



hyphen

LOCAL LEVEL
**STARTER
PACK**

TABLE OF CONTENTS

Why Hyphen?	[3]
Getting Started As A Local Leader	[4]
Sample Job Description	[5]
Structuring Your Local Hyphen Ministry	[6]
Evangelizing Young Adults	[7]
How To Choose Curriculum	[8]
How To Implement A Missions Trip	[9]
Creating A Space For Hyphen	[10]
Organizing A Young Adult Event	[11]
Marketing To Young Adults	[12]
Understanding Hyphen Culture	[14]



hyphenonline.com

© 2016. United Pentecostal Church International.

WHY HYPHEN?



One of the key functions of the church is to equip the saints to fulfill the ministry (*Ephesians 4:11-12*).

Hyphen, the young adult ministry of the GYD, seeks to connect 18-30 year-olds for service with purpose, through resources, for a mission.

The purpose for any program in the church is to meet the discipleship needs of a specific demographic of the church body and community.

The church has done well to implement programs that disciple children, teenagers, married people, college students, and single adults in unique life changes, but a growing age demographic has been isolated, and the church is now working even harder to reach, equip, and empower this untapped demographic of young adults.

Hyphen is a program of the General Youth Division to “bridge the gap” between student ministries (12-18) and all other adult ministries that follow (married, mature singles, missions, etc.).

The main objective of the Hyphen ministry is to connect, equip, and empower young adults (18-30) as they continue on into other ministries of the UPCI as they are led by God’s Spirit.

Hyphen is a place for young adults to connect with one another and God, to be equipped for ministry and life, and to be empowered by God’s Word and Spirit to fulfill the ministry of the church.



GETTING STARTED AS A LOCAL LEADER

There is no one better equipped than you to launch a Hyphen ministry. God has given you a heart for young adults and vision to see a ministry tailor-made for young adults come to life in your local church. Let's do this!

PRAYER - Prayer is the lifeline for your young adult ministry. At its inception, it is vital that every step be covered in prayer. Before beginning the process of launching a Hyphen group, spend time covering your efforts in prayer and fasting.

PASTORAL COVERING - Speak with your pastor about your vision and burden for young adult ministry. Ask him to partner with you in prayer. It is imperative that your pastor gives his blessing and covering before moving forward in the launch process.

TEAM - Once you have received your pastor's blessing, begin prayerfully assembling a team of Hyphen leaders. With your pastor's help, choose team members that will add value, strength, and leadership to your team.

STRUCTURE - Your team is in place. Now the fun begins. Begin establishing the structure of your Hyphen group. Discuss the current needs and culture of the young adults in your church, and brainstorm creative ways to meet these needs. Plan an annual meeting with your leadership team and begin delegating responsibilities and leadership roles to your team members. Once you have established the mission, core values, and structure of your leadership team, begin exploring ways to launch your ministry.

LAUNCH - The launch of your Hyphen group will set the stage for the future growth and development of your young adult ministry. Launch with excellence. Perhaps your first event will be a hangout, Bible study, or small group. Regardless of how you choose to launch, be sure to plan and advertise well in order to create excitement within your church. Plan your launch and events according to the availability of your young adults. Prior to launching your Hyphen group, be prepared to have consistent events, worship and discipleship opportunities, and/or small groups. These can be offered weekly, monthly, or quarterly depending on the size and availability of your team.

There is no right or wrong way to do young adult ministry. The most important elements of getting started as a local young adult leader involve prayer, the covering of your pastor, and tailoring the structure of your Hyphen group to meet the needs of your local church. Our goal is to see souls saved and discipled in the Kingdom. The message is unchangeable, but the method of spreading the gospel can be creative. The sky is the limit. You can do this!

LOCAL HYPHEN LEADER JOB DESCRIPTION

JOB TITLE Hyphen Leader/Young Adult Pastor

JOB RELATIONSHIPS Report to the Lead Pastor, collaborate with the members of Hyphen leadership team.

JOB SUMMARY To cast vision for the local Hyphen ministry, lead the Hyphen staff in the execution of events, activities, and discipleship, and build relationships within the young adult ministry.

RESPONSIBILITIES The Hyphen Leader will be responsible for the following activities:

1. Create and maintain an inventory of the names and contact information of all young adults, ages 18-30.
2. Communicate information, updates/reminders of activities of the Hyphen ministry to young adults through various ways: texts, emails, and social media platforms.
3. Continually develop relevant discipleship efforts and curriculum to suit the needs of local young adult ministry.
4. Maintain and execute a schedule of annual worship opportunities tailor-made for young adults.
5. Collaborate with Hyphen staff and assess the needs of the young adult group and effectiveness of current endeavors.
6. Monitor the assimilation and progress of Hyphen-age new converts into young adult ministry.
7. Build relationships within young adult ministry and empower young adults with ministry and serving opportunities.
8. Coordinate with Lead Pastor and district Hyphen leaders to involve young adults in the general endeavors of district Hyphen ministry.

