

## YOUNG LIFE LEADERS' MANUAL

### I. INTRODUCTION

To begin with, let's answer the very sensible question "Why Young Life Campaign"? What need is there for another organization to get out the gospel to young people? The answer is threefold:

1. The best available statistics show that about 75% of high school age young people do not attend any church. Many others are attending churches where they receive no real gospel truth. Various elements explain this fact: some have been driven from ordinary gospel meetings by uninteresting methods; prejudices have hindered some. But the fact remains that all the present agencies for spreading the gospel are not reaching over 25% of America's young people. The other 20,000,000 are outside the hearing of the gospel, and "How shall they believe in him of whom they have not heard?" (Rom. 10:14) Does the burden of these lost young people grip your heart?

2. God has shown that they can be reached. If not in the ordinary means, then by the extra-ordinary. We live in a day of radio, of newspapers, of mass meetings, of new and different things. Why not seize on new methods and different ways, especially when the old have largely lost their hold on young people? Why not seek the MOST EFFECTIVE way of getting a hearing for the gospel? Are you "sold" on trying to find the most effective way? That is the one guide post in Young Life Campaign.

3. The brief history of the Campaign is one in which God has honored this spirit. It is because many of the methods are new that this manual has been put in your hands. If you fail to reach young people, look for a way that will reach them. A year and a half ago God signally blessed informal club meetings for high school students in the home. Since then over 40 active clubs in 25 Texas cities have sprung up. In the past two summers in eight cities evangelistic tent meetings led by the young people were attended with marked success. Last February in Dallas the Lord brought over 1800 young people to a remarkable mass meeting when 100 young men were on their knees looking for a "new way" to get a hearing. In April, 275 crowded a Dallas campground for a weekend conference, a mountain peak in spiritual experience. In August God wrought wonders in a one-week young people's camp near Denton.

These methods have proved effective. But when they no longer continue to do so, we shall leave them and try new ones. **IT IS THIS ATTITUDE THAT COUNTS:** I am never going to be satisfied with what HAS BEEN done; the job must be done better than before. It is because God has honored this new testimony, and its history has been His-story that so many all over the Southwest have been led to partake in this new effort to REACH and TEACH young people.

The purposes are simple - just two:

- (1) To REACH the unsaved with the gospel of the Lord Jesus Christ by any and every means as God directs,
- (2) To TEACH Christian young people to go on with the Lord and encourage a spiritual life which shall manifest

itself in Bible study, prayer, and a consistent Christian testimony. It is the policy of the Young Life Campaign to encourage young people to bear faithful and active witness to their Lord and Savior Jesus Christ within the organized church of their preference.

The Campaign is committed to the job of getting the gospel to young people "by any and every means that God may direct". This manual deals largely with the Young Life Club meeting. But it is presented only as a series of suggestions for the leader. It is unique in that it presents the ideas growing out of the actual experience in the field of over 30 Young Life leaders who met in a three day conference to discuss the problems they had encountered in their actual leadership of a great number of groups. Use these suggestions all you want; if they are ineffective search for better ones under God's direction.

## II. THE CAMPAIGN LEADER

The leader is IT! A Young Life Club does not begin and grow by a group of young people sending for materials and methods. It gets results as the LEADER meets his qualifications and is HIMSELF effective in conducting the meeting and teaching the young people to do so.

"God's method is men." Personality, dedicated to the Lord Jesus Christ and set apart by Him for ministry to young people is of first importance. Do not put yourself into someone else's mold. Use the personality God gave you to its best advantage. D. L. Moody had the secret, "My human best filled with the Spirit". Nothing less will do the job (a leader is God's key to reaching young people). God is never at fault; the gospel is always His power unto salvation. It can only fail because we fail. Is my personality used of God to reach others?

The leader has three responsibilities:

First, to God. Someday we will answer to Him for every meeting ~~led~~, every young person contacted, every word spoken. Our fellowship with Him must be unbroken, our growth in His knowledge unhindered, for we can never lead anyone where we have not gone. There are no "priorities" to our daily devotional walk with the Lord Jesus Christ. Get your message fresh daily from the Lord; ask daily for new and increased concern for the lost. Ask God to prepare you for a message first; then with a message. Ask for new vision of how to be used. Do not be caught trafficking in "unfelt truth". Speak only of that which has laid hold of your own life.

Second, to young people. We must have God-given approaches committed to the idea of putting our message out where young people live. Get to know their interests; begin there and make the message interesting. Use their language, avoiding theological terms. Get next to them! Be one of them without compromising your position as an ambassador of Christ.

