

ESTABLISHED
1991

_NEVER BEFORE PROJECT

LETHAL FAITH

_MEDIA KIT

"WE EXIST TO FULFILL THE GREAT COMMISSION AMONG CHILDREN AND ADOLESCENTS BY EMPOWERING PARENTS, FAMILIES, STUDENTS AND THEIR LEADERS WITH STRATEGIC PRINCIPLES OF RETENTION AND ATTRITION."

NEVERBEFORE.TV

ABOUT THE FOUNDER, AUTHOR AND SPEAKER

DR. MICHAEL KNIGHT



Dr. Michael B. Knight holds more than 35 years of experience researching exceptional churches. Currently Chair of Department of Emerging Leaders at Missional University, he is finishing up a second Doctorate, a Ph.D. at the University of Birmingham's United Kingdom College of Law and Art, he also holds degrees in Christian Education from Lee University (B.S.), a Master of Divinity from Pentecostal Theological Seminary, and a Doctor of Strategic Leadership from Regent University. Dr. Knight is an Ordained Bishop in the Church of God and is an established, international speaker and conference host, traveling regularly to speak to crowds as large as 25,000 or as few as 12.

Dr. Knight is currently the Senior Pastor at Covenant Community Church, providing leadership for the direction of 1300 people, as well as plan provision and oversight to 37 employees. While holding experience as the current Corporate Board/Secretary Treasure for the largest pastor's network in the world – started by Bill Bright and Dr. James O. Davis – serving over 1500 denominations and networks and nearly 500,000 pastors. He is also the Founder and President of the Never Before Project established in 1991.

In addition, he was the National Director of Church Planting for the Church of God; a former National Youth Director for the IPHC – where he planned and marketed the national youth convention called Youth Quest with attendance topping at 5,000 adolescents in Daytona Beach, Florida, where the national attendance was previously 700; Senior/Lead Pastor of Lenexa Christian Center – overseeing the redevelopment of 75 adolescent into 700 member youth congregation for Lenexa Assemblies of God, in Kansas City, Kansas. Dr. Knight held the Director of Mission America in Nashville, Tennessee; AODA Counselor for Department of Labor Job Corp System; Associate Pastor at Victory Church; and Youth Pastor at Northwood Temple IPHC – where he planned and implemented the redevelopment of a 55-member youth group to a 450-member youth group.

Dr. Knight is a Board Certified Coach (B.C.C.), with the International Coaching Federation (ICF); Class Certified for Masterful Coaching with Robert Hargrove at the Harvard Leadership Forum; and serves as a member on several national boards.

Michael Knight, DSL., lives in Madisonville, Kentucky and is married to Jennie Knight with three wonderful children – Lillie, Ella, and Aidan.

