

MAY 2018

# INSIDELIFE!

Stories From Life Promotions



Dignity Revolution



New Lifest Stage



Quake Youth Events



Lifest 2018



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# Life Support

### Letters from Friends of Life

*I was always bullied and harassed as a kid. My parents used to fight a lot and it would get physical. My brother would hit me because he had no way to release his anger. I was sad. I felt like life wasn't worth living. And honestly, I kept telling myself that one day it would get better. I'm not quite there yet, but I'm getting better. And when Bob Lenz talked, I related to what he said. I'm happy to say that I'm not worthless like I thought I was; I'm valuable. No matter how much someone hurts me; I matter. I'm valuable!*

—Student, Michigan

*The highlight of my event was seeing more than 50 kids stand to their feet at Bob Lenz's clear invitation to receive Christ for the first time! This event was A LOT of work. There were long days and nights and tough decisions to make. There were disappointments, challenging financial issues, grueling work... BUT, at the moment of seeing God use this event to alter eternity... it all seemed worth it! Praise you, Jesus!*

— Event Coordinator, Maryland

*I recently attended Quake in Traverse City where I met Bob! My mom was right—he is amazing! She met him when she was 13 and now I got to meet him and I'm 13! My school has had an issue with bullying, as many others do. I would love to have Bob do an assembly on the Dignity Revolution at my school. I think it is amazing!*

—Student, Michigan



“Alone we can do so little,  
**together** we **can do** so much.”

—Helen Keller

# Building a Foundation for the Next Generation of Lifest!

We're not just building a structure of steel and concrete. It's a foundation. At Lifest, the Grandstand Stage is a sanctuary. This is where we worship. This is where we connect with God, our families, and our community of faith. The stage is not the focus, but what happens here is what Lifest is focused on: celebrating God's love and connecting the family of faith. Building the stage is a commitment to make Lifest a permanent part of this region and our future together. It will stand as a monument and a focal point of this Party With a Purpose. What we build in 2018 will impact our future and the future of our children.

# Lifest

A PARTY WITH  
A PURPOSE

CM CARES.  
CHURCH MUTUAL INSURANCE COMPANY FOUNDATION

## Buy a Brick!

Build a foundation for the next generation of Lifest! Buy a brick to celebrate your family's support of Lifest. Bricks will be placed in front of the new Lifest stage. This building project will save Life Promotions almost \$750,000 over ten years and will keep needed funds going towards programs that benefit youth.

### 4" x 8" Brick = \$100

Three lines of text,  
20 characters per line.

### 8" x 8" Brick = \$250

Six lines of text,  
20 characters per line.

## Buy a Brick Today! Lifest.com/Stage

The stage is made possible by the generous support of Pheifer Brothers, Miron Construction, Faith Technologies, and Security-Luebke Roofing. Their visionary support and financial contributions provided the incentive to complete this project in time for Lifest 2018. Support also came from LeJeune Steel Company, Omni Glass and Paint, Gries Architectural Group, Larson Engineering, and Carew Concrete.



Building Excellence



Gries  
Architectural Group Inc.



# Setting The Stage For Lifest

We broke ground for a new stage at Sunnyview Fairgrounds and Expo Center in Oshkosh, Wisconsin. The new stage and seating complex will be one of the largest outdoor concert venues in Wisconsin with the potential to hold 30,000 people. The stage will be able to accommodate complex lighting and sound design requirements of A-list performing artists and will make Sunnyview Fairgrounds a destination for touring artists.

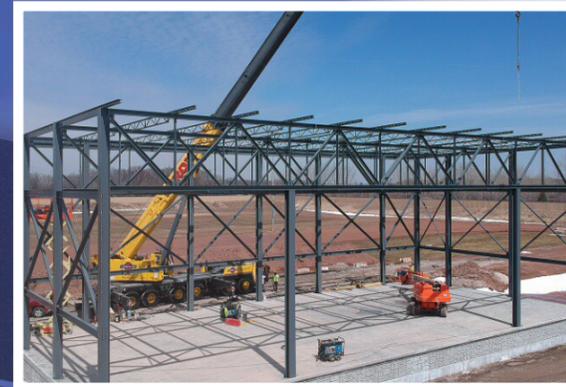
We are raising the funds through donations and sponsorship to build the permanent stage. Lifest will lease the land the stage occupies for ten years. At the end of this period, we will present the stage as a gift to Winnebago County.



