

ACTIVATE

NOT JUST AN ASSEMBLY.
A CALL TO ACTION.
AN INVITATION TO A MOVEMENT.

A STRATEGY FOR REACHING YOUR CITY.

ACTIVATE

ACTIVATE: A CALL TO ACTION.

“THE ASSEMBLY WAS AWESOME, BUT WHAT YOU SAID LAST NIGHT TRULY CHANGED MY LIFE. THANK YOU.”

JESSICA, HIGH SCHOOL STUDENT

ACTIVATE IS A COMPREHENSIVE STRATEGY WE HAVE TO REACH STUDENTS RIGHT WHERE THEY ARE...IN PUBLIC SCHOOLS! MIDDLE SCHOOLS AND HIGH SCHOOLS ARE THE GREATEST UNREACHED MISSION FIELD IN YOUR COMMUNITY. WITH AN AVERAGE OF 12% OF ALL STUDENTS ACTUALLY ATTENDING CHURCH (EVEN IN THE BIBLE BELT), THERE IS A HUGE NEED TO GO AND MINISTER TO STUDENTS WHERE THEY ACTUALLY ARE. ACTIVATE ASSEMBLIES ARE AN OPPORTUNITY FOR STUDENT MINISTRIES TO PARTNER WITH THE SCHOOLS IN YOUR COMMUNITY. ACTIVATE GOES INTO PUBLIC SCHOOLS WITH A ROCK BAND, HIP-HOP ARTIST AND A SPEAKER THAT WILL CHALLENGE STUDENTS TO DREAM BIG DREAMS FOR THEIR LIVES THROUGH EXAMPLES OF HISTORY MAKERS.

WE PROVIDE FULL PRODUCTION FOR THE ASSEMBLIES AND USE A MULTI-PLATFORM APPROACH TO GET THE MESSAGE OF DREAMING BIG OUT TO EACH STUDENT. STUDENTS DESIRE TO BE THE CHANGE THAT THEY WANT TO SEE IN THE WORLD AND ACTIVATE WILL CHALLENGE THEM TO DO THAT. ACTIVATE NOT ONLY WILL CHALLENGE THEM, BUT WILL GIVE THEM VARIOUS EXAMPLES OF PRESENT DAY CAUSES THAT THEY CAN START MAKING A DIFFERENCE WITH. WE HAVE MET STUDENTS AT SCHOOLS THAT HAVE SAID THAT THEY WERE GRATEFUL THAT ACTIVATE GAVE THEM PERMISSION TO DREAM. WITH SO MANY NEGATIVE INFLUENCES IN STUDENTS' LIVES AND SO MANY NEGATIVE MESSAGES BOMBARDING THEM, WE ARE EXCITED TO BE ABLE TO GO INTO THE SCHOOLS AND SHARE THIS POSITIVE MESSAGE WITH ALL STUDENTS. WE BELIEVE THAT AS THE CHURCH WE HAVE A DUTY TO REACH THESE STUDENTS AND AS LOCAL CHURCHES YOU CAN SEND THE MESSAGE TO YOUR SCHOOLS THAT THEY MATTER BY BRINGING ACTIVATE TO THEM. A GENERATION IS RISING UP TO ACTIVATE THE FUTURE AND MAKE HISTORY NOW.

“ACTIVATE WAS SIMPLY AMAZING. IT WAS A CHANCE FOR KIDS TO BE CHALLENGED TO CHANGE THE WORLD AND BE WHO THEY ARE, NOT JUST WHO THE WORLD TELLS THEM TO BE. ACTIVATE ENGAGED STUDENTS AND AND HAS CHANGED THEM. I WOULD NOT HESITATE TO BRING THEM BACK.”

DAVID RUNNELS, STUDENT PASTOR

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ACTIVATE

AN INVITATION TO A MOVEMENT.

