

A man and a woman are sitting on the grass in a park, looking at a book together. The man is on the left, wearing a dark shirt, and the woman is on the right, wearing a light-colored t-shirt. The background is a warm, orange-toned photograph of a park with trees and a building. A red, semi-transparent overlay covers the left side of the image, featuring a halftone dot pattern. The text 'act:s' is written in red on this overlay. The title 'RELENTLESS ACT:S OF SACRIFICE' is in large white letters at the bottom left, and 'INSPIRATION GUIDE' is in white letters on a red bar at the bottom right.

act:s

RELENTLESS ACT:S OF SACRIFICE

INSPIRATION GUIDE

THEREFORE, I URGE YOU, BROTHERS, IN VIEW OF GOD'S MERCY, TO OFFER YOUR BODIES AS LIVING SACRIFICES, HOLY AND PLEASING TO GOD—THIS IS YOUR SPIRITUAL ACT OF WORSHIP. DO NOT CONFORM ANY LONGER TO THE PATTERN OF THIS WORLD, BUT BE TRANSFORMED BY THE RENEWING OF YOUR MIND. THEN YOU WILL BE ABLE TO TEST AND APPROVE WHAT GOD'S WILL IS—HIS GOOD, PLEASING AND PERFECT WILL.

ROMANS 12:1-2

THIS LENT, WE'RE COLLABORATING WITH YOU TO CHALLENGE OURSELVES AND OUR COMMUNITY TO EXPLORE WHAT IT MEANS TO SACRIFICE AND EXPERIMENT HOW TRUE ACTS OF SACRIFICE CAN REORIENTATE OUR LIVES AND IGNITE MOVEMENTS THAT CONNECT FAITH AND JUSTICE.

THE ACT:S COMMUNITY WORKS TOGETHER IN REAL TIME TO USE, BUILD ON, REPURPOSE AND SHARE THE RESOURCES WE CREATE TO IGNITE NEW MOVEMENTS OF FAITH AND JUSTICE LOCALLY AND GLOBALLY.

Over the 40 days of Lent, and the week leading up to its start, we've designed 7 distinct challenges—one per week. Each one is designed to help us better understand how to connect faith and justice and prioritize the issues most urgent to the world's poor. Each week's theme and associated challenge will serve as a starting point to become creative activists who experientially bring issues to life for others.

If you like to use your hands to make things, you can create a resource using art, music, artifacts, writing or other media. If you like to physically get outside and do things, you can take action by creating events, organizing people and sparking movements. And if you just want to share your thoughts, you can also simply choose to tell your story.

Whatever action you decide to take, you'll be adding to a growing community of individuals who are exploring Lent in new and powerful ways and who are committed to using their talents to inspire and equip a generation to change the world.



SEVEN WEEKS, SEVEN CHALLENGES

THE FOLLOWING SEVEN CHALLENGES ARE DESIGNED TO INITIATE A CREATIVE ACTIVISM JOURNEY WITHIN EVERY PARTICIPANT, ALLOWING THEM TO DISCOVER NEW ASPECTS OF THEMSELVES AND ALSO OFFERING THEM TOOLS TO SHARE THEIR REFLECTIONS.

PRE-LENT



DEFINE WHAT SACRIFICE MEANS TO YOU AND WHY IT'S IMPORTANT FOR OUR GENERATION TO LIVE A LIFE OF SACRIFICE.

Over the next 6 weeks, we're going to look at Lent like you've never looked at Lent before. This is a time to reflect on Jesus Christ's sacrifice for us. Through six experiential challenges, we're going to explore how acts of sacrifice can reorient our everyday lives. We're going to challenge how far you're willing to open your heart and explore your true calling.

To get ready, ask yourself what sacrifice means to you. Spend time thinking about how our generation can sacrifice to change ourselves and the world around us—and to ultimately reflect Christ's sacrifice for us.

For more inspiration, read Romans 12:1-2.

WEEK 1



RECREATE YOUR PERSONAL SPACES, STRIPPING AWAY THINGS AROUND YOU TO REFOCUS YOUR ATTENTION ON WHAT INSPIRES YOU, MAKES YOU PASSIONATE, AND HELPS YOU CONNECT FAITH AND JUSTICE.

It's hard to focus on faith and justice when it is not front and center in your life. This week, challenge yourself to redecorate the walls of your life. Strip away everyday distractions and comforts, and then create a new space that will reflect God's heart for justice and help you prioritize the issues most urgent to the world's poor. What will you sacrifice in order to inspire everyday action?

For more inspiration, read Matthew 21:12-14.

WEEK 2



EXPAND YOUR WORLDVIEW BY REORIENTING WHAT FEEDS YOU. CHANGE THE WAY YOU EAT AND THE INFORMATION YOU CONSUME IN ORDER TO NOT ONLY LEARN, BUT TO EXPERIENCE ISSUES OUTSIDE YOUR EVERYDAY LIFE.

Lent has always been about understanding sacrifice – Christ’s sacrifice for us and for others. This week you will sacrifice what feeds you in order to expand your worldview and better understand the issues most urgent to the world’s poor. Change the way you eat in order to experience the everyday lives of others. And take time to learn more about issues of faith and justice in order to better understand what’s going on in the world. What will you sacrifice in order to better experience and understand the lives of others?

