

# Targeting Your Audience

Before establishing a team, first decide on the audience your church or organization wants to target for Scripture memory. For example, do you want to focus on both believers and unbelievers or church members or unchurched or a combination of both?

Our desire is to adapt a successful Scripture memory program that falls in line with your organization's vision and philosophy of ministry. Here are a few suggestions:

## Target: Unbelievers

### Vision:

To reach youth who are not believers or unchurched. The hope would be to plant the Word of God in their hearts and minds through the memorization of Scripture making them wise for salvation.  
~2 Tim 3:15 & James 1:20

### Outcome:

The hope is that an unbeliever will come to know the Lord and assimilate into the body of believers. A secondary hope is that parents will attend the competitions in support of their children and ultimately begin to attend church.

### Process:

How and where do you recruit these unbelievers? Of course, the most effective way is to have believers invite their unbelieving friends to participate. However, before a believer will want to invite their unbelieving friends, they will need to know that the program is fun, fair, rewarding, and competitive. This is what TBC attempts to do through the various memorization techniques. Other evangelistic ways to develop teams are as follows:

- 1) Vacation Bible School: Re-contact VBS visitors to attend a TBC presentation
- 2) Backyard Bible School: Re-contact BBS visitors to attend a TBC presentation
- 3) Inner-city projects or activities: Re-contact those who were ministered to, to attend a TBC presentation

## Target: Believers

### Vision:

To reach youth who are believers and have a growing relationship with Christ. The hope would be to equip, motivate, and encourage them to do works of service through the inspiration that comes from the memorization of key fundamental verses of Scripture.  
~Eph 4:13

### Process:

How and where do you recruit these believers?  
We suggest the following:

- 1) Youth Group: have TBC make a group presentation
- 2) Sunday School: have TBC make a group presentation
- 3) Mission Trips: contact participants directly to attend a presentation

### Outcome:

The hope is that the believer will mature in their faith, expand their knowledge of Scripture, and become more confident in their faith and in evangelism.

For questions about targeting your audience visit our website:  
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