

Shrinking your church

Losing to live

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Welcome to our talk tonight and our topic is called "Shrink your church." Shrink your church and basically this is an unusual title particularly with pastors because as pastors we're all about growing the church. In fact, since 1982, I've been focused on growing our church but in 2007 I decided to not just grow our church but also, listen, shrink our church. My desire is to grow our church through evangelism and to shrink our church through weight loss. It started as a sermon series and that's how I kicked off what we call our Wellness Ministry, our Health Ministry, it started with a sermon series called Bod4God but over time it's grown into what I would call a Wellness Ministry and the name of our Wellness Ministry here at our church is called "Losing to Live." Since starting this ministry, we've lost over nine tons of weight. That's 18,000 pounds. Now, most churches count statistics like attendances, you know, how many come to the church services or how many are involved in small groups. Churches count how many people were saved, salvation decisions. Churches count baptisms. Churches count members and I left one out there, churches count money because we have to have money to survive. We are a church that also counts pounds, pounds lost and that's why I can tell you that we've now lost over nine tons of weight. We're focused in our church not only on being spiritually healthy, which most churches are focused on spiritual health but we're also focused on being physically healthy, physically healthy.

So we want churches to grow larger again through evangelism but grow smaller through weight loss. Now I made the decision to shrink our church when I understood the seriousness of Christians being the most overweight people group. Yes, you heard me correctly: we are the most overweight people group in America. Christians are number one in this area and among the Christians, the Baptists. I happen to pastor a Baptist church, we are the most obese of the Christians. So we win the prize for being number one in that particular area and what really woke me up to the seriousness of this issue are a couple verses one is John 10:10 were it says, "The thief," that's talking about Satan, Satan does not come except "to steal and to kill and to destroy." And listen Jesus says, "I've come so that they may have life and that they may have it more abundantly." God showed me the seriousness of this topic because often times I have people say to me, "What's the big deal? I mean you're making such a big deal out of this. Can't we just have our food? We're willing to do this and we're willing to do that. Why don't you just leave us alone and quit bringing up this topic?" And people just say, "It's really not that big a deal. You're going to die when you're going to die." Just kind of a fatalistic attitude but

what God showed me was this is serious because it's probably the number one thing that the enemy is using to accomplish his agenda for our lives. And what is his agenda? He wants to steal from us, he wants to kill us and he wants to destroy us. And I can tell you he will use anything that will work to accomplish that goal and if he can get you hooked on tobacco, or alcohol, or gambling, or shopping, or you name your deal there, whatever he'll use that. But for many of us, we don't even recognize that he's accomplishing his goal through us being people that are overeating and under-exercising. And again, he's stealing from us, he's killing us, and he's destroying us. But Jesus said, "I've come to give you," what? "Life and life that's more abundant."

Another verse that really would woke me up was 1 Corinthians 10:31, that says, "Therefore, whether you eat or drink, or whatever you do, do all to the glory of God." I mean we as pastors are all about helping people glorify God but listen, God is so specific here he says, "What you eat and what you drink has a litmus test to it." You say, "What should I eat?" "Well, the question is what can you eat that will glorify God?" You say, "What can I drink?" Well, you can drink that which is truly fitting the test there of glory to God. I mean, God cares about what we eat. God cares about what we drink and God actually wants to use our eating and our drinking habits as another way to express glory to him, glory to Almighty God. And so those are a couple verses that really spoke to my heart.

Now I have a dream. I have a dream, okay? Martin Luther King he had a dream, didn't he? His dream was racial equality which was a great dream that has greatly impacted our country and he was a pastor. God used him in a great way to at least move us forward. We're we totally want to be or should be but certainly a lot has changed over these years since his life was lived and the speech was given. And as a pastor, he had a dream. I've got a dream and my dream is that which was given by John in 3 John 1:2 where it says, "Beloved, I pray that you may prosper in all things and be in health just as your soul prospers." I have a dream and my dream is the dream that John shared. John says, "Beloved, I pray," I mean this is what I'm praying, this is what I want, this is my dream, "that you'll prosper in all things," and listen and "that you'll be in health." That you'll be in health just as your soul prospers. And again, going back to what I said earlier, as pastors we're concerned about the soul prospering. We're concerned about the spiritual aspect but what about the physical aspect? God says, "Be in health." I mean, God wants us to be healthy.

