

VISION BOOKLET

VER. 01

THE MOVEMENT EXPLAINED

Hear about how it all started— what's happening today, and  
where we plan on going.

# CIRCUIT RIDERS



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# WHO WE ARE

Circuit Riders is a YWAM mission and training community that launches movements to reach the next generation. Our passion is Jesus, our mission field is our generation, and our opportunity is now.



# UNDERSTANDING THIS GENERATION:

Gen Z is currently the largest generation on earth. They are the most ethnically diverse in history and are one of the most success-oriented and ambitious generations. However, they are the most irreligious generation in American history with just 9% identifying as an engaged Christian and only 4% having a Biblical worldview. Barna calls Gen Z “the first truly post-Christian generation.”

## THE ABSENCE OF TRUTH HAS HAD FAR-REACHING EFFECTS:

- **Mental Health:** Nearly one third of Gen Z would identify their mental health as fair or poor. Suicide is the second leading cause of death in Gen Z. Seventy percent of teens say that anxiety and depression are significant problems among their peers regardless of gender, race, or socio-economic level.
- **Addiction:** 1 in 5 college students meets the criteria of having alcohol use disorder. For Gen Z who are non-practicing Christians, 7 in 10 men and 1 in 3 women look at porn regularly.
- **Abuse:** More than 1 in 10 college students will experience rape or sexual assault through physical force, violence, or incapacitation. Women ages 18-24 who are college students are 3 times more likely than women in general to experience sexual violence.
- **Racism:** 81% of black students with college experience say they’ve faced discrimination or have been treated unfairly because of their ethnicity. About 58% say race relations in the U.S. are bad, and of those, few see them improving.
- **Leaving the Church:** Between 50%-88% of Gen Z are leaving the church by the end of their first year in college.



There is hope. We see this crisis as an opportunity for one of the greatest waves of evangelism in American history because of the faith of engaged Gen Z believers.

1. **They are evangelists:** 78% of Christian teens say they've had at least one faith conversation with a non-Christian within the past year.
2. **They are ready to be missionaries:** Over 50% of engaged Christians from ages 18-34 could see themselves as missionaries.
3. **They are all in for their faith:** From our experience when Gen Z gives their life to Jesus they are zealously devoted to evangelism, discipleship, and to live like Christ.

Together we must save the lost, revive the saved and train them all. The future depends on it.

# 2022-2023 Impact Report

**2022**

## MOVEMENT TOURS

*(Carry The Love, Black Voices, Brave Love Women)*

- Total Reached In-Person: **27,350**
- Decisions For Jesus: **2,818**
- Tour Teams: **25 Teams**
- Number of Universities Impacted: **450+**
- Number of Gatherings: **426**
- Number of American States: **35**
- Number of Nations Impacted: **40**

## CARRY THE LOVE FESTIVALS:

- Number of Festivals: **1**
- Documented Decisions For Jesus: **5,176**
- Evangelists Trained and Mobilized: **700+**

## COLLABORATIVE MOVEMENTS:

- Number of Mass Gatherings: **2 Gatherings**
- Number of People Reached: **32,000**
- Missional Commitments: **12,818**

## TEAM:

- Number of Full-Time Staff: **214**

## MEDIA:

- Current Social Media Reach: **302,570**

## MUSIC:

- Songs Released: **22**
- Total Streams: **56,077,887**

**2023 - (Jan-March)**

## OFFICIAL TOUR 2023 STATS:

*(Carry The Love, Black Voices, Brave Love Women, CR Youth)*

- Numbered Gathered: **28,298**
- Tour Teams: **23 Teams (without Africa)**
- Tour Stops: **480 (510 with Africa)**
- Universities Impacted: **500+**
- Healings: **384 healings**
- Baptisms: **81**
- Salvations: **3,169**



# OUR STRATEGY





## **WE CREATE LEADERS**

The mission moves at the speed of leaders. At the center of the Circuit Riders ethos is training and discipling catalytic leaders and teams.

