

Home Pointe™

Building Strong Families

An Integrated Model for Church-Driven, Family-Centered Ministry

An Executive Summary For Local Church Leaders

www.HomePointeModel.com

Contents

Welcome Overview	Page 2
What is HomePointe?	Page 3-4
Implementation Tools	Page 5-7
Budget Considerations	Page 8
<i>Is Your Church Ready?</i> Questionnaire	Page 9
Center for Strong Families Support	Page 10



Dear Church Leader:

Thank you for your interest in HomePointe. An innovative approach to church-driven family ministry, this model was pioneered at Lake Pointe Church and serves as a prototype initiative from the Strong Families Innovation Alliance - a network of leading churches developing church-driven, family-centered ministry strategies.

This packet was developed for churches eager to learn from our efforts. The following pages provide an overview of key HomePointe program elements.

As you explore options for your church, I encourage a two step process.

STEP ONE: STRATEGIC INNOVATION

It is vital that your key leadership team invest time on the front-end of your family ministry initiative to develop an integrated strategy to avoid launching yet another isolated program. For more information on this priority, email us to request a free copy of the Strong Families Innovation Alliance Executive Summary.

STEP TWO: LEVERAGE TEMPLATES

Those interested in adopting a HomePointe ministry model can start by utilizing tools that can be customized for quick, cost-effective implementation. An overview of each is available on the following pages.

Once you have read through the information in this packet, we would be happy to schedule a complimentary one-hour consultation call to answer any questions you may have as you take steps toward creating a culture of intentional families. Please send an email to info@homepointemodel.com and we will follow up as soon as possible.

All the best,

Kurt Bruner

*Pastor of Spiritual Formation, Lake Pointe Church
Executive Director, Strong Families Innovation Alliance*

HomePointe™

Showing Christ • Raising Believers

Summary

HomePointe is an integrated church strategy for creating a culture of intentional families. It exists to increase the likelihood those attending our churches will (1) Build a life-long, thriving marriage (2) Introduce their children to Christ (3) Launch their teens as committed believers.

Increased Family Ministry Impact

HomePointe is designed to give local church family ministry leaders a platform and context for helping people become intentional about building strong families one step at a time. Research shows that most family pastors carry a mixed bag of responsibilities such as children's ministry, student ministry, marriage & family counseling, and/or pastoral care – often moving them into a reactive mode due to other priorities. HomePointe can help them move to the proactive side of family ministry while raising their strategic influence within the congregation.

Guiding Philosophy

Most believers are called to worship God through the intimacy of marriage and the blessing of children. That is why we call the faith community to...

- **SHOW CHRIST** - Every marriage is intended to be a masterpiece reflecting THE marriage between God and His people. (*Ephesians 5:31-33*)
- **RAISE BELIEVERS** – Those blessed with the gift of children are called to inspire and nurture next generation faith as life's greatest priority. (*Deuteronomy 6 and Psalm 78*)
- **BE JESUS** – A strong family attracts the next generation and next-door-neighbor to Christ as *The Word* becomes *Flesh and Blood*. (*1 John 3:16*)

Program Elements

Several key elements leverage and support existing church ministries, including...

- **The HomePointe Center:** A physical and online access point for families to connect to life-stage appropriate content that will motivate and equip them to build a strong family.
- **HomePointe Plans:** Once per trimester the HomePointe *Plan* guides attendees through an assessment of the past 120 days and an action plan for the next.
- **HomePointe Pointers:** Family season specific brochures addressing the most common family dynamics and challenges designed to enable customized, self-serve intentionality.
- **HomePointe Recipe Cards:** Give-away ideas for “bite-sized” intentionality – including date-night ideas, faith@home activities, etc.
- **HomePointe Audio Podcast/CD:** Inspirational and instructional audio presentations to be given away as a church-customized podcast and/or CD.

- **HomePointe Small Group Resources:** A DVD driven “Strong Families Coaching Series” for use as an annual “faith at home” emphasis.
- **HomePointe Media:** Local church customized media encouragement (blog, podcast, etc.) that enhance family connection to your church.
- **HomePointe Briefings:** An executive summary of research, news and cultural trends influencing the world of families. Ideal as a volunteer and leader motivation tool.
- **HomePointe Campaigns:** Recommended campaign strategies (including annual sermon series) for periodic enrollment and 120 day plan emphasis.
- **HomePointe Resources:** “Best of” intentionality kits and resources for purchase or loan.

Real-Life Impact

These unsolicited comments came from those who have experienced HomePointe in action – either as a ministry recipient or volunteer.