ACTIVATE AT ITS CORE IS NOT AN EVENT. IT'S NOT AN ASSEMBLY. IT'S NOT A BAND. IT'S NOT A SPEAKER. IT'S A MOVEMENT. THIS MOVEMENT STARTS EVEN BEFORE THE ACTIVATE TEAM GETS INTO YOUR AREA. FOR ACTIVATE TO BE MOST EFFECTIVE, STUDENT LEADERS NEED TO BE RAISED UP AND ENABLED, SO THEY CAN BE PRAYING FOR THEIR LOST FRIENDS AND GETTING PEOPLE EXCITED ABOUT ACTIVATE. ADULTS IN THE CHURCHES NEED TO BE TRAINED TO LEAD STUDENTS TO CHRIST, PRAYING OVER ACTIVATE AND HELPING YOU IN ANY AREAS NEEDED. ACTIVATE IS MEANT TO BE A COMMUNITY WIDE COLLABORATION. THE TEAM WILL KICK OFF ACTIVATE WITH AN EVENING OF WORSHIP AND PRAYER FOR YOUR STUDENTS. DURING THIS NIGHT, THE BAND WILL PLAY A MORE ACOUSTIC STYLE OF WORSHIP AND THE SPEAKER WILL LEAD STUDENTS THROUGH SPECIFIC AREAS THAT THEY NEED TO PRAY OVER AND WILL ENCOURAGE STUDENTS TO CONNECT WITH NEW STUDENTS. THIS IS A GREAT WAY TO FOCUS THE WEEK.

AFTER THE ACTIVATE ASSEMBLIES, WE WILL HOLD A NIGHT EVENT WHERE WE INVITE ALL THE STUDENTS THAT HAVE BEEN AT THE ASSEMBLIES. IN MOST AREAS, WE HAVE SEEN BETWEEN A THIRD TO A HALF OF THE STUDENTS AT THE ASSEMBLIES COME BACK OUT TO THE NIGHT EVENT. THIS HAS PROVEN TO NOT BE YOUR TYPICAL OUTREACH EVENT WITH MANY OF THE KIDS SPORTING THE LATEST "THIRD DAY T-SHIRT". MANY OF THE STUDENTS THAT COME OUT ARE KIDS FROM THE ASSEMBLY PROGRAMS THAT HAVE NEVER STEPPED FOOT INTO A CHURCH BEFORE AND/OR HAVE NO IDEA WHAT BEING A CHRIST FOLLOWER IS, BUT THEY HAVE CONNECTED WITH THE IDEA THAT THEIR LIFE CAN HAVE MEANING. WE KEEP THE ENERGY FROM THE ASSEMBLIES WITH THE DJ SPINNING TUNES AS THE DOORS OPEN AND KICKING THE NIGHT OFF WITH A CONCERT PACKED FULL OF ENERGY. THE ROCK BAND WILL TRANSITION INTO A SHORT WORSHIP TIME TO QUIET THE AUDIENCE AND GET THE STUDENTS PREPARED TO LISTEN TO THE SPEAKER. THE MESSAGE OF THE NIGHT CONNECTS BACK TO THE ASSEMBLIES BY SHARING WITH THE STUDENTS THAT OUR DREAMS COME FROM GOD AND THAT HE BROUGHT JESUS INTO THE WORLD TO BE THE ULTIMATE HISTORY CHANGER. WE PRESENT THE GOSPEL TO STUDENTS IN A CLEAR, CONCISE WAY. STUDENTS WILL HEAR ABOUT HOW CREATIVE GOD IS AND THAT WE ARE CREATED TO BE IN RELATIONSHIP WITH HIM AND WILL HAVE AN OPPORTUNITY TO BEGIN THAT RELATIONSHIP. THERE IS A TIME FOR STUDENTS TO RESPOND AND WE ASK THAT EACH AREA HAVE COUNSELORS AVAILABLE TO WALK STUDENTS THROUGH HOW TO START A THEIR RELATIONSHIP WITH CHRIST. THE RESPONSE TO THE GOSPEL HAS BEEN MIND-BLOWING. WE HAVE SEEN MUSLIM KIDS, AND KIDS OF DRUG DEALERS AND PROSTITUTES BECOME CHRIST FOLLOWERS. WE HAVE DISCIPLESHIP MATERIAL AVAILABLE SO THAT THESE STUDENTS HAVE MORE THAN JUST A ONE NIGHT, EMOTIONAL EXPERIENCE...WE DESIRE TO SEE LIVES CHANGED. BRINGING ACTIVATE INTO YOUR COMMUNITY IS A UNIQUE WAY TO REACH A NEW GROUP OF STUDENTS: TO IGNITE STUDENTS TO MAKE A

