



MAVEN

Know Truth ♦ Pursue Goodness ♦ Create Beauty

What kind of organization is MAVEN and who are you trying to reach?

MAVEN is youth-focused. We are passionate about young people. Youth. Students. Junior highers. High schoolers. College students. The next generation.

Because of our love for youth, we are also passionate about the people who disciple the next generation. Parents. Grandparents. Pastors. Youth leaders. Organizational leaders. Educators. We want to come alongside them to partner, guide, encourage, teach, train and equip them to raise up the next generation for the cause of Christ.

So here is our mission, the thing that drives all our activity: *MAVEN exists to help the next generation know truth, pursue goodness and create beauty, all for the cause of Christ, and to equip those who teach and train them—parents, youth workers, pastors and educators—to do the same.*

What is the vision of MAVEN?

MAVEN is not just an organization. It's a movement. It's a movement of truth. God's truth, revealed through His world, His Word and *the* Word, Jesus Christ. The truth of Christianity will penetrate and pervade every single corner of a student's life. MAVEN is a movement of truth in the lives of young people around the globe.

We envision a new generation of Christ followers who have been taken captive by God's truth—who are able to articulate it, defend it and proclaim it—and whose lives are transformed by it. Their entire worldview is formed by the truth of Christ and they seek to live it out, in whatever God has called them to be. As artists, musicians, businessmen and women, doctors, nurses, politicians, store clerks, lawyers, pastors, missionaries, entrepreneurs—in every vocation under the sun. We want to see Jesus reorient students' hearts and minds to the true, good and beautiful, for His Kingdom and mission.

Why do we need an organization like MAVEN?

The culture is speaking to our kids. Every. Single. Day.

Gender identity. Sexual orientation. Pornography. Casual sex. Consumerism. Affluence. Substance abuse. Violence. Technology. Social media. Entertainment. Racial tension. Pluralism. Secularism. Atheism.

Are they ready for these conversations? Are we? The typical evangelical kid in our typical evangelical church is not. Neither are their parents or leaders. Rather than bemoan the situation and give in to despair, the church needs to redouble her efforts in discipling the next generation. And we need to do it in culturally-savvy and relevant ways.

Recently, I was at a youth event where a video was played for students to watch. The content was right on. However, the way it was packaged—the music, the graphics—was way off. I had my initial reservations about the video, but surveyed some students afterward to hear their thoughts. Sure enough, the production and packaging of the video *alone* turned them off, so much so, they didn't even hear the message. And these were Christian students who care. The important message of truth was lost because of the way it was presented. It only confirmed something I heard apologist Ravi Zacharias say: "This generation listens with its eyes and thinks with its feelings."

Therefore, we must repackage and re-present the truth to media-saturated students who have been raised on screens and images. We must wrap the truth in culturally savvy ways that grab the attention of their distracted minds, gain a hearing and woo them back to Christ. We need a new brand—a new organization—to reach that kind of kid. That's why we need MAVEN.

What strategies will MAVEN employ to accomplish its vision?

STRATEGY #1 – Virtual Training

We will harness the vast array of technological tools to reach the next generation. From web articles to videos to podcasts to social media to online seminars and classes, we will create content that delivers truth.

STRATEGY #2 – Live Events

There is a tremendous need to communicate the truth to today's students face-to-face, in a language they can actually understand. We'll meet that need through live speaking events, the creation of a new worldview conference for students and parent conferences.

STRATEGY #3 – Immersive Experiences

We have developed a unique approach to mission trips, creating a one-of-a-kind training experience that immerses students in real-life apologetics, theology, worldview and evangelism, as we custom-build interactive trips to Berkeley, California, and to Salt Lake City, Utah. These immersive experiences are utterly unique...and life-changing.

Why the name MAVEN? What does the word even mean?

This is by far the most asked question. And choosing a name for the organization was the most challenging part of this journey! We wanted a name that didn't sound academic or educational and that wasn't overly "apologetic-y," because (sadly) that simply does not appeal to the average Christian student. However, we also wanted a name that communicated accurately what we're about.

Wikipedia defines maven as "a trusted expert in a particular field, who seeks to pass timely and relevant knowledge on to others in that field." Our "field" is faith in the truth of Christ. So, for us, a maven is one who knows the truth of Christ and seeks to pass it on to others. That's what we want to be for young people. That's what we want students to become. That's what we want to help parents, pastors and youth leaders become for their children and youth.