

Power Up Club, Inc. thanks Lifeway Christian Resources for their partnership and for this article published in their employee newsletter.



***Church Uses ‘Share the Word. Together’ to Distribute Bibles
to Neighborhood Kids***

by Aaron Wilson, Lifeway Christian Resources

When Joni Alexander heard that LifeWay stores were giving away free Bibles last summer through the “Share the Word. Together” initiative, she quickly spread the word to members of her church in Jacksonville, Florida.

“We’re always short on Bibles and wish we had more we could give out,” she said. “I thought, ‘let’s see if we can really get our church body behind this.’”

And get behind it they did. During the week of the promotion, more than 150 members from Christian Family Chapel visited the Jacksonville LifeWay store to pick up free Bibles.

“Many of the church’s members came into the store eager to pick up their Bible and already had the name of a person they’d give the Bible to,” recalled LifeWay store manager **Michael Floyd**. “We had a sweet couple come in a day before the promotion started because they were so excited to give the Bible to someone they’d been mentoring.”

While some church members gave their Bibles away to people they personally knew needed to hear the gospel, many in the congregation gave the Bibles they had received from LifeWay to Alexander.

Alexander’s intention for these Bibles wasn’t to put them into a supply cabinet or use them to stuff the back of pews. Instead, she had a plan that involved sending these copies of Scripture out into the local community.

“We have a program called Power Up Club which takes children’s clubs into local neighborhoods,” Alexander said. “Our intention was to give these Bibles to people who don’t usually come to a church.”

THE POWER OF NEIGHBORHOOD EVANGELISM

Christian Family Chapel’s Power Up Clubs follow a format similar to a traditional Vacation Bible School event—only, instead of being held in the church, these outreach events are hosted outside at people’s homes.

Last summer, Alexander’s church hosted Power Up Clubs in 84 locations in their local community.

“Usually about 70 percent of people who attend our Power Up Clubs are unchurched,” Alexander said. “We had the opportunity to give the Bibles to many people who didn’t have one and invite them to church.”

As a result of the particular Power Up Club that featured CSB Bibles from LifeWay, 45 new families visited Christian Family Chapel. And as of this past November, 25 of those families were involved in new member or new believers classes or were plugged into the church in other meaningful ways.

“It was really neat to see how these guests got involved and are sticking around,” Alexander said.

WHY GIVE AWAY FREE BIBLES?

The “Share the Word. Together” initiative was inspired by an experience LifeWay President and CEO **Thom S. Rainer** had when his church gave away loaves of bread to members and asked them to share the bread with people in their communities.

Rainer said many who received the bread came to church the following Sunday. “I began to think, ‘Could I leverage my position at LifeWay to help thousands of churches do the same?’ Rainer said. “The answer came back as a resounding ‘Yes.’” The goal of the free Bible giveaway was for church members to start gospel conversations and spark invitations to weekend worship services or Bible study.

Christian Family Chapel was one of 200+ churches across the country that decided to initiate such gospel conversations with the free Bibles by meeting people where they live, work, and play.

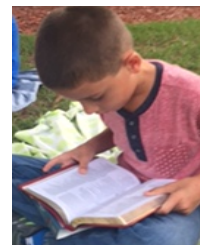
POWERUP EVENT LEADS TO ROLE IN FULL-TIME OUTREACH

The success of the church’s Power Up Clubs recently led Alexander to leave her position as children’s minister at the church of 20 years to invest full-time in reaching other neighborhoods with the gospel through similar outreach programs.

But while she’s no longer serving at Christian Family Chapel, Alexander’s partnership with LifeWay through the “Share the Word. Together” initiative left a memorable impression.

“We’re so thankful to LifeWay for the gracious opportunity,” she said. “It was so helpful, and the Bibles were beautiful!”

Written by Aaron Wilson, Lifeway Christian Resources



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