**Bob Lenz, President and Founder of Life Promotions, shared, "As we celebrate our 20th year this July, we are excited to put down roots and expand our footprint to accommodate our extraordinary growth. The new stage provides an exceptional venue and additional space for Lifest to continue to grow well into the future. We are here to stay and are dedicated to our mission to celebrate the love of Jesus and connect the family of faith."**

Lifest 2018 will be held July 12-15. We expect an average daily attendance of 23,000 people. Over the last five years, Lifest has experienced robust growth. Camping has sold out the last three years. Building the Grandstand Stage in the new location affords seven additional acres on grounds to expand camping and parking to satisfy the needs of Lifest's anticipated projected attendance.

According to the Oshkosh Convention and Visitors Bureau (OCVB), Lifest brings well over \$5 million dollars in economic impact to Winnebago County. We are working closely with Winnebago County to create an aesthetically pleasing destination that will be a multi-purpose facility to encourage the venue is used not only as a concert facility, but for other live events.



## Stage Changes

Grandstand is the big move and it was the momentum for all the other changes. KidZone has moved to Barn A (center of grounds) because Grandstand soundchecks and performances would drown them out. We also think KidZone and Art Space is a perfect match. The Garage moved to the Edge parking lot and is now called the Quake Stage and will offer open mics, band jams, drum circles, and progressive music styles. Finally, the Café will be in the heart of Downtown. When you grab your food, you won't miss any great music! You'll be happy to know that Edge, Expo, and Oasis are all staying in the same spot as 2017.

## Camping Changes

Due to the volume of traffic between Grandstand and Downtown, we are ensuring the safety of pedestrians by cutting back on vehicular traffic in this area. Vehicles are not allowed on Showview Lane in front of the venue. This change eliminated access to the Electric Central sites that were previously located here. The Electric Central sites have been relocated to the old Grandstand area. We also added 243 primitive sites in Pleasantville which is located in the old Grandstand seating area.





**THURSDAY**

TobyMac • Steven Curtis Chapman • Bob Lenz  
Seventh Day Slumber • We Are Messengers



Over 100 Acts on  
Seven Stages  
Visit [Lifest.com](http://Lifest.com)  
for full details

**FRIDAY**

For King & Country • Mac Powell of Third Day  
Disciple • Sidewalk Prophets



Volunteers Needed: You can  
earn a free ticket to Lifest.  
Join the team.



**SATURDAY**

Newsboys • Crowder • Ryan Stevenson  
Hawk Nelson • Todd Agnew • Rapture Ruckus



**SUNDAY**

Worship with York Moore, Bishop Ricken, and  
Integrity Music • Sunday is free!



## Solving the Puzzle Together

Dignity Revolution is a comprehensive K-12 educational program providing cultural change in schools and communities. Here are a few key people on our team.



Deborah L. Tackmann is an exemplary teacher with over 30 years of experience as a health and physical education instructor. She is a National Teacher Hall of Fame inductee and trains teachers across the nation. She partners with Dignity Revolution by conducting professional development training and co-authored all of the Dignity Revolution books.

Bob Lenz speaks to half a million people each year. Since 1982, Bob has spoken in all 50 states to more than six million people. His public school assembly programs have been consistently rated among the best in the nation by school administrators, teachers, parents, and most importantly, students.



Mitch Racine is our booking coordinator and connects with schools to bring the Dignity Revolution assemblies to communities across the nation. Before coming to Life Promotions, Mitch served as a youth director for over 13 years.



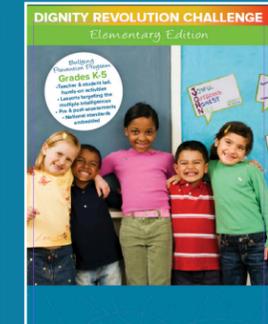
Eugene Seals, Jr. serves as sales coordinator and is eager to promote dignity and compassion in schools across America. His drive for excellence is evident in his achievements in basketball as a professional player in the PBL. His love for teens is displayed through serving as coach of his local high school basketball team.



