



EDUCATION = DISCIPLESHIP

INTERNATIONAL
MINDEDNESS!

we are GOD's
SOLUTION
to the BROKENNESS
OF THE WORLD

WE MUST BEGIN
WITH A CLEAR

VISION

SO THE QUESTION IS...
WHAT DOES
SUCCESS
LOOK LIKE?

to make disciples of Jesus

• KNOWLEDGE
• SKILLS
• ATTITUDES

who
possess
the...

TO COURAGEOUSLY
COOPERATE
with GOD

IN THE WORK OF
REDEEMING
THE WORLD

CHRISTIAN
EDUCATION

LEARNING

LONGING

LOVING

NOT ONLY A MOMENT
OF CONVERSION,

BUT A LIFETIME
of FORMATION!

CARING
PRINCIPLED
BALANCED
THINKERS

WRITE THE VISION
DOWN. MAKE IT
PLAIN, SO THAT
ANYONE CAN
RUN WITH IT.

Head

Heart

Hands

INQUIRERS

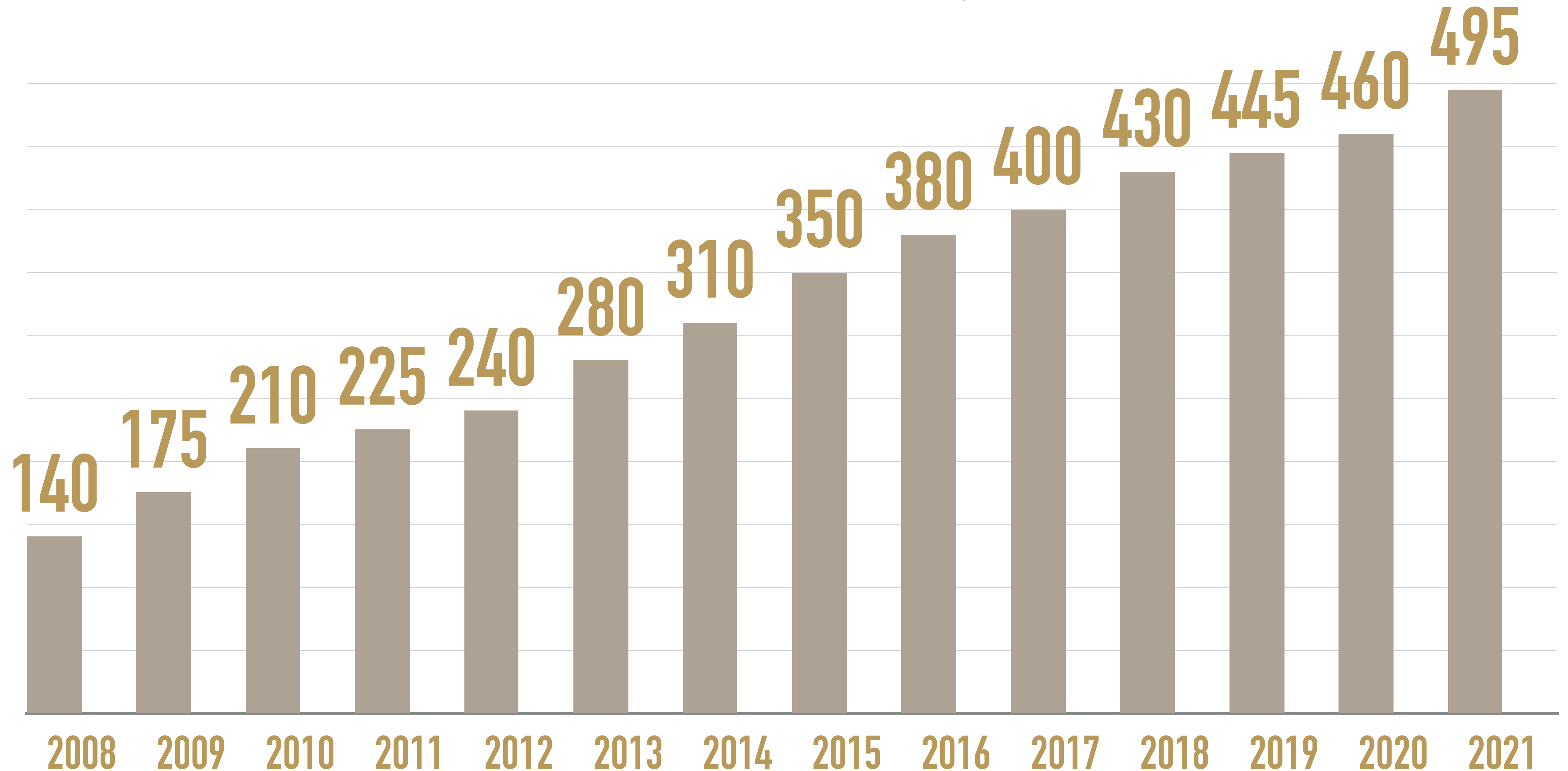
KNOWLEDGEABLE

OPEN MINDED

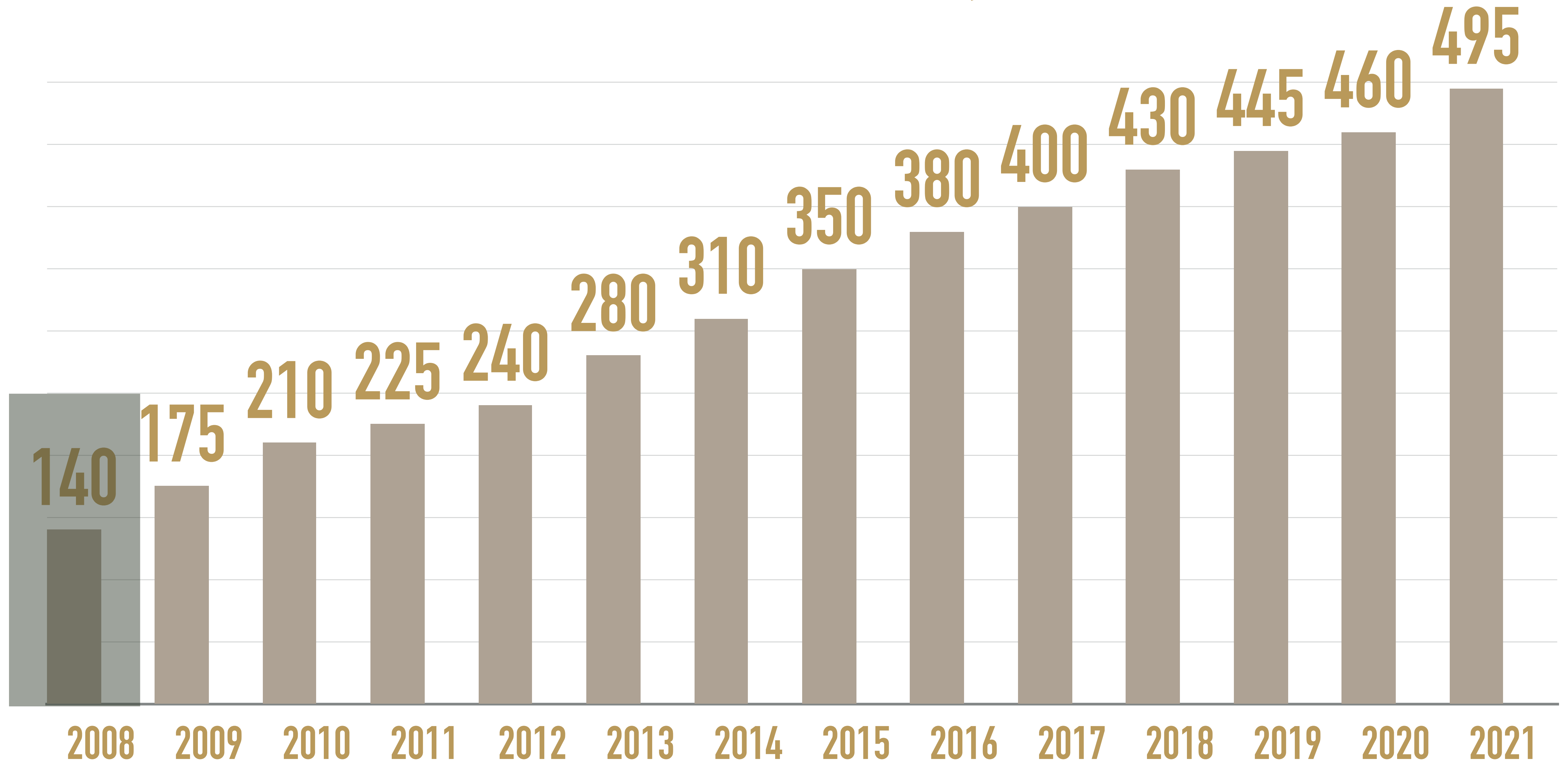
COMMUNICATORS

REFLECTIVE
COURAGEOUS

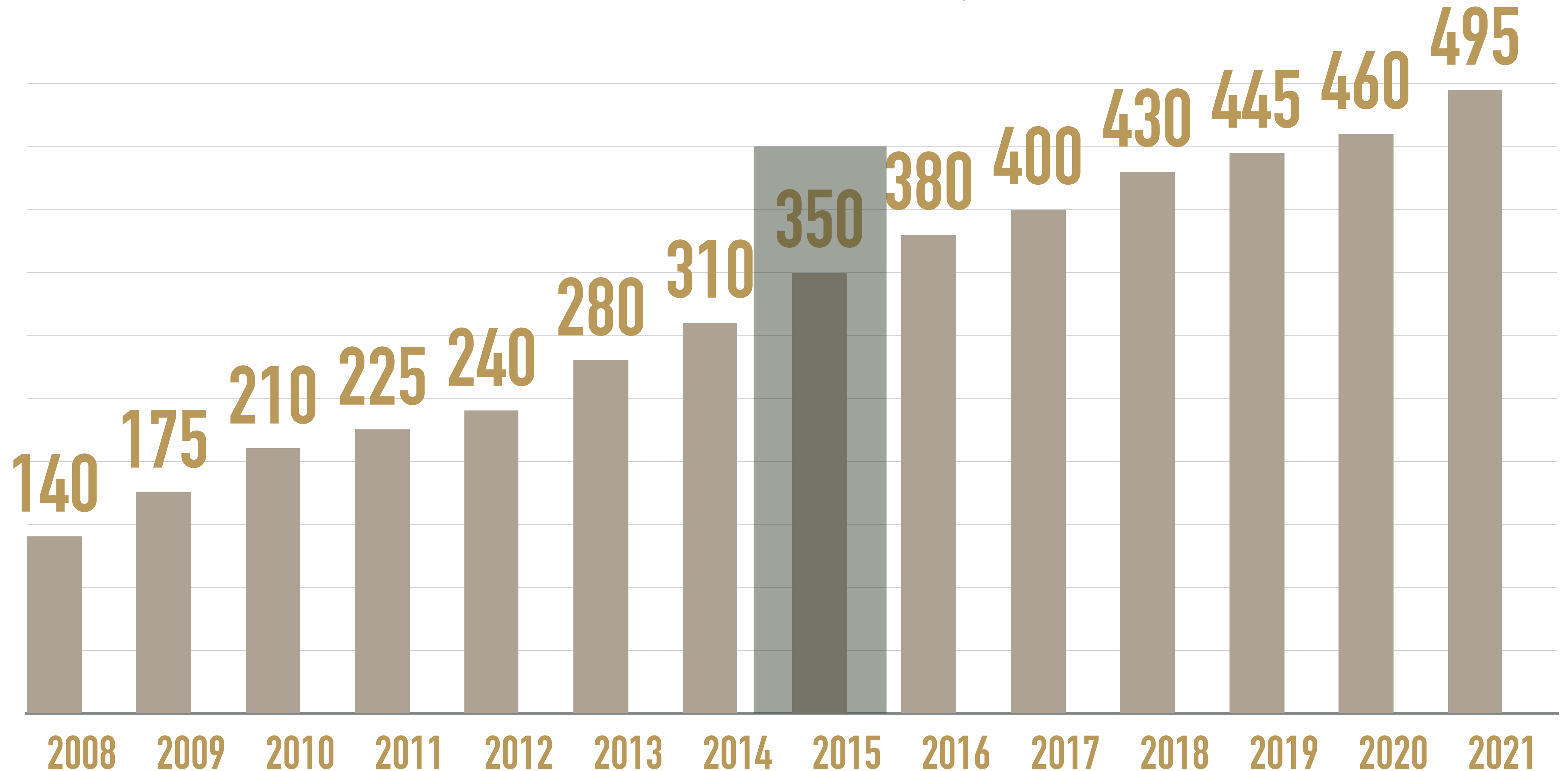
K-12 ENROLLMENT, BY YEAR



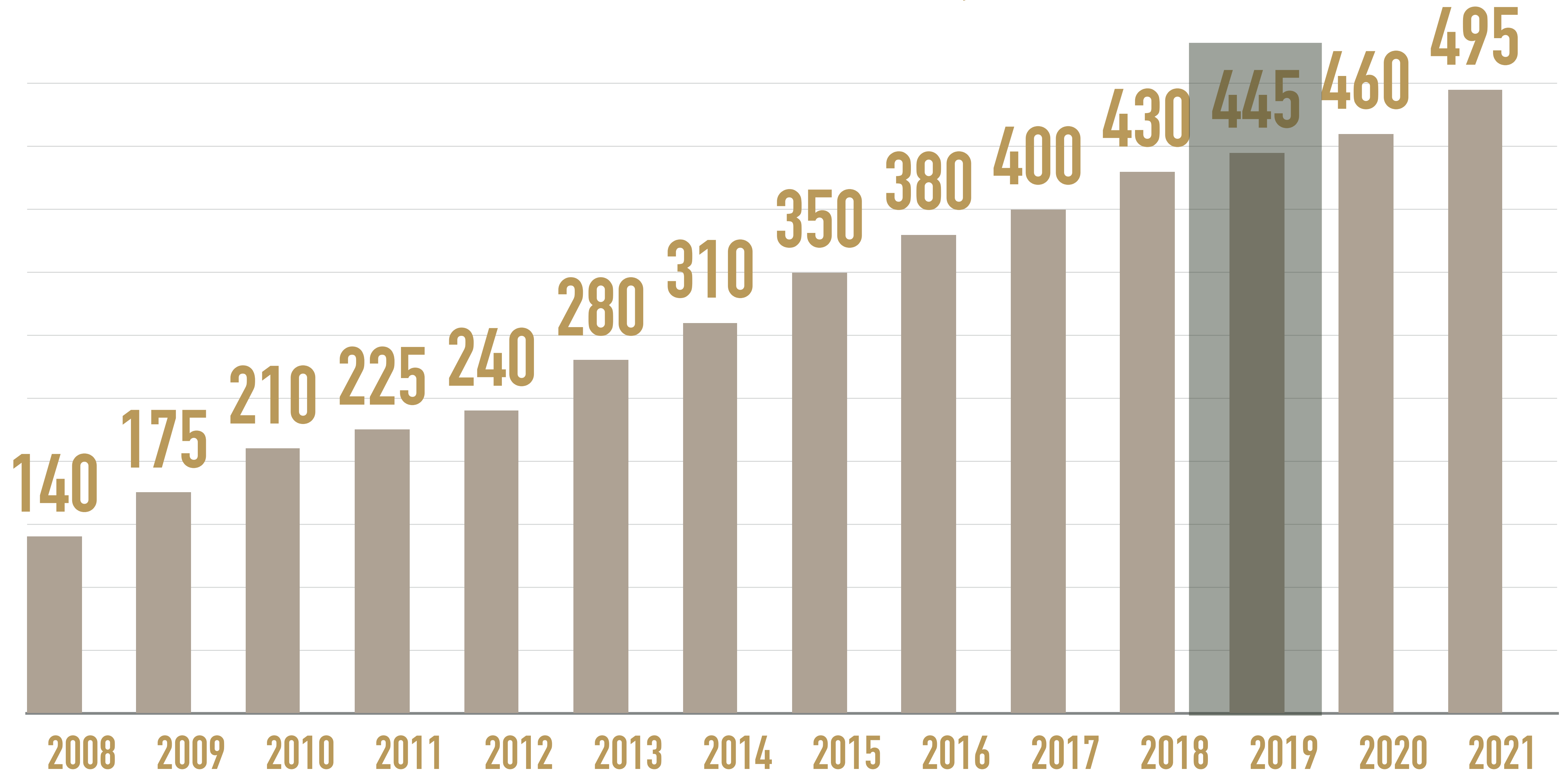
K-12 ENROLLMENT, BY YEAR



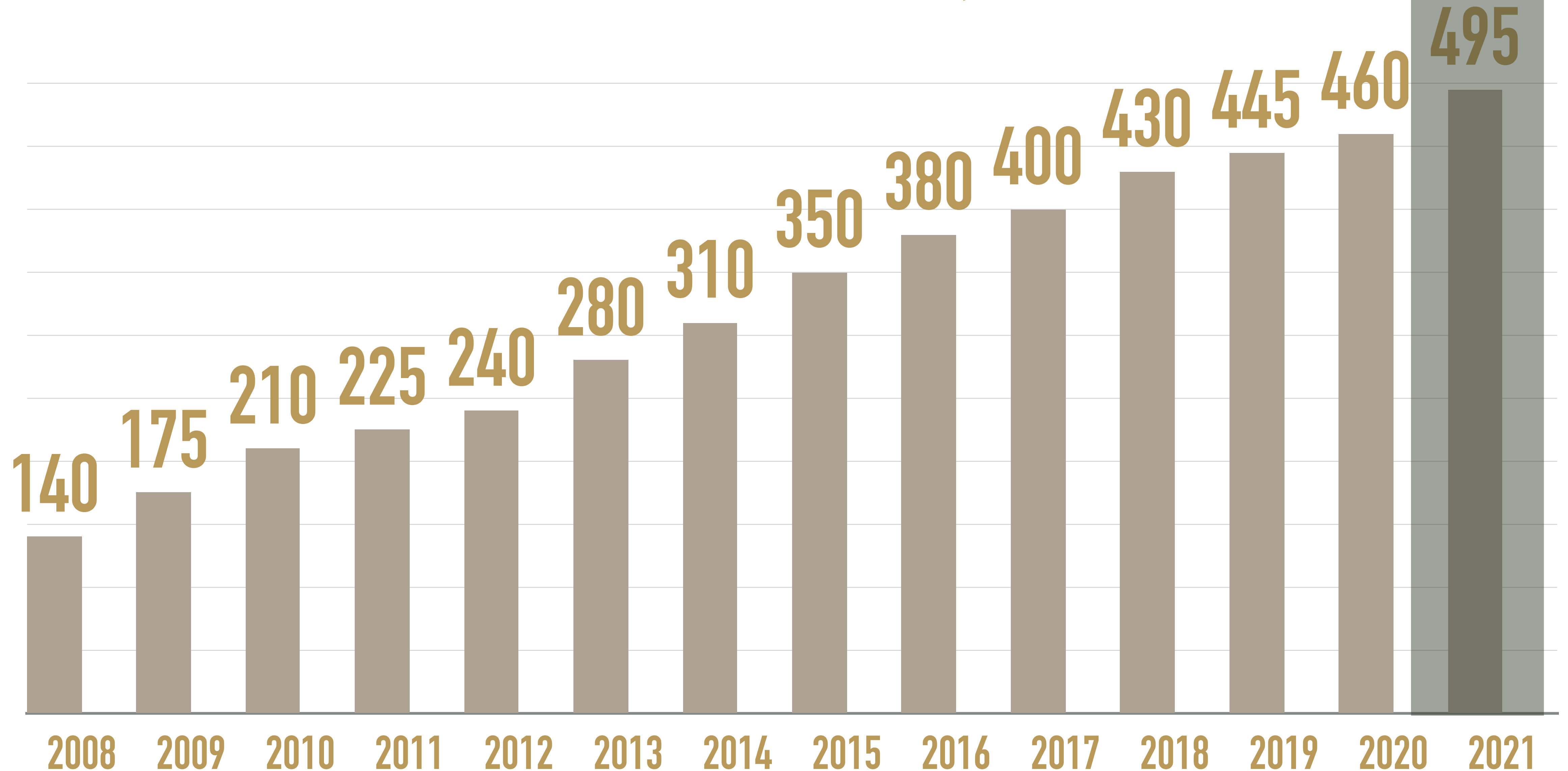