Now there are specific parts of my dream. Number 1: I have a dream of Christians being the most fit people group in America, not the most fat. When I die, I mean, I would love for it to be said that I played maybe a little part in that we're like number two or whatever or somewhere down the list. Americans are not the most overweight people, now Mexicans are. Did you know that? We pushed all of our bad food down to Mexico. That's a documented fact, this last year. We're moving in the right direction but my dream is for one day to be said, "You know, you Christians, you're the most fit people group. I mean you are the most fit people in America." Wouldn't that be awesome? Wouldn't that be awesome that we would have that kind of testimony? Now we're known as the fatest people in America. We are the fatest people in America. That's sad.

I have a dream of Christians eating for their health not their happiness. I have a dream of Christians when they think about eating, they don't think about, "Does this make me happy?" Or, "Do I like this?" or, "Do I not like that?" My dream is that we think first, "Is this going to help me with my health? Is this going to fuel my body not just feed my emotions. Is this going to help me to be healthy." I have a dream of Christians praying for their wellness not their sicknesses. When I get sick, I want you to pray for me and we need to pray for the sick. God commands us to pray for the sick. He certainly does and we need to pray for those that are sick. But wouldn't it be refreshing if we could sit down in a prayer meeting and it not just be an organ recital? Have you ever been to a Christian prayer meeting? It's one organ after another: pray for my heart organ, my brain organ, my little toe nail organ or whatever and by the way, while you're at it pray for my great uncle, his organ over there is not doing too good and it's just one physical prayer request after another. I've been in hundreds of these prayer meetings. Maybe a few thousand in my Christian life. Wouldn't it be refreshing if somebody would just lift a hand and say, "You know what? I'm not exercising. I am not exercising. Would you pray for me that I would exercise?" Wouldn't it be refreshing if somebody said, "You know, I don't have a back problem, I've got a front problem. Pray for my front problem because if I get my front problem straightened out maybe my back problem wouldn't be hurting me so much. Would you pray for me? I'm not drinking enough water. I know I'm supposed to be drinking water and I know that the word 'water' is in the Bible twice as many times as the word 'prayer,'" did you know that? I didn't know that until this summer. I'm doing a series on prayer right now. I looked up every time the word "pray" is in the Bible, well how many times is the word "water" in the Bible? The word "water" is in the Bible like three times as many times as the word "pray." Do you believe in prayer? I do. What about water? Do you believe in water? Wouldn't that be refreshing to be in a prayer meeting where we're praying for our wellness and not just our sickness? And if we were praying more for our wellness, maybe we wouldn't be praying so much for our sickness.

I have a dream of Christians coming to their local church to lose weight, not their local Weight Watchers. I have a dream of the church being a place when people say, "You know what? I need to lose weight. I need to live more healthy." They don't think first about Weight Watchers. Weight Watchers is a fine program I don't have any problem with Weight Watchers but I have a problem with churches not stepping up and doing their job. That we're not the place that people think about. People wouldn't even dare to think about their church being a place where they could learn how to lose weight. I mean, this is my dream and I dreamed this for our church. I dreamed this for thousands and thousands of churches that this would be what churches are like in this world today. I dreamed that for your church as well.

Secondly, break the silence about gluttony. Break the silence about gluttony. What we have to do as pastors is we have to talk about a subject that's not spoken of very much and that is gluttony. You know the Bible speaks against gluttony and one verse that I'll bring to your attention is Proverbs 23:20 it says, "Do not mix with wine bibbers or with gluttonous eaters of meat." Do not mix with wine bibbers or with gluttonous eaters of meat. Now I find that verse and it's the reason I picked that one verse is, in the same verse

it talks about alcohol and food in the same verse . So here's my question: if Christians were the most alcoholic people group would you be concerned about that? If we were the number one alcohol group, if we had the most drunkards per capita, the Bible used the word "drunkard," by the way. I'm trying to be politically correct using the word "alcoholic" there. But the point is, I just want you to think about it in the room and think, "Pastor, if we were known, if churches were known as the group of people who had the most alcoholics, we were number one as alcoholics"...what if the Baptists were number one as alcoholics. I mean, we were number one, would we be concerned about that? We sure would be. But yet we're number one in gluttonous eaters of meat. We're number one in that area.