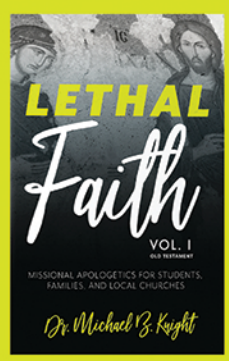
_BOOKS BY DR.KNIGHT

LAWS OF COMMUNITY
WHEN STRONG MEN WEPT
LETHAL FAITH VOL.1 - OLD TESTAMENT
LETHAL FAITH VOL. 2 - NEW TESTAMENT

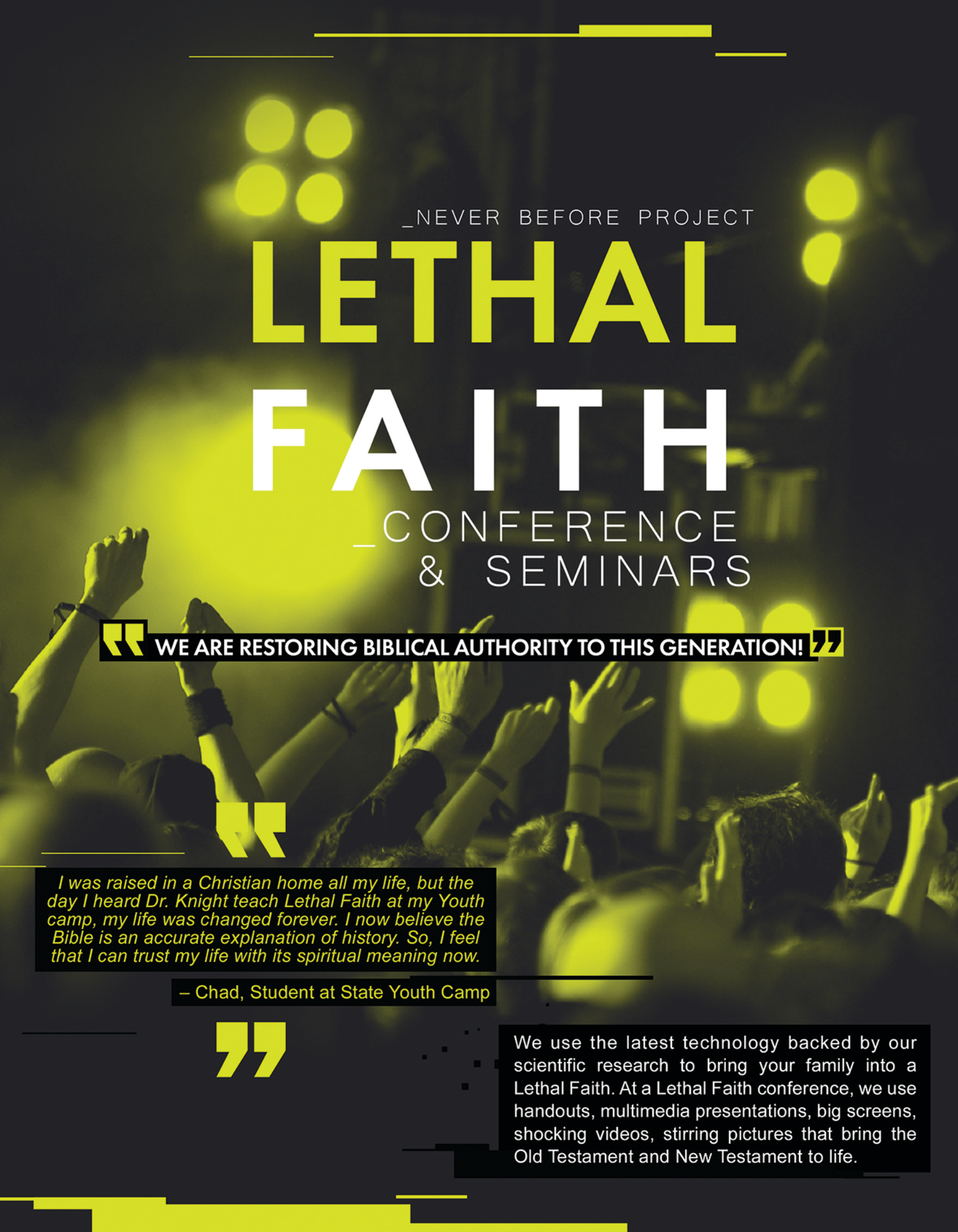
AVAILABLE ON AMAZON











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LETHAL FAITH

_CONFERENCE & SEMINARS

"WE ARE RESTORING BIBLICAL AUTHORITY TO THIS GENERATION!"