K-12 ENROLLMENT, BY YEAR



K-12 ENROLLMENT, BY YEAR



K-12 ENROLLMENT, BY YEAR



TARGET

MESSAGE

TACTICS

TARGET

MESSAGE

TACTICS

TARGET

WHO'S IT FOR?

Why Your School?

List 10 reasons why families choose to enroll their children in your school.



“I’m **committed** to Christian education and I’m looking for the best Christian school for my child.”



“I’m **committed** to Christian education and I’m looking for the best Christian school for my child.”



“I’m **dissatisfied** with my child’s current educational setting and I’m looking for something different.”

“SNAKE OIL”

Marvin (Pirate Pastor)



Narrative

Hook believes strongly in pirates taking ownership of the role they have in God’s kingdom. His pirate church is focused on how to get pirates deeper into the mission and more engaged. He’s frustrated with the lack of initiative and leadership the younger pirates in his crew show. He believes sharpening the pirates will strengthen the church. He is constantly approached with “new opportunities,” he’s sick of being sold to all the time.

Needs

- It’s Marvin’s responsibility to lead his pirate church well and he needs to be a visionary, leading his congregation into the future all while plundering with grace and mercy.
- His pirate church needs training, support and consulting on how to steward the pirates’s ministry. He knows it must be done, but needs guidance on how to do it.

