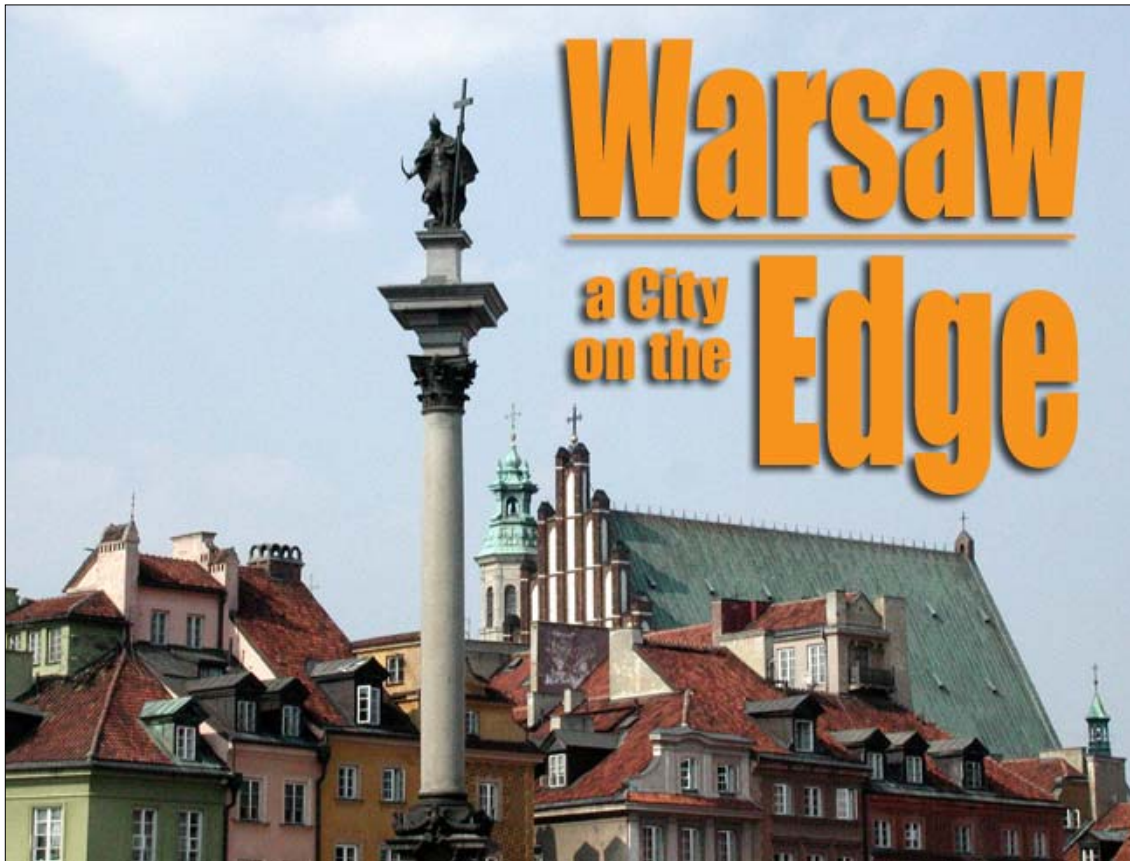




Strategic Project Prospectus:

**Reaching the Edge: Project S.O.W. --
Seeking Others with the Word**

Team Warsaw

International Mission Board, SBC

Contact: Steven D. Reece

Strategy Coordinator
International Mission Board
ul. Dembego 12 m 22
02-796 Warsaw
Poland

++ 48 (22) 648-8350 (Home)

++ 48 (22) 648-8351 (FAX)

warsaw@everyheart.net

<http://www.peopleteams.org/warsaw>



A Summary: Reaching the Edge

Warsaw, Poland is one of the largest urban centers in Central and Eastern Europe and has a population of 2.5 million people. Poland itself represents the largest former Soviet Block Country to enter the European Union and the admission of these “10 East European and Mediterranean countries into the European Union in May 2004 might be better described as the admission of Poland and the rest.”¹

“With a population of 38.2 million, Poland is almost four times the size of the second largest entrant, the Czech Republic, and its economy is nearly as large as the nine other entrants combined. The absorption of this large and relatively poor country will be an economic and political test for the European Union . . .” Just a few months away “from joining the Union, Poland is a land of stunning potential but worrying reality. The country has literally millions of young, mobile and well-educated people hungry for work - and willing to be paid 75 percent less than their West European counterparts.”²

Warsaw is a city full of these young, mobile and well-educated people. How will missionaries reach a city of millions – this generation with the gospel and plant churches among them? This is the urban challenge that Team Warsaw faces and has led the team to explore the use of media in various forms in their work to sow the seed of the gospel broadly, while developing feedback loops to engage interested people or seekers into gathering groups leading to small discussion groups and the formation of churches. The mandate of Team Warsaw is four-fold: to multiply disciples, to multiply leaders, to multiply small groups and to multiply churches.