You know, we've got to break the silence. We've got to break the silence. The church for the most part has been silent about gluttony. The church for the most part has been silent about gluttony. A mist in the pulpit will produce a fog in the pews. If a pastor is not clear, if there's a little mist from a pastor not quite there, you know, saying, "This is what marriage is: it's a man and a woman, okay? That's what a marriage is." If a pastor is not clear about that, if there's a little mist in the pulpit, there's going to be a fog in the pews. And when it comes to gluttony, the problem is we're not even putting out a mist. We don't even have a mist going. It's just like a neglected subject. I spoke at first Baptist Church in Henderson, Texas. This church was started in 1845 and I'll never forget what the leader said to me, he said, "You know what? You're probably the first person ever to talk about gluttony from our pulpit." Here's a church that was started in 1845 and it was my privilege and honor, I don't know if it's true or not because we don't know what happened all those years ago but the point is, just think about that, that's a powerful statement. The church started in 1845 and I may have been the first person ever to talk about gluttony from their pulpit.

Now I believe it, especially since the first person I ever heard talk about this topic in church was me. I believe that because, you know, I grew up in a great Christian home, great Christian church, great Christian university, great Christian seminary, sat in with some awesome pastors and professors in my Christian life and never one time do I ever recall anybody ever talking about me glorifying God with what I eat. Not one time. The first time I ever heard it spoken, in fact, when I first talked about this, a reporter from the Washington Post heard about it and I'll never forget she called me up and she said, "Hey, I got your postcard here and I see you're going to be talking about weight loss." She said, "You know, it's not everyday you hear a pastor talk about weight loss," and here I'll never forget this part she said, "Particularly a Baptist pastor." Those were her exact words and I said, "Ma'am, you're exactly right and I'm not sure exactly what I'll be saying about it myself." She said, "Can I come and hear those messages?" and I said, "Sure," and God used that one lady, she's a very special part of my life, that one lady. That article ended up going to the front page of the Washington Post and my life was never the same again since that day. Because the power of a postcard. We spend lots of money around here, thousands and thousands and thousands of dollars on direct mail and many stories of lives changed just because of a piece of paper. I mean, literally thousands of people have been helped through me preaching the word in this area because of that postcard and because of that lady writing that article. That's what led to all the media and everything else. It's

crazy but the point I'm trying to make is, her saying, "It's not everyday you hear a pastor, particularly a Baptist pastor, talk about weight loss," so true.

Well, we're silent but Matthew 28, we call it the Great Commission. "Pastor, do you believe the great commission? I bet you do." The Bible tells us that we're to "go and make disciples and we're supposed to make disciples of all nations baptizing them in the name of the Father the Son and the Holy Spirit. Teaching them to observe all things. Do you see that all things, Pastor, that I've commanded you? And low I'm with you always even to the end of the age. Amen." We're to teach people to obey all things. The Bible uses the word "body" 179 times. Are you teaching your congregation to obey these things? Are you? We're told to teach them to obey all things. All things. I mean, this is an area where we're silent. This is an area where we're not speaking the truth but God tells us in 2 Timothy 4:2, "To preach the word. To preach it in season. To preach it out of season. To convince, to rebuke, to exhort and do it with all long-suffering and teaching." The silence of pastors not speaking out against gluttony has produced an overweight and a sick church. The silence of pastors not speaking out against gluttony has produced an overweight and a sick church. So we've got to break the silence. We've got to break the silence.

Two common questions. I've been asked these questions many times. Number 1: will people be offended? I had that question myself. I'm thinking, "Oh my goodness, what are people going to think?" Because when you're talking about something, if a person has a problem with gambling, there is a good chance that nobody else in the church probably knows they have a problem with gambling unless they want to tell somebody. But when you start talking about something that is so obvious, it can be kind of an awkward time or whatever. So bottom line for me was I learned that was a tactic of the enemy to try to silence me. To my knowledge, I have never had one person ever offended by anything I've ever said about this topic. Now the reason for that I believe is two things. Number 1: it's biblical. I mean, it's God's word. And number 2: it's humble. It's got to be humble. Pastor, 76% of us are overweight and obese, three fourths of us and we've got to be humble. You've just got to be humble about it and realize that most of us are struggling in this area.