Kathy Lamb serves as a social media specialist and administrative assistant. Her background is in education and counseling. She has spent her adult life passionately invested in the lives of her own five children, now adults, as well as other teens and young adults.



Joyel Vandenoogart is the director of Dignity Revolution. Prior to joining the team, Joyel was a second-grade teacher and received her Bachelor of Arts in Elementary Education with a minor in pre-primary education. She enjoys volunteering with youth to stay relevant to the issues they face.



*Dignity Revolution Challenge: Elementary Edition* is now available! We are excited to reach younger students with the message that every person has value and deserves respect.



We have a Professional Development Training with Deb Tackmann on July 11th at the Radisson Paper Valley Hotel in Appleton. Invite an educator to learn about how to bring the Dignity Revolution into your community. Register online at [DignityPledge.com/DRT](http://DignityPledge.com/DRT)



Dignity Revolution led 38 student workshops and 19 adult workshops across the country this year. We shared

about empowerment strategies and how to bring the Dignity Revolution into their community or school.

# The Big E

By Bob Lenz

Life Promotions is 36 years old this year. For 28 years, I thought we were a youth ministry, but I found out that's not true. We brought in a consultant who explored what we do, how we do it, and why we do it. He designated our purpose, "The Big E." That's our vision! That's our focus!

**The "E" stands for Evangelism; and it most definitely does not stand for Easy.**

This was hard for me to accept. Evangelism has a bad reputation in society. Surveys show that most people would rather live next door to a drug lord, prostitution ring, or car salesman instead of an evangelist. TV evangelists have become known for sex scandals, pride, showmanship, and greed. They are not considered trustworthy. If this is what people think, I don't want to be known as an evangelist!

The word evangelist can be defined as any zealous advocate of a cause. When I looked at it that way, I had to agree that I am passionate about the Gospel. In my heart and soul, I know it's true and I want everyone to hear the message of hope and love! The good news is needed now more than ever.



My vision of the "Big E" focuses on youth at various places in their path through life. As they experience different situations and events, their perspective of God may change or expand. Not everyone walks this path at the same speed, nor do they start in the same place.

Most people start the path at a place where they doubt God's existence and may be apathetic about knowing if there is any truth to the Bible. This may be expressed: "I don't believe in God. If He does exist, I want no part of Him."

From there, we experience a point of change where we seek meaning in this crazy world: "I don't want to live my life without God. I need His love and forgiveness and I want to know Him better."

After experiencing change, we become committed to fully following Christ and growing in our ability to love others: "I am devoted to God and sharing His love with others. I am aware of the needs of others and how God wants me to be His ambassador."

## Our Big E: Evangelism

**What do we do?** Evangelism means we share the good news of Jesus Christ while we focus on the dignity of every person.

**Why do we do it?** We speak to youth because two out of three people who come to faith do so before the age of 18. Less than 18 percent of our youth under the age of 18 will be in church this Sunday. That's not okay. Not on our watch!

**How do we do it?** We reach youth through events like school assemblies, community outreaches, weekend conferences, and concerts. All our events are supported by follow-up materials, books, resources, and partnerships with other churches and organizations.

### Committed and Growing

*"I am devoted to God and sharing His love with others. I am aware of the needs of others and how God wants me to be His ambassador."*



### Acceptance and Belief

*"I don't want to live my life without God. I need His love and forgiveness and I want to know Him better."*