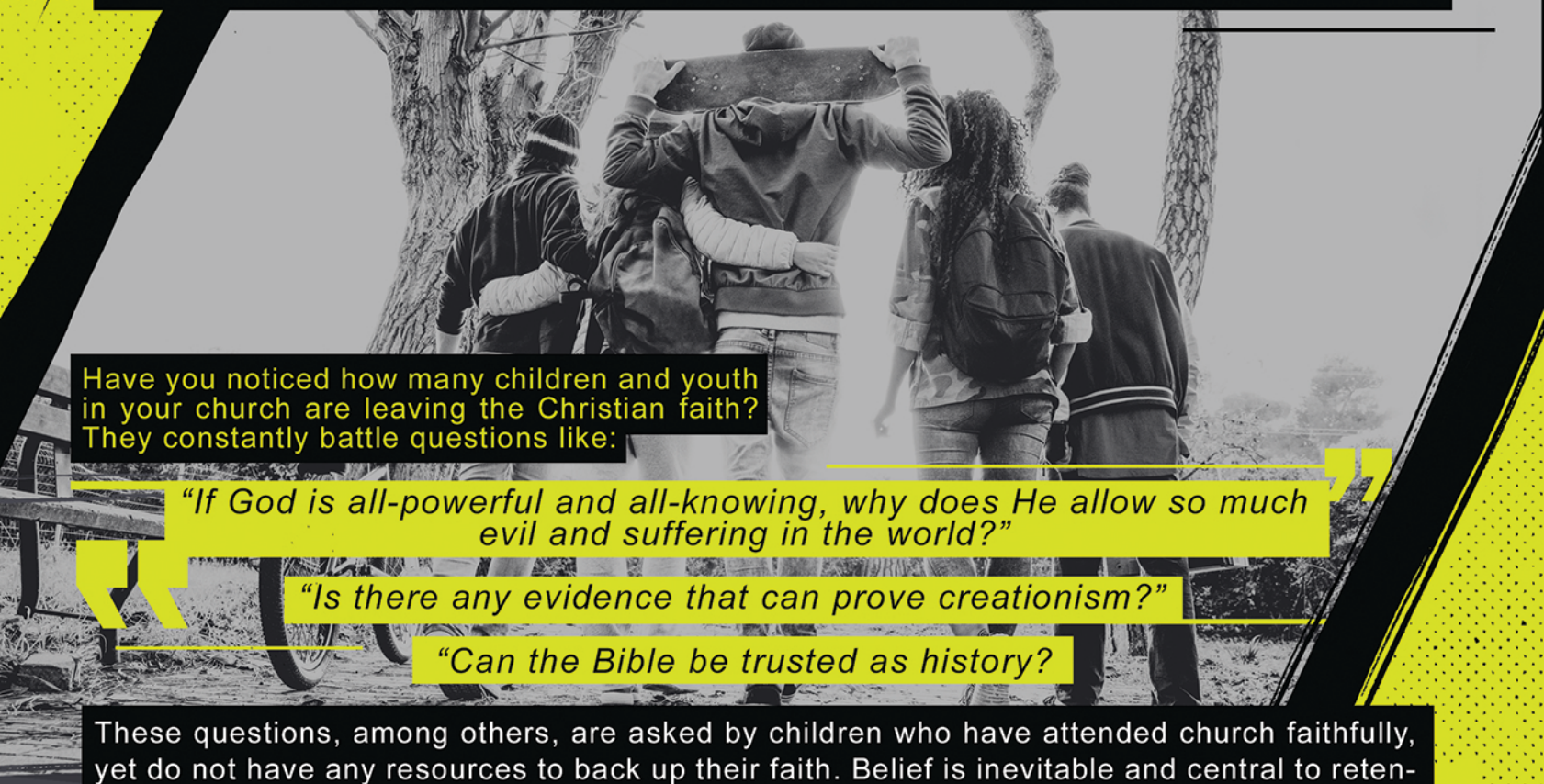
"I was raised in a Christian home all my life, but the day I heard Dr. Knight teach Lethal Faith at my Youth camp, my life was changed forever. I now believe the Bible is an accurate explanation of history. So, I feel that I can trust my life with its spiritual meaning now."

– Chad, Student at State Youth Camp

We use the latest technology backed by our scientific research to bring your family into a Lethal Faith. At a Lethal Faith conference, we use handouts, multimedia presentations, big screens, shocking videos, stirring pictures that bring the Old Testament and New Testament to life.

"WHAT IS LETHAL FAITH? "

The more common use of the word lethal is “devastating; causing death.” However, Dr. Michael B. Knight uses the term lethal as meaning “very potent, or effective” as it pertains to faith. Dr. Knight, as well as The Never Before Project, believes in this fundamental idea: it is necessary to have a potent and effective faith in order to help stand the tests and trials of this life, especially for today’s generation.



Have you noticed how many children and youth in your church are leaving the Christian faith? They constantly battle questions like:

“If God is all-powerful and all-knowing, why does He allow so much evil and suffering in the world?”

“Is there any evidence that can prove creationism?”

“Can the Bible be trusted as history?

These questions, among others, are asked by children who have attended church faithfully, yet do not have any resources to back up their faith. Belief is inevitable and central to retention, because the values of your child are set by age six, while the worldview of your child is set by the age of thirteen.