STRUCTURING A LOCAL HYPHEN MINISTRY

Every young adult ministry varies in size, demographic, and specific need. Regardless of the unique makeup of your Hyphen group, four core values can be applied to the structure of your ministry. These include discipleship, worship, community, and service. By providing these opportunities, young adults will not only experience spiritual maturity, but growth in practical areas of Christian living as well. The goal of ministry is to lead others to Jesus and disciple followers of Christ. By fostering an environment of spiritual maturity, Christ-centered living, and empowerment in ministry, this goal can be attained.

DISCIPLESHIP - Many young adults are in the midst of major transition. With that, it is imperative that young adults be continually disciplined. Discipleship opportunities include discussion-based teaching on both doctrinal and practical principles. Not only is it vital that doctrinal beliefs be solidified during these years, but also that young adults be equipped with tools and teaching to prepare them for biblically based living. Topics such as relational principles with God and others, stewardship (time, talent, resources), and both discovering and fulfilling God-given purpose are intrinsic in helping young adults reach their full potential as disciples of Christ.

WORSHIP - Worship opportunities tailored specifically for and run by young adults provide both ministry development and spiritual maturity. Creating an annual (weekly, monthly, quarterly) worship opportunity will provide young adults with an avenue through which they can develop their gifts and provide them with a sense of ownership and responsibility. Worship opportunities also serve as a form of evangelism within the community. Finally, these opportunities can be tailored to the size and culture of your Hyphen group.

COMMUNITY - Young adults crave connection. Thus, offering opportunities for involvement in community is vital to the health, camaraderie, and growth of a young adult ministry. Community opportunities could include small groups (based around hobbies, interests, etc.) and fellowship events. These times of community can be hosted by various young adults and do not require an excessive amount of preparation. Some examples of fellowship events include meeting at a local coffee shop, hosting a bonfire, game nights, or simply inviting young adults over to your home BYOE (bring your own everything) style. Community opportunities not only are effective in building relationships within the young adult ministry, but they also serve as a method of evangelism and an avenue through which relational closeness and comfort can be achieved.

SERVICE - Spiritual maturity can be measured by one's service. Mature believers are strong in their faith and spend much of their time, talent, and energy investing into the Kingdom, which results in fulfillment. Through discipleship opportunities, young adults can discover their God-given gifts and abilities, and, through service opportunities, these gifts can be used in the Kingdom. Serving opportunities could include hospitality, event planning, music, public speaking, teaching, creative arts, and many more. A culture of service in your young adult ministry provides a self-sustaining ministry and enables the leaders to focus on the overall vision and building relationships while the young adults are experiencing exponential growth as they serve in ministry.

EVANGELIZING YOUNG ADULTS



CHOOSE SUBSTANCE OVER STYLE.

Young adult evangelism must always push to have substance over style. More than ever, our world emphasizes style over substance, presentation over practice. When we allow our evangelism to follow this pattern, it becomes focused on places and things rather than the people we are trying to reach. The pursuit of style leads to a never-ending foot race, the result of which leaves us fatigued and frustrated.

This does not mean style is of no importance in our presentation of the gospel. Our society is so visually driven that we even use filters to market ourselves to our friends. Make no mistake; young adults know what looks good and what looks phony. However, a first impression is hardly worth the majority of your budget. We must not make the mistake of allowing the style of our event to overshadow the substance and purpose for the gathering. We must be driven by the purpose of creating connections and relationships with those we are seeking to reach; otherwise it was all pointless. Young adults want real, honest connections with other people. Remember style changes rapidly, but our message is always constant.

EVERY GROUP IS DIFFERENT.

While collecting ideas and methods from books and others who have seen success, don't fall prey to being a cookie cutter ministry. Most authors have not sat in your church, worked in your community, or talked with your young adults. Get to know the people God has sent to you, accept them for who they are, and begin to build your evangelism around their characteristics and personality. Create your own cultural identity within your city. You are there to reach your city.

There are so many untapped groups of people ready to be evangelized. Find out what young adults in your city do with their spare time, and do that. For instance, the Hyphen group in Saint Petersburg, Florida, goes downtown a few times each month to play shuffleboard at the city's historic shuffleboard club. The game of shuffleboard is sometimes known for being an "older person's game," but we enjoy going downtown and being with tons of other people—young and old. This also allows our group to bring their friends they are trying to reach. During this time, we have many opportunities to connect with new people, build existing relationships, and be a visible presence in the community. Sometimes effective evangelism means changing the way you operate instead of changing others.