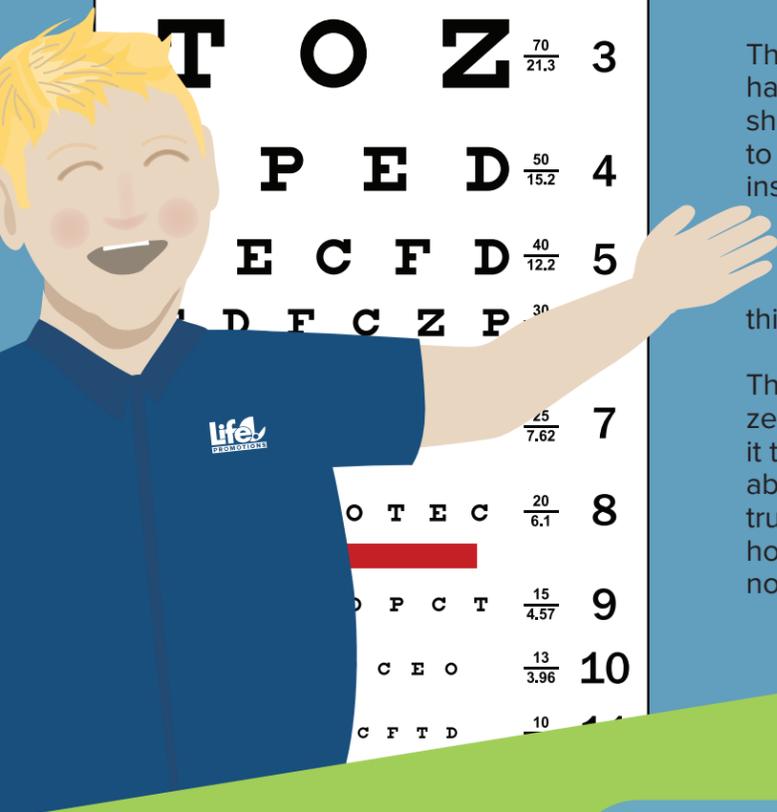


### Apathy and Disbelief

*"I don't believe in God. If He does exist, I want no part of Him."*



$\frac{20}{200}$	<b>E</b>	$\frac{200}{61}$	1
$\frac{20}{100}$	<b>F P</b>	$\frac{100}{30.5}$	2
	<b>T O Z</b>	$\frac{70}{21.3}$	3
	<b>P E D</b>	$\frac{50}{15.2}$	4
	<b>E C F D</b>	$\frac{40}{12.2}$	5
	<b>D E C Z P</b>	$\frac{30}{9.0}$	6
	<b>O T E C</b>	$\frac{20}{6.1}$	8
	<b>P C T</b>	$\frac{15}{4.57}$	9
	<b>C E O</b>	$\frac{13}{3.96}$	10
	<b>C F T D</b>	$\frac{10}{3.0}$	11



Alliant Energy Center  
Madison WI

*Don't Miss the Lifest Stage  
at Brat Fest*

**Lifest**  
A PARTY WITH A PURPOSE



Seth & Nirva



Ayiesha Woods



Stars Go Dim



Todd Agnew

Full Schedule Available  
at [Bratfest.com](http://Bratfest.com)

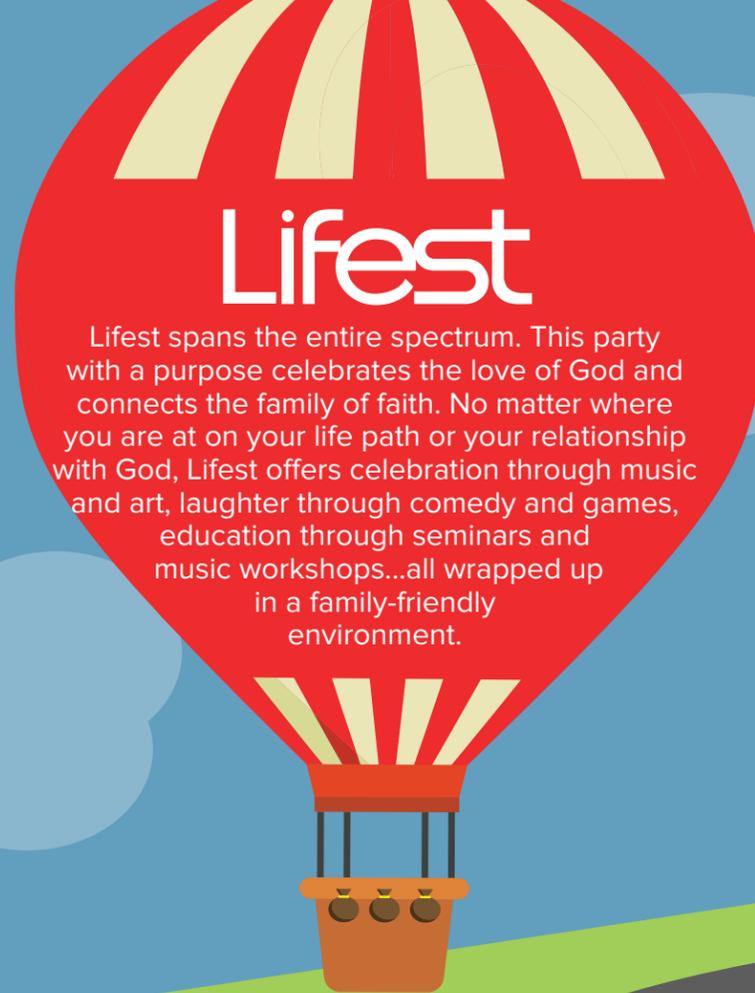
## Our Vision is "The Big E"

