

BEING A PASTOR TO A HUNTER

JASON CRUISE

YOU REALLY DO WANT TO REACH THIS GUY. THE PROBLEM IS ...

- 1 Chances are you're not a hunter.
- 2 Hunters are elusive. And obsessed.
- 3 Hunters are erratic with church attendance.
- 4 Your church likely has thin margins in the form of men's ministry structure or the budget dollars needed to reach men.



MY STORY.

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Hunters are bridges to a world of blinds and camps where the pastor has no invite. When we turn those guys into missionaries, we reach an unreached people group.

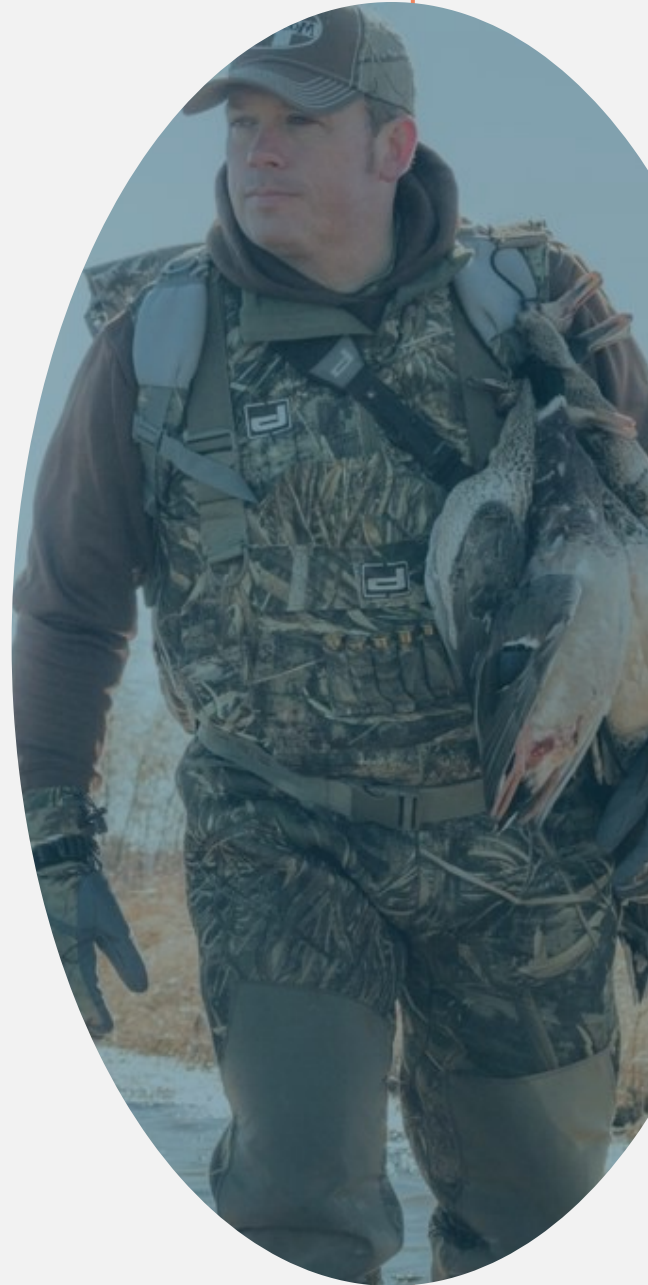
Early in my ministry journey I wanted to find a way to use my passion for reaching hunters - yet - I had a seminary degree. I served churches. I spent years wondering if my love for hunting could ever serve a Kingdom purpose.

Around 2001 I simply quit talking about it and started doing it. Build the plane as you fly it as they say.

I never dreamed I'd write books about hunting, work with publishers to create Bibles, host television shows, produce gospel media projects, and speak all across the nation at men's events. I never dreamed hunting could be a stage for sharing the gospel ... but it can and it is.

If you'll give me just a few minutes I want to give you something in return: more insight into a group of men sitting in your church today that are misunderstood but equally just as ready to serve God if someone like you could come alongside them in a way that speaks their language.