THE ULTIMATE GOAL IS RELATIONSHIP WITH GOD.

Evangelism is all about connecting. The message we preach needs to find a place in the hearts of unbelievers or else it will end up as another theory, thought, or contrived speech. Avoid processed evangelism, which is often mass produced information that worked for someone else, somewhere else, in a different time. Work on building authentic relationships with young adults in order for them to see, feel, and hear God through you. You and your Hyphen group are only vessels, vehicles, and conduits for unbelievers to get to know God. When they know you care about them, they are much more likely to accept the love and compassion only God can give.

HOW TO CHOOSE A CURRICULUM

Choosing a curriculum can be a tricky matter sometimes, but don't fret. A curriculum can be any book of the Bible, any small group study guide, any book, or even any stand-alone lesson.

What is most important when choosing a curriculum is to remember it is to be a guide and should never simply be read aloud to a group of listeners. It is not to replace the role of the teacher, but rather to act as a road map for learning and discipling. Active learners are active disciples, which produces active Hyphen groups.

When choosing a guide, seek content your group can read together and discuss together while the facilitator keeps everyone on task and involved. The facilitator can close each meeting with a recap of the content covered, application of the content, and vision for the group.

For sustainable results, get a feel for your group and where everyone is in their personal studies. As no Hyphen group is the same, get to know your group and hear what they need to know about and study in greater depth, then work from there as a group. It may also help to take a survey within your group to evaluate what certain interests the young adults may have. Choose a curriculum that will either facilitate a need of your local church or help answer a need within your Hyphen group.

Some have had success by studying a book of the Bible, then after that series was complete they studied a character of the Bible, then following that they did a topical study. It helps to vary the content and format of the study.

When reading the Bible, it helps to read it out loud and together, or you may take turns reading certain passages. Hearing the Word through another voice can help bring new perspective to the passages. First seek to understand what the context is, then what the writer is saying, then seek to find the application for the group.

For downloadable, ready to teach curriculum geared specifically for young adults, please visit the Link247 website (www.link247.org). Pentecostal Publishing House (www.pentecostalpublishing.com) also has books written for young adults that can be used as discussion guides in a Hyphen group setting. Also consider using the many bible studies available through Pentecostal Publishing House to teach doctrine to your hyphens.

Above all else, be sure your curriculum is centered on Jesus and the truth of His Word.

HOW TO IMPLEMENT A MISSIONS TRIP

//////

We are all called to reveal the gospel of Christ to the world, and one way we can do that is through missions trips. In addition to looking at the logistical steps of how to implement a missions trip, asking the right questions while preparing, while on your trip, and after your trip is key to maximizing your missions trip experience.

PAUSE AND REFLECT ON THESE QUESTIONS:

- Who is God calling us to serve?
- What gifts does our group have to use in serving others? How do these gifts translate into who we serve?
- Is God calling us to go on an international, domestic, or local missions trip?
- Why do we want to go on a missions trip?
- Do we want to work with an established missions organization for our trip, or are we coordinating the event primarily on our own?
- What are the goals of the trip? What are the expectations for our group?

IMPLEMENTING THE MISSIONS TRIP

- Pray. Who is God calling you to serve? Create a Missions Team. Assemble a team of 3–6 people.
- Launch Initial Research. What people group are we called to serve? Forget about places; think in terms of people.
- Who? When?
- Promote the trip and create a clear plan for what's next.
- Provide clear expectations and details including dates, price, lodging, vision behind the trip, schedule, what to pack, travel documents, and fundraising.
- Conduct pre-trip training sessions
- Educate people: discuss cultural expectations and safety; create group dynamics and trust; and develop a strong spiritual foundation.
- Cast vision.
- Serve during the trip.
- Serve the community and invest in your own group.
- Tell your local church about your trip.
- Throw a follow-up party.
- Celebrate!
- Take time to process all that God did on your trip.

APOSTOLIC YOUTH CORPS (AYC)

- If planning and implementing your own missions trip is not an option for you, then consider going on an AYC trip.
- Apostolic Youth Corps (AYC - www.apostolicyouthcorps.com) is a ministry of the General Youth Division and facilitates the pairing of ministry-minded Pentecostal students with North American and international sites which need and desire evangelism assistance.

CREATE A SPACE FOR HYPHEN

Your young adult group needs its own space. Not that being in a bigger space isn't great, but they just need a space of their own.

