

## WHAT IS ORANGE?

The color orange represents two primary relationships that influence kids and teenagers.

When you take  
**THE LIGHT OF THE CHURCH (YELLOW)**  
and combine it with  
**THE LOVE OF A FAMILY (RED)**  
you increase the potential to influence a kid's life.



That means Yellow + Red = Orange  
That's why we say...

**TWO COMBINED INFLUENCES MAKE A GREATER IMPACT  
THAN JUST TWO INFLUENCES.**

## WHAT DO YOU MEAN BY STRATEGY?

We define strategy as simply

**“a plan of action with an end in mind.”**

When you think strategy, you consider in advance what you hope kids will become spiritually. Then you begin to work out steps to lead a kid or teenager toward that destination. You want to keep kids and teenager moving in the right direction, so you constantly ask two questions:

**What do I want a kid to become?**

**Where do I want a kid to be?**

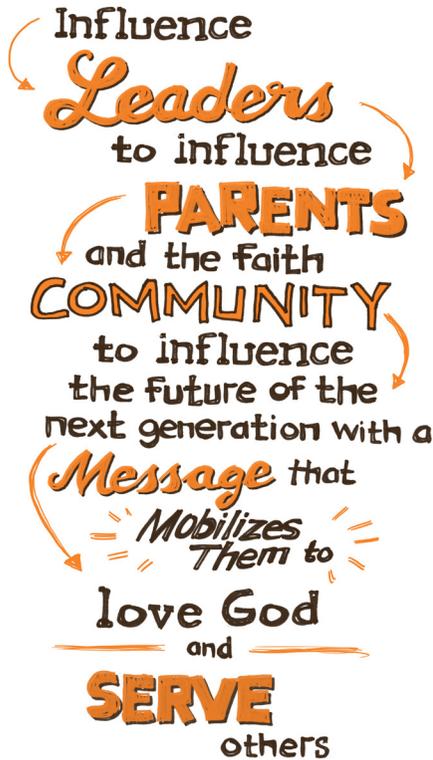
At Orange we believe the answers to those questions are simple.

**We want every kid to trust in Jesus in a way that transforms how they love God, themselves, and the world around them.**

**And we want them to be in a small group of peers connected to a consistent adult who can guide their spiritual growth.**

An effective strategy also has the potential to align leaders to move in the same direction and to increase the momentum of an organization. That's why we have created 5 Essentials that will help your church embrace the same strategy to effectively reach your community. The next section will elaborate on these essentials, and how they can work together to create a church strategy that will align ministry leaders with parents to have a greater impact on kids from birth through graduation.

If you stated our strategy in one sentence it could read as follows:



Stated another way,  
We **influence** those who  
**influence** those who  
**influence** the next generation.

We believe God uniquely and originally designed the church and home to demonstrate His light and love to a broken world. We also recognize that both are made up of broken leaders and adults who have the potential to give kids and teenagers a front row seat to the grace and goodness of God. Even in situations where the home is not effective at providing a healthy environment, we want to make sure we do everything we can to restore and redeem God's plan for the family.

## THE ORANGE STRATEGY

The one thing we think matters most is something Jesus said in the New Testament. When the Pharisees asked Jesus in Mark 12, “You are a teacher with integrity, what do you think is the greatest commandment?” Jesus responded by quoting Moses, “*The greatest commandment is to love the Lord your God with all of your mind, soul, and strength. Love your neighbor as yourself. There is no commandment greater than these.*” Then He went even a little further to solidify how important this idea really was. He explained to these Old Testament scholars, “*All the law and prophets hang on this commandment.*”

Jesus summarized everything with one concept. He reorganized the writings of Moses and the prophets, the major commandments, and every sacred word of the text of the Holy Scriptures into one overarching idea.

**LOVE**  
**God**

We think the Great Commandment is an ingenious way of summarizing God’s agenda. We have simply decided to organize our content the way Jesus said it is already organized. We believe Jesus’ mission was to live, die, and rise again so He could empower everyone who trusts in Him to . . .

**LOVE GOD**  
**LOVE LIFE**  
**LOVE OTHERS**

John 10:10 reinforces this when Jesus clearly says, “*I have come that you might have life and have it to the full.*” Our goal is the same. We want to help every kid, teenager, and adult to fully live—and live forever.