- **From A Recipient:** I just wanted to send a thank you for the attention that LPC is putting on bringing God home. I thought this was something that all Christian families did and that mine was falling short. Neither my husband nor I grew up in a home where faith was important and we have struggled with even knowing what faith at home looks like. I seriously thought everyone else knew but us.
- **From A Recipient:** This is our first step in expanding beyond the main service that we have been attending since Easter weekend last year. The grand finale of the day was visiting the new Home Pointe kiosk. The brochures were outstanding and the individuals working were very helpful. I may have hit a temporary "rock bottom" but God is answering my prayers and I am so blessed to have the support of Lake Pointe.
- **From A Recipient:** A long-time friend of mine with five children has been in a struggling marriage for several years. The father/husband has been very detached, somewhat depressed, from life's storms... This is where you and HomePointe come in... he has a reignited fire for the "home front." He has picked up resources, wants more, and has already begun implementing them in their home. My friend reported this as a "praise" to me last night on the phone, and she sees that he truly does desire to be a good father and perhaps will work with her on improving their marriage. This is a huge step for them - in the right direction! As their friend, I personally thank you for bringing this ministry to Lake Pointe. When I was proofing the flyers for the Center, I was blown away by the information and the number of families that would benefit from it! Thousands of people will be helped, and generations will be impacted by this ministry.
- **From A Host:** A quiet young mom approached me clutching one of the Pointers in her hands. She wanted to say thank you because she has read that Pointer every week for the past month. She showed me the cover – *Caring for a Child with Special Needs*. I asked her to tell me about her child, a 3 year old daughter who was born pre-mature, is unable to talk or walk, and has ongoing respiratory problems that cause deterioration of the brain due to lack of oxygen, etc. With tears in her eyes, she told me she needed the perspective that Pointer gives on the importance of her role and how Heaven views the exhausting job she is doing.
- **From A Host:** The truly amazing thing is that the parents weren't the only ones that got the message. On Saturday night, there was a 7th grade girl that came by the HomePointe Center. She was asking about the *Just Add Family* kit. She opened up her cute little purse and pulled out her own wallet and paid for a kit, stating that it was a gift...for HER family. She thought they needed it!!!



Implementation Tools

Strategy and Integration Support



The last thing your church needs is another isolated program competing with existing ministry efforts. So we strongly recommend investing the time and resources needed to create an integrated strategy. A one day rapid innovation session can dramatically increase the likelihood you will ask and answer the right questions, create buy-in with the right people, and leverage the best tools and programs for the unique dynamics of your church. The process includes...

1. Leadership team evaluation of present realities
2. Reviewing a family ministry guiding philosophy that can be adopted or adapted
3. A strategy process that will focus your team on the right issues in the right sequence
4. A "Phase One" implementation game plan

Those who feel they could benefit from additional guidance through the process can take advantage of additional on-site, phone and/or email consultation opportunities.

The HomePointe Center



Offering a physical and online connection point for your families can deepen their relationship with your church. Your Center can be as dramatic as a house sitting in the middle of main-street or as subtle as a kiosk on the wall. Either way, allocating space to the priority of home makes an ongoing

statement about the priority of families in your church and makes it easy for them to do the right thing.

The HomePointe Center is designed to be hosted by trained volunteers. We provide a training manual as well as opportunities for your team leaders to visit an existing HomePointe Center.



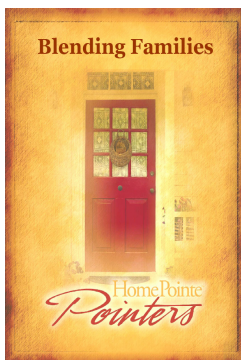
HomePointe Templates

These HomePointe templates are designed to customize with content unique to your church using leaders (senior pastor, family minister, etc.) your people know and trust.

HOMEPOINTE PLANS – The most important part of the HomePointe strategy is challenging folks to become more intentional at home. That is why we invite every adult to complete an *Appraisal* and *Plan* each trimester. Designed to be facilitated in any context (worship service, small groups, counseling sessions, individually, etc.) the goal is for every family to assess how they've done the past 120 days and decide what small steps they can take in the next. *Appraisals* serve as an anonymous, church-wide measuring device while *Plans* offer ideas on how to be intentional AT HOME as well as highlighting opportunities made available AT CHURCH for family faith formation.



Church Customization Required



HOMEPOINTE POINTERS - With more than two dozen topics, HomePointe Pointers provide a biblical perspective on common family seasons and challenges along with recommended “going further” resources (free and/or for purchase) and a description of ministry programs or a contact person at your church to support each situation.

Church Customization Recommended

HOMEPOINTE RECIPE CARDS – The best intentions are useless without practical ideas to bring faith home. Recipe Cards are a low-cost, versatile resource that makes it easy for couples, parents and grandparents to do the right thing. They also serve as an ideal tool for motivating seasonal intentionality on holidays such as Valentines, Easter and Thanksgiving.