Age 24-35

Role Pirate Pastor

Education Bachelors

Entry Referral from Dave or another pirate Pastor

Frustrations

- Frequently putting out fires, there’s never enough time in the day. Marvin is frustrated that he’s always running out of time to dream, plan and cast vision.
- Marvin is disheartened with how few opportunities there are for pirates to engage in the church; at the same time, participants are few and far between for what little is offered.
- Bombarded with offers from para-church ministries, programs-in-a-box and curriculum, Marvin fields sales calls frequently. It’s tough to separate the wheat from the chaff.

KEYWORDS

leadership
ministry
pirates ministry
Christian
mentorship
Biblical mentoring
pirates program

COMMUNICATION

1. Email
2. Text
3. Phone call



VALUES

	Conventional		Contemporary	🔥
🔥	Analytical		Impulsive	
	Traditional		Modern	🔥
🔥	Practical		Premium	
	Systematic		Sentimental	🔥

KEY INSIGHTS

"I don’t think pirates like to go to a lot of Bible studies - so I thought I’d start looking around. I wondered what else was out there."



ideal advocates

ideal advocates



Ideal Advocates™ — some might call them clients, stakeholders or customers — are central to growing your organization.

They have three specific qualities:

- + PERSONAL CONNECTION**
- + SHARED EXPERIENCE**
- + PREPARED TO SHARE**



Mike & Kim

AGE

35-44

ROLE

Parents Who are Recently
Concerned about Public Education

EDUCATION

Masters +

ENTRY

Referral from Friends, Internet Search

Mike & Kim always thought they would send their children to public school, but now are having serious second thoughts. Both Kim and Mike are ready and willing to discuss difficult topics with their children. Indeed, as the children grow, they want them to have a spiritually-formed, critical response to political issues — but they don't think elementary school is necessarily the time or place for some of these issues. They definitely don't think educators or a school district should be the ones establishing predefined messaging around key issues, many of which don't align with the Christian worldview. During their early engagement with local elementary schools, they actually discovered and were dismayed at the lack of tolerance towards Christian perspectives, as well as the lack of attentiveness or response to bullying. For perhaps the first time in their parenting lives, Kim and Mike are considering alternatives to public schools. Kim did some research and asked around and then decided to broach the subject of Christian education with Mike. After discussing the issues and costs together, they decided to seek out a local private Christian School.

"The local elementary school made space for every perspective – except that of Christianity. We realized we didn't want to send our children into an environment where something we taught them to hold dear would be treated with contempt and intolerance. There will be time enough for them to understand that living a faithful life isn't easy, but that doesn't need to happen at such a tender age."

HERZOG FOUNDATION

TARGET AUDIENCE

MIKE AND KIM

HERZOG FOUNDATION

TARGET AUDIENCE

MIKE AND KIM



Betty

AGE	25-34 (3-10 years teaching experience)
ROLE	Teacher Burning Out in the Public School System
EDUCATION	Bachelor's or higher
ENTRY	Referral from current staff or parent; job listing on the school website

At 29, Betty has been teaching in the public school system for 6 years. She was a real-life hero during the COVID-19 pandemic, working hard during lockdown to maintain contact with her students and provide online instruction despite a lack of resources from her district. Even as the pandemic subsided and schools re-opened, life never returned to normal. Betty had to keep working an extra-heavy load to simultaneously develop instructional plans for students who were back in the classroom as well as those who had to remain online. Due to a lack of resources, she spent her own money buying subscriptions and resources to teach effectively online. Furthermore, student behavioral issues escalated while demands for better student performance increased. Throughout, support from her supervisors diminished. Most days, she would go home to her husband and two small children completely exhausted, with very little left to give them. This left her with guilt, feeling like a failure as a wife and a mother. Betty is now conflicted: she feels called to teach, but she's burning out and knows that continuing under the current circumstances will not be sustainable. Despite her education and experience, she is seriously considering a position as an office manager at a local pediatrician's office so that she'd have at least have capacity for her family and friends again.

"I feel guilty that I go home to my husband and children and I've got nothing left to offer them."

HERZOG FOUNDATION

TARGET AUDIENCE

BETTY

HERZOG FOUNDATION

TARGET AUDIENCE

BETTY



I THOUGHT I WOULD
NEVER TEACH AGAIN

I THOUGHT I WOULD
NEVER TEACH AGAIN





ACTION PLAN