



FIRST PRIORITY



WHAT IS FIRST PRIORITY?

FIRST PRIORITY is a **CAMPUS** strategy designed to reach this generation for Jesus. OUR VISION is to unite local **CHURCHES** in your community with a plan to equip Christian middle and high school students to influence their school with the Good News about Jesus. OUR MISSION is to take the hope of **CHRIST** to every student.

WHO IS FIRST PRIORITY?

FIRST PRIORITY starts with Jesus! He is our First Priority. Our Heavenly Father's heart is for EVERY LAST ONE to come to a place of repentance (2 Peter 3:9) and enter into a daily relationship with Him through the transforming power of the Holy Spirit.

Around forty years ago in the mid 1980's, God gave our **Founder, Benny Proffitt**, a dream and a vision to reach the next generation for Jesus Christ. Benny and his wife, Marilou, currently serve as the Founders and CEO of First Priority Global.

Our **First Priority of Alabama** staff members based out of the Greater Birmingham area are here to pray for, serve, equip, and support you!

Every school's club is designed to include a **Student Leadership Team**, a **Faculty Sponsor**, and a **Campus Coach**. First Priority is all about **YOU** and the role God has for **YOU** this year on your campus!

WHAT IS OUR STUDENTS' PRAYER?

"Father, thank You for making us Your FIRST PRIORITY when You sent Jesus. You loved the world so much that You gave Your only Son, that whoever believes in Him would not perish but have everlasting life. You did not send Him into the world to condemn it, but that the world, including me and my classmates, through Him might be saved. Please help me and my school to make You our FIRST PRIORITY today and everyday! In Jesus Name. Amen." (see John 3:16-17)

WHEN DID WE BEGIN AND WHERE ARE WE NOW?

In 1985, the first group of First Priority students formed in Irving, Texas. In 1990, Birmingham, Alabama became the first city to implement the First Priority strategy where it is still thriving today under the organizational name of First Priority of Alabama, Inc. Now, First Priority of America, since 1995, and First Priority Global, formed in 2010, are actively reaching students for Christ throughout the United States and around the world!

WHAT ARE OUR CORE VALUES?

Strategy-based: We focus on a *strategic plan of action* as Student Leaders, First Priority staff, and Campus Coaches all seek God on behalf of the school while serving the club and campus together.

Local church-engaged: We facilitate intentional *connection with multiple churches* in your community.

Student-led: We find that *student-initiated* and *student-led* clubs are most effective because we believe it is God's desire, it is legally required (Federal Equal Access Act 1984), and peer-to-peer influence produces the greatest evangelistic results.

Gospel-focused: We are committed to equipping our clubs with the resources to present a Biblically-based salvation message, sharing the *Good News of Jesus* at least once per month with opportunities for student response and follow-up.

MONTHLY “HOPE” STRATEGY

HEART Week 1

“What is God’s heart
for me, our club
and our campus?”

OPPORTUNITY Week 2

“How can we take the
opportunity to overcome
obstacles that come against us?”

PREPARE Week 3

“How is God preparing
us to share about
Who Jesus is?”

EVANGELIZE Week 4

“How can God use my life and
our club to help reach EVERY
LAST ONE at our school?”

MY PURPOSE will be centered around discovering what God has created and called us to do!