"THANK YOU ACTIVATE FOR LETTING MY STUDENTS HEAR THAT THEY CAN PURSUE
THIER DREAMS. MANY OF THESE KIDS HAVE NEVER HEARD THAT BEFORE"
TEACHER, HUDSON HIGH SCHOOL

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ACTIVATE



**NOT AN ORDINARY ASSEMBLY.
NO ORDINARY LIVES.**

**"MOST FUN I'VE EVER HAD AT AN ASSEMBLY"
STUDENT, LUFKIN MIDDLE SCHOOL**

ACTIVATE

ACTIVATE: NOT YOUR ORDINARY ASSEMBLY.

EVERY DAY, STUDENTS ARE MET WITH CHOICES THAT THEY MAKE. WHAT SHOULD I WEAR TODAY? WHAT AM I GOING TO DO THIS WEEKEND? WHAT AM I GOING TO DO WITH MY LIFE? CAN I EVEN MAKE A DIFFERENCE? THEY CAN CHOOSE TO BE THE CHANGE THEY WANT TO SEE IN THE WORLD OR THEY CAN BECOME PART OF THE STATUS QUO AS THEY IDLY WATCH THE WORLD PASS THEM BY. ACTIVATE BEGAN OUT OF THE BELIEF THAT THIS GENERATION OF STUDENTS IS WANTING SOMETHING MORE OUT OF THEIR LIVES. THIS GENERATION WANTS TO CHANGE HISTORY AND NOT SETTLE FOR WHAT IS BEING HANDED TO THEM. WITH HIGH-ENERGY MUSIC AND TEACHING MIXED WITH MULTIMEDIA, WE WILL BRING THE MESSAGE TO YOUR STUDENTS OF NOT WAITING FOR OTHERS TO CHANGE THE WORLD BUT TO BE THE WORLD CHANGERS. OUR TEAM WILL USE EXAMPLES FROM HISTORY LIKE CHRISTOPHER COLUMBUS, MARTIN LUTHER KING JR., WALT DISNEY, MICHAEL JORDAN AND OTHERS WHO REFUSED TO LOOK AT THE WORLD THROUGH THE LENS GIVEN THEM. PEOPLE THROUGHOUT HISTORY THAT MADE A DIFFERENCE TOOK RISKS: EVEN RISKING PUBLIC RIDICULE, TO FOLLOW THEIR DREAMS. THEY COLORED OUTSIDE THE LINES. THEY FAILED MANY TIMES BEFORE THEY SUCCEEDED. THEY HAD A DRIVE TO KEEP GOING IN THE MIDST OF THINGS THAT SEEMED RIDICULOUS: THIS IS THE KIND OF ATTITUDE THAT STUDENTS ARE DESPERATE TO HAVE.