*"Life Promotions is an evangelistic organization that reaches youth through events. I believe that each ministry of Life Promotions is reaching and supporting youth along the path of life. After 30 years of ministry, I am finally willing to say, "I am an evangelist and I am a bearer of Good News!"*  
– Bob Lenz



# Lifest

Lifest spans the entire spectrum. This party with a purpose celebrates the love of God and connects the family of faith. No matter where you are at on your life path or your relationship with God, Lifest offers celebration through music and art, laughter through comedy and games, education through seminars and music workshops...all wrapped up in a family-friendly environment.



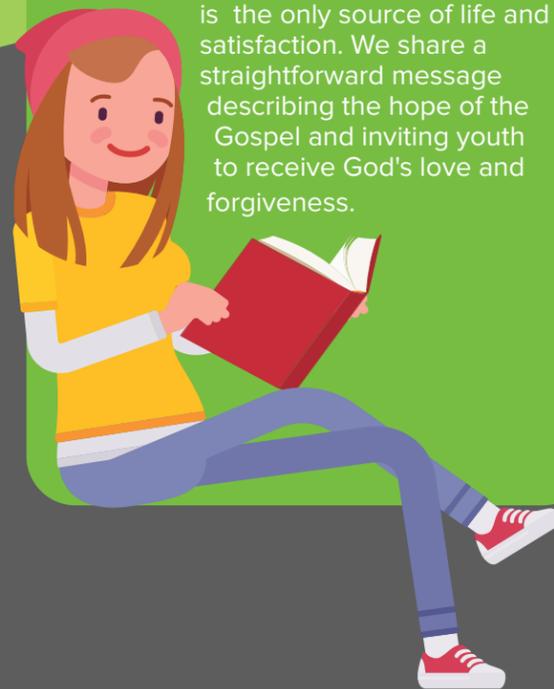
## QUAKE

Quake establishes youth in their faith, empowers them for Christian living, and enables them to live a life of ministry and leadership. Very few kids are being raised in the church and attendance is on the decline across the nation. Quake supports parents and local youth leaders by providing a weekend conference that builds relationships while providing exceptional teaching and worship.



## OUTREACH

Evening outreaches share our design to be loved by our Creator who is the only source of life and satisfaction. We share a straightforward message describing the hope of the Gospel and inviting youth to receive God's love and forgiveness.



## DIGNITY REVOLUTION

Dignity Revolution assembly programs, curriculum, and teacher training events are empowering and educating youth based on the values of Scripture. We are bringing light into darkness and influencing the next generation to treat everyone with dignity. This is a foundation of our faith, even if we can never talk about faith in school.





## A Year of Overcoming

God has blessed the ministry of Quake for over fifty years, and 2018 has been no exception. We hosted 19 Quake events, January through April. This year's theme, *Overcome*, took on a literal meaning more than once.

For years, Quake has dreamed of having a scholarship program. And not the kind of scholarship that requires a rigorous process of providing tax documents, social security numbers, and handing over the rights to your first-born. We wanted a scholarship program flexible enough to meet the needs individual churches must *Overcome* in order to get to Quake. By God's grace, we partnered with two organizations to finally bring a Quake scholarship program to life. Churches shared their unique stories of need and P4:13 Ministries and the InFaith Community Foundation granted scholarships to make Quake available to kids who may not have been able to attend due to finances.

