



The Legacy Imperative  
Grandparents forging the future



# Legacy Imperative News

Special Edition | Fall 2021



## A Note from Dr. Bob

Dear Friend,

As we approach year-end, I want to share my appreciation for all you've done for Legacy Imperative, and all that we've accomplished year-to-date with your gifts. None of this would have been possible without our sovereign Lord working through you!

I am amazed at...

- How far God has taken us, overcoming more than a year of Covid challenges.
- All that our journey has entailed. More than we had ever imagined.
- We've exceeded our 2021 goal of 10 Summits by three times, with 30 underway.
- 40% of Summit attendees participated in Mission Training Groups. Four times our estimate.
- How much more there is to be done.
- The gifted team we've assembled.
- Your generosity.
- The great God we have, and His wisdom, grace and mercy.

I think you'll be as excited as I am to read about what your gifts to Legacy Imperative have accomplished and the generational foundations we've laid for years to come.

With sincerest thanks,  
Dr. Bob

## Reaching the Summit: Strategy Step 1

To emphasize our significant differences from other grandparent ministries and our three-part strategy, we've renamed part one, NEXT GENERATIONS Summits. The new name better reflects the essence of this powerful initial strategic step: 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.

### New Summit options!

We've also created a new Summit virtual option for sponsoring churches. It includes: 10 pre-recorded sessions and a pre-recorded video introduction. It also provides all of the Mission Training and Sustaining Group facilitator and participant manuals and training materials, but at a reduced cost.

Our next step in making the Summits more widely available is Summit at Home. Ideal for home or community groups, this new option will be offered to those whose churches do not hold a Summit, and includes the same three-part strategy as the in-person and virtual versions. We're proud to offer options to fit churches and home groups of all sizes, and to spread the Legacy Imperative opportunity to all grandparents!



### Film Series: Remastered and Reaching Out to New Audiences

We've remastered the Legacy Imperative Film Series to take it to the next level. The films are a pivotal component of our strategy to inspire and educate 10 million grandparents and others who want to take the Gospel to the next generations. Recent reviews point to potential for the films 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 our target Millennials and Z's, praised the films as the best compilation to capture the heartbeat of the next generations. We've also received feelers from major media outlets to offer them to their constituents.

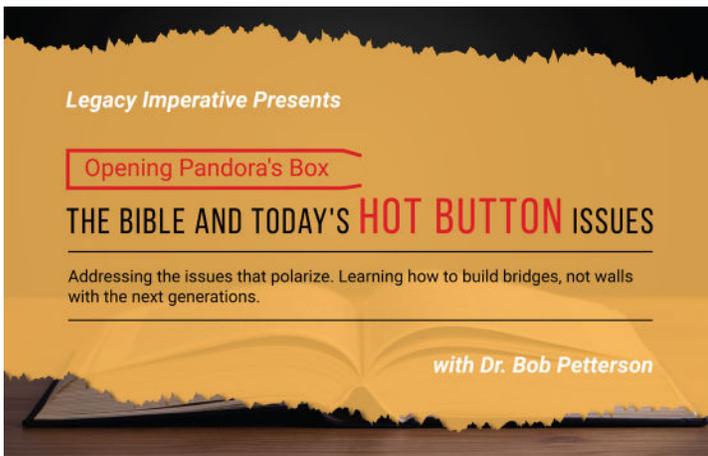
### Training and Sustaining Our Missionaries: Strategy Steps 2 & 3

Kudos to our Small Group gurus, Bill and Marilyn Mitchell and Rocky and Kathy Felice. They've spent countless hours developing our eight-session Mission Training Group, and Sustaining Group participant and facilitator manuals and videos. These materials are based on their vast expertise and input from beta groups, and are tailored to the specific needs of participants and group leaders. The materials are offered as part of our strategy steps 2 & 3 to all churches that sponsor in-person or virtual NEXT GENERATIONS Summits.