Reaching the edge is the key to reaching Warsaw. Project S.O.W. (Seeking Others with the Word) is a strategy designed to attempt directly to reach this generation with the gospel via the medium of the Internet, as well as, developing and applying other media, such as radio, television and print advertising in order to reach this generation with the gospel and plant churches among it.

Project S.O.W. is ongoing effort, which began in May 2001 and has grown and developed over these past few years into a multi-partnered strategy including missionaries, Polish partners and churches, American churches volunteers from the

¹ *Absorption of a struggling giant will be a major test for EU*; By Thomas Fuller (IHT); Tuesday, November 18, 2003

² Ibid.

United States. Project S.O.W. is part of three-part church-planting strategy seeking to facilitate a movement of planting churches among this generation of Poles by sowing the Word, reaping the what was sown and then gathering the harvest into the storehouse and thereby establishing local churches. The project is designed to sow the gospel broadly via the Internet through a website called VitaNovis (<http://www.vitanovis.com> and <http://www.vitanovis.pl/>).

VitaNovis means life for new people. VitaNovis is a global evangelistic effort developed by the International Mission Board designed to reach a generation of postmodern thinkers via the Internet with the gospel and involve them in dynamic, growing, and rapidly reproducing cell or house churches.

Project S.O.W. has an additional media piece that will be an interactive CD ROM, which will include chronological Bible stories, music, Bible study aides, small group and discipleship materials, as well as a basic church-planting guide. The final component of the project is focused on leadership development through retreats and camps in which leaders may be intensively trained and equipped in their spiritual life and development.

The primary focus or target audience for Project S.O.W. is principally Warsaw's university students and young professionals; however, the project has Polish People Group implications, as it allows for all Polish speaking people no matter where they are to be engaged with the gospel in their heart language via various media such as the Internet and digital multimedia.

Through VitaNovis, missionaries and their American and Polish partners have identified and are identifying responsive young people of this generation and are engaging them in gathering events such as concerts and coffeehouses in Warsaw, seeking to engage them in discussion groups, in which the gospel is proclaimed and will form the basis for new small group based (cell) churches. These small group based churches will seek to evangelize their generation through the radical multiplication themselves in the context of relationships, workplace, schools and avocations.

Currently, there are no other groups or mission agencies or ministries using this type of media approach as a church-planting tool. No one that we know of is reaching out to these people in this way for the purpose of identifying responsive people to the gospel, share Christ with them, disciple them and lead them to form churches based on small groups. Our desire is to facilitate a movement of planting churches.

The International Mission Board (IMB) is the only organization attempting to use the technology of the Internet to engage Poles with the gospel and attempt to gather them into to small discussion groups for the purpose of sharing Christ and planting churches among them.



An Overview: Warsaw a City on the Edge

Contrast can be defined as the abruptness of change from dark to light. Contrast very simply is the edge that separates two opposites of dark and light. Contrast defines the difference. It is a point of clarity. It is the point of conflict. It is the edge of this contrast that makes the difference clear. This edge defines the difference, the contrast – it is what that makes the difference noticeable between opposing sides.

This edge is what defines Warsaw, Poland, as the difference between many things can be seen clearly here. Warsaw is a city of contrasts: where East meets West, where War and Peace have collided, as well as, where the great schism that exists between the Orthodox and Catholic Christian Worlds comes into sharp focus.

Warsaw is a city that sits on the edge of history. It is the capital city of Poland. It is a city of power and influence. When Warsaw enters the European Union in May 2004, it will enter a new era and become a capital city of the European Union.