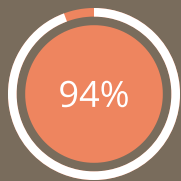
~ Jason Cruise



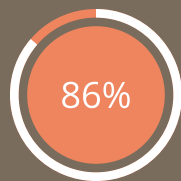
SOME FACTS.

I EXECUTED THE SURVEY MYSELF.

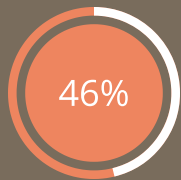
I speak at a ton of wild game dinners which means I have access to churches, pastors, and hunters. A few years ago I ran a survey of hundreds of Christian hunters across America. Here's what they said:



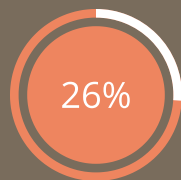
of Christian hunters indicated that hunting was on their mind constantly.



said they attend church at least once a week.



indicated their church did nothing for outdoorsmen.

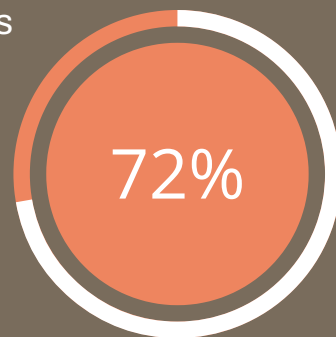


indicated their church hosted a wild game dinner but not every year.

So put that together.

This means that of those surveyed 72% of churches have men right now ...

- Trying to pursue God
- Coming to church weekly
- Feeling like their church is doing little to mobilize them.



YOU.CAN.CHANGE.THAT.

HOW TO TURN A HUNTER INTO A MISSIONARY



IT STARTS WITH YOU.

01

Change your mindset. Hunting is not a hobby. Not for him. It's an **IDENTITY**. His need to be out there comes from his bones.

Is being a pastor your hobby? No! Right or wrong, being a pastor is quite tied to the fabric of how you see your life and calling. You view most of life through that lens. Hunting is the same for him; it's how he looks at life.

Understand this truth and you'll go further than most pastors ever do.

02

Refuse to see hunting as a threat to Sunday morning attendance. This was one of my greatest transformations as a pastor. See it as his way of engaging his mission field. It's not like he's hunting 52 Sundays a year. When he's hunting, he's typically crossing paths with men who are not sitting in your church!



03

Be unapologetic about reaching men. I've never served a church where there wasn't some level of friction when we started targeting men. People complained "what about women and kids?" Look, women find a way to get together. And churches spend the bulk of their ministry budget on age-graded ministry. Men tend to isolate themselves unless challenged. God calls men to lead the way; that's Biblical and you should never feel pressure to apologize for going the second mile to reach the first group God called to lead.

04

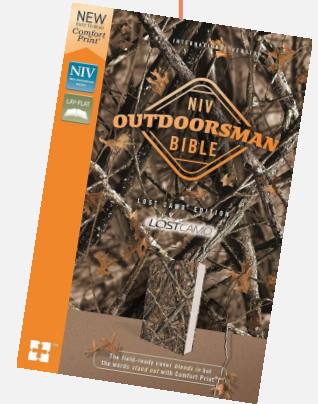
Steward the gift in front of you. God has gifted you with gifted men. All they need is to be unleashed.

On this next page ...

I'm going to give you four foundational principles to help you embrace the stewardship you've been given.

FOUNDATIONS.

Leverage God's Word. As a pastor you have access to a missions or evangelism budget. I used to feel that hunters were not willing to share their faith, and I was wrong. I have found that hunters absolutely share their faith ... if you will give them a tool. There are all kinds of camo-clad Bibles out there today offered by Christian publishers. Find one that fits your budget, and give it to the hunters in your congregation. Challenge them before turkey season starts, or before deer seasons begins, by simply asking them to keep a few Bibles in their truck to give to hunters they encounter throughout the season.