So my experience and there's probably not a pastor, I don't know how many people have spoken to more people about this topic than me. Not many people, okay? Maybe Carol Lewis or somebody but very few people have spoken more people face-to-face about this subject than me and to my knowledge, I've never had anybody offended. Number 2: what if I am obese? Well, like I said, 76% of us are obese so it's a good chance you are. So you have a choice to make and some pastors will say to me, "Well, I'm going to do this myself and then I'm going to lose the weight and then I'm going to get up and talk about it." Although I understand that, I don't agree with that position because here's the deal: what you eat in private, you wear in public. So you've got to understand that: what you eat in private, you wear it in public. And no one is going to be surprised when you talk about your own struggle and will respect you for your transparency. So when you bring this up and say, "You know what? I'm struggling my way. I'm having a hard time." People are going to say, "What, you're kidding me? You're having a hard time. I can't

believe that," No, they're going to say, "Yeah, we see that. Thanks for bringing it to our attention." I mean, it's okay, it's okay. And as a young pastor, I used to try to maintain this image and think people were going to respect me because I'm trying to maintain this image like I'm the perfect one or whatever and I quickly learned as a pastor that people are much more transformed by me being vulnerable and open and transparent and share my struggles. So although you might want to wait and lose the weight before you say something, I say don't do it. I say, get started and do it now. So we've got to break the silence. We've got to break the silence about gluttony.

Why have a Wellness Ministry? One thing I found interesting in preparing for this talk for this chapter, was this magazine called Christian History. I don't even know where I got this magazine from but I found this to be fascinating and what it did was it opened up my eyes to just the fact that the church has actually been involved in the whole area of healthcare forever. I mean, this whole thing is just about the church and healthcare. I was born in Virginia Baptist Hospital. Get it, Virginia Baptist Hospital. I don't know the history of the hospital. I'm going to figure it out before the book's finished being written or whatever but it's called Virginia Baptist Hospital. Somewhere along the line some of the Baptists must have had something to do that or whatever. The bottom line is, think about this, this is from this magazine, the history of Christianity and health. The point is this: forever we were at the forefront of promoting health and wellness and helping people to get well. I mean, the church was at the forefront. We were the leader. From the beginning Jesus, think about this: Jesus healed the sick. The apostles likewise healed the sick and Luke, a Gospel writer and author of the book of Acts and the book of Luke, he was a physician. I mean, right from the beginning and we can argue about the gift of healing whether it's good for this or whatever. Don't get caught up in all that stuff. The point is: God is all about healing. It might be by miraculous healing or might be by drinking more water. It all adds up the same. God can heal your body.

But just think about that: Jesus was all about helping people that were sick. Do we want to be like Jesus? People in our churches are sick and they are sick because of obesity. I was a sick man. I had high blood pressure, high cholesterol, diabetes, I had a silent killer in my body called high blood pressure. I had high cholesterol clogging up my arteries. I had diabetes. I'm 56 years old today and I'm disease-free. Disease-free. I mean, God can heal. He can heal by us following his word. In the first century in the Roman empire, caring for the sick was an unknown concept. The explosive growth of Christianity even in the midst of suffering and persecution brought radical changes to how the sick were cared for and healed. Early Christians pioneered institutions that would evolve into the modern hospital. Did you hear that? Early Christians pioneered institutions that would evolve into the modern hospital. These institutions that cared to heal the sick had no precedence in the ancient Western world. Throughout history and into the modern era, Christians dedicated much of their time, energy, and resources to the development of hospitals and the promotion of health.

I mean, we right from the time of Jesus, were to be on the forefront of helping people get healed. I mean, that's what he commissioned us to do. And then, I love this example of the YMCA and YWCA. All that was started up to help people. Do you know where

basketball was created? In a Y. Do you know where volleyball was created? In a YMCA. I mean, these things were established for people to connect with God and exercise and workout and all that kind of stuff and yes they are still around. In fact, on vacation this year, I actually went to a Y and exercised so there's still YMCA's around. But the point is: somewhere along the line, we just totally dropped the ball here and we got in a place where we thought as a church that we had nothing to do with helping people with wellness. If you dug into it, it was probably based on this idea what's called a social Gospel where there was a period of time we were preaching hard about helping people physically but not helping people spiritually but you know you don't have to choose, you can do both at the same time. But the point I'm trying to make is the church today, based on church history, is out of pace with the church of the past. We're not in step with what Jesus planned for the church. We're not doing what the church is supposed to be doing. We're oddballs. We're weirdos. We're not what God had and somewhere along the line, we got into our mind we can just off load that. "Here, you want to lose weight? Go to Weight Watchers. That's a great place for you to go." Somewhere we just started delegating all this stuff to other people in secular groups. So the bottom line is: have a Wellness Mission.