ACTIVATE WILL CHALLENGE STUDENTS TO BE LEADERS. THE TEENAGE YEARS ARE A FORMATIVE TIME WHEN A PERSON DECIDES WHETHER THEY WILL BE A LEADER OR FOLLOWER. ACTIVATE CELEBRATES LEADERSHIP AND ENCOURAGES STUDENTS TO MAKE THE DECISION TO BE A LEADER AND AN INFLUENCER IN THEIR WORLD. WE WILL NOT ONLY LOOK AT PEOPLE THROUGHOUT HISTORY THAT HAVE MADE A DIFFERENCE BUT WE WILL INTRODUCE OR REINTRODUCE STUDENTS TO MODERN DAY ORGANIZATIONS THAT THEY CAN GET INVOLVED WITH TO PUT INTO PRACTICE WHAT THEY HAVE LEARNED. CAN YOU IMAGINE WHAT WOULD HAPPEN IF THE STUDENTS IN YOUR SCHOOL DECIDED TO BECOME LEADERS IN THEIR COMMUNITY? WHAT IF THEY WERE THE GENERATION THAT CHOSE TO BE THE CHANGE AND NOT WAIT ON THE WORLD TO CHANGE? WHAT IF WE ALL DARED TO NOT JUST DREAM THE DREAM BUT WAKE UP AND MAKE IT HAPPEN? WHAT WOULD HAPPEN IF EVERY TIME WE FELL, WE GOT BACK UP? PEOPLE DON'T CHANGE THE WORLD BY JUST WATCHING FROM THE SIDELINES. HISTORY DOES NOT REMEMBER THOSE THAT JUST TALKED ABOUT CHANGING THE WORLD. HISTORY IS CHANGED BY REVOLUTIONARIES THAT REFUSED TO TAKE NO FOR AN ANSWER. HISTORY STARTS NOW.

“MY STUDENTS ARE PUMPED UP AND EXCITED AFTER EXPERIENCING ACTIVATE. WE WOULD LOVE TO HAVE THIS EVENT EVERY YEAR.”

VICKI EVANS, LUFKIN MIDDLE SCHOOL PRINCIPAL

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WHAT DOES AN ACTIVATE ASSEMBLY LOOK LIKE?

WE HAVE DONE OUR HOMEWORK. ACTIVATE IS NOT JUST ANOTHER ASSEMBLY PROGRAM WITH A “TALKING HEAD” HOUR-LONG LECTURE. JOHN MEDINA STATES IN HIS BOOK BRAIN RULES THAT, “AUDIENCES CHECK OUT AFTER 10 MINUTES, BUT YOU CAN GRAB THEM BACK BY TELLING NARRATIVES OR CREATING EVENTS RICH IN EMOTION”. ACTIVATE ENGAGES STUDENTS THROUGHOUT THE ASSEMBLY. WE KNOW THAT YOU DON'T JUST NEED ANOTHER ASSEMBLY TO PULL YOUR STUDENTS OUT OF CLASS; ACTIVATE IS DIFFERENT. IN CREATING THE ACTIVATE ASSEMBLY PROGRAM, WE WANTED TO CATER TO THE NEEDS OF STUDENTS AND HAVE A PROGRAM THAT WOULD SPEAK TO THEM AT THEIR LEVEL. MEDINA SAYS, “NO TWO PEOPLE'S BRAINS STORE THE SAME INFORMATION IN THE SAME WAY IN THE SAME TIME” AND SO ACTIVATE HAS A MULTI-PLATFORM APPROACH TO CONNECT WITH AS MANY INDIVIDUAL STUDENTS AS POSSIBLE. ANOTHER PART OF THE RESEARCH THAT STOOD OUT TO US IS THAT “WE LEARN BEST THROUGH PICTURES, NOT THROUGH WRITTEN OR SPOKEN WORDS”. VISUAL ELEMENTS ARE A HUGE PART OF THE ACTIVATE ASSEMBLIES.

MOMENTUM: A SIMPLE EQUATION.

