

SUMMIT KIT



*Defining Your Opportunity to
Make a Significant Difference*

HALF | TIME
Success to Significance

Contents

- INTRODUCTION**
 - Halftime Defined**.....4
 - The Issue**5
 - The Opportunity**.....6
 - Our Prayer**7

- HALFTIME ROLES**
 - Leadership**8
 - Local Champion8
 - Halftime Team8
 - INVITATIONS**9
 - LETTERS**9
 - PHONING**.....10
 - Speaker Role**.....10

- EVENT PLANNING**
 - Major Milestones Listing**11
 - Summit Checklist**12
 - Four Months Prior12
 - Three Months Prior13
 - Two Months Prior14
 - One Month Prior14
 - Three Weeks Prior15
 - Two Weeks Prior15
 - Day of ‘Event’15

- POST EVENT**
 - Summit Follow Up**16
 - Next Meeting Dates16
 - Additional Needs16

APPENDIX

Sample Letters & Postcard17

 Postcard17

 Invitation Letter #1 ('Save the Date')18

 Invitation Letter #219

 Confirmation Letter20

Communications.....21

 Poster21

 Sample Announcement for the Church Bulletin.....22

 Sample Insert for the Church Bulletin.....23

 Recommended Agenda24

GLOSSARY26

Introduction

Halftime Defined

A growing number of people reach their forties or fifties and have achieved some measure of success, accumulated more stuff than they probably need, and yet there is still something missing.

At their most honest moment they realize that the prospect of spending the rest of their lives just accumulating more things, or pursuing career advancement is simply not enough.

They want their lives to have really counted for something that will live on long after they are gone. They want to move beyond striving for success to embracing significance.

Bob Buford has labeled this stage of life Halftime.

Halftime is a pause in the middle of the game of life to reflect on who we are and what will matter in the end – to potentially redirect our time, talent and treasure. For some it comes when they are facing retirement, for others it comes earlier.

Halftime is not just for the rich, it's not about quitting our job or selling our company and it's not just a male thing. Halftime isn't even a uniquely Christian phenomenon as much as it is a generational or cultural phenomenon. For Christians, however these questions have an eternal perspective and the church can play a critical role in helping Halftimers discover their calling and ministry.

The Issue

Baby Boomers are the healthiest, wealthiest and best educated generation to ever reach their fifties, and when we look back we remember that we are the generation that wanted to change the world.

In a recent Harvard Business Review article Peter Drucker, the great thinker and management guru, provided a perspective of Halftime that warrants our reflection. He said:

*“In a few hundred years, when the history of our time will be written from a long term perspective, I think it is very probable that the most important event these historians will see is not technology, it is not the Internet, it is not e-commerce. It is an unprecedented change in the human condition. For the first time -- and I mean that literally -- for the first time, substantial and rapidly growing numbers of people have choices. For the first time, they will have to manage themselves. **And let me say, we are totally unprepared for it.**”*

Throughout history, practically nobody had any choice. Up until maybe 1900, even in the most highly developed countries, the overwhelming majority followed their father -- if they were lucky. There was only downward mobility; there was no upward mobility. If your father was a peasant farmer any place, you were a peasant farmer. If he was a craftsman, you were a craftsman, and so on.”

From a demographic perspective, an excerpt from the publication *The Changing Face of the Mature Market* provides real scope to this opportunity:

“With about 10,000 people in the United States turning age 50 each day, the mature marketplace is rapidly becoming one of the largest groups of consumers in the country. And, with the Baby Boomers being the ones who

are inflating that group, marketers are having to rethink how to sell to them.”

Recent interviews with dozens of large, prevailing churches have reinforced the fact that there is an unprecedented opportunity for the church to engage this group of people for Kingdom initiatives.

“There is a wave of boomers coming and the way I see it we have two options. We can ignore them and miss the opportunity and potentially get crushed by the wave or we can prepare for it and attempt to ride it.”

Tom Hill, Elder/Halftimer
Fellowship Bible Church, Little Rock, AR

The Opportunity

The *Halftime Summit* provides a platform for churches in America to begin to engage people in Halftime and together ask the following questions:

How to best serve those who are facing Halftime?

How to cast a vision large enough to capture the attention of people who are equipped to make a difference?

“You can’t recruit me but you can cast a vision that is compelling enough for me to happily invest my time, talent and treasure.”

Ed Ligon
Fellowship Associates, Little Rock, AR
Former owner of Orbit Valve Company

How to grant permission to those with options to live the second half of their lives differently?

How to effectively unleash the latent energy that is untapped and sitting in various churches across North America?

“Just yesterday we had a very successful businessman who has adopted four children express an interest in attempting to address the issues the city of Memphis is facing within the Foster care system. At this point we are not sure how to best serve him.”

Bob Russell, Executive Pastor
Hope Presbyterian Memphis, TN
Former Executive at IBM

How to encourage engagement in ministry and not stand in the way of passionate lay people who desire to make a difference with their lives?