### **OUR DISCIPLESHIP ETHOS:**

- 1. Cultivating a real love for Jesus is central to both our purpose and the key to building leaders who last.**
  - A lifestyle of worship and prayer
  - Creating value and discipline to study the Bible
  - Intentionally living the culture of Jesus
- 2. Personal freedom and embracing our identity in Christ accelerates the maturity and health of our relationship with Jesus and the way we lead.**
  - Understanding our unique gifts and design
  - Identifying key strongholds that hold us back in our relationship with God and our assignment
  - Walking in vulnerability that leads to freedom
- 3. All of our leadership development happens in the context of mission and relationship.**
  - Our focus is on relationships first and ministry second
  - Radical permission and empowerment are key for real innovation and impact
  - Our motive is obedience not results

4. We cast vision for evangelism and mission, training leaders with practical skillsets to be effective.
5. We train each leader to communicate effectively through preaching, media, or music.
6. We train leaders to build collaborative partnerships, networks, and movements to reach the next generation.
7. We train leaders to gather, cast vision, and catalyze movement.
8. True impact comes from leaders who empower and multiply:
  - Leaders who make leaders
  - Leaders who lead others into intimacy
  - Leaders who lead through relationship
  - Leaders who value empowerment





A black and white photograph of a large crowd of people in a dark arena. Many people have their hands raised in the air, suggesting a moment of worship or celebration. In the background, a large American flag is visible, and a screen on the right displays text. The overall atmosphere is one of collective participation and energy.

# OUR TRAINING



## **CIRCUIT RIDER EXPERIENCE**

A 5-month YWAM discipleship training school designed to build your relationship with Jesus, develop you as a leader, and send you as a missionary. We have a Fall & Winter school.

## **CIRCUIT RIDER SCHOOLS**

A short-term training experience built to grow your relationship with Jesus, improve you as an evangelist, and launch you as a leader ready to catalyze movement wherever you are located.

## **RIDERS YOUTH CAMP**

A 10-day summer training experience for high school students to grow in their relationship with Jesus and be equipped as an evangelist to reach their high school.

## **INTERNSHIPS**

We customize specific training programs for high-level skills like media, music, and campaign evangelism. Our current internships are: CR Media House, CR Music House, and Field Training.





CARRYTHELOVE

BRAVE LOVE WOMEN

BLACK VOICES MOVEMENT

CIRCUIT RIDER YOUTH

GREENHOUSE PRAYER ROOM

MAVERICKS BUSINESS

# OUR MOVEMENTS

CARRYTHELOVE

 BRAVE LOVE WOMEN

 BLACK VOICES

CIRCUIT RIDER YOUTH

 GREENHOUSE

 Mavericks

# WE CATALYZE MOVEMENT

We create movements that reach the generation where they are in a way they can relate to. Each of our movements has been birthed in prayer and the prophetic, and is focused on meeting real needs. Our movements are message and cause-focused instead of personality-driven. They are focused on training and activating believers, reaching the lost, providing community, and calling people into further action.

# CARRY THE LOVE

## PURPOSE

Reaching and activating college students with the message of Jesus

## THE NEED

95% - 99% of the average college campus is unengaged in a Christian campus group.

They are filled with warring ideologies, depression, loneliness, partying, and purposelessness.

## WHAT DO WE DO?

**As Carry The Love we:**

- Organize evangelistic and training gatherings
- Train students to share the Gospel
- Mobilize outreaches
- Provide resources and community through our online platform
- Partner with students to catalyze gospel movements

## HOW DO WE DO IT?

We do this through our Carry The Love tour and online community. Each year we engage hundreds of universities in America, Europe, and East Africa reaching more than ten thousand students a year.





## CARRY THE LOVE FESTIVALS

Beyond our grassroots tours and gatherings, we saturate campuses and cities with one week evangelism campaigns.

### **For each Carry The Love Festival we:**

- Unite churches and youth movements to reach their city or campus
- Train local young people to be evangelists
- Saturate the city or campus with evangelism and acts of service
- Culminate our outreach with gospel events consisting of music and an evangelistic message and opportunity for personal ministry

What makes our Carry The Love Festival unique is that the core strategy focuses on training and empowering young people as evangelists. Something powerful takes place when the youth of the city unite to reach their city.

# BRAVE LOVE WOMEN

## PURPOSE

Activating women to be missional voices and leaders

## THE NEED

The majority of the global church are women. However, too often women have been confined to silence and the result is devastating to communities and culture. We see an opportunity to awaken women to their evangelistic voice and missional calling.