Number 1: establish a Wellness Ministry to encourage your congregation. 1 Thessalonians 5:23 talks about God wants to sanctify you completely. He wants to sanctify your whole spirit, your whole soul, your whole body. God wants our bodies to be sanctified. God wants us to be fully given to him. "Sanctified" means "set apart for him." To sanctify you completely. He wants your whole spirit, your whole soul, your whole body to be sanctified. We need to encourage our congregations to live sanctified, holy lives in this area.

Secondly: establish a Wellness Ministry to evangelize your community. 1 Corinthians 9 talks about, "To the weak I became as the weak that I might win the weak." Who are the weak? Maybe not in that context but today the weak are the people struggling with illness and weight and everything else. And we have to try to reach out to them and care about them and we do this for the Gospel's sake. We've had in our church right here atheists come to our program. We've had Muslims come. I'll never forget this Muslim lady coming up to me and she said, "Okay, I've looked at your program and I'll do everything you've got here." She had her Muslim clothes on and stuff and I'm going like, "Okay, what is that one thing you're not willing to do? I'm thinking, I mean, you'll do everything except one thing. What's the one thing you're not willing to do?" She says, "We're not going to memorize the verses. We're not going to memorize them. You say to memorize." I said, "Don't worry about it. Nobody else is either. Don't worry about it." I'll never forget she asked me, she asked me right at the stairwell over there she said, "Okay, when we meet, it's one of our prayer times. What do you think about me kneeling down and praying while I'm here?" I'm thinking, "Oh my goodness, I must've overslept in seminary. I must've overslept for that class. It must've been a 7 AM class. What am I going to say to her?" I'm not going to tell you what I said. But anyway, moving forward here, that one woman ended up bringing like a dozen Muslims to our church specifically for that. I'll never forget seeing them running out here after doing the 5K. I mean, they wouldn't come and hear me preach. Atheists don't show up very often on Sunday

mornings to hear me preach. Muslims don't show up very often to hear me preach but you know what? They'll come to lose weight. They'll come to lose weight.

You say, "Where do I get the volunteers to run this?" You say, "I've got this ministry and that ministry. We can't get enough workers for Awana. We can't get enough workers for this. Now you're telling me to start up another ministry. Where are these people going to come from?" Well, I believe you cast the vision and some people will catch it. I believe that with all my heart. You cast the vision. You get there and you talk about what the Bible says about this and I'm telling you, there are people in your pews right now that are serving nowhere that will serve in this ministry because they care about this. They're going to find it refreshing that the church is getting involved. I call these people health ministers. We believe in a philosophy, every member a minister. Every member a minister and I call these people health ministers. They minister health. They're our leaders in our Wellness Program.

Number 4: help people to have a Bod4God lifestyle. So we've already talked about breaking the silence. We've talked about establishing the ministry and why you should do that, buying into the dream and now what are we aiming for? What's the goal? Well, the goal in my opinion is to have a Bod4God lifestyle and we're going to emphasize that word "lifestyle." The goal of your Wellness Ministry should be to help people have a Bod4God lifestyle. This "Live It" plan, that diet plan, this "Live It" plan helps people lose weight and keep it off. It shows people how to honor God with their bodies. So what we want to establish in this Wellness Plan, the sweet spot is for people to have a Bod4God lifestyle.

So thousands of people have lost tons of weight through my book "Bod4God: The Four Keys to Weight Loss." So what makes this work so well? Number 1: it is biblical. It's a biblical program so you want to make sure your Wellness based program, whether it's based on the book Bod4God or some other great resource which there are some of them out there, make sure it's got the word of God because the Bible is the greatest health book in the world. Proverbs 3 tells us, "Do not be wise in your own eyes. Fear the Lord and depart from evil. It will be health to your flesh and strength to your bones." So as we learn to follow God's ways and God's word and not be wise in our own eyes but fear him and depart from our evil when it comes to our health, our lack of health and healthy lifestyle, God says, "You do this and it will be health to your flesh and it will give strength to your bones." So make sure it's filled with the word of God. Make sure it's got lots and lots of Scripture in it.

