

**INTRODUCE** *as many people as possible to Always Going*

**Who:** Congregants at your church

- Regular attenders of any age
- Those active in small groups, volunteers, lay leaders, and students

**How:** Various options to fit the church's unique mission, vision, and culture

- Large group *or* individual small groups via the *Always Going* book and curriculum
- Online cohort with individuals from other *Always Going* churches
- One-day or weekend event at your church for anyone interested

**IDENTIFY** *those who are most excited and encouraged by the material*

**Who:** Healthy, growing believers passionate about the material found in *Always Going*

- Passionate about reaching the lost *and* equipping other believers

**How:** Invitation during and/or survey after classes and events

- “Do you know anyone who needs to hear these things?”
- “You have the opportunity to train other disciple-makers!”

**EQUIP** *lay leaders to champion evangelism and disciple-making moving forward*

**Who:** Those passionate, qualified, and committed regardless of department

- Adults, students, senior adults, those not currently using their gifts to serve others

**How:** Four hours of GO Leader training

- Online *or* in person
- Optional Q&A and practice event

**ENCOURAGE** *newly trained leaders to begin teaching and training others*

**Who:** All trained leaders

- Small group leaders (*strategic*)
  - Leading various groups through the same material in unique ways
- Adult and student ministry leaders (*organic*)
  - Training others behind the scenes—one-on-one or in small groups

**How:** Active support, motivation, and encouragement from *Always Going*

- Regular check-ins, connection calls, and GO Leader networks