Students aren’t learning their worldview at home; they are learning it at school.

It is a lethal mistake to try to restore cultural relevancy without restoring biblical relevancy. We have strategic resources to answer the questions and ideas that allow leaders to help combat what science and the world are trying to instill in our children. Did you know that there is evidence that proves the Bible is an accurate historical book?

Lethal Faith breaks down, through scientific and strategic training courses, information and techniques that can arm you with the ability to defend your faith!

Boldly proclaiming that we’ve lost our last child from the church, Lethal Faith provides a fighting chance for every student, parent, and those who lead them to stay strong in the faith. We don’t have to lose this war. It is a winnable war if we can properly educate not only ourselves, but also our children to the historical and scientific truths found within Scripture. Then, and only then, can it become a lethal faith.

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LETHAL FAITH

_CONFERENCES, CURRICULUM & RESOURCES

According to research from multiple academic institutions such as Notre Dame, Fuller, Barna, Princeton, AIG, The Never Before Project, and the American Research Group, today's church is facing an uphill battle to keep the faith, regarding our own Evangelical children.

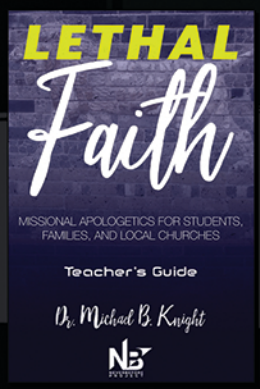
What is a student, parent, or local church to do? How should we respond to the multiple attacks against the trustworthiness of Scriptures, the uniqueness of the earth, the amazing human body, or majestic purpose found in all life? What are we to say as to why a good God allows evil? Hasn't archaeology and German Higher Critics debunked the so-called history of the Bible? How shall the Church respond to these accusations anymore?

Here is what we do know. Not answering these questions is sealing the spiritual lid on the coffin of our children's faith. We can answer these and many more questions!

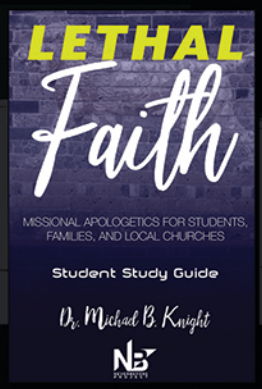
Lethal Faith is a new curriculum from The Never Before Project for students, families, those who lead them, and local churches. It's a missional apologetic tool to enhance the retention of the faith of this generation. Research shows that those who have been taught the Scriptures and attend Sunday school are the least likely to believe that the Bible is true; thus, they are more likely not to have retained their Christian faith. However, when we change our strategy and begin to teach the Scripture as a historical fact and provide solid intellectual responses to these questions at a young age, retention of faith increases!

Through a multi-visual experience, the Lethal Faith Conference Tour offers many resources to help answer questions and enhance retention and stop attrition.

Resources from the NBP









We are currently scheduling conferences in your area. Whether it is one day, one service, a weekend or a week, Lethal Faith will keep the attention of your students/families and leaders, hitting them right where they live. Moved by sounds, visuals, and the power of the Word of God these presentations will shock, awake, mobilize and encourage all those who hear it.



Many Christian leaders are at a loss regarding what they need to do to stop the hemorrhaging among their children who are leaving their faith and local churches. Empower your volunteers today! This fast-paced multimedia presentation is built on the latest science regarding retention and attrition from some of the best social scientists of the field. KNOW what you need to do to increase retention in the adolescents in your church!

CHOOSE A POWERFUL TRAINING SUBJECT FOR FAMILIES, LEADERS, OR STUDENTS



Old Testament Archaeological Proof



New Testament Archaeological Proof



Cosmology: Is the Earth Unique to Life?



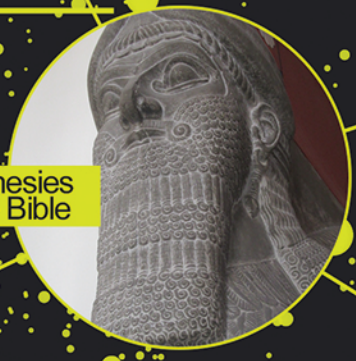
Naturalism: How does design show proof of the earth as the "Hand of God"?