We believe when kids learn to love God, it will influence their future in a positive way.

When kids love God, it leads to a deeper faith.

When kids love God, it leads them to loving others.

When kids love others, it leads to stronger relationships.

When kids love God, it leads to loving themselves.

When kids love themselves, it leads to smarter decisions.

So everything we teach comes back to these three relational motives. And loving God becomes the focus of the nine scriptural insights our curriculums cycle through in order to help shape a kid or teenager’s view of themselves and the world. One or more of these nine insights are reflected in each weekly bottom line, crafted for our age-group curriculums.

# THE ORANGE STRATEGY

ORANGE CURRICULUM COMBINES **CHILD**  
A **COMPREHENSIVE STRATEGY** THAT  
AT **EVERY PHASE** OF A KID'S LIFE TO

EVERY KID .....> **MADE**  
IN THE IMAGE OF  
**GOD** TO **LOVE GOD**

**Incite**  
**WONDER**



SO THEY WILL . . .  
KNOW GOD'S LOVE  
& MEET GOD'S FAMILY

**Provoke**  
**DISCOVERY**



SO THEY WILL . . .  
TRUST GOD'S CHARACTER  
& EXPERIENCE GOD'S FAMILY



**BEGINNING**  
(Baby dedication)



**WISDOM**  
(First day of school)



**FAITH**  
(Trust Jesus)

AM I SAFE?

AM I ABLE?

AM I OKAY?

DO I HAVE  
YOUR  
ATTENTION?

DO I HAVE  
WHAT IT  
TAKES?

DO I HAVE  
FRIENDS?

ZERO  
TO ONE

ONE  
& TWO

THREE  
& FOUR

K  
& FIRST

SECOND  
& THIRD

FOURTH  
& FIFTH



**first look**™

**252 BASICS**™

Thinks like an  
**ARTIST**

Motivated by  
**SAFETY**

Thinks like a  
**SCIENTIST**

Motivated by  
**FUN**

**EMBRACE** their physical needs

**ENGAGE** their interests

THE ORANGE WEEKLY EXPERIENCE

DEVELOPMENT AND THEOLOGY TO CREATE  
LEVERAGES DISTINCTIVE OPPORTUNITIES  
INFLUENCE THEIR FAITH AND THEIR FUTURE.

WITH ALL THEIR HEART SOUL STRENGTH

AND TRUST JESUS . . . .> TO HAVE A BETTER FUTURE

Provoke DISCOVERY → SO THEY WILL . . . OWN THEIR OWN FAITH & VALUE A FAITH COMMUNITY

Fuel PASSION → SO THEY WILL . . . KEEP PURSUING AUTHENTIC FAITH & DISCOVER A PERSONAL MISSION

IDENTITY (Coming of age)

FREEDOM (Driver's license)

GRADUATION (Moving on)

WHO DO I LIKE?

WHO AM I?

WHERE DO I BELONG?

WHY SHOULD I BELIEVE?

HOW CAN I MATTER?

WHAT WILL I DO?

SIXTH

SEVENTH & EIGHTH

NINTH

TENTH

ELEVENTH

TWELFTH



Thinks like an ENGINEER

Motivated by ACCEPTANCE

Thinks like a PHILOSOPHER

Motivated by FREEDOM

AFFIRM their personal journey

MOBILIZE their potential



# first look

IN THE PRESCHOOL YEARS A CHILD WILL FORM THEIR FIRST IMPRESSION OF THEIR HEAVENLY FATHER.



GOD  
LOVES  
ME

GOD  
MADE  
ME

JESUS  
WANTS TO BE  
MY FRIEND  
FOREVER



## THE ORANGE WEEKLY EXPERIENCE



We believe preschool ministry is more than babysitting. It's laying a critical foundation for faith in the life of a child. The way ministry leaders embrace a preschooler's physical needs will help kids from zero to five years of age know God's love and meet God's family. Our First Look curriculum creates weekly resources to ensure that every preschooler grows up believing . . .