Warsaw is also a city that has seen much death and great sadness. It has lived on the edge of destruction throughout its history. It could be said of Warsaw very simply, “war, saw,” because that is what the city has seen, war. The city has suffered much at the hands of its enemies, despots and tyrants. Adolph Hitler once said of Warsaw that the only thing he wanted left of the city was “what could be found on a map.” He ruthlessly set out to destroy the city near the end of World War II, leaving more than ninety percent of the city in ruins and hundreds of thousands of people dead.



Many of the dead were Jews. Before World War II, Warsaw had the largest Jewish population of any city in Europe and it had the second largest Jewish population in the world behind New York, City. Nazi Germany herded 500,000 Jews into the Warsaw Ghetto and systematically began to annihilate them until there were no more than a few thousand left in the city by the War's end. Many died of starvation and disease, but the majority died in the Treblinka Concentration Camp. The Jews of Warsaw were not the only ones to die at the hands of Nazi Germany. Warsaw's Polish population also suffered greatly as nearly an equal number of them died as a result of World War II.



Following the World War II a new oppressor came and set up a communist government and fifty years of communist rule followed.



Nevertheless, Warsaw and its people survived the War, recovered and rebuilt their city and their country despite the years of communist rule. These events could not eliminate the courage of the Polish people and their fierce desire to be independent and free.

Today Poland is a free democratic republic and moving toward integration into the European Union. Poland will reclaim its natural position, as a member of Europe. Warsaw will emerge again as a powerful influence on the European landscape. According to some political and economic analysts, Poland is the “Tiger of Europe,” and is leading the way for other Central and Eastern Europe countries out of the shadows of the dark days of communism into the bright future of capitalism.

Warsaw is truly a city on the edge.

Warsaw is a growing metropolis of nearly 2.5 million people. Each year, since the fall of communism in 1989, Warsaw has added more cars, more apartments, more office buildings, more business and more people to its environs. It is quickly emerging as one of the premier cities of Europe.

Many Poles see this emergence as a rebirth or a re-ascendance to their rightful and historical position in Europe. Their return literally places them back on the edge even more now and their sharpens the contrast between Poland in the West and Russia in the East.

This aspect is vitally important in light of the fact that Poles are a Slavic People but consider themselves to be Western and not Eastern Europeans. They speak a Slavic language; however the Polish language is written with Latin letters and more importantly, Poles are Western Roman Catholic Christians and not Eastern Russian Orthodox Christians. Generally speaking Poles consider themselves and their country to be the vanguard of Western, Catholic Christianity in contrast to Eastern, Orthodox Christianity.

Poland is a strongly religious country with over 90% of the population practicing Roman Catholics. Since its introduction in 966 A.D., the Catholic Church has been a powerful influence on Poland. Previously sharing this influence with other creeds, particularly the Eastern Orthodox Church; for much of its history Poland was on the borderline between Rome and Byzantium.



With the Union in Brest in 1596, Poland accepted the supremacy of the Pope becoming the Uniate or Greek Catholic Church. Despite these doctrinal changes, the Uniate Church retained its traditional practices and language.

After the Second World War, the alteration of Poland's borders meant that the Orthodox Church is now represented only in a



narrow strip on the eastern frontier. Its followers comprise less than 1% of the Polish population yet it forms the second largest creed after Catholicism.

The Uniate Church has an even smaller number of believers, mostly Ukrainians and Lemks who are scattered throughout the country as a result of communist re-settlement after the Second World War.

A small number of Mosques serve a tiny Muslim population and an almost equally small number of synagogues hold services for Jews. The Catholic Church was decisive in keeping the minds and hearts of Poles free during the post-war years of communism. Its following was unbreakable. The churches are still full and on special days almost impossible to get in. Those that cannot pray inside on these special days, pray outside in the rain if necessary.

With several universities and over 230,000 students in Warsaw, students and young professionals vie for new jobs that will bring them into the western mainstream. Warsaw's university student ratio per 1,000 residents is higher than the corresponding figure for several large European capitals. The presence of so many students and their teachers makes Warsaw a city of young and educated people.

"Today these young men and women are the foot soldiers of a more confident and proud Poland; they are entering adulthood at a time when the country is displaying unexpected levels of political

assertiveness as a future member of the European Union. Young Poles are very different from their counterparts in Western Europe: more religious, socially conservative and, perhaps most significant, working harder for much less pay. Yet they are strikingly different from their West European counterparts. Young Poles



have maintained their traditional links to the church, in contrast to Western Europe, where church attendance is very low. Struck by their overall social conservatism some academics call young people in Poland the John Paul II generation.”³

This religious climate has lead most Poles including these young men and women to consider themselves to be Christian, because they “were baptized into the Church” at birth or because Poland is a “Christian Nation.” More than 90% of Poles are Roman Catholics; however 50% of the population is considered “unchurched.”

