

CREATIVE BRIEF - STRONG CHALLENGE WEEK 6

Week 6: Live Strong 11/12-13

Important Practices: Abiding, Worship, Rhythmic Disciplines

Role/Metaphor: Disciple

Symbol: All previous weeks' icons

Know: Continued rhythms of spiritual disciplines make us look like Jesus.

Do: Combine and incorporate spiritual disciplines into your life.

Countdown loop (Video support from Stronger/Won't Back Down opener)

We want every service to start with energy and with the feeling that we're on this race right now. We love the imagery of the runner, so that will loop along with a remix of Kanye West's "Stronger."

Strong explanation video

Every week we want to remind people what we're pursuing in this journey: the Strong life - and remind them what that kind of life looks like. For new folks, this also acts as the front of the puzzle box - giving them context for the individual pieces they are going to experience and ensuring they're not lost during the rest of the service.

Be Strong

We want to start the last week of the journey with energy. Out of the Explanation video, the band will play "Be Strong." At this point in the journey, everyone who's not brand new should know the song and will be invited to sing along.

Message Intro

Chuck will give a summary of the journey and talk about this week, we're looking at what this kind of life would look like over the long haul. We want to paint a motivating picture of what following Jesus can produce in your life over years and years.

Expert Video: Gil Hopkins

This week, we'll hear from Gil Hopkins. Gil is in his 80s and is a model of someone who has lived the strong life. He became a believer in his 40s, and immediately quit his job in order to tell kids about Jesus, which is what he's been doing ever since. He is one of the founders of the Young Life movement in Cincinnati and has been discipling younger men for 40 years. In addition to hearing from Gil, we'll hear men he's built into talk about how he showed them the way to live a life of strength.

Message (Chuck)

After the video, Chuck will do the rest of his teaching on the strong life.

I Won't Back Down

At the end of Chuck's message we want a moment that feels like two things at once: crossing the finish line of the Strong Challenge AND declaring that we're not stopping here. As a way to do that, we're going to do the song, "I Won't Back Down" from the the first week of the journey. The video to the song will be participant submitted video of (hopefully) hundreds of people who have done the challenge all singing the words to the song. We'd love to show as many people as possible from as many communities as possible. People can go to strongchallenge.com and click on the media tab to find instructions about how to submit a video. Our hope is that audience starts singing along and makes the song their declaration.

End

After the song, Chuck will give a charge to keep going and remind people that they've only done half of the cards in the box. He'll encourage everyone to continue engaging with God and to come back next weekend because we've got something really cool planned.