We had our share of obstacles to *Overcome* too! Due to an accident on the morning of the Washington Quake, our Sprinter van and brand-new trailer were totaled. Miraculously, no one sustained major injuries. In the accident, some of our equipment was either damaged or destroyed. Staff and volunteers worked into the night to piece together a sound system and obtain new supplies for the food-packaging service project. By Saturday morning, no one would have known Bob Lenz and the production team were in a major accident hours before Quake started.



Life Promotions' van and trailer accident in Washington.

At other Quake events, artist and staff member flights were cancelled, delayed, or missed. The ballroom flooded in St. Louis the night before Quake started. Each time an obstacle was placed in our path, we remained faithful, the registered participants remained faithful, and God showed us that He does *Overcome* the troubles of this world.

God didn't answer every prayer the way we had hoped. We did not have enough registrants for the Montana Quake. However, we built relationships in Montana through our attempt at starting a Quake in this region and look forward to trying again next year.

Through all the obstacles, we experienced what it means to *Overcome* during this Quake season. It has been a year to remember and to celebrate that over 3,500 youth encountered the Gospel through Quake this year!

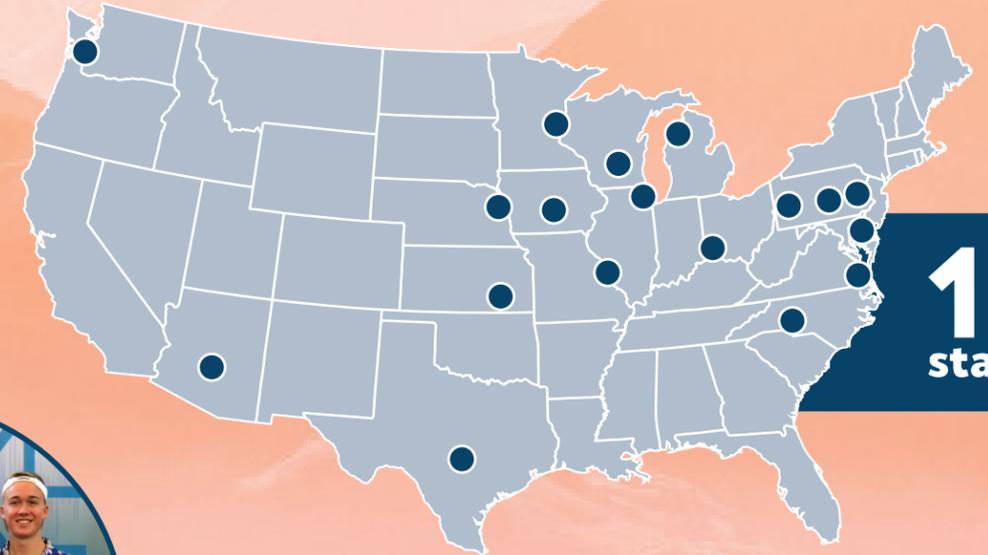
*"I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world."*  
John 16:33



**93,000**  
meals packed



**19**  
events in  
4 months



**16**  
states



**3,500**  
people

# DIVERGE

Romans 12:2

## Quake Weekend Conferences: Where Youth Encounter the Gospel

Quake weekend events partner with parents and youth leaders in local churches to encourage teens to become established in their faith, empowered for Christian living and enabled to live a life of ministry and leadership. The 2019 Quake theme is Diverge. To live a life for Christ, we need to diverge from the ordinary roads of this world to follow the extraordinary path He created for us.

20  
EVENTS

GRADES  
6-12

Participants will have the opportunity to:

- Praise and worship God.
- Grow a deeper faith and discuss issues relevant to youth through focused workshops.
- Help heal the world through an on-site service project.
- Develop healthy relationships with other youth.
- Experience a caring community.

Visit **QuakeEvent.com** for all registration deadlines and hotel costs. Register by the Early Bird deadline to save \$50 per person. Scholarships are available for youth with financial needs.

