



National Research

YTN has received a grant of \$300,000 in polling services to execute a statistically valid study into the loss of youth and the parent

teen relationship! This research will help alter the conversation nationally and establish a platform of credibility with church leaders and parents.

CROSSING THIN ICE Campaign

CTI Campaign

YTN will leverage the research to launch a three year campaign to expose millions of parents to both research and a message of hope

and change; equipping them to raise adults rather than children.

Written By: Jeff Schadt

YTN Launches a National Study

YTN has received a grant worth \$300,000 of polling services to conduct a statistically valid study into the the loss of youth. Our qualitative research indicates that worldview takes a back seat to a number of other issues contributing to faith loss among our young people. These include the parent-teen relationship, the culture of our youth ministries, the lack of confessional communities and the lack of preparation for the forces of culture shock that buffet our young people when they leave home.

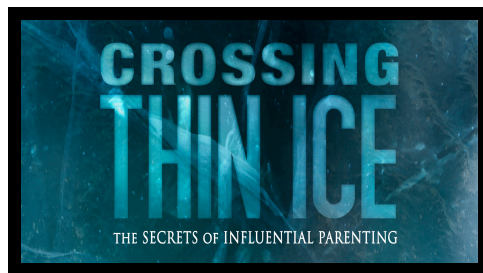
The national study will compare these issues to biblical knowledge, worldview and faith practice. We believe this research will begin recasting the discussion and solutions currently discussed related to the loss of youth across the nation. Decision Support Sciences, and Troy Research will play critical roles in rolling out the largest and widest examination of faith loss issues to date. We anticipate 20,000 to 30,000 young people participating in this study.

The study will begin in February with summary results being released April 1st and the deeper dive, causal analysis being released May 1st.

The strength of the study is found not only in our partners, but also in the fact that many Christian radio stations across the nation are participating in the study and will release the findings. This release will result in several hundred thousand people visiting our Crossing Thin Ice site (under development) to download study findings exposing many par-

ents and ministry leaders to our conferences and resources.

This national study is the first leg of a three year campaign called Crossing Thin Ice that will seek to make YTN the recognized source for addressing teen and parent-teen issues.



Executive Team to Oversee CTI Campaign

YTN will leverage the national study to launch a three year Crossing Thin Ice (CTI) Campaign. The campaign's specific goals include exposing 2.5 million parents to the issues along with a different perspective for raising teens today while training over 1 million parents through conferences, a DVD series, and a small group series. As a result, parents will carry the message and YTN resources back to their churches which concurs with what we have already witnessed.

The campaign seeks to leverage three main components to help YTN alter the discussion regarding youth and equip parents of pre-teens and teens. This is vital if we are to avoid the same outcome that Europe encountered when post-modernism came to exist among its young people many years ago.

Phase One: Conduct and release the statistically valid research comparing many of the factors currently thought to cause the loss of youth against the factors we have uncovered in our qualitative research. This will build a platform of credibility for YTN among church leaders and parents easing the expansion of the effort.

Phase Two: YTN will produce a documentary that is set to air four times beginning in June of 2012 on the NRB television network. The documentary will use the research, parent and student interviews along with observations and teaching components from Jeff Schadt. It will reach over 800,000 parents resulting in the distribution of training resources, larger conferences for parents and altering the conversation about the loss of youth.

Phase Three: Leveraging the platform created to involve Jeff in large pastor equipping events and the expansion of our parent conferences into large city and regionally based conferences with an eye on annual simulcast conferences for parents and another for church leaders.

To ensure success an Executive Team has come together to oversee the effort:
 Jeff Vratana: COO, Covendium
 Jim Libby: CEO, Decision Support Sciences
 Jim Eaton: CEO, Kingdom Partner Solutions
 Jim Morgan: Head of Strategic Planning for Capella University
 Joe Class, President Contexture Intl.
 Jonathan Little: VP, Troy Research

Together the team has already developed the resources for the campaign branding, site, and research totaling nearly \$500,000 or 70% of the entire budget for Phase 1, 2 and 3.