## Opening Pandora's Box and Pushing the "Hot Buttons"

In mid-October Dr. Bob initiated his new "Hot Buttons" study, Opening Pandora's Box. So far, the study has covered Christian Hypocrisy, Religion & Politics, and will feature studies of biblical responses to Immigration, Abortion, Vaccination, Social Distancing, and LGBTQ topics in 2021. More to come in the new year! These are the issues that pose stumbling blocks to Millennials and Gen Z's. No other organization is addressing these barriers to your relationships with the next generations from a biblical perspective. The aim? To help you open the door to life-saving faith for your beloved children and grandchildren, and to expand our national footprint via these sought-after topics.

While we initially offered the Hot Buttons study in-person or livestream, the technical issues associated with livestreaming forced us to come up with a solution: **Legacy Imperative friends in Naples are invited to join us in-person for the study. Everyone else can tune into the presentation, edited for prime time, on our Legacy Imperative YouTube channel, at their convenience.**



## We've Added to Our Team!

### Fishing in a Bigger Pond

To expand our reach nationally and achieve our Big Audacious Discipling Goals (BADs) we recently contracted with the most renowned PR/media relations agency in the Christian world, A. Larry Ross Communications (ALRC). Name a well-known Christian ministry or TV personality, from Billy Graham on, and this firm has played a major role in their success.

ALRC is very selective in vetting its clients, and we are honored that they have acknowledged the uniqueness and need for our ministry. Their experienced PR and media relations team is working to raise national awareness among our target church and grandparent audiences, by featuring Dr. Bob and Legacy Imperative in digital and traditional broadcast, TV and print media.

### A System for Today and Tomorrow

When you're creating followers and new discipling tools, you need a system to keep everyone in the loop. To reach, capture, expand, communicate, and nurture followers. And that's just what we've done! A short while ago, we added a premier system, InfusionSoft and recruited a tested leader. Derek Schmidt, our new CTO, brings years of systems experience with leading Christian ministries and personalities, whose followers number in the 10s of millions, and he's putting that experience to work for us!

### Social Media Marketing Excellence

We've upped our game! The best marketing strategies employ both "new" and "traditional" media. We're well covered on both fronts! We recently transitioned our Facebook, Instagram and website over to Tricia Felice and her firm, RedMark Group. Tricia, a Millennial who is also one of our board members and a strategic marketing expert, is a perfect fit for Legacy Imperative, having spearheaded marketing projects for HBO and Paramount Pictures, among others. Subscribe to us on our website, and follow us on Facebook and Instagram to see the difference for yourself!

## Measures of Success

Despite a late start in August due to church Covid restrictions and closures, God has taken us so much further than expected. Following are highlights of our accomplishments to date:

**1,000**

Social and digital media followers (Facebook, Instagram, website)

**10**

Churches scheduled to hold in-person NEXT GENERATIONS Summits

**20**

Churches in the queue to hold Summits

**1,500**

Grandparents, Parents, others reached via Summits, Mission Training Groups

**9,000**

Grandchildren reached

## Legacy Imperative — The Track Ahead

### The Little Engine that Could

Mission start-ups like Legacy Imperative walk by faith — not by sight. Had we known all that is involved in reaching our destination, we might not have had the courage to start the journey. The challenges of operating in a new digital world have been monumental. Yet, with your help, we continue to meet them.

[Click here to DONATE](#)

If you'd like to mail a donation, please send it to:  
Legacy Imperative  
4200 Kensington High Street  
Suite 200  
Naples, FL 34105

### Fuel for the Journey

As we look back, we are amazed at how far God has taken us, and are more optimistic than ever for what the future holds for Legacy Imperative.

#### Our ultimate goal is to be funded three ways:

1. Products and services fees.
2. A large reservoir of small-to-moderate donors.
3. Foundations and churches.

But in the near future, this start-up is dependent upon you — our generous friends. Won't you continue in partnership with us as we continue on the path God has established for us?

Visit [www.legacyimperative.org](http://www.legacyimperative.org) for discipling tools and more information.