2019 EVENTS		
LOCATION	DATE	PROGRAM RATE
		<small>EARLY BIRD EXPIRES</small>
AZ · Phoenix	Apr 5-7	Feb 5
IA · Des Moines	Feb 1-3	Nov 27
IL · Chicago	Mar 15-17	Jan 15
KS · Wichita	Feb 1-3	Nov 27
MD · Baltimore	Jan 11-13	Nov 6
MI · Traverse City	Jan 25-27	Nov 20
MN · Minneapolis	Feb 15-17	Dec 11
MO · St. Louis	Feb 15-17	Dec 11
MT · Kalispell	Mar 15-17	Jan 15
NC · Concord	Mar 15-17	Jan 15
NE · Omaha	Mar 8-10	Jan 8
OH · Cincinnati	Jan 11-13	Nov 6
PA · Allentown	Feb 8-10	Dec 4
PA · Harrisburg	Jan 18-20	Nov 13
PA · Pittsburgh	Feb 1-3	Nov 27
TX · San Antonio	Feb 22-24	Dec 18
VA · Virginia Beach	Mar 1-3	Dec 18
WA · Centralia	Mar 8-10	Jan 8
WI · Wisconsin Dells	Jan 18-20	Nov 13
WI · Wisconsin Dells	Mar 29-31	Jan 29

Registration is quick and easy at **QuakeEvent.com**.  
Use code **LIFE** to receive 1 free program registration for every 10 purchased.

# QUAKE

- 🖱️ [QuakeEvent.com](http://QuakeEvent.com)
- ☎️ 920.738.5588
- ✉️ [Quake@LifePromotions.com](mailto:Quake@LifePromotions.com)

# Thoughts from TobyMac

## You've been a Christian artist for over 30 years! What keeps you going?

The key to longevity is staying passionate, humble, and hungry. And really believing when you are writing a song that the music can go out and be a comfort to someone or challenge someone or resonate with someone the way only a song can. I think when you become a little jaded to that, a little cold, or maybe just a little relaxed in that, I think you are in a tough position. I think you have to still believe, every time you write a song, that you can write a song that can reach someone right where they are. And I have never stopped believing that.

## Was there ever a point when you wavered in that belief?

I think one of the things I try to do is look at music as not a self-indulgent art. I look at music as a way to serve people. And I'm not saying that in some kind of pious way. I'm honestly not. I really do believe it's to serve people. If you have been given a gift to be able to write songs, you have been given a gift to serve humanity with it. That's what I try to do. When I sit down at my studio, I am looking at the people in cities and I am looking at the people in arenas and thinking about them and literally praying about them as I am writing.

## Any new music or projects we should be excited about?

I'm working on an album to be released this fall. One of the songs on it, "I Just Need U," was just released in January. It's heartfelt, very soulful, and has a unique sound. People are taking to it quickly, and it's climbing the radio charts. I'm super happy with it!

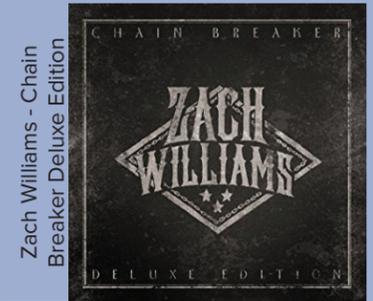
## Can you share a story behind one of your songs?

"This Is Not A Test" has nothing to do with a warning that scrolls across the TV screen! It has everything to do with realizing that life is not a test. As I was working on songs, I realized most of them were seize-the-day type songs. This is the real thing. Life is an opportunity. Don't let it slip through your fingers. This is not a test. This is the real thing. Let's go!

## TobyMac Through the Years at Lifest



## Must Have Music from Our Friends at



Zach Williams - Chain Breaker Deluxe Edition



Hannah Kerr - Overflow



Jordan Feliz - Future



Need to Breathe - Hard Cuts



Cory Asbury - Reckless Love





## Real Stories From The Road

### Impacting Josh's Future

By Bob Lenz

In March, I spoke at 16 schools in and around Saginaw, Michigan. We scheduled two weeks of school assemblies and reached 5,778 kids. Almost 690 returned to the evening programs where 250 raised their hands to invite Jesus into their daily life. It was the perfect blend of Dignity Revolution changing the school environment and the evening outreach sharing faith with the next generation. I heard so many stories from kids who have been bullied or isolated who just needed to hear, "No matter what you have done or what has been done to you, you have value!"

