

Case Study: ASSISTING A FAITH-BASED ORGANIZATION

Promise Keepers Passage Program



BACKGROUND

Promise Keepers (PK) has long been the largest Christian men's organization in the country, assembling men in expansive venues for encouragement, prayer, and growth. More than 180,000 men were served in 2002 alone in seventeen cities across America. The ministry is "dedicated to igniting and uniting men to be passionate followers of Jesus Christ" through communicating the need of commitment to God, families, and others. Through stadium and arena conferences, print and multi-media resources, and outreach to local churches, PK has encouraged men to live godly lives since its founder, former head football coach for the University of Colorado, Bill McCartney, established the ministry in 1990.

SITUATION

After a decade of successful ministry to adult men, PK felt in 1999 that it was time to begin expanding its focus to include youth. It felt that its mission compelled it to address issues of youth and that it was the right time in the organization's ministry to do so. However, PK was unsure how to approach this new effort in the most effective way. The organization had been facilitating the same type of men's event for ten years, and it wanted to capitalize on its strengths without being limited by its traditional manner of operation.

ENTER DARE MIGHTY THINGS

Early in 2001, PK hired Dare Mighty Things (DMT) to design and help launch a new program specifically targeting young men under the age of nineteen. Extensive research revealed that there was widespread support among PK stakeholders and the youth ministry culture for such a venture.

Under its contract to design and help launch Passage, this new youth initiative, DMT:

- Worked with PK to identify its goals and desired outcomes for the new program;
- Created and delivered a three-part program model;
- Wrote a business plan to guide the development of the venture;

- Assisted PK leaders in mobilizing \$2 million in investment capital;
- Facilitated the launch of the program prototype;
- Developed a curriculum to guide the program's third, group-mentoring phase;
- Oversaw the completion of a comprehensive, third-party evaluation; and
- Created an operations handbook to guide PK in running future Passage programs.

RESULTS

Initial results for the prototype event in December 2001 and subsequent follow-up groups revealed that the program was highly successful. More than 14,000 participants attended the conference: teens, fathers, youth leaders, and mentors. Among those youth who participated in the twelve week follow-up small group process, virtually all of them grew in the targeted outcome areas (church involvement, family and relationships, and pro-social behavior).

- 70 percent of the youth who participated in Passage groups indicated an increase in church involvement.
- 90 percent of the youth indicated a positive change in the area of family and relationships.
- 80 percent of the youth indicated growth in their pro-social behavior.
- Adult men who participated in the Passage group process also grew in each of these three areas. More than 60 percent of the adult men who participated in groups showed growth in church involvement, spiritual disciplines, and family and relationships.

A second event held in November 2002 in Anaheim, CA, also drew more than 10,000 people and appeared to yield positive results among participants. In keeping with its mission, Dare Mighty Things empowered Promise Keepers to make its dream of positively impacting thousands of young men in America a reality.