However, many Poles fail to find their religion or their “faith” as having any real significance or relevance in their daily lives. They have an impersonal institutional relationship with God through the Church instead of a personal relationship with the Father through Jesus Christ. Their pursuit of the dream of economic success has driven many to realize the emptiness of wealth, while other people have become lost and disenfranchised in the fall-out of a post communist society and have become disillusioned and live with out hope, longing for the days of communism.

As Poland enters the European Union, “the differences between its people and West Europeans will become increasingly important.” The edge of separation will become clearer. “Recent conflicts have already arisen over whether the new constitution should include a reference to God, which Poles strongly support. ‘If the EU is trying to consolidate itself around the values of France, Germany and the Netherlands, there will be tensions,’ Tomasz Zukowski, a sociologist at Warsaw University who has studied and written about the country's young people said. ‘In this kind of Europe, Poland does not fit well.’”⁴



The Problem

The nearly forty million People of Poland cannot be accurately understood through statistical data and discernment of trends. This proud people on the central plains of Europe have been formed in the crucible of a unique history, defining religion,

³ Ibid.

⁴ Ibid.

national pride, unprecedented change and a hope for a prosperous future. They have a religious foundation rooted more in familial ties and patriotic identity than doctrinal or theological truth. The paradox of a rising secular materialism wedded to folk Catholicism produces a hard to define race of independent, warm, guarded and resistant people.

Warsaw is the capital city of a country that has a Christian tradition dating back to 966 A.D. when King Mieszko I was baptized into the Roman Catholic Church. The 500-year exclusivity of the Catholic Church was briefly interrupted by the Reformation of the 16th century. Protestantism influenced a rather large percentage of the aristocracy but virtually left the peasantry untouched. The Swedish invasion of 1655 pitted not only Swedes against Poles, but also Protestants against Catholics. The turning point of the war was the Battle of Częstochowa where legend strongly teaches the direct intervention of the Virgin Mary and the eventual expulsion of the Protestant Swedes.

This national pride as the defenders of the true faith was reinforced as King Jan Sobieski led the allied army to victory over the invading Muslim Turks at the Battle of Vienna (1683). This battle “saved” Christian Europe from the spread of Islam. In the past century, 1920, the Poles turned back the sweeping forces of communism at the Battle of Warsaw. Though an often-overlooked skirmish, European leaders of the day were very fearful of the Red Army’s passing through Poland in conquest of the continent.

Poles entering the 21st century are aware of the ever-changing world and embrace the technology and promise of the future. Yet they are grounded in a national identity that equates Catholicism with patriotism and prefers atheism to biblical Christianity. A generation of Polish children is required to attend religion classes in primary school to learn the “*doctrines of the faith*” while remaining ignorant concerning the Gospel of the Bible.

Jesus could have lamented over Poland as He did long ago over Jerusalem: “*How often I wanted to gather your children together, the way a hen gathers her chicks under her wings, and you were unwilling*” (**Matthew 23:37b**). He could easily direct His words anew to the hierarchy of the Polish church: “*Even so you too outwardly appear righteous to men, but inwardly you are full of hypocrisy and lawlessness*” (**Matthew 23:28**) or “*For you have taken away the key of knowledge; you did not enter in yourselves, and those who were entering in you hindered*” (**Luke 11:52**). Yet there is hope! This is the first generation of Poles to have unlimited access to the Word of God and the freedom to read it for themselves. The inner emptiness of capitalism will soon be discovered and the spiritual bankruptcy of a ritual religious institution will never satisfy. As Holy Spirit-filled men and women broke through a barrier of empty and dead religion in the first century, so too can such God-led people see a harvest in 21st century Poland!⁵

⁵ People Profile of Poland: “To be Polish, is to be Catholic”, Mark Edworthy



The Strategy

VitaNovis is a global evangelistic effort to reach a generation of postmodern thinkers via the Internet with the gospel and involve them in dynamic, growing, and multiplying churches. VitaNovis is being applied to Warsaw locally and through its application the end vision is planting multiplying churches based on small groups (cells).

