

# CRAVE:

## MANUAL

*What is CRAVE and how is it designed to be used?*

### OWNERSHIP AND TERMS OF USE

CRAVE is a creative public evangelism project commissioned with Ty Gibson by the North American Division of Seventh-day Adventists (NAD). It is wholly owned and licensed to users by the NAD, which reserves the right to license its use to whoever it deems qualified to present the material and the right to withdraw licensing of the material in the event that a presenter ceases to accurately represent CRAVE or the church in any public space. Science is discovering what we want as human beings.

### THE CRAVE Concept

CRAVE presents gospel truths through the medium of science, reason and Scripture. The key concept that pervades CRAVE is that human beings are psychologically, socially, and biologically engineered for giving and receiving love as the fundamental fuel of our flourishing, and suggests that all of our common cravings are penultimate to the ultimate craving, which is the craving for relationship with the source of all goodness and love—the God who created us in His image. The tagline, “how to get what you *really* want,” suggest that behind all of our material and relational pursuits for satisfaction lies our deepest desire: to love and be loved.

### AUDIENCE AND VENUE

CRAVE is a unique evangelistic approach specifically designed for delivery on university campuses and at other neutral venues that might attract a secular audience. Do not conduct the CRAVE event in a church. The material and approach is intended for an audience that is secular, post-modern, lacking in biblical literacy, but open (not hostile) to exploring the intersection between science and spirituality.

### APPROACH AND BIBLE USE

The CRAVE presentations are science based with pathways into Scripture. The presenter does not posture himself/herself as a preacher with a Bible in hand as a source of authority, but rather as a seminar presenter who is sharing the findings of science regarding what it means to be a flourishing human being. The authority for the presentations resides in the appeal to data, logic, and intuition regarding how we as human beings think, feel, and behave, tracing the cause-and-effect outcomes that follow. The Bible is then appealed to for insight and support, not proof. The presenter must not operate on the assumption that the audience believes that the Bible is “the word of God.”

The CRAVE event assumes that the audience is composed of unbeliever. Even though there will be Adventists and other Christians present, the presenter and volunteers are to posture all interactions for unbelievers.

The presenter will not says things like, Amen, Praise the Lord, the Bible says, Ellen White says, the Spirit of Prophecy says, Ted Wilson says, the potluck was great, the haystacks were yummy, the investigative

judgement is underway, the pope is the beast of Revelation 13, Sunday is the mark of the beast, or we'd like to baptize you by immersion if you believe that we are the remnant church.

## **FORMAT AND VIBE**

Each evening there will be a lively MC who will take the stage at the scheduled time, offering a warm welcome, briefly outlining what the audience can expect, and introducing the speaker. Something like:

*Good evening everybody! I'm Jasmine Smiles. We're so glad you've chosen to spend your evening with us tonight for CRAVE. Here's what you can expect: two very exciting and informative presentations with a song in between, followed by refreshments out in the foyer (or wherever). And now join me in welcoming our speaker, Brock Branson Brightman (MC leads in applause).*

The presenter will seamlessly take the stage as the MC exits the stage—no lag time. The presenter needs to bring energy to the stage—by which I do not mean loudness, but rather confidence and warmth of personality. Make no apologies or awkward opening statements about yourself, thus exuding insecurity. Just jump straight into the presentation. End each presentation abruptly with the final sentence of the close.

After the first presentation each evening, the presenter will offer a brief statement about the musicians and song as they seamlessly take the stage behind or beside him/her, something like:

*At this time my friends, \_\_\_\_\_ and \_\_\_\_\_, will share a beautiful song I know you'll enjoy.*

If there is no song, the MC will take the stage after the second presentation each night to express enthusiasm for the presentation and repeat announcements.

After the song or MC announcements, the presenter will take the stage again for the second presentation.

The second presentation ends, and the MC again takes the stage and invites everyone to the stay and visit over refreshments.

