



A MINISTRY PIVOT

Since the onset of Covid-19, Life Promotions has refocused its efforts to keep the ministry in front of the nation's youth, in order to provide worship, fellowship, teaching, multi-day festivals and school assemblies. To do so, it has been necessary to adapt, or "pivot" to provide more online and broadcast media outreach ministry. Below are just a few of these new or enhanced initiatives:

- **CASHMERE, WA SCHOOL EVENTS:** Eight simultaneous school assemblies, presented by Life Promotions and Bob Lenz, were hosted virtually for students across the community.
- **HOME TOGETHER:** Over the Easter Holiday weekend, a virtual concert was hosted by Contemporary Christian music group, I Am They. It featured a powerful, evangelistic message by Bob Lenz.
- **AMAZING GRACE EXPERIENCE:** Bob Lenz shared a message during AGX2020, a virtual worship event seen around the world. This event utilized both live-stream and prerecorded video elements. We produced this in partnership with our friend, author and youth advocate, Rich Melheim, through his organization, Faith Incubators.
- **THERE IS POWER:** Another virtual event, featuring Bob Lenz and sponsored by Faith Incubators, reached 234,000 people globally.
- **COMPASSION INTERNATIONAL:** This leading child development agency collaborated with Life Promotions and Bob Lenz to produce a video that was seen by its constituency world-wide (30 countries) to provide spiritual encouragement in the midst of the Global pandemic.
- **"HOPE FOR LIFE WITH BOB LENZ":** This new program is a "5 day a week" broadcast featuring brief messages by Bob Lenz. These messages of hope, that are written by Bob, edited by our staff, and produced in our "in-house" studio, provide inspirational, Bible-based instruction for healthy and helpful living. Currently, this program airs on 89Q in Wausau, WI, and WJTL in Lancaster, PA. In addition, we are in conversations with K-LOVE, the nation's largest Contemporary Christian Radio Broadcaster, along with other independent radio stations, to deepen our market penetration. Recently, these programs have been reformatted as a podcast.
- **CREATION FESTIVAL, PA:** A "sister" festival and fellow member of the Christian Festival Association along with Lifest, Creation Festival decided to offer a virtual event. A video message by Bob Lenz that was produced in our studio was included in this event.
- **CFA FESTIVAL:** The Christian Festival Association is in the process of producing a similar event to the one directly above, called Together 2020. Bob Lenz has been asked to provide a powerful message of hope.
- **PARENTS AND PASTORS VIRTUAL CONFERENCE:** Life Promotions, in partnership with Lifest Title Sponsor, Church Mutual Insurance Company, produced two virtual seminars hosted by Bob Lenz and author and speaker, Mark Matlock. The webinars, attended by hundreds across the country, carried a theme derived from Mr. Matlock's most recent book, *Faith for Exiles: 5 Ways Reach for a New Generation to Follow Jesus in Digital Babylon*.

- **NINE MONTH VIRTUAL MISSION TRIP:** A nation-wide live stream event, which premiered on August 20, 2020, featured, Greg Stier from Dare 2 Share Ministries, Bob Lenz from Life Promotions and Jeff Eckart from Claim Your Campus. This mission gives students the opportunity to learn how to make this school year count for eternity! Register online at 9MonthMissionTrip.com/LiveStream. Sponsored by Teens For Christ, Life Promotions, the Campus Alliance, and Waynesburg University.
- **FOR KING AND COUNTRY DRIVE-IN CONCERT:** Lifest hosted a 500 plus vehicle live drive-in concert at Fox Cities Stadium in Grand Chute, WI, on Sunday, September 11. This multi-city tour, that sold out at most venues across the US over a 4 -week period, wrapped up in our backyard.
- **KNOWN WOMEN'S CONFERENCE:** On October 10, Life Promotions hosted an interactive, uplifting and encouraging virtual conference that included over a dozen speakers. Over 220 women tuned in from 13 states. For more info on this event and the plans for 2021, visit KnownConference.com.
- **LIFEST MUSIC CITY:** Lifest Music City will take place in Nashville July 29-31, 2021. This is the ministry's first attempt to expand the Lifest brand outside of the Midwest to an area with incredible potential. The event will be hosted at Hideaway Farm, just outside Music City, USA. A launch event for this new festival is being planned for December 2020, to invite the business and music communities to partner with Life Promotions to greater ensure the event's success.
- **20 IN 20:** 20 days in 2020, a Campus Alliance launched initiative, a nationwide outreach for Youth Ministries and Campus Ministries in schools. Running October 12-31, 2020, across the USA. Calling students to "prayer, care and share" with other students for 20 days. Claim your Campus and EverySchool.com is taking part in the prayer piece, Dignity Revolution is the care piece and Dare 2 Share, Fellowship of Christian Athletes and The Campus Alliance are taking part in the share piece. DR has made 20 videos on ways to care for other students and to take the Dignity Revolution pledge to care. Bob Lenz filmed an intro video for this launch. Videos were posted on (Dignity Revolution) TikTok, Instagram and Facebook.
- **LIFE PROMOTIONS PLATFORMS:** Activity has been dramatically increased across all Life Promotions ministry online platforms, including Instagram, Facebook, and Twitch.TV...so much so that one current employee has been re-deployed to schedule and manage our online content. Among these are: Lifest Live Facebook events; God, Games, & Geekery Podcast; Quake Bible Studies with Lucas; Twitch.TV gaming activity; Known Conference Facebook live events and Dignity Revolution virtual teacher and administrator training events. Elements produced for radio, featuring Mr. Lenz are also shown with video across our brands platforms.

And so much more...

As Life Promotions continues this "Ministry Pivot," these are just some of the ways we have creatively positioned the organization to host large gatherings in light of current social distancing requirements. By no means is this an exhaustive list, but rather a simple snapshot of the creative efforts taken to remain relevant and available, providing "Hope for Life" to the lost, challenged, and hurting youth of America. Thanks to so many who continue to support and pray for these efforts.