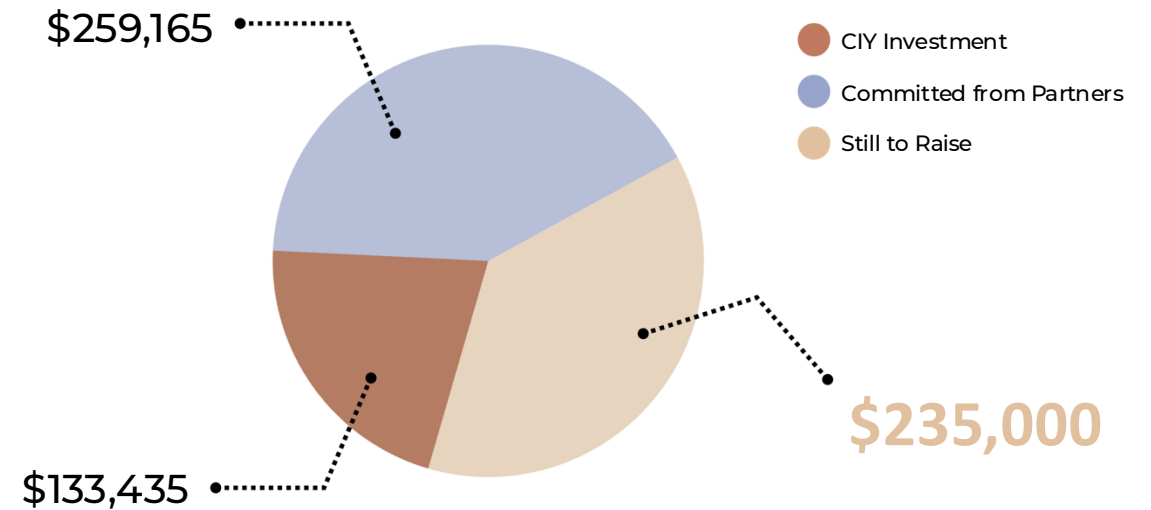
\$89,000 Staffing

\$75,000 Content Development

Revenue Breakdown:

\$363,000 CIY Investment

Year 1 Launch Revenue Breakdown:



THE INVITATION



Pray With Us

Pray for those who have made decisions, that they would be affirmed and confirmed in their calling and receive the support they need to follow through.

Support the Work

Give financially to help build and launch a system that will resource 700,000+ life-changing decisions over the next 10 years.

Are you a church leader?

Use your influence to help shift the model of how churches measure success in youth ministry. More than just attendance, let's track and celebrate student activation in two ways:

- 1. SERVING:** Track the number of students serving in your church each week.
- 2. SENDING:** Set a number of "Timothys" your church will send and support each year.

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