Through direct interaction with the gospel via VitaNovis students and others, who respond and express an interest in knowing more about Jesus Christ will be engaged new small groups or gatherings in which they can come to know more fully, who Jesus Christ is in the context of His Word and His Body. Through these small groups students and young adults will come to know Christ, be discipled and thereby form churches based on small groups that function as churches.

Project S.O.W. is a broad sowing mechanism, designed firstly to prepare "*the soil*"--the residents of Warsaw for the sowing of the Gospel. Secondly, Project S.O.W. provides a "*feedback loop*" or a method to gather responsive individuals into small groups, which will become the basis for cell or house churches.

International Mission Board Missionaries serving in Warsaw are seeking to develop an interactive media piece, which will consist of multiple components contained in a single Compact Disc (CD). This project is part of Project S.O.W., as Project S.O.W. Along. This CD will primarily contain multiple Chronological Bible Storying (CBS) tracts, and will incorporate church planting material (such as *Body Life* CD developed by the Taiwan Team), as well as, worship tracts (music) all of which are foundational for evangelism, church planting and developing a reproducible model movement of planting churches targeting this generation of students living in Warsaw.

These media pieces will be developed and be used as a part of a greater media strategy using posters, flyers, tracts, Scripture portions, newspaper or Internet ads, or radio or television ads, which will be tied to a the VitaNovis website for a feed back loop that will provide further information and allow for interaction with interested individuals.

In Warsaw, the culture of postmodern, young-professional thinkers is highly interested in and reachable through computer/audio technology, as well as, this culture in general has an interest in learning *about* the Bible. Always on the go, this E

Generation often has a lifestyle that rejects traditional modes of proclaiming the gospel message. Through this media piece, missionaries are hoping to create a mobile and adaptable method for proclaiming the Gospel which may be sown as *they go, where they go* — home, school, internet cafes, school, public transportation, etc. — on the run. This allows for a quick-start or condensing of the messenger's time or in limited opportunities to meet with the hearer/learner, while introducing a reproducible and relatively inexpensive tool to assist in planting churches.

This aspect of Project S.O.W. may assist or initiate new work or may be used supportively related to segments of other broad-sowing projects, such as VitaNovis, or everyday or on-going evangelism, or as a stand-alone evangelism/church planting-tool. Included in the media piece would be supportive material for: sowing, discipleship, leadership and replication (exponential growth via cell groups).

First, this allows for broad sowing of the gospel and independent cell/church planting development beyond the reach of the missionary, which will allow for more explosive and exponential growth of churches among the target generation. Second, at each level of the hearer's development, one may more rapidly hear and process the Word of God, allowing internalization of Truth and confrontation with a decision for a deeper commitment to the Truth — Jesus Christ. This internalization in the hearing of the Word is evidenced in the actions/life of the hearer; it creates a natural change of the heart and thinking, thus changing the person and developing a new "DNA" in them with the recollection of the stories/Truth.

Third, the learner listens and learns between visits with the messenger. As the Word has had time to be processed in the hearer, that means that more time is spent on application or the next step of learning instead of the basic text. (When follow-up is allowed). Fourth, in turn the story is orally known, practically lived, and naturally passed on to others. Natural grouping occurs as friends and family are drawn in, which allows for breaking through to and penetrating the OIKOS of others, and the next generation of groups is established, and so forth.

The last element of Team Warsaw's strategy is developing culturally appropriate methods to maintain contact and develop relationship with interested people via summer or semester camps. This is a foundational stage for VitaNovis and its outgrowth. Team Warsaw would like to develop semester retreats and summer camps while the base of leaders is being developed and established, as well as small group development deriving from the VitaNovis contacts.

Each semester and summer a retreat or camp would be offered to the VitaNovis contacts (and related contacts) and serves as a filter toward small group/cells upon return to Warsaw. Seeds would continue to be sown and nurtured, as well as allowing those further along the path to join groups in town after the event.

During the semester, continuous work in follow-up from VitaNovis via personal visits, small messaging service (SMS), phone calls, special events, etc. would serve as the basis of establishing small groups/cells.



Demographics

There are approximately 230,000 students living in Warsaw and attending one of the city's nearly 55 universities and institutes of higher education. Of these institutes, 15 are state institutions, while the remaining institutions are private colleges, which chiefly provide education in finance, banking, marketing and management.

