

UNITING THE CHURCH
TO INFLUENCE
THE MIDDLE AND
HIGH SCHOOL CAMPUS
FOR CHRIST!

Opportunity Invitation
President



WHAT IS FIRST PRIORITY?

First Priority is a strategy to connect the CHURCH to reach the CAMPUS for CHRIST. It is intended to change the spiritual climate of the school and the world through students.

VISION

The Hope of Christ in Every Student.

MISSION

Unite the Local Body of Christ with a plan of action to influence the school with the gospel.

64%

of those who come to Christ do so before the age of 18

Barna Group, 10/11/2004, www.barna.org

156

MILLION unchurched Americans, 42 MILLION of those are children and teenagers

Barna Group, 12/10/2014, www.barna.org



First Priority Wants to See the Hope of Christ in Every Student

Transformation in our country is urgently needed, and that starts with our country's youth. First Priority of America's vision is to see the hope of Christ in **every** student in America. This is the only way to bring *living* and *lasting* HOPE to America! First Priority has a proven strategy which allows our ministry to have a missional presence on every school campus in America, where we are connecting the CHURCH to reach the CAMPUS for CHRIST. This model is intended to change the spiritual climate of the school and, by extension, the world through students.

Founded 20 years ago, First Priority set out to see every student in America encounter the Gospel through their peers. By networking with local churches to extend their ministries onto local campuses, young believers learn to share their faith with others and form a community of support across the range of worship styles, denominations, and faith traditions.

Through a successful and replicable model of mutual support, mentoring, and training, First Priority is serving middle and high school students by supporting student-initiated, student-led Christian clubs on school campuses, which is a student's right since the passage of the 1984 Equal Access Act. This Act allows students to initiate and lead a Christian club on campus, and when a student chooses to do so, First Priority sends a church-approved youth worker to coach those students on how to reach their campus for Christ. Since the students, youth workers and pastors, and faculty sponsors are involved in local congregations, they not only help lead students to Christ but encourage them to connect to a body of Christ where they can grow in their new faith.



**“If we don’t reach America’s youth
someone else will”**

The Problem

Over the past 60 years, there has been a steady decline in spiritual influence from the local church. Meanwhile, statistics have been rapidly increasing for suicide, drug abuse, and violence. With 56 million kids in America in elementary and middle school, fewer than 12% are regularly attending a church of any kind. First Priority wants to change these statistics and realizes that to do so, we must change the philosophy of reaching America’s youth. First Priority knows that if we continue to use the same disconnected strategies and approaches, we will continue to get the same results.

The Solution

In the past school year (2017) 10,022 students became followers of Jesus Christ inside their public school through First Priority chapters across the country! With 34 First Priority City Chapters in 15 states, 2,500 churches, 841 Youth Leaders, and 820 First Priority Clubs, the ministry has over 29,000 students attending weekly student-led First Priority Clubs.

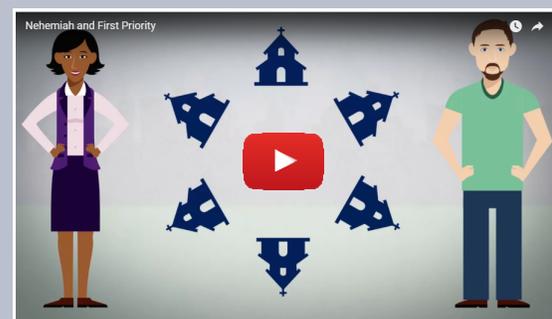
No single church can reach and disciple every middle and high school student in their community, but when united by the First Priority strategy and model, THE Church can reach into the public school setting and create discipleship opportunities for every church partner.

First Priority Distinctives

- Local Church Strategy
- Rural, Suburban, and Urban Models
- Community Based and Locally Owned
- Essential Networks of Support
- Student Led and Initiated Clubs
- Long Term Plan and Structure

The Story of Nehemiah

Watch the video about the story of Nehemiah and how it relates to First Priority



The Opportunity

It is not often that an opportunity comes along offering the chance to leave an eternal legacy of national change and cultural restoration, with the potential to change the course of the Church and our country for generations. What would America be like in 20 years if thousands of transformed middle school and high school students grew up to become catalysts for spiritual revival in our country and around the world? The new President that God has been preparing to take part in making that possibility a reality has been closely listening for the sound of the battle to which they have been called.

The President is a newly created position with First Priority and will be the executive leader and public persona of this nationwide ministry organization. Reporting to the Board of Directors, s/he will be responsible for articulating, promoting, and preserving First Priority's overall Mission and guiding the strategic vision and future direction of the organization. To achieve the goals First Priority has set, the President will lead the national office of the organization to continue growing in its capacity to anticipate and serve the City Directors who lead local community chapters.

The President will seek out and engage with the widest possible set of audiences in the pursuit of the greatest possible base of support and partnership. Fundraising for the national office will be a key deliverable for the President, in particular, to assure the availability of sufficient staff support and start-up capital for new geographies and to support existing community chapter operations as needed. S/He will provide leadership and encourage organizational innovation that enhances systems and processes that optimize current operations and further enhance the organization's ability to scale the number of chapters efficiently and effectively across the country.

Reporting to the President are national leadership team members, including the Executive Director and Associate Director of Ministry Operations. They, in turn, manage the work of other national team members over finances, ministry expansion, service and support, events, systems, and communications.

The goal of the President is to build a sustainable organization that supports and unifies a fast-growing U.S. network of independent and corporate First Priority chapters, connected by an approved set of association guidelines. Whether operating as independent 501©3 affiliates or national office managed entities, each chapter's goal is to partner with the local church across denominational lines to redeem the culture by sharing, declaring, and demonstrating the Gospel of Jesus Christ on public-school campuses nationwide.



Responsibilities

- Serve First Priority as a dynamic leader called to guide the ministry in future growth, deeper connectivity, and sound stewardship
- Develop strategic partnerships that contribute to meeting First Priority's mission
- Raise funds in support of all ministry objectives and craft strategic direction for the entire organization
- Effectively cast ministry vision to all constituencies
- Develop a compelling growth model for extending First Priority's mission to additional cities
- Determine national deliverables that City Directors find undeniably valuable
- National office team development and shared service expansion
- Grow strategy effectiveness for expansion of chapters and clubs across the US
- Model, encourage, and measure consistency with First Priority guidelines in all chapter operations
- Clarify revenue sharing guidelines for support of the national office
- Create a plan to attract and develop new Board members

Key Candidate Characteristics

- Spiritual maturity; an active and growing walk with Jesus Christ
- Passion for the spread of the Gospel
- Experienced fund raiser
- Connection with, and desire to minister to, America's youth
- Trustworthiness, accountability, and honesty in all endeavors
- Appreciation for the role of the local church
- Ability to teach and learn – great listening skills
- Discernment related to pace of growth and optimization
- Relational leadership style matched to decentralized organizational structure
- Courage to make tough calls when needed and the wisdom to know when to defer
- Servant leadership mindset – “all of us are smarter than any of us”
- Creates an atmosphere of inclusion and mutual support with the field teams and within the national office
- Strategic thinker
- Innovative and creative problem solver
- Excellent communicator and public speaker
- Inspirational and motivational leader
- Ability to lead organization to operational excellence



For more information, or to apply for this position, please contact:

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