OUR RESEARCH HAS LED US TO COME UP WITH THIS: THE FORMULA - INFO + VISION + ENERGY = MOMENTUM. WE HAVE KEPT THIS FORMULA IN MIND AS WE PLANNED THE SEGMENTS IN ACTIVATE. ACTIVATE BEGINS WITH A VISUALLY STIMULATING VIDEO TO GET STUDENTS THINKING ABOUT THE IDEA OF HAVING DREAMS AND CHANGING THEIR WORLD. AFTER THE VIDEO, THE BAND COMES OUT AND PERFORMS A COVER SONG THAT MANY STUDENTS ARE FAMILIAR WITH. THE FIRST TEACHING SEGMENT THEN BEGINS. OUR TEACHING TIMES INTEGRATE STORYTELLING WITH PICTURES ON THE BIG SCREEN OF THE VARIOUS PERSONALITIES WE TALK ABOUT. THE PEOPLE THAT ARE HIGHLIGHTED DURING THE TEACHING TIMES WERE CHOSEN AFTER EXTENSIVE RESEARCH. THESE PARTICULAR HISTORY CHANGERS WE PRESENT STOOD OUT TO OUR TEAM BECAUSE THEY EMBODY SPECIFIC TRAITS THAT WE WANT TO SEE STUDENTS EMBRACE. THE SPEAKER SPENDS JUST A COUPLE MINUTES ON EACH PERSONALITY AND ENCOURAGES AUDIENCE PARTICIPATION TO KEEP THE STUDENTS' ATTENTION. AFTER THE FIRST TEACHING SEGMENT, OUR HIP HOP ARTIST WILL COME ON STAGE TO PERFORM A COUPLE SONGS THEN WE WILL SHOW A VIDEO HIGHLIGHTING A CAUSE THAT THE STUDENTS CAN WORK WITH. THE BAND WILL THEN COME BACK UP TO DO SOME SONGS. THESE QUICKLY MOVING SEGMENTS WILL KEEP THE STUDENTS WONDERING WHAT IS NEXT AND HOLD THEIR ATTENTION. THE SPEAKER WILL COME BACK TO DO ANOTHER TEACHING SEGMENT. THIS FINAL TEACHING TIME HAS MORE PERSONAL STORIES AND ENCOURAGES THE STUDENTS TO LIVE OUT THEIR OWN DREAMS. “BRAIN RULES” TEACHES US THAT OUR MEMORY IS TIED TO EMOTION AND WE END OUR TEACHING TIME OF ACTIVATE WITH A STORY THAT RELATES TO MANY STUDENTS AND TENDS TO EVOKE AN EMOTIONAL RESPONSE. TO END THE ASSEMBLY, THE BAND AND HIP HOP ARTIST COLLABORATE ON ONE LAST SONG AND STUDENTS LEAVE THE ASSEMBLY EXCITED AND ENCOURAGED TO CHANGE THEIR WORLD. ACTIVATE ASSEMBLIES DESIRES TO SEE THIS GENERATION OF STUDENTS DRIVEN TO MAKE A DIFFERENCE IN THE WORLD AROUND THEM AND GIVES THEM THE TOOLS TO DO SO.

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THE TEAM



Terry Weaver
speaker

TERRY WEAVER HAS SPENT THE PAST 15 YEARS SPEAKING TO STUDENTS ALL OVER THE US AND CANADA IN A WIDE VARIETY OF SETTINGS. TERRY MASTERFULLY TAKES ISSUES THAT ARE FACING THIS GENERATION, AND SPEAKS ABOUT THEM AT THE STUDENT'S LEVEL. HE USES FRESH, VANGUARD METHODS TO CONVEY THE TRUTH THAT STUDENTS ARE DESIGNED FOR A PURPOSE AND CAN USE THEIR LIVES TO MAKE A DIFFERENCE IN THE WORLD AROUND THEM. TERRY DESIRES TO SEE STUDENTS TAKING THE LEAD IN CHANGING THEIR WORLD AND WILL CHALLENGE THEM TO BE 100% COMMITTED TO LIVING A LIFE THAT LOOKS FOR OPPORTUNITIES TO MAKE THE WORLD AROUND THEM BETTER.