“Most churches are designed organizationally to block not foster lay ministry initiatives. We need to determine how to best foster a culture/environment that applauds and supports initiative.”

Warren Schuh, Executive Pastor
Calvary Community Church, Thousand Oaks, CA

Our Prayer

Most important our prayer is that you will lead your church culture into new ongoing programs and systems to help those who are at or approaching this stage in life. They will gain the help and ministry opportunities they need to engage in ministry in your church, community or around the world.

Appendix

Sample Letters

Postcard



Join us for the Halftime Summit

WITH OTHERS:

- Craft your personal mission, and gain insight from professionals who share your goals
- Listen to others as they share their personal halftime experiences
- Network with peers who are also exploring options

LOCALLY:

- Focus on your personal passions and skills
- Exposure to what other individuals and organizations have accomplished in your community
- Introduction to significant service opportunities

OVER TIME:

- Understand the paths that others have taken to pursue significance
- Learn how to avoid obstacles common to those entering through halftime
- Gain access to small groups, webinars, study labs and additional seminars

THE SUMMIT IS AN ACTION-ORIENTED EVENT FEATURING:

- The *Decoding Your Career Plan* workshop
- Local Stories
- Key materials and resources regarding halftime issues
- Post-event follow up providing further assessment, coaching and strategic personal planning opportunities

Use _____
Time _____
Location _____

Jim -
Place this date on your calendar. I'll be in touch soon. I look forward to our conversation.
- Greg Marbo

Communications

Sample Poster

Have you been
successful
at your work...

believing
significance
will come later?

Why not pursue significance now?

HALFTIME WORKSHOP

Date _____

Time _____

Location _____

SPEAKERS

HALF | TIME
Success or Significance
www.halftime.org

"FOR WE ARE GOD'S
WORKMANSHIP, CREATED
IN CHRIST JESUS TO DO
GOOD WORKS..."
—THE APOSTLE PAUL, 60 A.D.



Join us for the Halftime Summit

WITH OTHERS:

- ▣ Craft your personal mission, and gain insight from professionals who share your goals
- ▣ Listen to others as they share their personal halftime experiences
- ▣ Network with peers who are also exploring options

LOCALLY:

- ▣ Focus on your personal passions and skills
- ▣ Exposure to what other individuals and organizations have accomplished in your community
- ▣ Introduction to significant service opportunities

OVER TIME:

- ▣ Understand the paths that others have taken to pursue significance
- ▣ Learn how to avoid obstacles common to those making through halftime
- ▣ Gain access to small groups, web/in-person tools and additional seminars

THE SUMMIT IS AN ACTION-ORIENTED EVENT FEATURING:

- ▣ The *Discovering Your GamePlan* workshop
- ▣ Local Stories
- ▣ Key materials and resources regarding halftime issues
- ▣ Post-event follow up providing further assessment, coaching and strategic personal planning opportunities

Communications

Sample Announcement for the Church Bulletin

Have you ever wondered...

If there was more to life than what you are currently experiencing?

Why you were created?

Could there be more?

You should be encouraged that you are not alone. Explore the answers to these questions and many more at the upcoming "Introduction to Halftime" 2-hour seminar. This gathering is being hosted by _____ .

Date: Saturday October 25

Time: 8:00 am to 10:30 am

Location: The Annex

Registration: \$75.00 (includes continental breakfast and lunch, Discovering Your Game Plan manual, Bob Buford Audio Cassette, and a copy of the book *Halftime*)

Register by stopping by the table in the lobby or by calling _____ in the External Ministries offices.

Recommended Agenda

One Day Summit Tentative Agenda

Night prior	Halftime Team Dinner with Facilitator/set up AV and test sound	
6:00 am	Set-up books/food etc	
7:00 am	Registration/Continental Breakfast	
8:00 am	Welcome Participants/Introduce Halftime Coordinator (5 min)	SENIOR PASTOR
	Overview the day – have participants meet at their tables (10 min.)	COORDINATOR
	Open with prayer. Introduce Facilitator (5 min.)	COORDINATOR
8:20 am	Introducing Halftime: Changing Your Game Plan (w/video)	FACILITATOR
9:30 am	Personal Local Story #1 or video story (10 min. + 5 min disc.)	TBD
9:45 am	Break/Networking	
10:00 am	Developing Your Game Plan Workshop Part I GRASP: Groundings, Roles, Abilities, Spiritual Gifts, Passion	FACILITATOR
11:45 am	Break (15 min.)/ \Lunch	
1:00 pm	Personal Local Story #2 or video (5 min. + 10 min. Q&A)	TBD
1:15 pm	Developing Your Game Plan Workshop Part II GRASP: Personal Mission Statement/Interaction	FACILITATOR
2:15 pm	Break/Networking	
2:45 pm	Personal Local Story #3 (5 min. + 10 Min Discussion)	TBD
3:00 pm	Next Steps Action Plan	FACILITATOR COORDINATOR
3:30 pm	Closing and Prayer	LOCAL HOST