When you create that space, it needs to be a place where:

IT'S THEIR SPACE.

- Unique to them so that it represents the young adult who is no longer youth, but not yet in that next phase of their life.
- Created by them, which will give them a sense of ownership of the space. Allow them a say in the design, in bringing in/choosing things for the room, in setting up the room, and in maintaining the space.

THE YOUNG ADULT CAN BE HIS/HER SELF.

- Casual and comfortable.
- Comfortable seating—couches, comfortable chairs, or just various types of chairs.
- Softer lighting, maybe lamps, or hang overhead lights. This isn't to create the dark atmosphere that often exists in youth culture, but a softer light than the fluorescent light of a school classroom.
- Offer/allow drinks/food. This automatically creates a more comfortable atmosphere.

THE YOUNG ADULT CAN COME AND GO WITHOUT A MASSIVE DISCUSSION.

- Not an awkward space to come into—don't point out when they are late.
- Make sure the space is easy to get into or leave without disruption from squeaky doors, or having to slide past people.
- Propped open doors.
- Chairs that don't all face the entrance.

THE YOUNG ADULT CAN BE QUIET WHEN THEY NEED TO BE QUIET AND TALK WHEN THEY WANT TO TALK.

- Circular seating, which allows them to contribute or add comment to the lesson or to a class discussion.
- Various types of seating. It feels more like a living/home space when the seating is varied in style.
- Set up in conversational spaces such as chairs with a side table in between, which allows them to talk to each other and the group before and after the lesson. This will help the space feel more like theirs and not just a place for a lesson.

ORGANIZING A YOUNG ADULT EVENT

Planning a creative young adult event for your Hyphen group is easier than you think. With a plan and a team to make it happen, you will be surprised at how much can be accomplished.

PLAN - At least 2-3 months ahead of your event, meet with a team of Hyphen leaders to begin discussing your event(s). In this initial planning meeting, the overall structure of the event is being established. Items such as dates, themes, goals, budgets, and team responsibilities are discussed at this time. Following the initial meeting, schedule multiple future meetings and assign tasks to be presented or completed by those dates. You will be amazed at how efficient planning will quickly take your events to the next level.

KNOW YOUR AUDIENCE - During the planning process, it is vital that the planning team remains aware of the audience and culture of your Hyphen group. The goal of young adult events is to create community, integrate guests and new members, and empower young adults to grow. These three goals can be accomplished only if the events are tailored to your specific group. Is your Hyphen group athletic? Do they enjoy outdoor activities? Are they artistic? What recreational activities do they participate in outside of church? Find the answers to these questions and plan accordingly. Offering young adults a fun alternative in a Christian environment will be key in creating excitement, assimilating new members, and building camaraderie within your Hyphen group.

BE CREATIVE - The sky is the limit. Establish your budget and get creative. Creativity in the details of an event is what sets it apart from “just another Hyphen get-together.” You can use creativity within event elements such as a theme, décor, music, location, attire, food, activities, giveaways, etc. If someone invited you to the event you are planning, would you want to attend? And would you feel comfortable if you showed up? Use your creativity to make the event appealing not only to your Hyphen group, but to unchurched young adults in your community as well.

DELEGATE - There is strength in numbers. Delegate as many event-related tasks to the young adults on your team/group as possible. Sharing the responsibility will not only lighten your load, but it also will empower others and give them a sense of responsibility. When young adults buy in to an effort, they will often begin taking initiative in bringing ideas to the table.

ADVERTISE - Perhaps the most important reason planning ahead is vital in the process of organizing an event is to provide ample time to advertise. You can plan a fantastic event only to have it flop simply due to a lack of advertisement. Once you have established the date, time, location, and theme of your event, call a graphic designer (or use one of the many free apps available), create an ad, and blast social media. If possible, create handouts, send a mail-out, and encourage your Hyphen group to post to their personal social media accounts. From the day you have the graphic until the time of the event, keep promoting your event!

MARKETING TO YOUNG ADULTS



PLANNING YOUR MARKETING PRESENCE

There are many different ways to do marketing, and marketing is key for young adults. With all the emphasis on social media and how adept young adults are with using filters and editing photos, they are practically professionals in marketing as they “advertise themselves” on social media every day. Therefore, you must take the time to plan your marketing strategy for the Hyphen demographic, but don’t be overwhelmed. You do not have to reinvent the wheel. You can easily use an established social network like Facebook to be your online home base.

HERE ARE A FEW QUESTIONS YOU MAY ASK YOURSELF TO HELP YOU CHOOSE THE RIGHT AVENUES FOR MARKETING.