For more inspiration, read Luke 6:47-49.

WEEK 3



REEXAMINE HOW YOUR EVERYDAY CHOICES REFLECT WHAT YOU CARE ABOUT MOST. START BY SACRIFICING YOUR APPEARANCE IN ORDER TO REFLECT YOUR COMMITMENT TO FAITH AND JUSTICE.

Everyday choices show others who we are – from the clothes we wear and how we spend our money to the words we use and what we post on Facebook. This week, alter your appearance to reflect what you value and care about. Then consider other ways you can change up your everyday choices. What will you have to sacrifice to truly become a person who lives out Jesus' call to justice?

For more inspiration, read Luke 6:20-26.

WEEK 4



FOCUS ON HOW YOU CAN USE YOUR UNIQUE TALENTS TO CONNECT FAITH AND JUSTICE. PRACTICE NEW WAYS TO USE YOUR TALENTS THIS WEEK AND EXPLORE WAYS YOU CAN CONTINUE TO USE YOUR TALENTS IN THE FUTURE.

Calling is a strong word, but all of us were created to use our talents to make a difference in the world. This week commit to using your talents to connect to faith and justice in an active way, leading, creating, teaching and encouraging those around you. Explore new ways to use your talents to help change the world – and then put that into practice. What will you sacrifice to uncover how you can use your God-given calling to connect faith and justice in your life and in the lives of others?

For more inspiration, read Matthew 25:14-30.

WEEK 5



REORIENT YOUR ACTIVITIES AND THE WAY YOU SPEND YOUR TIME IN ORDER TO INTEGRATE FAITH AND JUSTICE THROUGHOUT YOUR LIFE.

This week, we'll explore how we can use our time and activities to actively integrate faith and justice. Start by identifying a person, place, thing, thought or activity that distracts you from pursuing God's calling for you. You can choose to remove that thing altogether or reorient it in a way that focuses on faith and justice. Take your activities and what you love to do and try using those toward justice for one week. Don't be afraid to challenge your habits and patterns—that's where growth happens. Create a plan and practice using your newfound time to focus on an issue that matters to you. What will you sacrifice to better integrate faith and justice throughout your life?

For more inspiration, read Matthew 19:16-26.

WEEK 6

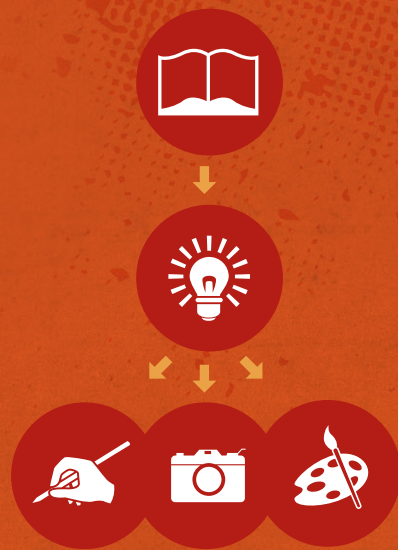


APPLY WHAT YOU'VE LEARNED AND EXPERIENCED OVER THE LAST SIX WEEKS TO INSPIRING OTHERS TO BECOME CREATIVE ACTIVISTS.

Five weeks of sacrifices, of changing the way you think and the way you live. Now it's time to share this with others. Spend this week sharing what you've learned about the issues you're passionate for and how justice and faith in Jesus go hand in hand. It can be through a larger event or simply inviting friends over for coffee. But as you share, consider how you apply the experiences of the last six weeks—by shaping surroundings, feeding stories, describing your passion, and using your talents—to share act:s of sacrifice with others. Sharing is the first step to igniting movements and turning passion into action. What will you sacrifice to inspire others?

For more inspiration, read John 12:23-28 and Matthew 28:18-20.

APPLYING THE RELENTLESS ACT:S LOOK AND FEEL



USING THE LOGO

In the following examples, you will see two logo variants—one meant to be freely applied anywhere as an overlay to your content, and one that would be used as a tab, adhering to the top edge of your asset. Make sure you select the option that will help the logo stand out.

USING TYPE

Use of the headline font, *sam Gender*, should be for headlines or significant, short paragraphs of text. All other copy should be set in the font, *Delicious*. We would like to encourage you to limit the amount of text you use, but to use it in big, bold ways. Feel free to experiment with hand-drawn type.

USING IMAGERY

All photographic imagery should be black and white and demonstrate energetic action. Use block color overlays of the primary swatches to add dynamism and variety. We encourage paintings and illustrations in a vibrant, rich color palette.

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PRIMARY COLORS



PMS: 484C
CMYK: 0.0.0.77
HEX: 9C301A

PMS: 179C
CMYK: 0.79.100.0
HEX: DE3B21

SECONDARY COLORS



PMS: 145C
CMYK: 0.47.100.8
HEX: C27D05

PMS: 425C
CMYK: 0.0.0.77
HEX: 595959

BLACK
CMYK: 0.0.0.100
HEX: 212121

HEADLINE FONT: 5AM GENDER

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BODY COPY FONT: DELICIOUS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

THANK YOU!