Let me tell you about Josh. I met him after a school assembly program in Bay City, MI, when a group of friends approached me to share how the program had impacted them. Overwhelmingly, each of them told me that the message of intrinsic value gave them hope. I could tell one of them, Josh, had been crying pretty hard. His eyes were swollen and bloodshot. You see, at this time in his life, he needed to hear that he is valuable and that he deserves respect. Recently, he had told other students that he is gay. As his eyes filled with tears, he said, "All the football guys that were sitting around the lunch table told me that if I'm gay, that I should kill myself." Josh couldn't stop thinking about what they said. He didn't feel brave enough to tell his parents or the school counselor. He has been haunted by their hate and contemplated suicide just so that the struggle would be over.

I gave him this analogy: "If I vomited on you, would you rub it in? Would you even leave it on you?" He

said, "Well, of course not." I persisted, "If someone saw the vomit, would you tell them someone else did it or would you let them assume you threw up on yourself?" Josh firmly replied, "I would let everyone else know who did it!"

I pointed out that if somebody vomits words on you, don't rub it in. Don't let it sit there. Don't take the shame on yourself. If you let it sink in, you become desensitized to the stench and the filth. It became clear to him that the boys' words were like vomit and he needed to wash it off as quickly as possible. What they did was vile and cruel. Ending a life is never the answer! I convinced him to talk to his mom and a counselor and get the additional help and support he needs.

"No matter what you have done or what has been done to you, you have value!"  
- Bob Lenz

The bullying and suicidal thoughts had also driven him to self-harm. I asked him to commit to never harming himself again. He repeated "never" several times. It was so powerful to talk about this with him in front of his friends. After hugs all around, we took a group picture. Instead of saying cheese, we said, "Never!"

There is a plan and hope for Josh's future. He deserves hope and help. That's dignity! That's what we are doing in schools across the nation. There are so many more kids like Josh who we will impact this year. Thanks for standing with us!



## We can do this together!

Dear Friend of Youth,

How fun it is to share the many exciting updates that have happened through Life Promotions in this latest edition of *InsideLife!* We are truly thankful for your support, trust, and confidence. Bob and our team are blessed to impact youth through school assemblies and the Dignity Revolution Challenge. What an honor to reach out to the lost and encourage new believers through community outreaches, Quake events, and Lifest. This is all possible through your gifts and prayers.

We are also thrilled to share the excitement of celebrating our 20th year of Lifest and the building of a permanent stage for the next decade and beyond. The stage will save the organization \$750,000 and allow for tremendous growth, enabling Lifest to reach even more people. These truly are exciting times! Together, we are reaching and impacting more than ever before!

But the work is not done; not until He comes back to take us all home. In the meantime, we need to continue to do all we can to share His love and grace. It's our calling. It's the Great Commission. Let's stand together to change the hearts of youth across this nation.

Life Promotions' mission is to *Instill Hope in Youth*. We want to change hearts through the Gospel and pass on *Faith for the Next Generation*.

Over recent months, we have seen senseless school shootings across America. If you're like me, you just want to do something to make it stop! At Life Promotions, we believe there is one way we can stop it, by changing the heart of America's youth.

Life Promotions is presenting a real opportunity for heart change. We have a plan. We have a proven track record. And through Bob, we have an effective and passionate delivery.

God has kindly granted us a growing number of supportive friends whose gifts enable our mission. But the truth is, we're counting on your additional gifts as well. Would you take a moment right now and send your gift? Your donations will help keep Bob and our team on the front lines in the battle for the hearts of America's youth.

Give Today. Give Generously.

For Youth,

Dave Romenesko  
Director of Donor Relations



Visit [LifePromotions.com](http://LifePromotions.com) to see a compelling video from Bob which captures his heart for today's youth.

### THREE WAYS TO GIVE

-  [LifePromotions.com](http://LifePromotions.com)
-  (920) 738-5588
-  2030 American Dr  
Neenah WI 54956





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STAGES**

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NEWSBOYS • CROWDER • MAC POWELL OF THIRD DAY  
SIDEWALK PROPHETS • DISCIPLE • BOB LENZ**

**SAVE \$10**

**ON ADULT FULL EVENT  
TICKETS WITH CODE:**

**INSIDELIFE**

\*\$10 off Adult Full Event tickets. Ages 16 and older. Not valid with other discounts. \$3 service fee applies. Valid through June 10, 2018. Available online at Lifest.com or call 800.955.5433.