There are approximately nine million Poles between the ages of 15 to 29, which constitutes nearly a quarter of the nation's population 40 million people.⁶ In Warsaw, this means that there are approximately 625,000 people in this age bracket. Roughly half of this number (230,000) of young people are students attending one of Warsaw's institutes of higher education. About 49,000 Students live in dorms, as most live at home, with family or friends, or commute daily or on weekends to Warsaw. A total 20 percent of Warsaw's inhabitants are university graduates. Warsaw University is not only Poland's largest university, but it is also Poland's largest institution of higher education over all. According to the European version of Newsweek in a May 5, 2003 article referring to Poland and other Central European countries entrance into the European Union in May 2004,

"Today's brand of European integration is "pretty dramatic stuff," says a Western diplomat in Warsaw. "It hasn't happened on this scale since Roman times." Much of the coming change will be in the hands of newcomers' "Generation E." They are their countries first modern Europeans, a vast cohort of university students and young professionals, who haven't grown up under communism and who will one day displace the political classes now in charge from Bratislava to Tallinn."

This generation of young people are considered "restless, hardworking and, according to one Polish sociologist, the 'best-educated generation in the 1,000 years of Polish history.' Millions of Poles born during the final years of communism are coming of age in a highly competitive, capitalist society that often bewilders their parents."⁷ Tomasz Zukowski, a sociologist at Warsaw University who has studied and written about the country's young people, says, "The future of Poland depends on this generation."⁸

⁶ Ibid.

⁷ [Changing times for Poland's youth](#); Thomas Fuller/IHT IHT; Wednesday, December 24, 2003

⁸ Ibid.



Statistical Basis for Project S.O.W.

Measuring the progress of the media campaigns related to the Internet and flyer or hand bill distribution may be done in such a way to track the effectiveness of the campaign. There are primarily two ways to measure the effectiveness of these media campaigns. Firstly via the Internet traffic that comes and goes from VitaNovis using a “web log,” which is a statistical analysis tool to note from where visitors come and and what they look at while on the site. Below is a brief statistical analysis of what has been done to date with VitaNovis media campaigns.

Secondly, simple surveys may be done at gathering events asking from where people learned about the event or how they heard about the event. Team Warsaw is already measuring responsiveness of people at their gathering events by taking surveys of participants.

Between 15 February 2003 and 30 November 2003 Team Warsaw attempted one media campaign (February – March) and distributed approximately 30,000 flyers between March and November. For this time period VitaNovis had a total of 7,498 visitors to the site averaging 25 visitors per day.

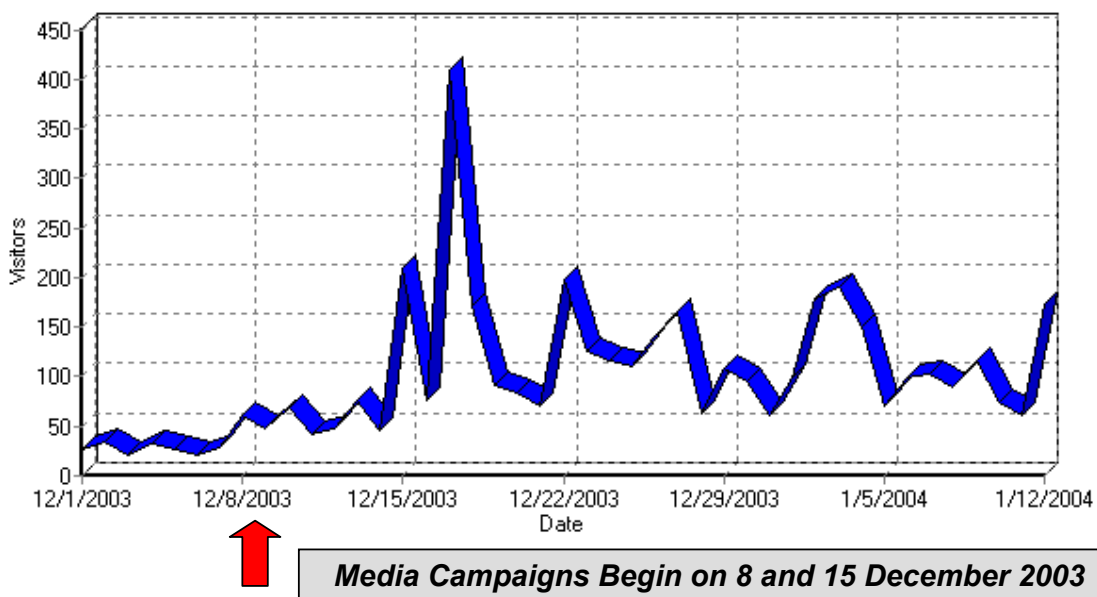
Between 1 December 2003 and 12 January 2004 in roughly 6 weeks time VitaNovis has seen 4,279 visitors to the site averaging 99 visitors per day. This is an obvious increase in visitors, which is directly tied to a coordinated media campaign using Internet ads, key word searches, and through the distribution of nearly 30,000 flyers all on Warsaw Internet Portals or local Warsaw Internet sub pages for major Internet site. The flyers were distributed in at least four locations in Warsaw.