## WHAT DO WE DO?

**As Brave Love Women we:**

- Unite and activate women through Brave Love Women gatherings on universities and in churches
- Launch women's Bible studies called, "Expressions," which focus on women growing in their identity, learning the Brave Love Women pillar messages, and walking these out through evangelism and practical service
- Train women for long-term impact through our training hubs around the globe.
- Funnel women into missional, justice and compassion ministries in their local community and abroad
- Facilitate an online community where training content, resources, and new initiatives are released



## THE IMPACT

Already the movement has spread around the world impacting women in more than 50 nations. Each year at least 500 Brave Love Women gatherings are hosted and women are trained and launched through expressions or through training hubs. Women go on to be missionaries reaching unreached people groups, adoptive mothers taking in foster children, evangelists reaching their local community, advocates bringing reconciliation and healing, and much more. One message but many expressions.



# BLACK VOICES MOVEMENT

## PURPOSE

Empowering young black men & women into missions

## THE NEED

The American missions movement is only 1% black. Black Voices exists to see that change.

While the world may compete for the allegiance of black Gen Z, King Jesus' call is far greater.

Black Voices reaches black youth across America and empowers them into their missional calling.

## WHAT DO WE DO?

### **As Black Voices Movement we:**

- Reach and train students across HBCU's (Historically Black Colleges & Universities) in the saving and empowering message of Jesus
- Develop young black men and women in the gospel message through conferences and leadership schools
- Empower young leaders to gather their communities for Jesus
- Provide students with resources and community through our online platform
- Leverage our music platform by empowering black worship leaders and musicians in a missional sound for Gen Z



## THE IMPACT

In only the first year of the Black Voices Movement we gathered over 3,000 black Gen Z, 200 of whom accepted Jesus for the first time.

We have gathered on 23 Historically Black Campuses & Universities (HBCUs), hosted 5 regional conferences across America, and catalyzed gospel movement in 13 local, predominantly black communities.

We have trained 100 black Gen Z men and women in high-touch gospel leadership training. Black Voices Movement has leveraged its reach of Gen Z through media and music. The Black Voices album has 46,000 monthly listeners and a media following of over 8,000 on Instagram.





# CIRCUIT RIDER YOUTH

## PURPOSE

Reaching and training high school students

## THE NEED

There are 15.1 million high school students in America and 24,000 public high schools, yet only 20% of high schools have an active Christian group on campus.

## THE OPPORTUNITY

We see an opportunity to train and empower a generation ready for evangelism and mission to reach their high schools with the Gospel.

## WHAT DO WE DO?

**As Circuit Rider Youth we:**

- Train and empower students to start Jesus Clubs on their campus
- Provide ongoing mentoring and online content to fuel the spiritual growth of every high school student working to reach their campus
- Organize evangelistic and training gatherings with students through Jesus Club Tours
- Train and disciple high school students as evangelists through Riders Youth Camp

## THE IMPACT

We have partnered with One Voice Student Missions to combine our efforts of reaching high school students together. Each year we reach hundreds of thousands of young people online and thousands more in person. We have already received hundreds of commitments from high school students who are ready to start a Jesus Club. This will be our inaugural year of visiting and serving these students through the Jesus Club Tour.



# GREENHOUSE

## PURPOSE

Fueling a culture of worship, prayer, intercession, and missions for a whole generation

## MAIN PURPOSES

- Minister to the heart of God through worship, prayer, and intercession.
- Accelerate the work of missions through unified prayer and intercession.
- Raise up missional believers who are rooted in intimacy with Jesus.
- Multiply a culture of worship, prayer, intercession, and mission amidst young people around the world through training and empowerment.

## CURRENT IMPACT

The Greenhouse Prayer Room runs year-round and is at the center of our Circuit Rider community. Between in-person and online it ministers to thousands of people. Some worship sets are viewed by tens of thousands of people. The Greenhouse Prayer Room has gone viral on TikTok and has led to an increasing number of other ministries and young people reaching out for training.

# MAVERICKS

## PURPOSE

Raising up Christ-centered marketplace leaders

## THE NEED

Most of the Church will not be full-time missionaries or ministers but will work in the marketplace. Mavericks is a training and discipleship platform to raise up Christ-centered marketplace leaders.

## AS MAVERICKS WE:

- Provide young people who are passionate about Jesus and the marketplace with an online community where we provide training and mentoring.
- Connect experienced marketplace leaders with young people pursuing a career in the marketplace for the purposes of mentorship and discipleship.
- Empower young people with a platform to gather others with a passion for the marketplace through Maverick Meetups.

## CURRENT IMPACT

We launched our pilot mentorship program with education entrepreneur, Chantell Cooley with hundreds of young people uniting to grow in their faith, leadership, and practical business tools.





