



Justice for All

A National Social Justice Initiative

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Recap

- Commenced May 2006
 - + World Vision, Fuller Seminary, and UYWI convened 30 urban youth min practitioners
 - + How can we collaborate on a national social justice initiative?

Takeaways

- The time is right to collaborate
 - + Biblical Justice imperative
 - + Increased national consciousness
 - + U.S. urban youth realities
- But it's premature to decide how
 - + Need more voices at table
 - + Discovery process: What is justice?
What is God already doing around justice?
How can we support it?

'06-'07 Action Plan

- Designed and hosted social justice conversations in eight Reload cities
 - Fresno Chicago New York
 - Philadelphia Phoenix Memphis
 - Bay Area Pittsburgh
- Fuller processed data
 - See Report from K. Powell

Recommendations

- Two prevailing themes post-Reload
 1. Create a platform for ongoing networking (local and national) around justice issues
 2. Launch an awareness campaign targeting evangelical community



Proposed Platform

URBNET meets TechMission **UrbanMinistry.org**

- UrbNet: Urban affinity network of NNYM
- Already establishing a national networking platform
- Rebranding and redevelopment of UrbNet mission includes justice
- Win/Win: UrbNet investment already a priority of nat'l ministries & foundations



- UrbanMinistry.org
Website architecture for connecting AND sharing content, resources, and ideas
- Features include:
 - Resource library (CCDA, KingdomWorks, CYFM)
 - Urban ministry wiki
 - Social networking functionality
 - Capacity to build site into UrbNet skin
 - Powered by TechMission: "Jesus, Technology, and Justice"

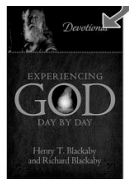
Proposed Campaign

- "Justice for All"
- Awareness campaign targeting:
 1. Church leaders
 2. Congregants
 3. Community

What is Biblical justice?
Why does it matter?



- Grounded in 2,000 Biblical verses about God’s heart for the poor and justice
- Begin with devotional format.



- Why a Devotional?
 - + Theological foundation
 - + 2,000 possible sources
 - + Group buy-in: each roundtable participant can contribute 200-300 word reflection
 - + Recruit other contributors as well
 - + Pursue print publishing of the devotional
 - + Appoint an editor (or editorial board)

Distribution

- Distribution via current and future partners

UYWI	Fuller	World Vision
CCDA	TechMission	North Park
SPU	UrbNet	NNYM
Local Min.	Others	
- Unique “Justice For All” branding and web portal ... PLUS UrbNet, UrbanMinistry.org and other partners



- Not limited to web and print publishing
- “Justice” has already captured public’s imagination
 - + ONE Campaign
 - + Even American Idol “gives back” - \$70M
- Evangelical influencers are getting it
 - + Rick Warren & Bill Hybels in NYC



- **Endless viral marketing possibilities**
 - + Film projects/contests (via YouTube)
 - + Best practices shared via blogs & social networking
 - + Creative arts awareness events (e.g. Voice of Silence)
 - + (Re)definitions via Wiki
 - + Synergistic initiatives (eg. Adopt-a-School for education reform)

By youth, for ...

- “Justice” conversation not limited to youth issues
- **BUT** youth issues catalyze the conversation
 - + Emerging generations care most deeply about justice
 - + Less to lose
 - + Closer to vulnerability
 - + Feel needs most strongly
 - + Closer to pop consciousness
- **Become like a child to inherit the kingdom ...**

Process Questions

- **General Response?**
- **Partner roles?**
- **Partner resources?**
- **Action Steps?**
 - + Networking
 - + Awareness



Photos courtesy
www.MichaelMowery.com & www.GenerationXcel.com