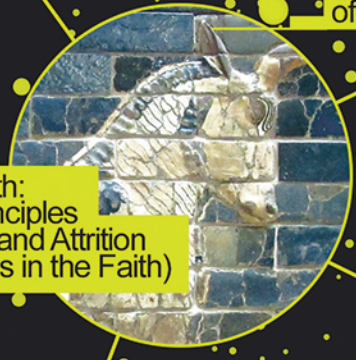
Human Body: Am I uniquely designed as a human, or am I just another animal with no purpose in life?



The Problem with Evil and Suffering: How can a good God allow evil and suffering to exist?



Prophesies of the Bible



Strategic Faith: Strategic Principles of Retention and Attrition (Keeping Kids in the Faith)



Does Gender Matter



Evolution vs. Creationism: Micro- and Macro-Evolution



Canonization: How can we know that the Books of our Bible today are trustworthy?



A Ticket to Heaven: How to Train Volunteers and Leaders to Build a Church Using Strategic Faith

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LETHAL FAITH

_HOW TO SPONSOR A LETHAL FAITH EXPERIENCE

Answer the Questions Your Families are Silently Asking about Their Faith Here's how:

1 **CHOOSE** a date and time length for your event!

2 **SELECT** one or more of the 12 scientific training courses.
The Strategic curricula are listed in this packet on page six.

3 **CONTACT** The Never Before Office!

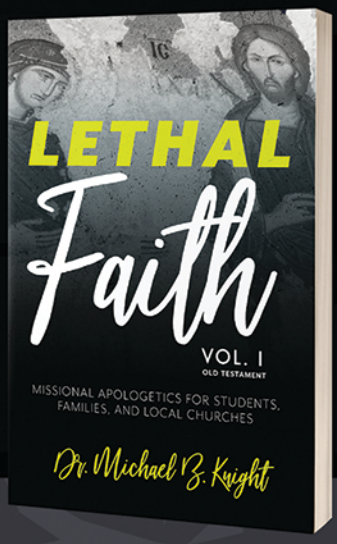
DJ Roberts | 1055 N. Main St. | Madisonville, KY 42431
270.824.3513 | neverbeforeprojectinfo@gmail.com | www.neverbefore.tv

4 **PROMOTE** the event!
Once you've contacted The Never Before Project office, you will be sent the promotional media to get the word out about your event! The Never Before Project will supply a video announcement to put into your announcement carousel free of charge. These exciting videos were filmed live at hundreds of biblical archaeological sites around the world.

_PROMOTIONAL RESOURCES

RADIO SPOT ■ VIDEO ANNOUNCEMENT ■ PARTICIPATORY HANDOUT
POSTERS & CUSTOM DIGITAL FLYER ■ MERCHANDISE TABLE ■ MEDIA KIT

With this information and strategy, you will have the ability to successfully market this event so that your children, parents, and those who lead them can be equipped with Lethal Faith!



BULK PRICES FOR LETHAL FAITH VOL. 1 ARE AVAILABLE!
Please contact
The Never Before Project office
for more information!

HELP ADD 1,000,000 NEW EMERGING YOUNG LEADERS TO THE BODY OF CHRIST

JOIN THE EMERGING YOUNG LEADERS NETWORK



_THE BENEFITS OF BEING A PART OF A GLOBAL COMMUNITY.

- Synergize as a community with thousands of youth pastors, volunteers, youth workers, and new emerging young leaders around the world representing hundreds of denominations, networks, and affiliations..
- Learn the best practices to reach youth from multiple ethnic regions and countries.
- Partner with other global youth leaders to fulfill the Great Commission among students.
- There are district, regional, national, and zone leadership designed to encourage you.
- Receive weekly news important to those who work with adolescents.
- Expose yourself to the very latest and best resources in middle school and adolescent work.
- Educate yourself for success on topics that matter to you with our new You Tube channel for leaders of the young called The Youth Pastor's Network.
- Help to add 1,000,000 new emerging young leaders to t

_HOW? SIGN ME UP!!

