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WHY ARE THOUSANDS OF CHURCHES TURNING ORANGE? MINISTRY INNOVATOR REGGIE JOINER CALLS CHURCHES AND FAMILIES TO *THINK ORANGE*

Colorado Springs, CO—Three decades of work in ministry might lull some leaders into “business as usual,” but Reggie Joiner is still questioning the status quo. Joiner spent eleven years guiding the children’s, student, and family ministries at North Point Community Church (which he helped to found with Andy Stanley and others) and has developed a philosophy of Family Ministry that is now emulated around the globe. Joiner’s new book, *Think Orange: Imagine the Impact When Church and Family Collide* (David C. Cook, June 2009), introduces his unique “Orange” philosophy and practices. Thousands of churches are “turning orange” in response to Joiner’s call for change as they combine the heart of the family (red) and the light of the church (yellow) to powerfully influence the spiritual direction of the next generation (Orange).

Reggie Joiner, founder and CEO of the reThink Group, believes the **Orange** philosophy of ministry works because it unites the two most powerful entities on the planet: church and family. “The church and the family are God-initiated, and they need each other,” writes Joiner in *Think Orange*. “So think of the potential for impact when the church and the family strategically work together.” Joiner wrote *Think Orange* to further the conversation, to get people talking about how Orange principles can apply within their unique local context. Already more than 6,000 churches have been introduced to the Orange philosophy through curriculum resources from reThink.

The first half of Joiner’s innovative book addresses his philosophy of ministry, including the role of the church, the role of the family, and how the two can strategically combine to create an Orange glow. In the second half of *Think Orange*, Joiner spells out five essentials for combining family with the faith community to influence the next generation: **integrate strategy, refine the message, reactivate the family, elevate community, leverage influence**. Embedded throughout are references to case-studies, best practices, personal applications, and practical illustrations which are featured in a resource section at the end of the book.

One of the powerful insights Joiner shares in the second half of *Think Orange* is an explanation of why many young people leave their faith behind after high school. “They have found something more exciting,” Joiner explains. “When there is nothing dangerous or adventurous about your style of faith, you begin to drift toward other things that seem more interesting and meaningful. Students must get the chance to realize what they are capable of doing when God is moving in them. If they experience God at work in them, they’ll have a hard time getting over it.” Joiner offers real-life stories of parents and churches which have invited students into real-life faith adventures that allow the students’ talents, hearts and minds to engage with the needs of the world.

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The **Orange** concept is growing in influence, as evidenced by the more than 4,000 churches that currently partner with the reThink Group. The third annual Orange Conference (www.TheOrangeConference.com) was held in April in Atlanta, GA, and more than 10,000 people have attended the conference over the past three years. Thousands more church leaders will join the conversation as Reggie Joiner and the Orange Tour (www.OrangeTour.org) visit ten major markets this fall, with Orange “forums” held in smaller markets along the way. Podcasts that elaborate on Orange principles, terms, and topics can be downloaded at www.OrangeLeaders.com.

Think Orange is the first product to release under David C Cook’s **Orange** imprint, with many more resources scheduled. “Reggie Joiner is a trailblazer,” says Dan Rich, Senior Vice President and Publisher of David C Cook. “We see Reggie and the reThink Group breaking new ground in church and family ministry.”

Reggie Joiner is the founder and CEO of the reThink Group, a nonprofit organization providing innovative curriculum resources and training to help churches maximize their influence on the spiritual growth of the next generation. The reThink Group (www.reThinkGroup.org) develops creative solutions and strategies for parents and leaders. They have partners throughout the United States and eight other countries. The reThink Group is also the architect and primary sponsor of the Orange Conference (www.TheOrangeConference.com) and the Orange Tour (www.OrangeTour.org), which provide national training opportunities for senior pastors, church leaders, and ministry volunteers.

Founded in 1875, **David C. Cook** is a leading nonprofit discipleship resource provider based in Colorado Springs, Colorado. For more than 130 years, David C. Cook has served the Global Church with life transforming materials from best-selling books and curriculum, to toys and games and small group resources. With additional offices in Elgin, Illinois, as well as Paris, Ontario, Canada and Eastbourne, UK, David C. Cook is a global organization whose resources are published in more than 150 languages, distributed in more than 80 countries, and sold worldwide through retail stores, catalogs, and online. Through David C. Cook’s music division, **Kingsway**, over 30% of the top 500 praise and worship songs written by Kingsway artists are sung in churches around the world. For more information visit David C. Cook on the Internet at www.davidccook.com.

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By Reggie Joiner

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