SMALL GROUP RESOURCES – A culture of intentionality is best inspired in the adult small group setting. The Strong Families DVD driven discussion series is designed to help leaders inspire family intentionality. (For a sneak preview, visit www.strongfamilies.com)

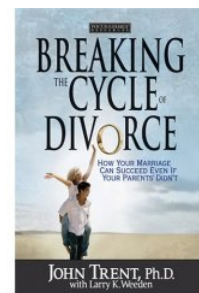
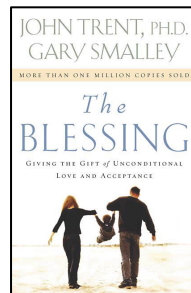
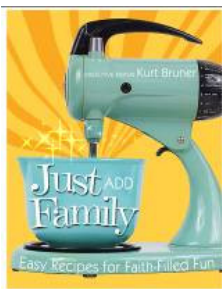


HOMEPOINTE NEW MEDIA – When your people enroll in HomePointe they can begin developing a deeper relationship with your church as you give them life season specific ideas for building a stronger home using a suite of integrated new media tools and content such as articles, blogs, podcasts, video clips, etc. Replacing cumbersome email campaigns, this system enables local church leaders to customize while leveraging “best of” content and features from a variety of contributors. **Church Customization Required**

HOMEPOINTE CAMPAIGNS – Build a marriage and family emphasis into your existing ministry calendar with trimester campaigns which create a larger context for facilitating your HomePointe Appraisal and Plans with the congregation.



HOMEPOINTE RESOURCES – A list of recommended “best of” family resources for sale and/or loan from the HomePointe Center supports the trimester planning process and “Going Further” recommendations.





Budget Considerations

The following will help you think through potential expense categories as you explore adopting the HomePointe model in your church.

HomePointe Model Annual License: For less than the cost of a typical keynote speaker at a weekend retreat your church can implement an ongoing ministry strategy using customizable templates, core content, podcasts, trimester campaigns and much more. License fees are scaled based upon congregation size to make it affordable for every church. For current license fee details contact us at info@homepointemodel.com

OTHER EXPENSE CATEGORIES

BUDGET RANGE

Capital Investment for Physical Center:

\$4000 - \$6000

- 8x16 Single Wall Kiosk: \$4000-5000
- Display Mounting/Supplies: \$1000

Web and New Media:

Varies

- Incorporate into existing church web strategy
- HomePointe "New Media" Service: \$0.60 monthly per user
- Add customized video greeting for a \$1500 set up fee

Starter Resource Inventory:

\$1000

- To carry at least one copy of each suggested item

Strategy and Implementation Consulting:

\$500-2000

- Implementation Training at Lake Pointe with phone/email support: \$500
- On Site Strategy/Innovation Facilitation: \$2000 per day (plus expenses)

You will also want to estimate budget for printing, copying, time for content input/edits, CD duplication, supplies and volunteer recruitment/encouragement efforts.



Is Your Church Ready?

Check all that apply...

- A high percentage of those who attend your church are married and/or parents.
- Your church places a high priority on retaining the next generation in the faith.
- Your leadership team believes the home is the primary context for faith formation.
- At least one member of your senior leadership team (ideally the lead pastor or executive pastor) is willing to champion an initiative for families.
- Someone on your leadership team (pastor, staff or volunteer) is passionate about families and has the influence needed to lead an integrated strategy.
- You have the space and financial resources necessary to implement such an initiative with excellence.
- Your donors consider faith formation at home a high priority worthy of financial support.
- You have volunteers who would get excited about building stronger families in your church and community.

If you checked at least five of these statements, you should be able to create the momentum needed for such an initiative.

STRONGFamilies[®]

Support and Encouragement

The Center for Strong Families team is available to coach you through the process of creating an integrated strategy for family ministry in your church. Here are some of the opportunities available.

1. **Faith@Home Forum** – Free access to a web based collaborative community of churches working together to foster innovative family ministry concepts and solutions. To request access, email info@homepointemodel.com
2. **Innovation Alliance Gatherings** – Invite your team to participate in a regional innovation event to glean the latest thinking and tools for family ministry impact.
3. **Phone/Email Consultation** – For a modest monthly fee the Strong Families team will use web and phone consultation to coach your team through the innovation, integration and implementation phases. (Email info@homepointemodel.com)
4. **On Site Facilitation** – For teams requesting more direct guidance through the process, a series of on-site consultation and facilitation sessions can be contracted on a retainer and/or per-session basis. (Email info@homepointemodel.com)