"TERRY HAS A DEEP COMPASSION FOR THE NEEDS AND HURTS OF STUDENTS THAT IS MANIFESTED WHEN HE SPEAKS, HIS CHARACTER WAS OBVIOUS TO OUR TEACHERS AND OUR STUDENTS. HE CONNECTED WITH OUR STUDENTS ON AND OFF STAGE. I HIGHLY RECOMMEND HIM TO YOU "

SCOTT PETERSON - MIDDLE SCHOOL PRINCIPAL

BORN AND RAISED IN DALLAS TEXAS, MOSES UVERE WAS THE FIRSTBORN CHILD OF IMMIGRANTS WHO CAME TO AMERICA TO SEEK THE "AMERICAN DREAM." BEING BROUGHT UP BY PARENTS FROM A DIFFERENT COUNTRY, MOSES WITNESSED FIRST HAND WHAT THE "AMERICAN DREAM" WAS ALL ABOUT AND THE STRUGGLE TO ACHIEVE A BETTER LIFE. DUE TO THE FACT THAT HIS MOM LEFT THE FAMILY, HE (THE ELDEST OF THE FOUR), HAD TO GROW UP QUICKLY TO HELP HIS DAD RAISE HIS TWO LITTLE BROTHERS AND HIS LITTLE SISTER. "THE THINGS IN MY LIFE DIDN'T BREAK ME, BUT MADE ME THE MAN I AM TODAY. THIS OUTLOOK ON LIFE IS REFLECTIVE IN THE MUSIC MOSES UVERE WRITES.

"MOSES UVERE USES HIS HIGH LEVEL OF SKILL AND CHARISMA AS A LARGER THAN LIFE HIP HOP "SUPERSTAR" TO EFFECTIVELY DELIVER AN ESSENTIAL POSITIVE MESSAGE TO THOSE IN THE AUDIENCES HE PERFORMS FOR. AS HIS INFLUENCE AND IMPACT CONTINUE TO SKYROCKET ALONG WITH HIS RAPIDLY GROWING FANBASE, MOSES IS AN IMPORTANT VOICE FOR THIS GENERATION."

TED BRUUN - THE EXTREME TOUR



Moses Uvere
hip-hop artist

MERGING INFECTIOUS ROCK/DANCE POP AMALGAMATIONS WITH REFLECTIONS STEPPED IN SOCIAL RELEVANCE, HEARTS OF SAINTS IS A BUZZ-WORTHY FRESH FACE ON THE MUSIC SCENE. HEARTS OF SAINTS' MUSIC FUSES TOGETHER SOUNDS SIMILAR TO SWITCHFOOT, THE KILLERS AND U2 CIRCA THE 2000'S. LEAD SINGER, CRAIG FELKER SAYS, "EXPECT TO HEAR OUR ENERGETIC ROCK/POP DYNAMIC UP ANOTHER NOTCH, AND THERE WILL CONTINUE TO BE SOME DANCE/ROCK ELEMENTS, ALONG WITH THE POP SENSIBILITY THAT MY TONE OF VOICE TYPICALLY GRAVITATES TOWARD." "OUR GOAL IS TO WRITE GREAT SONGS AND PUT ON A SHOW WITH ENDLESS ENERGY THAT HAS PLENTY OF ATTITUDE, UNDERSCORED BY HOPE"

"HEARTS OF SAINTS CONTINUES TO RAISE THE BAR FOR ITS AMBITIOUS BLEND OF ALTERNATIVE POP AND INFECTIOUS ROCK. NOT ONLY DOES THE BAND EXPLODE WITH HOOKS AND RIFFS GALORE, BUT THE TUNES ARE SO CONTAGIOUS, THEY'RE SURE TO WARRANT A FULL-FLEDGED SING-A-LONG BY THE END OF THE FIRST CHORUS." - ANDY ARGYRAKIS - CHICAGO TRIBUNE



Hearts of Saints
rock band

**"I WAS INSPIRED TO KNOW THAT THERE IS ALWAYS
SOMETHING I CAN DO NO MATTER WHAT"
STUDENT, HUDSON HIGH SCHOOL**

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