

August 30, 2018

To: Ms. Higgs

From: Daria Smith

Subject: Client Proposal: Statesboro Young Life

My client is Statesboro Young Life, a multicultural ministry on a mission to introduce adolescents to Jesus Christ and help them grow in their faith. Statesboro Young Life consists of volunteer leaders who are college students enrolled at Georgia Southern University, Ogeechee Technical College, or East Georgia State College. Leaders must go through a semester of training and be interviewed before being placed at one of three high schools in the city of Statesboro. Statesboro Young Life works with two public schools (Statesboro and Southeast Bulloch High Schools) and one private school (Bulloch Academy). Every individual interviewed is not guaranteed placement as a Young Life leader because of the moral contract they are required to sign and duties they're expected to complete. Violation of the Young Life Student Leader Contract may result in forced resignation from leadership position.

The role of a Statesboro Young Life leader requires leaders to meet high schoolers where they're at. Young Life leaders must attend all lunch periods at their assigned high school at least once a week. Leaders introduce themselves to high school students during their lunch periods and build authentic friendships over time, which requires diligence, trust, and consistency. Leaders are required to spend a certain amount of time with their high school friends every week, referred to as contact work. Contact work includes being present at high school lunches, football games, high school friends' sporting events, holding doors in the morning, and just showing up; any moment in which leaders are present with their high school friends. To high schoolers, contact work is friendship. Leaders also host club once a week and may lead a campaigners group (bible study).

The lives of high schoolers are dramatically impacted when caring college students do life with them and love them like Jesus does. God's love is shared through relationships, which reveals to high schoolers the worth, meaning, and purpose of their lives. High schoolers will begin to make decisions based on God's love for them, which will impact their future choices from careers to marriage.

I struggled with my identity and making friends in high school. I lived in fear and was depressed because of it. If I had a YoungLife leader in high school, my life could have been changed for the better. I lead Young Life in Statesboro so that high schoolers don't have to live in fear like I did.

My campaign objective is to increase donations for Statesboro Young Life amongst the adults of Statesboro and increase awareness of the organization among high schoolers of Statesboro through many tactics including the use of social media campaigns.

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