Third, to our Campaign leaders. Loyalty is essential. Every leader must feel that the Campaign is God's work, and that it is His will for him to be in it. If he cannot loyally support its leaders, doctrines, let him seek some other place in God's service. Seek the co-operation and assistance of other leaders. None of us knows enough to "go it" alone. Leaders most cooperative are invariably the most successful in their ministry to young people.

### III. THE CAMPAIGN ORGANIZATION

A certain familiarity with the program is necessary for each leader.

1. Central organization. The Board of Directors, elected each October, adopted a short time ago a constitution that outlines the organizational procedure and doctrinal standards. The present board is composed of:

Mr. Orville Mitchell, Dallas manufacturer, chairman  
Mr. Bob Brown, Gainesville, vice-chairman  
Mr. N. L. Valkus, Dallas, secretary-treasurer  
Mr. Jim Rayburn, Dallas  
Mr. John E. Mitchell, Jr., Dallas

Other board members are:

Mr. Ted Benson, Dallas  
Mr. O. T. Goldsmith, Houston  
Mr. George Simpson, Houston  
Mr. Phil Marquart, Fort Worth  
Mr. J. A. Tadlock, Fort Worth

Their authority is outlined by the constitution as follows:

"The duties of the Board shall be to maintain and extend the work of the Campaign, prepare the Annual Budget for approval at the annual September meeting, appoint all staff workers, appoint members of the Council of Reference, elect members of the Executive Committee, and delegate authority to such special committees as they shall deem necessary to effectively carry out the work of the Campaign. The Board shall have vested in it final authority in all matters of policy, practice and doctrine, and in the interpretation and execution of this constitution."

"Every city with work advanced to a point where local supervision is needed may have a local committee, working with a field man in some cases, both under the central authority of the board. Their duties shall be to maintain and extend all work of the Campaign in the locality. They shall be free to act under the direction of the Board of Directors."

"The board appoints annually the field director, who at present is Jim Rayburn, and a number of field men, all of

whom are on a pro-rata salary basis dependent upon the monthly income of the Campaign for their support. The present field men are George Cowan, Galveston area; Walden Howard, west Texas; Addison Sewell, east Texas; and Gordon Whitelock, Houston area. The field director has general management of the home office and direction of all the activities of the Campaign. Field men are responsible for opening up new centers of activity."

Leaders include those who teach individual clubs and any adult who may act in the capacity of club sponsor. To insure a meeting conducted with propriety and free from any question in a community an adult sponsor is advisable. This may be any interested Christian man or woman. He or she should be made to feel the importance of his part in opening his home, in welcoming young people there, and in praying for God's direction of the club activities, and in cooperating with all other leaders of the Campaign to the end that the testimony shall be kept united and vital. The office at 3909 Swiss Avenue, Dallas, has a full time secretary who is in charge of such organizational details as are necessary. Files are kept of all club members, as leaders cooperate in keeping this list up to date. Be sure to keep a record of your own club attendance and help the central office by frequently augmenting the mailing list with names of new members. Weekly reports should be returned promptly to the office for the permanent records. The office staff stands ready to help in any situation in which a leader needs to draw on their assistance.

2. The activities of the Campaign are not stereotyped. The following are those in which we have been actively engaged thus far. As God directs there shall be many more; or these may be "shelved" or improved. The weekly club meeting is the backbone of this testimony. But it needs to be supplemented with occasional regional rallies of clubs in any given area; mass meetings in well-populated districts; weekend conferences drawing from all clubs; and summer camps where intensive work may be done with the young people. The summer tent meeting has proved quite effective. But more needs to be done: radio programs, street meetings, gospel teams, printed matter, and so on. How may these activities be made more effective in reaching the unreached?

3. The doctrinal and financial basis may be quoted directly from the constitution:

"The Campaign motto will be "He that hath the Son hath life". (I John 5:12). All leaders shall subscribe wholeheartedly to the following principles:

- (1) The verbal inspiration of the Scriptures.
- (2) The virgin birth and deity of our Lord Jesus Christ.
- (3) The substitutionary death of Christ, the efficacy of His shed blood for the redemption of the world and the historic fact of His resurrection.
- (4) The presence and power of the Holy Spirit in the work of regeneration.
- (5) The glorious appearing of the great God and our Saviour Jesus Christ.

"The staff and officers shall look to God alone for the supply of all temporal needs, but the Board of Directors shall assume an attitude of responsibility and honest endeavor before God to support the expenses of the Campaign and its workers. The needs of the Campaign may be made known to Christian friends. The Campaign is a faith mission with three sources of support: contributions of Young Life Club members; club offerings; and the voluntary gifts of interested Christian friends.

