



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.

"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!

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 ARE FIRST PRIORITY'S 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.

THIS YEAR'S MONTHLY "HOPE" STRATEGY

H = Heart
O = Opportunity
P = Prepare
E = Evangelize

Week 1 "What's God's heart for me, our club and our campus?"
Week 2 "How can we identify and overcome every obstacle that comes against who God says we are?"
Week 3 "How can we stay prepared to share about Jesus and who He says we are?"
Week 4 "How can God use my life and our club to help reach EVERY LAST ONE at our school?"

THIS YEAR'S THEME IS IDENTITY!

Our monthly verses and weekly messages will be centered around who God says we are according to His word!

Month	Verse	Who I Am	Identity Statement
1	Then God said, "Let Us make man in Our image. So God created man in His own image"; in the image of God He created him; male and female He created them. - Genesis 1:26a-27	Creation	"God, I am Your CREATION! "
2	I praise You because I am fearfully and wonderfully made; Your works are wonderful, I know that full well. - Psalm 139:14	Known	"Father, I am fully KNOWN by You!"
3	"Before I formed you in the womb I knew you, before you were born I set you apart; I appointed you as a prophet to the nations." - Jeremiah 1:5	Spokesperson	"Father, I can be Your SPOKESPERSON! "
4	"The Lord does not look at the things people look at. People look at the outward appearance, but the Lord looks at the heart." - 1 Samuel 16:7b	Chosen	"Lord, I have been CHOSEN by You!"
5	For the wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord. - Romans 6:23	Sinner	"Jesus, I am a SINNER in need of a Savior!"
6	Therefore, if anyone is in Christ, he is a new creation; old things have passed away; behold, all things have become new. - 2 Corinthians 5:17	New	"Holy Spirit, I am made NEW because of You!"
7	For those who are led by the Spirit of God are the children of God. - Romans 8:14	Son/Daughter	"Father, I am Your child (SON/DAUGHTER!)"
8	For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand that we should walk in them. - Ephesians 2:10	Masterpiece	"God, I am Your MASTERPIECE! "
9	But you are a chosen generation, a royal priesthood, a holy nation, His own special people, that you may proclaim the praises of Him who called you out of darkness into His marvelous light. - 1 Peter 2:9	Royalty	"King Jesus, You say that I am ROYALTY! "