

### Overview

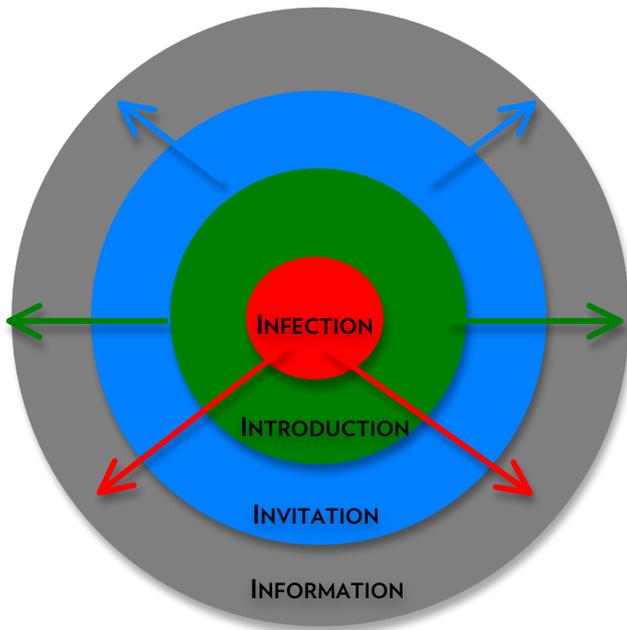
The CBR Journal spread to thousands of participants in multiple countries through word of mouth and life on life relationship.

In 2016 we began to investigate the viral growth of The CBR Journal and create resources with the hope of stewarding, supporting and accelerating the organic growth.

Related to that, we began to consider the most effective strategies for permeating an existing church community with The CBR Journal. (As you might guess, launching The CBR Journal when a church is being planted gives that church the greatest chance of having a viral culture once it's established.)

Through prayer, reflection and a several attempts, we believe that there are Four “Sequential Ingredients” for permeating a church with The CBR Journal.

We use the phrase “Sequential Ingredients” because all Four Ingredients have to be “part of the mix” AND the order in which the ingredients are added seems to be important.



#### Ingredient One – INFECTION...Especially Elders

At the core of a Church being permeated by The CBR Journal is **INFECTION**...one participant being used by God to infect someone else with the daily habits of communing with God through His Word and communing with God's People around His Word. **While organized programs can support the spread of The CBR Journal, the essence of the spread has to be organic and relational.** Further, if a particular Church is going to be saturated with A Culture of “Gospel-Centered” / “Faith-Filled” Daily Bible Reading through The CBR Journal, the Elders have to not only believe in it theoretically, they have to benefit from it personally and regularly “infect” others in a Gospel-Centered Way.

(The PDF...*Creating and Sustaining a Viral Culture of DPW* can be helpful in aligning the elders.)

(The PDF...*Graciously Infecting others with The CBR Journal* can be helpful to anyone **INFECTING** someone else with The CBR Journal.)

#### Ingredient Two – INTRODUCTION...Especially Leaders

Once a “Gospel-Centered” / “Faith-Filled” participation in The CBR Journal is growing relationally and organically, it's time to “add to the mix” the second ingredient... **INTRODUCTION**. It's strategic to get key leaders (staff and lay) to join the initiative early on. To be blunt, it's wise to have key leaders hear about The CBR Journal from the elders before they “catch wind of it” in the church.

(The PDF...*An Introduction to The CBR Journal* can be helpful in aligning leaders.)

#### Ingredient Three – INVITATION...Especially Members

If the church is a series of concentric circles, **INFECTION** emanates from the “Core” (the sphere of Christ-Like Authority)... **INTRODUCTION** is primarily about the “Committed” (the realm of leadership)...and **INVITATION** is focused on the “Congregation”. Once the Elders and Leaders are experiencing increased intimacy with Jesus and Community by means of The CBR Journal, it's time to proactively invite the members of the church to join those “ahead of them” in this spiritual discipline. It's important for the members to know that the elders want to graciously, winsomely and eventually permeate the entire congregation with The CBR Journal. It's also important for the **INVITATION** be highly relational and that the member be offered a life on life connection while they're growing in the discipline of Reading and Discussing the Bible daily.

(The PDF...*An Invitation to The CBR Journal* can be helpful in explaining the What, Why and How of The CBR Journal.)

#### Ingredient Four – INFORMATION

In every organization (including a church) there's a dynamic interplay between organic and organized realities. Therefore, in order to permeate an entire church community with The CBR Journal both individual and institutional communication must exist. Making a big announcement and launching “another program” will not create and sustain a Viral Culture of Daily Private Worship. But, in order to create and sustain that Viral Culture a church will have to constantly communicate the organic reality in an organized way. Even if the essence of the growth is relational and organic the entire community will not be infected without iterative and redundant communication of relevant **INFORMATION** in every realm and layer of the organization. In addition to the Reading Schedule, the church has to be constantly **INFORMED** regarding general information about the CBRJ, opportunities to learn more about the CBRJ, stories of changed lives through CBRJ, CBRJ Workshops, etc.