4. The organizational relation to other Christian groups needs clarification. We subscribe to Mr. W. E. Hawkins' motto: "Cooperation, without confusion, competition, or compromise." There is no room for controversy or competition with any existing group whether the local church, or other young people's movements. Participation in the program of a gospel loving church is an important thing for any Christian's life. The Campaign does not seek to draw interest away, but seeks to cooperate to the fullest extent and to encourage young Christians to add their testimony to some local group, and seek there a church home. August, 1941 resolution reads:

"Young Life Campaign shall encourage all young people who have a personal faith in Christ to join a church of their own choice."

The Campaign in no sense conceives of its program as the only trustworthy gospel agency. It holds no monopoly on God's testimony. But in its own capacity it seeks the fullest harmony with all believers, and seeks to supplement every true gospel testimony. It seeks the same spirit of cooperation from other groups in return.

Local clubs, to be effective in reaching those of all denominations, as well as the unchurched, must not be linked organically to any particular church. Its meetings should preferably be in a home. Yet every effort should be made to instruct young people in what to look for in a church home and to be discriminating in supporting Christian work. The Campaign is committed to cooperate in every worthy Christian enterprise, regardless of whether or not it "promotes" the particular work of the Campaign.

The leader should be careful to avoid controversy on subjects which arouse opposition. Do not compromise the truth. But at the same time be tactful and discreet in teaching the truths of Eternal Security (avoid the name!), Premillennialism, and Separation, etc. The policy of the Campaign is never to argue any such controversial subjects as baptism, confirmation, and so on, with young people in any group.

#### IV. THE YOUNG LIFE CLUB

1. General procedure. There is no set procedure for a particular meeting, but generally the meeting will run along these lines:

a. Getting the meeting started. Make the meeting "hit the spot" right from the very beginning. Something unusual may often be effective. Have the president, or some young person he suggests ask for order and then immediately open the meeting with a brief prayer for the Lord's leadership and blessing upon the meeting. It will quiet the crowd down if they are rowdy, and often be a real eye opening testimony to new kids.

b. Always have an attractive, peppy song service; either led by one of the young people or the leader. If someone else leads, be careful not to let it "bog down". Interrupt if necessary, with "Say, here's a new chorus I'd like to teach you."

Be alert for anything that distracts or kills this part of the service. It is not "preliminary". Plan it to start with a peppy, familiar chorus; be sure there is variety ( a hymn or two, choruses of different tempo and spirit); teach a new chorus occasionally; try new tricks (having boys sing, then girls; sing choruses that lend themselves to part and antiphonal singing; hum or whistle a chorus); plan occasional special musical numbers if you have talent in the club. Make your song service lead down to a song or two that puts the gang in the right spirit for the message to follow.

Try interjecting brief announcements in the midst of the choruses; welcome newcomers; have a time for testimony IF: the Spirit leads you to do so, and IF: you know there are young people with a real testimony to give. Don't drag out unwilling testimonies. Don't have them every time just to fill out the program. Nothing is more deadening than testimonies that are not natural and spontaneous.

c. Follow with a down-to-earth Bible message. Talk, don't preach!! Be conversational. Normally 25 minutes is long enough. Prepare thoroughly. Know what you want to drive home, get it said, and quit. Above all, especially in a new club, sell the gang on the Bible. Kid them if you like about their not reading it or even knowing much about it; then offer to show how real and interesting it is.

**UNLESS YOU SELL YOUR CLUB ON THE BIBLE, AS GOD'S ETERNAL WORD, YOU GIVE THEM NO FOUNDATION FOR ANYTHING YOU TEACH THEM.** Talk sometime on its wonders: its unity, its applicability, its scientific and historic accuracy, its prophetic uniqueness, its life giving power, its ability to meet all our needs. Never avoid giving the gospel. It is not a boring subject; don't make it so. Be enthusiastic about the story of salvation; if you have to drum up enthusiasm about the gospel, you have no business in the ministry.

d. Close the meeting well. Always stress the next meeting; leave the gang with a baited hook - something that will make them want to come back and see what you have to say next week. Talk about bringing the whole crowd next time. **BOOST THE NEXT MEETING.**

Close, generally, with a chorus, and see that everyone has been made to feel at home before you leave. The Campaign policy discourages serving of refreshments or other such "enticements"! Make the club meeting itself the drawing card. Set young people thinking about their relation to Christ, but be careful in use of "methods" to obtain decisions. Be sure the Spirit is leading. Be straightforward about it. Don't ask for raised hands when eyes are closed. That only encourages cowardice. Urge a bold testimony by those who have taken Christ as their Saviour.

