

3rd Planning Meeting ~ Tribal Messiahship

Millhan Stephens
December 8, 2014

**Please Join Us for our continuing Special "Working Discussion"
Wednesday Dec 10, Melford LC
"How we can we each build our Tribe?"
4801-C Telsa Dr Bowie , MD**



Andrew Mulbach shares his hopes and thoughts on building his own tribe as Vicki & David Phelps look on with Gary Rowe. Old line marketing was about pushing a plan and pushing "stuff". Tribes aren't about "stuff". They are about connection. From the book Tribes, "The easiest thing is to react. The second easiest thing is to respond. But the hardest thing is to initiate." From the book, we're learning that yes, initiating and leading a tribe is challenging. But, by working together, each tribe addressing a similar body of ideas, and learning from each other, it make be much easier than we imagine. TF asked all to be Tribal Messiahs, so the template and model is there.

These are last week's Tribe Building Meeting Notes by Larry Moffitt

Goals

1. "Bathe" the project in **prayer**
2. During the coming two weeks, have **five intentional conversations** about the upcoming event in order to bring one guest.

3. **Public meeting schedule** for first three months of 2015: 2nd Wed in January, 1st Wed in February, 1st Wed in March. [Generally, the 1st Wednesday of each month]
4. Create invitation and “**elevator speech**” narratives, home meeting materials and curricula, response cards, etc.
5. Hold at least **one home meeting** in each cluster by the year’s end.
6. By January 1, 2015 have **all teaching resources compiled** and curriculum choices made and developed (Miilhan, Henri, Larry)



Tom McDevitt introduced us to author Seth Godin who says of tribes, " A movement {tribe} happens when people talk to another, when ideas spread within the community, and when peer support helps folks finally overcome fear and do the things they always wanted to and knew were right - but had previously been held back from doing."

For the second Wed, (12/17) public talk at the Bowie Library, here's your chance to bring a friend to a free, accessible, professional level event that will clearly express our "America is God's Hope " values. Tom McDevitt as Chairman of the Washington Times is keenly dialed into the cultural and political pulse of the land. Please be confident that any friend or guest you bring to this event will be stirred, uplifted and challenged in "re-assessing and re-uping" in their own personal commitment to "save America". See you there!

First Public Event – sponsored by
The Washington Times Foundation
& Family Federation for World Peace

Wednesday, December 17
Bowie Public Library
(Bring a Friend !)

**15210 Annapolis Rd Bowie MD
(between the high school and IHOP)**

Speaker: Mr. Thomas P. McDevitt, Chairman of The Washington Times

“Restoring America’s Culture from the Neighborhood to the Nation”

Format: 20-25 min talk, followed by discussion

7:00 welcome; reception w/ coffee, tea, cookies

7:30 - 9:00 program



photos J Boothby

Tom McDevitt explains modern marketing's new understanding "A tribe is any group of people, large or small, who are connected to one another, a leader and an idea." In the new era, "Great leaders create movements by empowering the tribe to communicate. They establish the foundation for people to make connections. Centered on an idea and a leader. Technology today has changed everything."

Home-Based Meetings

| Clusters were organized based on geographical proximity for members. Generally speaking, there are three families in each cluster."

Narratives

1. Conversation starters:

How do you feel about where our country is headed?

Does having a purpose in life help you overcome stress, or does it increase your stress?

2. Frequently asked questions (FAQ) we need to answer conversationally:

Why are you part of this movement?

What are you getting out of it?

Why did you say yes to the matching and mass marriage?

Does God need to be worshiped?

Who is Reverend Moon?

Is he the Messiah?

Do you believe in Jesus? (Are you Christian?)

Does God exist?

Why is God necessary?

What happens when you die?

Is organized religion relevant?

If God is all-powerful, why does he allow suffering and war.

Marketing Resources and Themes

1. Breakthroughchurch.com - a site to check! Deep analysis of church mission, marketing and needs fulfillment.

· Church identity connects with people's deepest life aspirations. We exist to help others fulfill their aspirations.

· An effective brand for our movement effectively communicates itself as a launching pad for life.

2. Relationship marketing. People join non-profits because the group helps them make a difference.

3. As people approach retirement, they realize they still have years ahead of them and they desire to give something back to their community.

We're Rolling! See you Wednesday!

Questions or Info

Pastor Team - Millhan or Jim