1.GO TO **WWW.NEVERBEFORE.TV**.
2.CLICK ON **"REGISTRATION"** AND FILL OUT THE INFORMATION CARD.
3.UPLOAD YOUR YOUTH GROUP OR ORGANIZATION'S LOGO.
4.WELCOME TO YOUR NEW GLOBAL FAMILY!
5.START RECEIVING WEEKLY SOCIAL MEDIA COMMUNICATION

"We want to add your organization to this army"

NEVERBEFORE PROJECT

GLOBAL CHURCH NETWORK
ONLINE · ON-AIR · ON-GROUND · ON-TIME

IMLD

3DG

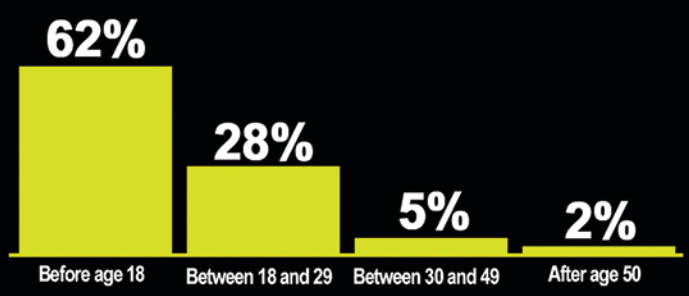
_DID YOU KNOW?

> *2/3rds of all the boys and girls in your church this Sunday have already left the Christian faith in their hearts and their bodies will soon be gone in the near future.*
> - Britt Beemer and Ken Ham

> *The American Research Group found that youth who leave their Christian faith often have a characteristic; they were taught the Bible as a story, not as legitimate historical facts.*
> - The American Research Group/AIG

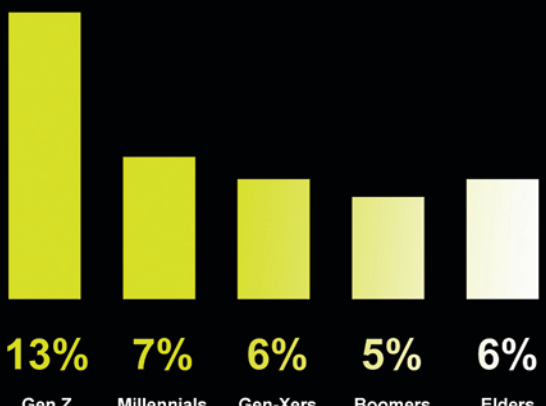
Many 'nones' lost faith before they finished high school

Percentage of religiously unaffiliated Americans raised in a faith group who said they abandoned religious practice at the following time



SOURCE: Public Religion Research Institute

Atheists amoung the U.S. population.



Barna.com

Gen Z Faith Segments

Barna



- 9% Engaged Christian
- 33% Churched Christian
- 16% Unchurched Christian
- 7% Other faith
- 34% No religious affiliation

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LETHAL FAITH

_RECOMMENDATIONS

There are 25,000 sites and 100,000 artifacts in Palestine alone that prove the Bible is accurate. We have to defend our faith! Generation Z (those bom after 1998) is the largest group of agnostics and atheists in history. Lets not lose our kids! 'Thank you, Pastor Michael Knight for this anointed teaching!' Get his book, Lethal Faith!

- Shea Hughes, State Administrative Bishop, Arizona

I am writing to recommend Dr. Michael Knight, Pastor of Covenant Community Church of Madisonville, KY, to be used in the capacity of teaching, preaching, or speaking on topics regarding youth ministry, apologetics, and leadership. I have been privileged to know Dr. Knight for more than 30 years and his ministry experience and academic prowess well qualifies him in these areas and more.

- Dr. Bill Claypoole, State Administrative Bishop - Arkansas Church of God

Dr. Michael Knight is a brilliant scholar, consultant, and apologist. He teaches with passion, clarity, and well-researched evidence, covering subjects and arguments from every angle. His voice and his work are international in influence and reach. As a consultant, he is a proven practitioner as well as a skilled and articulate communicator. As an apologist, he has researched the archives, led archeological digging expeditions, and traveled the world to gather his evidence. He has pioneered a church planting movement, built a large, healthy church, and served on numerous international boards and committees. He is a profound author, superb strategist, caring pastor, and anointed speaker. Most of all, he is a man of prayer who exemplifies Christian principles at home, in the church, and at the marketplace.