2. The very first meeting. Some "extras" are important for the most important meeting of all - the first!

a. Get acquainted. Don't wait until after the meeting. Shake hands with everyone, pronounce their names clearly, and look them in the eye. Be friendly and make them really feel welcome. If you don't remember names well make it a point to keep a list and as soon as possible put names and faces together. GET ACQUAINTED.

b. As you start tell them just what they are there for and what you plan to do. Don't give it all away, but don't fool them either. Make them interested in what you have for them. BE ATTRACTIVE. Specialize on attractiveness! Avoid anything that would embarrass newcomers or those unaccustomed to such a meeting.

c. Be one of them all through the meeting. Don't preach! Talk and act informally in conversational style. Show them you understand them. Don't assume that they know more than they do; the chances are they know very little. Be real and practical; talk about what interests them. Talk their language. Don't be vulgar, but don't be stilted or dry either.

d. Be sure to have a personal testimony somewhere in the meeting. Perhaps your first message will be little else. But make it real!

3. General club aims. The aims are twofold: To REACH and TEACH. Keep the order. Make your club evangelistic, always trying to reach the unsaved. If your club is all church goers, especially members of a church that is properly teaching its young people, you are missing the FIRST job of the Young Life Club. Live them a winsome testimony. Avoid any methods that may alienate them. Use straightforward methods for gaining decisions. Expect the Holy Spirit to bring conviction as you are in fellowship with God, and as you present the true gospel message. Encourage a bold stand by those who accept Christ - out in the open as a testimony, not a raised hand while heads are bowed. That encourages cowardice. Be alert for opportunities for personal work after the meeting.

Encourage the growth of Christian young people in the group. Stress these three: Bible study, prayer, personal witness. Urge Bible reading daily (by keeping score perhaps; by giving suggested readings for the week; by a system of Scripture memory work; by urging them to bring Bibles to club). Urge prayer life by keeping prayer lists, by suggesting prayer requests, or by encouraging special meetings for prayer (officers alone, or all who like at some other time or immediately before the meeting). Prayer groups on the High School campus can be effective. Stress definiteness in prayer; claiming distinct answers from God. Encourage personal witness by suggestions of how to go about it. Bring tracts for distribution, etc. Special club nights may be spent on one or more of these things.

Be an example of true Christian standards of living. Be careful about carelessness and undue freedom between boys and girls, both in club and out. Ruling of leaders in August, 1941 reads: "No club leader shall at any time be alone with a club girl in going to and from the club meeting or any other club function." This rule was adopted in the interest of avoiding any harmful criticism from outside sources.

Be an example of a separated Christian. Teach it as you are led to do so by the Lord. Do not alienate, nor compromise on the worthwhileness and fruitfulness of a separated life. Encourage Christian giving as a privilege of those who are saved. Dime cards may be distributed in the club or by the officers and stressed as a real opportunity to bring clubs to other young people as a true missionary project.

4. Club organization. There is no set rule for this. Officers are not essential at first. Wait until you know your crowd somewhat and come to know who are born again and are taking the lead. Officers have a real value. The young people seem to take hold and interest when they are organized. Be careful to present the election to the club so that they will respond seriously and not make a joke of it. Try this: urge them to elect those that best represent them as Christian young people on the high school campus. That puts the decision with them as to who is saved or not, or fit to represent the club, yet it does not discriminate openly against the unsaved.

Once the officers are elected use them as an entrance into the club. Hold officers' meetings periodically. Show them the responsibility the others have put on them; inspire them to lead the way in Christian living, prayer, Bible study, and testimony. Make them conscious of their responsibility for the spiritual welfare of the others. Learn from them the state of others in the club. Make your officers' meetings a time for prayer and for advanced teaching. In them you may introduce the subject of Christian giving if you are reticent to bring it before the whole group. Lead them to take the leadership in this as well as all spiritual matters pertaining to the group. Here you will often see your greatest growth in spiritual stature.

Consider all who attend the club as "members". Be careful not to discriminate against the unsaved in any way, though at the same time you make clear the difference between being saved and lost.

#### V. PROMOTION

The proper procedure for promotion of the Young Life work is a very important factor in the success of any project. It cannot be too strongly emphasized that consecrated personality is the essential element in the promotion of any feature of the Young Life program. Every leader must sell his Christian young people on the value of their own personal enthusiasm and influence in the matter of reaching other young people for Christ. If properly attacked, this feature of the Young Life program has tremendous possibilities.



The natural result of the new life in Christ is a desire to influence others for the Saviour. One of the greatest needs in young people's work is to give to very young and very inexperienced Christians a vital and wholesome means of influencing their friends for Christ. What could be better than to encourage them to bring their friends to an attractive Gospel service such as a Young Life Club, Rally, Camp, etc. By encouraging young people along these lines we can contribute wonderfully to their growth in grace. Then, too, it's the finest and most effective type of promotion.