**God made me.  
God loves me.  
Jesus wants to be my friend forever.**

### COMPONENTS OF FIRST LOOK CURRICULUM:

#### MONTHLY

THEME ART  
POSTER GRAPHICS  
ONE ORIGINAL SONG  
SUGGESTED SONG LISTS  
PRINTABLE MEMORY VERSE CARDS  
MEMORY VERSE HAND MOTIONS  
SUPPLY LISTS  
TODDLER POSTERS

#### WEEKLY

TEACHING SCRIPTS  
SMALL GROUP ACTIVITIES  
PARENT CUE RESOURCES  
SOCIAL MEDIA PLAN

#### ADDITIONAL

WEEKLY VIDEO STORYTELLER  
THREE BASIC TRUTH POSTERS  
CONVERSATION STARTER PLACEMAT  
BIBLE STORY BOARD BOOKS

# 252 BASICS

IN THE ELEMENTARY YEARS A CHILD WILL  
GROW IN WISDOM, FAITH, AND FRIENDSHIP.

I NEED TO  
MAKE THE  
**WISE  
CHOICE.**

I CAN TRUST  
GOD  
**NO  
MATTER  
WHAT.**

I SHOULD  
TREAT OTHERS  
THE WAY  
**I WANT  
TO BE  
TREATED.**

## THE ORANGE WEEKLY EXPERIENCE



Kids trust adults because they are adults and because they need adults to orchestrate and protect their world. That's why children's ministry has an opportunity unlike any other to help kids know what it means to put their trust in Jesus. The way ministry leaders engage the interests of kids will help kids from kindergarten to fifth grade trust God's character and experience God's family. Our 252 Basics elementary curriculum creates weekly resources to ensure that every kid grows up believing . . .

**I can trust God no matter what.**

**I need to make the wise choice.**

**I should treat others the way I want to be treated.**

### COMPONENTS OF 252 BASICS CURRICULUM:

#### MONTHLY

THEME ART  
POSTER GRAPHICS  
ONE ORIGINAL SONG  
SUGGESTED SONG LISTS  
LEADER DEVOTIONAL  
SUPPLY LISTS  
PRINTED STORY POSTERS  
WIDGETS

#### WEEKLY

SOCIAL MEDIA PLAN  
TEACHING SCRIPTS  
SMALL GROUP ACTIVITIES  
PARENT CUE RESOURCES  
FAMILY EXPERIENCE  
CHILDREN'S DEVOTIONS  
ONLINE "LIVE" FAMILY EXPERIENCE

#### ADDITIONAL

THREE BASIC TRUTH POSTERS    MONTHLY PRODUCTION VIDEOS  
WEEKLY VIDEO STORYTELLER    CHILDREN'S DEVOTIONAL BOOKS

## THE ORANGE STRATEGY

**At Orange, we have over ten years of experience as a nonprofit partnering with over 10,000 innovative and growing churches from over forty different denominations. Our staff has extensive background working as church leaders and educators. When any organization or church partners with Orange for their weekly curriculum, they benefit from the following distinctives . . .**

### **AN INTEGRATED STRATEGY with a common language.**

Orange offers a strategic teaching plan that is comprehensive in its approach to age groups. Each age-group curriculum implements a scope and cycle to prioritize what is taught at each phase of a kid's life and to recycle biblical and theological truth so it sticks. This overall strategy synchronizes the efforts of all age-group leaders and parents around five primary values: Align Leaders, Engage Parents, Elevate Community, Refine the Message, and Influence Service.

### **AGE-SPECIFIC CURRICULUMS to lead kids in a growing relationship with Jesus.**

Our team leverages what they understand about theology and child development to help kids grow spiritually at each phase. There are four unique curriculums designed for preschool, elementary, middle school, and high school. They all prioritize a relationship with Jesus and are built around the three relational motives described in the Great Commandment: Love God, Love Life and Love Others.

### **RELEVANT THEMES so biblical truth connects to everyday experience.**

Orange curriculum is known for innovation and creativity. New curriculum is available for download every month (two months prior to when it will be taught). This schedule allows our content to adapt quickly and stay current.

### **PARENT CONNECTION to maximize your influence.**

Orange curriculum offers Parent Cue resources that are simple for parents to access at home. No parent will be a perfect parent, but every parent can take the next step and do something more. When parents or guardians take advantage of simple cues throughout the week, they can dramatically influence the life and faith of a child.