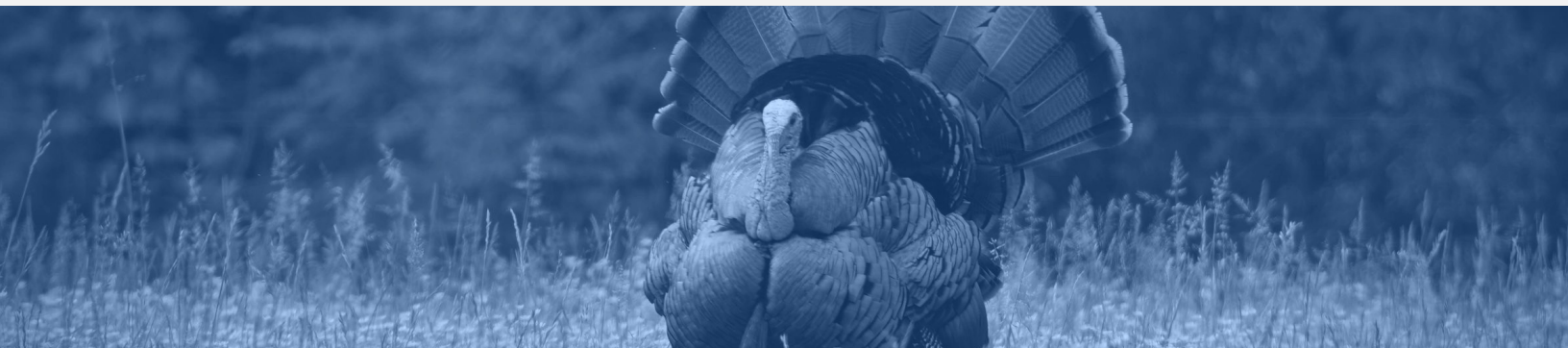


Wild Game Dinners. Game dinners are a great start as long as you don't let them define your answer for your overall strategy for men's ministry. They are stellar onramps to the community. You can go to JasonCruise.com for several free tools on how to make your wild game dinners efficient and effective.

Quarterly Grub & Go. Super effective and super easy. Once a quarter offer a breakfast for your men. Their assignment after eating is to go get in the field. Go shoot clays. Go to the gun range. Go on a shed hunt and make it a competition. Spilt into all sorts of groups based on a hunting genre. I've seen this be successful because it puts a date on the calendar, and then your men can come up with all sorts of creative field events. Some sausage & biscuits, some hang time with guys, and within the hour you are leaving to go do something fun. It's low budget, low prep, and it works.

Employ The Power Of Lunch. No one ministry strategy I've ever used has performed as well as the power of lunch with men. Every man has to eat! In those settings you can disciple, strategize, and coach up any man, regardless of his spiritual depth, and take him to higher ground. Those settings can transform a man into a missionary.

REALIZE. If you installed just these four principles your church would have **four quarterly** events, **one annual** event, and an **ongoing ministry** of giving out the Word of God. Low investment. High Return. All in your immediate region.



STAY IN THE FIGHT.

Ministry takes a brutal toll on your life and on your soul.

Your time is already limited.

And the last thing I want to do is offer you yet another option in how to grow your church. An option that only leaves you feeling like it's just another thing you cannot get to right now or have no energy to call upon to get the job done.

Men who come alive for the things of God will be the very men who change your church landscape. Energy spent on building the Kingdom by building men is not a ministry you have, it's a legacy you develop, and a legacy you leave behind.

I hope these simple frameworks have helped bring some clarity and inspiration.

What you do matters.

Stay in the fight my brother!

A handwritten signature in blue ink that reads "Jason Cruise". The signature is stylized with a large, looping "J" and a long horizontal line extending from the bottom of the "J" across the word "Cruise".



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Background & Backstory.

B.S., University of North Alabama

M.Div., Southwestern Baptist Theological Seminary

D.Min., Fuller Theological Seminary

Authored Works.

The Heart of the Sportsman, Broadman & Holman

Into The High Country, Broadman & Holman

The Sportsman's Bible, Executive Editor, Broadman & Holman

A Wanted Man, Barbour Publishing

NIV Outdoorsman Bible, Executive Editor, Zondervan

The Man Minute, Barbour Publishing

In The Thick Of It, Barbour Publishing

Produced Works.

Me & Dad, SkyAngel, DirecTV

Close Encounters DVD Bible Study, Zondervan

Mossberg's Rugged American Hunter Series

Spring Chronicles, The Sportsman Channel

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