- What are the goals of your marketing efforts?
- Where do the people you are trying to connect with spend the majority of their online time?
- What will be the most effective means of reaching the Hyphen demographic?

Most organizations do not channel all of their marketing efforts through one avenue; they canvass as many places as possible with their information. For example, the General Youth Division has a website, Facebook page, Twitter account, and an Instagram. Each of these is a tool used for specific purposes in their marketing goals. It may be in your best interest to use various means of marketing to reach the Hyphen demographic in your area. Social media is the most widely used tool for marketing because it is virtually free, fast, easily accessible, and can be linked to many other outlets.

FACEBOOK PAGES

Pages (as opposed to a group or individual profile) will allow you to engage and communicate with the public. You may be able to connect with people who are casually involved, or are just curious and want to explore your ministry first.

FACEBOOK GROUPS

The Group function is designed to communicate in a smaller and less public setting. This is where you can get more engaged and easily communicate with smaller core groups of people. You can customize the access level to manage the contents of your page much easier than using pages.

TWITTER

Twitter is also a useful tool for marketing the Hyphen ministry to young adults in your area. Hyphen may use Twitter to promote events, functions, or materials. It is also beneficial when seeking to encourage young adults by sharing inspirational thoughts and Scripture verses. Twitter allows you to engage with young adults that are interested in the Hyphen ministry, and of course it is also a helpful means of communication and announcements.

(continued on next page)

FOLLOWING ARE OTHER USEFUL SOCIAL MEDIA THAT MAY BE USED TO REACH YOUNG ADULTS.

- Blog or Vlog (such as YouTube)
- Instagram
- LinkedIn (professional network)
- Pinterest
- Foursquare
- Periscope

The key thing to remember is that not all young adults are the same and there is no “one size fits all.” They may communicate and respond to information in different ways. That is OK! Research what communication tools work well for your group and then utilize them.



UNDERSTANDING HYPHEN CULTURE

We live in a world that craves community, and it's the church's responsibility to create an atmosphere in which people can feel emotionally and spiritually connected to each other and to Christ.

Young adults are often forced to move to find work or attend school. Even young adults that stay home find that, due to the transitional nature of this demographic, their normal social group has been mixed up due to relocations and change of schedules—insert your local Hyphen ministry. Because of our innate desire for community and the trends present in the young adult community that foster alienation, it is crucial for the church to provide a godly outlet for young adults to have a sense of community and come to be in relationship with Jesus and His church.

Psychologists believe there are four components necessary to create a sense of community within a group.

1. **MEMBERSHIP** - Your young adult ministry should define boundaries of what constitutes membership, provides emotional security, requires personal investment, and creates an environment of belonging.
2. **INFLUENCE** - Members of your group should feel they have influence in the group. Conversely, the group should influence its members.
3. **INTEGRATION AND FULFILLMENT OF NEEDS** - Members should feel they are being rewarded in some way for their participation.
4. **SHARED EMOTIONAL CONNECTION** - This is the defining element of any true community.

In order to effectively reach Hyphens, it is important to understand the best ways to communicate with young adults. The gospel obviously transcends all time, cultures, and cultural crisis; however, it is imperative to use the most effective means of communicating that truth to ensure your audience understands and receives the message. Communication has not occurred until the message has been received and understood. This is why the methods we use for certain demographics are crucial.

When communicating the gospel to Hyphens, make sure your message transcends biased or opinionated traditions. They long for truth, and there is a famine of the Bread of Life in our culture. So many think they know what the Bible and Christians stand for, but most of the time it is only a collection of statements or opinions they have heard from others or seen misconstrued in the media and elsewhere. So base your teaching on the Word; better yet, teach the Word and allow it to grow in their lives. Seek a response to a moving of the Holy Spirit. It will transcend cultural or demographic differences. Expect and seek a practical and missional application of the gospel.

Be careful to treat young adults as they are—young adults. They are not in the youth or elementary Sunday school class. They are adults and should be treated as such. Don't waste time telling them they need to "know better, grow up, or be like other generations." Be humble and teach them from where they are and with what traits they do possess. Do not make generalizations. Doing so will cause you to lose credibility with the young adults. Last, and one of the most important points to remember, is not to take it personally or get offended when questions are asked. Young adults are full of questions, and it means they are grappling with the information you have shared with them. We learn from questions, so don't be afraid of questions—just answer them tactfully and respectfully.

DOWNLOAD A
FREE SAMPLE
CURRICULUM SERIES

FROM



CLICK TO DOWNLOAD >

< CLICK TO DOWNLOAD



ADDITIONAL LESSONS AND MORE INFORMATION CAN BE FOUND AT:

WWW.LINK247.ORG