Every successful young people's testimony in this program has been built by young men and women going after their friends and their friends going after some more friends in an ever widening circle of influence.

Remember in Young Life Campaign consecrated personality as the channel through which God's Spirit can work is the thing that we are constantly emphasizing. Our very best filled with the Holy Spirit is the instrument that God can use in reaching others for Christ. This is true of the adult leaders in the movement and is just as true of the young people who are leaders in individual clubs or other projects.

The use of bids, printed invitations, handbills, posters, announcements on class room blackboards, radio publicity, newspaper articles, school paper announcements and all such means of getting the program before people can be made very effective if the personal invitation factor is kept at the head of the list and nothing is allowed to take its place.

We should be as attractive and tactful as the world is in presenting any publicity material. It is up to the leader to see that materials and methods never take the place of real enthusiastic Christian personality. **THE KIDS CAN GET KIDS.** Sell them on this idea and any Young Life project will thrive.

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# Young Life

## C A M P A I G N

JIM RAYBURN, DIRECTOR • 3909 SWISS AVENUE • DALLAS, TEXAS

January 30, 1942

Mr. H. J. Taylor  
Christian Workers Foundation  
20 North Wacker Drive  
Chicago, Ill.

Dear Mr. Taylor:

The month of January has been one of unusual joy and blessing in the work. In spite of the fact that Add Sewell was knocked out with an emergency appendectomy on the 31st, he had a fine month in the east Texas work. This boy is doing an outstanding job in the matter of vital personal contacts with young people right at the schools. This is the most needed type of ministry in the world today. I pray that he may be the vanguard of hundreds of men that God will raise up for this most vital of all ministries.

Wally Howard is rapidly improving along this line also and in addition to some fine work on the field has done an exceptionally piece of work in this office preparing publicity for the February MASS MEETINGS.

Several new clubs of particular interest have gotten under way this month. I will be able to tell you how they are going by the end of next month.

I felt that one of the outstanding projects of the month was a meeting for the men of the Board and the local committees of Fort Worth and Dallas which was held in Fort Worth on Saturday, January 24th. There were 28 men present. Some of these have heretofore been only nominally interested in the work. The theme of the two hour meeting was "High Lights from the Young Life Field". We had different members of the Board and staff bring short messages designed to portray in a vivid way just how the Lord is working on the various fields and how He is using the testimony in young lives.

Many of the men spoke to me afterwards of the genuine blessing and enlarged vision that they received. I personally felt that the Holy Spirit was there in power and that He used the meeting in a wonderful way to glorify the Lord and to unite us more closely in the work. At that meeting a resolution was enthusiastically adopted to send Ted Benson a letter of commendation and appreciation for the wonderful way in which the Lord used him in the development of the YOUNG LIFE testimony down here.

Sincerely in the Lord Jesus,

*Jim Rayburn*  
Jim Rayburn.

JR/sm

# Young Life

## C A M P A I G N

JIM RAYBURN, DIRECTOR • 3909 SWISS AVENUE • DALLAS, TEXAS

January 22, 1942

Mr. H. J. Taylor  
20 N. Wacker Drive  
Chicago, Illinois

Dear Mr. Taylor:

I am enclosing a copy of the Young Life Leaders' Manual. We have had this drawn up to help in the training of our leaders for the Young Life Clubs. We have had good comments from the fellows who are using it. Apparently it is meeting a real need in our work.

During the months to come we hope to add to it and perchance subtract from it and get something ready perhaps for a more permanent form.

I hope you will have time to go through it in the near future and give us any suggestions you may have in regard to it.

We are beginning the matter of training young business and professional men to be leaders of Young Life Clubs. To me, this is one of the most promising and necessary matters. We can never hope to expand the testimony very far by using only Christian students, as there are hundreds of places inaccessible to Christian Seminary and College students.

I am conducting a teachers institute for a small group of young fellows here in Houston tonight. We plan to have them in other parts of the state in the next few weeks. We are also giving special attention to training the young people themselves who have any place of leadership in the Clubs. Our two South Texas field men, Gordon Whitelock and George Cowan, conducted a very successful two-day institute for the officers of the Clubs during the Christmas holidays. We are beginning this sort of thing in the Dallas area this week-end.

It is a real blow to lose Ted. He did a great job down here and I do not know anybody who can do his work as well as he did. I know the Lord has called him to this new field of service and will likely fill his importance place here.

Sincerely,

*Jim Rayburn*  
Jim Rayburn

JR/od  
Enclosure