## **CRAVE TOPICS**

There are six CRAVE presentations, each one about 20-25 minutes in length:

1. The Mystery of Intimacy
2. Animal Urges or Divine Desires
3. Cravings Gone Wild
4. Suicide Wish
5. God + Sex
6. Eternal Pleasures

The lectures are to be delivered over the course of three evenings, two presentations per evening, with one song each evening in between the two lectures, and a final song after the last presentation on night three. The songs are to be preformed by skilled musicians and vocalists. The songs are secular so that the average person will be familiar with them, containing lyrical beauty and depth that goes with the topics presented. If truly skilled vocalists and musicians are not available, no music should be used. In that case,

the MC will come to the stage and remind the attendees of the schedule and and/or hand out the CRAVE cards corresponding to the presentations.

The presented will not have a Bible in hand.

The presenter will make no alter calls.

The presenter will offer no public prayers.

## **SONGS**

### **Night One:**

Jason Mraz, I Won't Give Up

### **Night Two:**

U2, I Still Haven't Found What I'm Looking For (maybe the Jenny & Tyler, Sara Groves version)

### **Night Three (between the presentations):**

Luke Thompson, Water

### **Night Three (after the final presentations):**

Damien Rice, Trusty and True

## **THE CRAVE KIT**

CRAVE is licensed by the NAD to potential presenters as a kit of materials for executing the event. The presenter will be given access to the following:

- Six presentation scripts
- Slides for all six presentations
- The CRAVE advertising materials (customizable and ready-to-print design files into which the presenters bio, dates, and location can be inserted)
- Six collectible CRAVE Cards (ready-to-print design files) available each evening on a table in the refreshments area, or handed out each night as people exit
- Use of the CRAVE website for advertising specific CRAVE events
- CRAVE memes for advertising on social media
- CRAVE shirt design files, to be worn by all event helpers and for sale on a table with the CRAVE cards

## **CRAVE DESIGN AND PRESENTATION CONTENT**

CRAVE is aesthetically designed with a great deal of intentionality.

The CRAVE slides and support material may *not* be altered in any way.

Additional slides may *not* be inserted.

Additional topics may *not* be added to the series.

CRAVE or pieces of the CRAVE presentations may *not* be incorporated into other messages or seminars.

CRAVE is to be presented as it is, without alteration.

## **USE AND USERS**

The CRAVE event is designed to attract secular or semi-secular audiences, the goal being to introduce them to powerful concepts that might be a bridge for further contact, friendship, and/or Bible study engagement.

CRAVE should *only* be used by presenters that are sensitive to and intelligent regarding secular and postmodern orientations.

CRAVE should *not* be used by individuals who feel a compulsion to engage in religious argument, proof texting, or who insist that Bible-in-hand preaching is the only way to preach the gospel.

CRAVE should *not* be used by individuals who have an aversion to nuance, science, and tactful dialogue with people who may not yet believe in the Bible or even in the existence of God.

CRAVE users will be interviewed and vetted, and then licensed by the NAD to purchase the CRAVE Kit and hold the CRAVE event.

It is imperative that our church not be misrepresented on campuses by extremists or those who do not possess evangelistic self-control. All volunteers for the event should be selected with this in mind.

## **FOLLOW UP**

CRAVE aims to add value to the lives of those who attend by the education it offers. We are happy to share the lectures with the community even if doing so is an end in itself. Nevertheless, we are eager to lead attendees further in their encounter with Christ and the gospel. Here are few ways you might follow up the CRAVE event, and to which the attendees might be invited:

- a concert from which all the proceeds will be donated to the support of a local community betterment project (non-Adventist) of some kind
- a weekly hangout on campus for free food and Bible study
- an upcoming event exploring \_\_\_\_\_ with \_\_\_\_\_ as our speaker
- a weekly worship service that intentionally follows the CRAVE topics with an additional series over the course of \_\_\_ weeks