To date we have seen visitors from 46 countries to the VitaNovis site, while the majority of the visitors are from Poland, roughly 65 percent of all visitors are from Poland, which is approximately 2,800 people for this time period.

There has been about a 400 % increase to the site; however to date very few people are connecting to the VitaNovis Team.

Some observations:

1. The highest month total previous to this period was 1,000 in October 2003, when there was not a media campaign of any type in progress.
2. The first media campaign (posters in multiple tram cars on multiple routes) in February/March 2003 saw 1,295 visitors hit the site. Following that initial push, there have been approximately 40 people who have actually connected to missionaries or their partners. Very few of these people have remained with us due to multiple reasons principally with the follow-up.
3. Following the bulk of the December ad campaign, 12 new people attended a coffeehouse-gathering event. Approximately 4 have joined a discussion group.
4. The team (Poles and expatriate missionaries) feels that they have better offerings for follow-up to gather people in small discussion groups filtering into inductive Bible studies in the future. This will be explored extensively.
5. Additionally the percentage of Poles visiting the site previously was approximately 48 percent of all visitors, since the beginning of December 2003 the percentage of Poles visiting VitaNovis has increased to nearly 64 percent, which is largely due in part to the December media campaigns.
6. Clearly from the data that is on hand, it can be concluded that the most effective aspects of the media campaign were the Internet ads coupled with the distribution of nearly 30,000 flyers the week of New Year's Eve.
7. The top referrers (where people come from) to VitaNovis:
 - No Referrer -- 3,422 Visitors
 - <http://szukaj.onet.pl> -- 435 visitors
 - <http://ewangelia.com> -- 116 visitors
 - <http://szujaj.wp.pl> -- 41 visitors
8. Daily visitors:



9. VitaNovis Page Statistics Between 1 December 2003 and 12 January 2004:

Number of Visitors Per Page	VitaNovis Pages Visited
2,207	1. VitaNovis Home Page
578	2. 2658.htm : Galeria Zdjęć i Dźwięków (Picture and Sound Galeria)
393	3. 10046.htm : Przeżyj to (Experience) – Art and Design – artist testimonies
299	4. 10061.htm : Na Żywo (Live) – current gatherings information
282	5. 8960.htm : Wejdź Kontakt z Bogiem (Connect with God) -- Gospel
274	6. 8949.htm : Esencja Życia (Essence of Life) – Person of Christ explained
274	7. 10051.htm : Wyraz to (Express) – Testimonies of J. Grisham and Poles
248	8. 10063.htm : Relacja z Bogiem (Relationship with God) – questions and answers
234	9. 9005.htm : O Nas (About Us) – who we are and how to contact us
208	10. 10058.htm : Odkryj Więcej (Discover More) – Scripture about God and Christ, What Christ says about himself in Scripture, Philosophers on Jesus

In conclusion, it is clear that people are interacting with the gospel on the pages on VitaNovis. This is the strategic intent of VitaNovis, as the site is based on **sowing**; however, part of the strategy of Project S.O.W. is developing a feedback loop in order for people to connect to the local VitaNovis Team. To date this has happened rarely and seems to indicate that more time is needed for the Spirit to work in the lives of these above that are exploring the claims of the gospel concerning Jesus Christ.