Number 2: it is personal. The one-size-fits-all approach does not work in the long run for most people so one of the reasons this is the most effective is that we're teaching people to adopt their lifestyle plan and we don't have a one-size-fits-all approach that everybody does the same thing. That's nowhere in our program. We want people to look at their life because we're all different: some of us are younger, some of us are older, some of us are single, some of us are married, some of us have kids, some of us don't have kids, some of us have little kids, some of us have teenagers, some of us are empty nesters, some of us work this type of job, some people work that type of job. It's impossible to come up with

one plan that fits everybody. James 1:5 says, "If we lack wisdom, ask God," and so people need to be praying about, "What would God have me to do?"

And then it's incremental. The best way to change is through what I call small steps to life. We're not about the extreme makeover. We want to help people to make small steps to life when it comes to eating, to exercising, to water because these small steps will take you a long ways and in the midst of that, you're retraining your taste buds because the hardest thing about change is our cravings and we have our cravings because of repetition. We do it over and over and over again and our taste buds start demanding that and so the bottom line is to get off those cravings and get on the healthy cravings. One of the best ways to do that is through small steps to life and retrain our taste buds to crave the good stuff and not the bad stuff. Ephesians 4 talks about putting off the old man and putting on the new man and so again, taking off the old man, unhealthy man and putting on the new healthy man. So building on incremental steps.

Then the next thing is it's relational. This works so well because it's based on T is for team and we say, "Don't try to lose weight alone. Join a team of losers." So we're all about the team and we're all about putting people together on a team and the Bible says, "Two are better than one because they have a good reward for their labor for if they fall, one will lift up his companions but woe to him who is alone when he falls for he has no one to help him up." So the bottom line is: make sure whatever program you set up that it's biblical, it's personal, it's incremental and it's relationial and I'm telling you, these components make this program work so effectively.

Number 5: ways to use Bod4God. There are different ways to use Bod4God. There's multiple ways and all these can be effective. Number 1: Bod4God is a devotional book. Some people just use it as a devotional book where they do the reading, in back of every chapter is the victory guide. They answer the questions. They do it just for themselves and they spend time with God thinking about those things, meditating on those things so you can get your people just to read the book and study the book as a devotional book. Another thing is Bod4God is a sermon series and we can help you with that. I've got four messages I've preached. Nelson has four messages he's preached. We can give you sermon resources that can help you and it can be a great thing. You can use it as an attraction series and Nelson, the testimony he was giving, he actually started a brand-new campus in Florida. This is the first series of the history of the church. He actually launched the church with Bod4God the series and there were 500 people there the first day. The Bod4God series. He put a lot of money into it, a lot of advertising and things like that but that was risky. He actually started a church with the Bod4God series and that's actually how he started the church. That's remarkable.

So it's a sermon series so you can preach on this and then it's a small group. Bod4God is a small group and you can just get people together, some of you call them growth groups or whatever you call your small groups or whatever, Sunday school class or whatever name you have for it. The bottom line is you can just get a group of people together and you can go through Bod4God together as a small group. And Bod4God is a weight loss competition and this is how we use it most effectively here. We do a weight loss

competition. We do it three times a year. It's called the "Losing Weight Loss Competition" and it's a big deal. It's a major, major undertaking but it's well worth the effort.

And then lastly, Bod4God is also an outreach to your community and you need to see this as an outreach program. And just like Nelson says, "The best way to reach people is to get into their minds and to enter into the conversation they're already having with themselves," and people that are overweight, yes people get excited about January but I'm telling you when you can't tie your shoestrings, you think about it everyday and there's never a bad time to talk about getting healthy and it's a great outreach to your community and a great way to reach people for the Lord.

So these are different ways or different approaches. You can use one of these or all of these. These are different ideas for you to implement this in your church. And then I have a whole section explaining what we do as a model. We talk about the competitions. I'll talk about the 5K. I'll talk about body and soul. I'll talk about all the different people we partner with and the relationships we have and give a long list of resources to follow. And I need to talk about how we've learned that people enjoy competition. Men and women because at first, particularly women, women are worse than men. "I'm the winner." What I've learned is that a lot of pastors are not willing to bite that bullet but they are willing to do these other things so that's why I'm trying to make sure they know there's other entry points. My sweet spot is the competition. It is a major undertaking but we'll detail exactly how we do that.