- Bryan Cutshall, Th.D., Chancellor - International School of the Word

Dr. Michael Knight is one of the best Apologetic pastors that I know. He doesnt only possess knowledge, but he has passion for what he does, and compassion for the people he is reaching out to. When I am around him, I am impacted and blessed by these three things; what he knows, how passionate he is about what he does, and compassion for the people he is reaching out to. I strongly believe that The Never Before Project is going to Revolutionize our Christianity around the world – especially among the teens and youth of today – who are the hope of our future by teaching them to "keep the faith" in the faith.

- Robin Kung, Lead Pastor – Bawathit: Myanmar

I know of no one better prepared to speak to the issue of church planting than Michael Knight. I first met him standing in the snow helping people out of the cars into the church he had just planted. He is passionate, informed, practical, and biblical in his approach. He just doesnt talk the talk, he walks the walk. This man has a message that will bring us back to the New Testament principle of church growth, i.e. church planting.

- Dr. Dennis McQuire, Former General Overseer - Church of God

Dr. Michael Knight is one of our premier church growth trainers. Not only is he knowledgeable in this area, but he has experienced church growth through his own ministry at Covenant Community Church in Madisonville, KY. He is a hands-on trainer with expertise that you just cant find everywhere. I highly recommend his program to anyone seeking to expand their knowledge base of "how to build a church" or "how to help growth come to the church you are pastoring."

- Dr. Keith L. Ivester, Administrative Bishop - Florida

I have known Dr. Michael Knight as a student, a friend, and as a colleague. In ministry. In each area he strives for excellence. Michael's passion for training leaders is supported by years of pastoral ministry and education at the doctoral level. Michael possesses a keen ability to connect with emerging leaders, inspiring and empowering them to take the necessary steps to move to the next level of growth and development. I highly recommend him.

- Dr. Fred Garmon, Executive Director - People for Care and Learning

Dr. Knight communicates hope by providing answers. He extends help by teaching us the paths we need to take into our future. Michael Knight's leadership character comes through. His message challenges me to prioritize integrity, commitment, and the mission of the church.

- Raymond F. Culpepper, D.D., Former General Overseer - Church of God

_RECOMMENDATIONS

CONTINUED

The Never Before Project is one of the most revolutionary and resourceful, ministry training portals on the web today. The Founder, Dr. Michael B. Knight and I have been friends for years and have traveled and ministered throughout the world together. He is a highly successful pastor, with a vision to help finish the Great Commission in our generation. I am thrilled with the partnership between the Global Church Learning Center (www.GCLC.tv) and with The Never Before Project. Each coach in The Global Coaching Network is well educated and prepared in practical experience. If you need to train a church planter, launch a new campus or renew an existing church, I could not be happier to recommend Dr. Knight and his entire team at The Never Before Project.

- Dr. James O. Davis, Founder - Cutting Edge International; Co-founder - Billion Soul Network

Michael B. Knight is a nationally known coaching expert. He has authored several books and is presently serving as Senior Pastor of the 1200-member Covenant Community Church. It has become one of the largest churches in the Church of God. Michael is a gifted and qualified coach, teacher and trainer. His passion to see ministers and leaders reach their full potential is contagious. He strongly believes that growth is essential to your success and satisfaction in life, but it doesn't just happen, it requires a plan. Michael has that plan which he has developed over the last thirty-three years of his ministry. It is without hesitation that I highly recommend him to any denomination or persons who might want to increase the capacity of their leadership knowledge.

- Dr. Orville Hagan, Former Assistant General Overseer - Church of God

Pastor Michael Knight has been one of the most influential people in my life. I honestly don't know if I would be in ministry today if it wasn't for his leadership and investment in my life. The training I received under his ministry was something that propelled me to do what I am doing today. After Pastor Michael's training, I became a Youth Pastor for 10 years and led the fifth largest youth ministry in the country. Today, I am a Pastor of my own church and see countless lives changed for the Kingdom of God. Pastor Michael not only trains young men, he equips them to change thousands of others.