Goals and Objectives

Goals Project S.O.W. VitaNovis:

- Develop and execute 3 VitaNovis Internet media campaigns
- Develop and execute 4 VitaNovis radio campaigns
- Develop and execute 4 VitaNovis television campaigns
- Develop and execute 12 VitaNovis billboard campaigns
- Develop 4 VitaNovis flyer or hand bill campaigns for street distribution in high traffic areas of Warsaw
- Plan 4 VitaNovis Prayerwalking projects
- Host weekly coffeehouses (52)
- Host 4 large coffeehouse events annually connected with or associated with Volunteer Teams from the US

Goals Project S.O.W. Along:

- Be able to use as a stand-alone evangelism/church-planting piece or tool
- Use in distributions related to volunteer projects, VitaNovis, and individual work
- Sow the Word/Pre-discipleship
- Use as a reproducible church planting model in Poland

Goals Project S.O.W. VitaNovis Outgrowth:

- Meet with contacts from VitaNovis until they either refuse us or join us. (on going)
- Provide concentrated times of spiritual discussion, Biblical examination, and relationship development via semester retreats (4) and summer camps (2). (dates established each semester)
- Develop a small group “model” –material, guidelines, etc. (on going)



Budgetary Needs

There are three VitaNovis related projects for a total cost of \$84,000:

1. Resources Needed for Project S.O.W. VitaNovis:

Media Campaigns will be necessary to expose students and Internet users to VitaNovis in order to provide them an opportunity to encounter the gospel in a non-threatening environment. Evangelistic Materials will be needed for broad distribution. Rental of Neutral Meeting Places will be needed in order to host gatherings for interested seekers. Meetings will be conducted over a six-week period and will move into homes or apartments of participants as they come to know each other. Coffeehouse/Concert Costs will be necessary to host concerts and provide coffeehouse atmosphere following concert for discussion groups to form. The VitaNovis website needs to be upgraded and VitaNovis in general needs someone to coordinate the rental of facilities and the recruitment of people for testimonies (artists, musicians, etc.).

Item or Service	Comments	Amount
1 Internet Campaigns (3)	Cost associated with developing Internet ads or media, plus costs of advertising space	\$ 8,000.00
2 Radio Campaigns (4)	One per quarter with costs for radio spots and production fees	\$ 6,000.00
3 Billboard Campaign	Cost of billboard rental, plus project preparation, set-up and maintenance of billboard	\$ 6,000.00
4 Television Campaign	Cost of air-time, production associated with ad campaign	\$ 20,000.00
5 Evangelistic Materials	Tracts, Bibles, Jesus Film on DVD	\$ 4,000.00
6 Rental of Meeting Space	Costs associated with renting space in Warsaw for gathering events such as coffeehouses	\$ 8,000.00
7 Concert Costs	Costs associated with renting space in Warsaw Costs associated with hosting concerts for artist fees, sound technicians, travel costs, and professional fees	\$ 4,000.00
8 VitaNovis Maintenance	Website hosting fees, site development and upkeep	\$ 3,000.00
9 VitaNovis Coordinator	Salary for one year to coordinate VitaNovis events, securing rental space, gathering statistics and tracking interested individuals	\$ 5,000.00
Total		\$ 64,000.00

2. Resources Needed for Project S.O.W. Along:

Evangelistic S.O.W. -- Along Media Piece – is a church planting media project to develop and produce a church-planting model based on electronic media that is easily used, modeled, and reproduced. Project focuses on developing a chronological Bible storying core of material, which is central to and part of a larger body of developing church-planting resources, which will be tied to VitaNovis.

Item or Service	Comments	Amount	
1 Musicians/ story teller	travel, food, honorarium	\$	2,000.00
2 Translation Fees	fees for translation or developing core materials	\$	1,000.00
3 Music/stories	paper, copies, trial recordings	\$	500.00
4 Studio/Recording/Mixing	services, use by hour, personnel	\$	5,000.00
5 Layout of CD	materials for combining stories, training, and music	\$	500.00
6 Production	copies, labels, covers, communication	\$	5,000.00
7 Distribution		\$	2,000.00
Total		\$	16,000.00

3. Resources Needed for Project S.O.W. -- VitaNovis Outgrowth:

VitaNovis Outgrowth – focuses on initiating culturally appropriate retreats and camps to gather students for extended periods of discipleship, training in multiplying cells, etc.

Item or Service	Comments	Amount	
1 Facility Rental	Offset the cost to students	\$	1,000.00
2 Promo	publication, distribution	\$	1,000.00
3 Materials/Program	print, paper, other supplies/aids	\$	1,000.00
4 Travel assistance	offset the cost to students/leaders	\$	1,000.00
Total		\$	4,000.00

Total for all three parts \$84,000