# **MEDIA & MUSIC**



# CREATIVITY IS THE LANGUAGE OF THIS GENERATION

Creativity is a central value of this current generation. When creative story-telling through media is coupled with the sound of movement through music, we see a unique acceleration that would not be present otherwise. Both of these tools working together have the power to pierce and capture the heart of hundreds of thousands of young people around the world.

# CIRCUIT RIDER MEDIA

## WHO ARE WE?

Circuit Rider Media is a gritty collective of mission-minded creatives set on reaching a generation and amplifying the message of Jesus through media.

## WHAT DO WE DO?

Whether it is the hundreds who are trained at our summer schools or tens of thousands of students we reach each year, media is at the center of the strategy to access and mobilize them. Everything we do as Circuit Riders is amplified by the power of media. Gen Z spends on average 8 hours per day on a screen. While this may seem like an alarming statistic, we see a need and more importantly, an opportunity. Our world class media team has uniquely positioned Circuit Riders to reach this generation right where they are by creating compelling visual stories that capture their attention and empower them to reach their friends with the Gospel.

## THE IMPACT

Circuit Rider Media has not only scaled each of our movements nationally but has also served other ministries to do the same. Circuit Riders reaches millions of people online and has pioneered a path for what effective Christian media can look. Our media platforms not only foster impact but also bring opportunities to train other creatives to be mission-minded in their craft.

# CIRCUIT RIDER MUSIC

Circuit Rider Music is a collective of artists, musicians, and producers who have a passion to raise up sounds that would lift up Jesus, activate people to mission, and reach the lost. The mission and heart are the same for every artist and band but the sounds are different and unique by design.

We see an opportunity to raise up worship, reach and disciple a generation through music. With millions of streams and hundreds of thousands of listeners, Circuit Rider Music is becoming a platform for a new wave of missionary artists and bands.





THE SEND →

# COLLABORATION & ACCELERATION





# SERVING COLLABORATIVE MOVEMENTS

As Circuit Riders we are catalysts who value collaboration, especially when it accelerates the mobilization of missions and evangelism in America. We have historically been key collaborators for movements like Together, Every Campus, and 1DayLA and are currently a central collaborator with THE SEND. Through collaboration, we have been able to impact hundreds of thousands of people in person around the world, and mobilize tens of thousands of people to become missionaries to the nations, universities, and high schools.





# WHERE ARE WE GOING AS CIRCUIT RIDERS?

For the last ten years, Circuit Riders has been pioneering and growing steadily in America and Europe. Now, at the ten-year mark, we have crossed over into greater clarity in each of our movements. We have growing global opportunities and invitations. We have more full-time staff joining us and more students coming to our training schools than ever before. We believe our next season will be marked by several key themes.

## **PIONEERING EVANGELISM**

As Circuit Riders we are pressing in for a breakthrough in evangelism and reaching the next generation. It is time for fresh models and cultures to be built around evangelism.

Experimentation and creativity are critical to discovering these.

## **EXPANDED OPPORTUNITY**

From our tours to evangelism to music, the opportunity around the world is expanding rapidly. We have invitations from leaders and young people on every continent asking us to bring one or more of our movements to help reach young people where they are. We believe now is the time to strengthen relationships and develop leaders for global expansion.

## **GENEROUS COLLABORATION**

We have learned so much already about reaching and training the next generation. We feel we are called to resource and serve key partnerships like THE SEND and broader YWAM to accelerate these movements both nationally and globally.

## **CLARITY AND PROCESS**

Our movement has grown from a handful of people to nearly two hundred full-time staff and several hundred students a year. While maintaining our grassroots grit we are embracing simple processes and structures that provide clarity to lessen bottlenecks and increase empowerment.

## PURSUING HIS PRESENCE


We are both personally and corporately giving priority to friendship with God and His presence. This looks like personal pursuit, hunger, teachability, and dependence expressed through worship, intercession, prayer, the study of the Bible, and obedience to Jesus. We must have Him.

## TRAINING

We feel a burden to sharpen both our training of incoming students and current leadership staff. The training is fueled by an urgency over the opportunity we see and the climate of confusion and animosity in our culture. Training biblically grounded, Spirit-led and resilient leaders is critical for the coming seasons.







**SAVE THE LOST  
REVIVE THE SAVED  
TRAIN THEM ALL**

**CIRCUITRIDERS.COM**