- Jon Purkey, Senior Pastor - Nexus

Dr. Knight is a passionate and effective communicator to youth on the topics of apologetics and leadership. He has a rare combination of head and heart; intellect and emotion. I know of at least one young man who was significantly impacted by Dr. Knight's teaching. He changed the life of this person when he was 15 and didn't know how to move forward with his faith. That kid was me and that was almost 30 years ago. I have watched Dr. Knight develop his material and care deeply for Christian young people for decades. He will challenge people to a more mature Christian faith and give them the tools to navigate the difficult questions that arise in our Christian walk.

- Jake Stum, PhD., Director - Strategy and Development: City Fields; Pastor - The Mission Cleveland

Dr. Michael Knight's ministry is like a modern-day David versus Goliath story. We live at a time when the faith of today's adolescent youth is targeted for destruction by secular anti-Biblical creationism and secular educational strategists. In athletics, its often said the 'best defense is a good offense.' Dr. Michael Knight is taking the "offensive position" of defending the Biblical account of creation. He effectively uses Biblical apologetics along with scientific evidence to show young people and families how to know that the Bible's account of creation is correct and how to know the evolutionist's account of creation is incorrect. Whether writing, teaching, pastoring, training, preaching, or prophetically ministering – God releases powerful anointings through Dr. Knight. Miracles from God takes place, the Church is edified, and lost people come to faith in Christ.

- Terry Harris, Lead Pastor – The Crossing Church; President – Dream Central International

I fully recommend and endorse Dr. Michael Knight and his team at the Never Before Project. His gifted method of presenting apologetics, the principles of leadership and cutting edge ministry in the 21st Century challenges even the most skeptical of young minds toward accepting the truth of our faith in an increasingly faithless world. Any church or ministry that uses Dr. Knight and his team will not be disappointed.

- Matthew T. Propes, State Youth and Discipleship Director – South Georgia Church of God

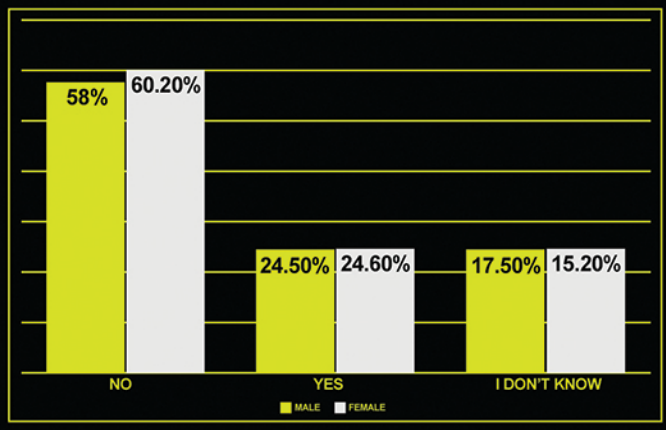
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_MEDIA KIT

"I believe the bible story of creation used evolution"

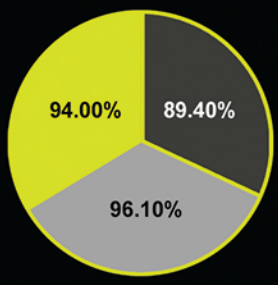
Ages 12-28 of North American Pentecostal Charismatic Adolescents



NeverBefore Project in conjunction with University of Birmingham- England

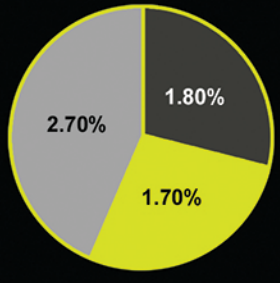
"I believe the Bible is Historically Accurate"

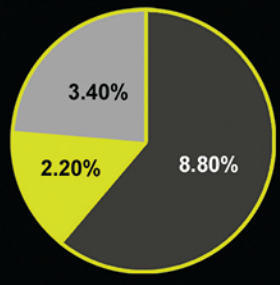
Ages 12-28 of North American Pentecostal Charismatic Adolescents



Variable: Answer - "Yes"
Education:
- 1. High School or Less
- 2. Some College/Technical
- 3. College or Graduate

Variable: Answer - "No"
Education:
- 1. High School or Less
- 2. Some College/Technical
- 3. College or Graduate





Variable: Answer - "I don't know"
Education:
- 1. High School or Less
- 2. Some College/Technical
- 3. College or Graduate

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