



# FULL FORCE TOWARD THE *Future*

## *Dear Friend:*

Churches are now fully open. And the *Legacy Imperative* is ready to equip them to reach the next generations — in-person and virtually. God has given us **Big, Audacious Discipling Goals** (Let's just call them our BADs), and we're ready to meet them! I'd like to share highlights of the season with you, our treasured supporters.

## REACHING THE **SUMMIT!**

God sometimes forces us into a dark corner for all the right reasons. Covid eliminated in-person worship; but it also opened doors, minds and hearts for virtual gatherings. During the dark months of the Pandemic, we renamed our Workshops, Step One in our Strategic Process, **NEXT GENERATIONS Summits**. The name better reflects the essence of this powerful initial step in our three-part strategy: Inspiring and mobilizing grandparents, parents and other advocates for Millennials and Gen Z's to evangelize and disciple their loved ones in the Far Country. We also created a new Summit option.

We are proud to announce a new Step One, NEXT GENERATIONS Summit virtual offering for sponsoring churches. It includes: 10 pre-recorded sessions downloadable for use twice over a two-year period to accommodate scheduling requirements, and a pre-recorded video introduction for participants. Ideal for Sunday school classes, small groups, weekend conferences, and more! All sessions and materials are automatically updated as cultural trends and needs change, so churches get the latest version with each download.

*Cost: \$500 (In contrast to in-person Summits at \$5,000). Includes online set-up instructions and Summit marketing templates, group leader training and participant downloadable manuals and training videos for the Mission Training and Sustaining groups. Plus special access to an ever-expanding Toolbox on our website and up to 10 books shipped to a single address.*

# REMASTERED, RE-PRICED AND READY FOR WORLDWIDE DISTRIBUTION.

We've remastered the Legacy Imperative Film Series to take it to the next level, and are offering it at a new price of \$49.95. And the good news is: those who already own the series always get the latest versions with each download! The films are a pivotal component of our two-part strategy to inspire and educate 10 million grandparents and others who want to take the Gospel to the next generations. Recent series' reviews point to the film series potential in the global expansion of our ministry.

Christian leaders from Chile to Russia have indicated their interest in translating and distributing the films. Pulse Ministries, the largest organization reaching out to our target Millennials and Z's, praised the films as the best compilation they've seen to capture the heartbeat of the next generations. We've also received feelers from major media outlets to offer the series to their constituents. More to come on the national and international fronts in our next newsletter!

## **TOP GUN** *IS ON THE BASE!*

As we began to reach out and grow, we realized we had to scale up with a new base plan and systems to reach, capture, expand, communicate, and nurture our followers; to move from analog to cutting-edge digital. To do so required a state-of-the-art CRM system and a team leader to make sure we hit our targets.

A short while ago, we added a premier system, InfusionSoft; recruited a tested leader; and began pilot trials. Derek Schmidt, our new CTO, brings years of systems experience with leading Christian ministries and personalities, whose followers number in the 10s of millions. He has studied our systems and procedures, and has begun the process of ensuring that we achieve the greatest impact, value and economies in our website, social and digital media initiatives.

Derek is presently setting up Church and Ambassador Portals on our website where each group can go to get the appropriate materials to hold a Summit, get members to register for a Summit; as well as the "sales" tools Ambassadors need to help them present Legacy Imperative to their home churches.



*Dan  
Mercaldo*

*We mourn the passing of our beloved friend and board member, Rev. Dr. Daniel Mercaldo, on January 7, 2021, a victim of Covid.*

Dan served as a senior pastor for more than 50 years and represented the church's world outreach ministry to over 50 nations. He was a sought-after speaker, an author, and man of great wisdom. He is greatly missed.

# THROUGH OUR “FUTURE SCOPE”



We look forward to the future with great optimism, hope and praise. God has provided for us. You have supported us with your resources and prayers. We are eternally grateful! Here are a few exciting previews of the upcoming second half of the year that you've helped make possible:

- **Creating a bigger pond.** We've been working, fishing for prospects and followers, from the same pond over the past months. To achieve our BADs, we must move to national waters. To help us do so, we are in negotiations with the nation's most renowned PR/media relations agency in the Christian world. Name a Christian personality, a well-known ministry or TV personality, from Billy Graham on, and this firm has had a hand in expanding their followers and reach.
- **A ground-breaking new Bible study series.** Starting in the Fall, we're bringing our study to YouTube to make it more easily accessible. We'll be starting out with a much-anticipated look at “hot-button” issues, such as LGBTQ, BLM, CRT, Bible vs. Science, fluidity, etc. through the biblical lens of I Peter: 15 & 16. These are the issues that pose stumbling blocks to Millennials and Gen Z's. No other organization is addressing these barriers to the next generations from a biblical perspective. The ultimate aim? To help you open the door to life-saving faith for your beloved children and grands. **Stay tuned for more information!**

## BECOME PART OF



# The Legacy Imperative

*Grandparents forging the future*

## MISSION

Many of you have asked us how you can participate; become part of the Legacy Imperative team. Here are several ways that you can make an impact:

1. Sign up with Maureen Kirby, Outreach Director, to **become a Legacy Imperative Ambassador** to your church or churches. Contact her at [maureen@legacyimperative.org](mailto:maureen@legacyimperative.org), or call 239.206.9378. She'll be happy to provide you with the information and tools you'll need to reach out.
2. **Donate.** Go to our website to make a donation [www.legacyimperative.org/donate](http://www.legacyimperative.org/donate). Or mail your gift to: Legacy Imperative, 4200 Kensington High St., Suite 200, Naples FL 34105. Every gift is welcome, no matter the size.
3. **Purchase our Film series and share it** with your family members, small groups, neighbors. Get the word out!
4. **Subscribe to our emails.** Get regular updates. Bible study news and links to notes. Access to all of our tools to help you in your discipleship. Go to [www.legacyimperative.org/home](http://www.legacyimperative.org/home).
5. Most important of all, **pray for our ministry.** God promises to answer the prayers of his people.

If you're already an active participant, encourage your friends to join us. You are an integral partner in our success in reaching three-to-six million

Sincerely,

*Robert Petterson*

Dr. Robert Petterson