

STV
POWER TIP
LOOK FOR STV POWER TIPS
LEARN HOW TO USE EVERY PAGE OF STV FOR MINISTRY

THE OFFICIAL

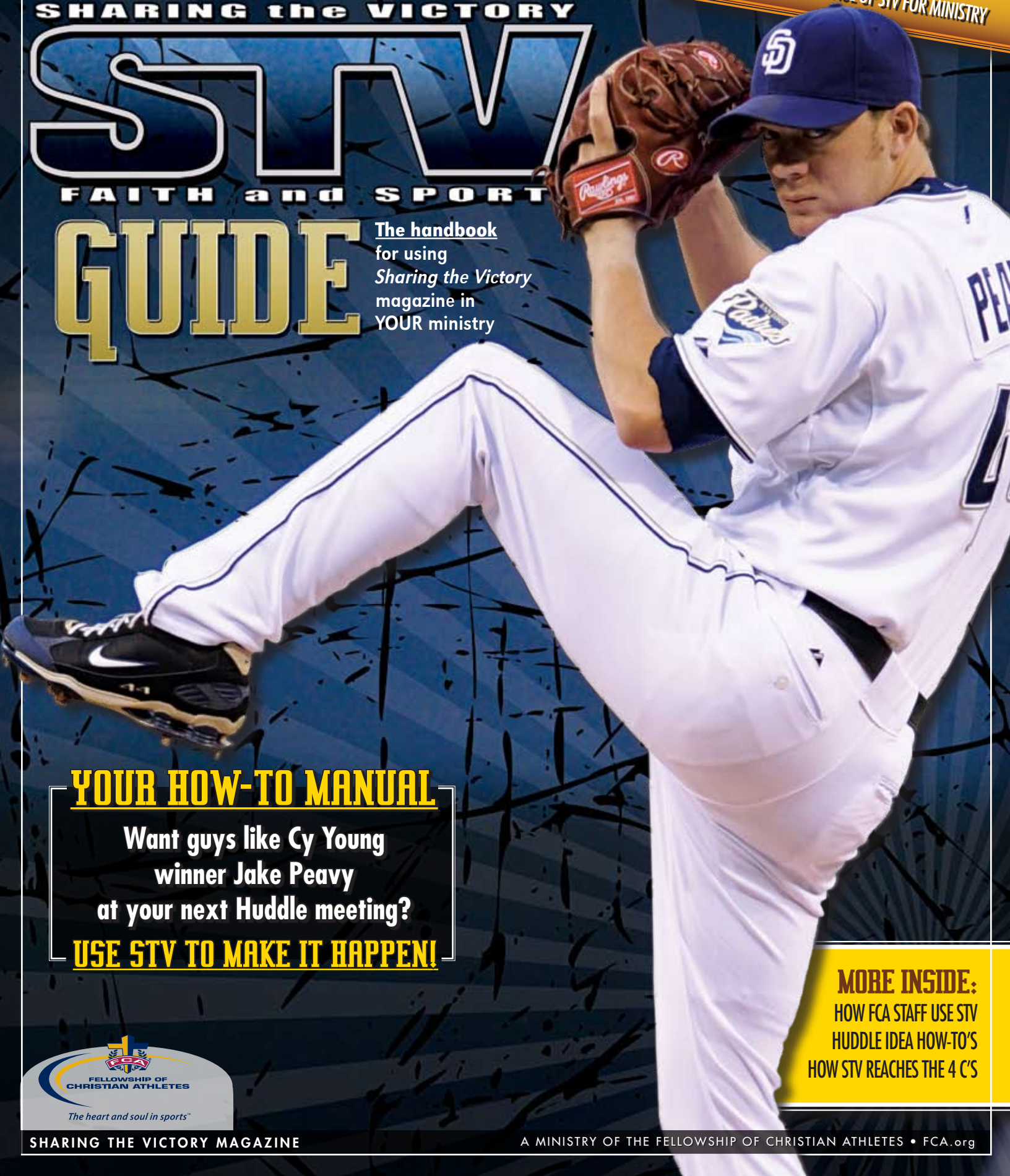
SHARING the VICTORY

STV

FAITH and SPORT

GUIDE

The handbook
for using
Sharing the Victory
magazine in
YOUR ministry



YOUR HOW-TO MANUAL

Want guys like Cy Young
winner Jake Peavy
at your next Huddle meeting?

USE STV TO MAKE IT HAPPEN!

MORE INSIDE:
HOW FCA STAFF USE STV
HUDDLE IDEA HOW-TO'S
HOW STV REACHES THE 4 C'S



Coach's Corner

Over the years, FCA has produced a lot of resources, but only one has been a constant source of ministry for more than 25 years: *Sharing the Victory* magazine. It has been called FCA's most effective outreach resource by FCA staff, and Huddle Coaches continually rank it in the top three most effective ministry tools. As I travel the

country on behalf of FCA, I continue to hear fantastic feedback from those who read the magazine every month.

Despite the great response, however, *Sharing the Victory* (STV) remains one of the most underutilized tools we have. Yes, people read it and enjoy it, but our desire is that they would do so much more—that they would use STV to minister. Unfortunately, very few people know just how much ministry potential lies on every single page.

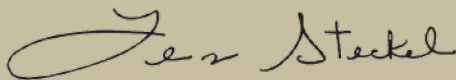
For instance, did you know that you could create an entire FCA Huddle meeting based on one "Heart of a Coach" or "Heart of an Athlete" column? Did you know that you could get ideas for outreach events from the monthly "Spotlight"? Did you know that you could bring high-profile athletes like Jake Peavy and Matt Hasselbeck to your Huddle meetings via the magazine and its online video player?

If you didn't know about those options, you're not alone. That's why we've created this Official Guide—an STV

handbook, if you will. In the following pages, we break down the ministry potential of STV and teach you how to maximize it in your sphere of influence.

We look forward to partnering with you in ministry through STV. If after reading this, you still have questions or have an idea of how to make the magazine ministry even better, feel free to contact us! Send us an e-mail at stv@fca.org or call 1-800-289-0909.

Model the Master,



Les Steckel
 FCA President/CEO



DID U KNOW?

An extra 45,000 copies of the August/September issue are printed and sent to every athlete who attends a summer FCA Camp.



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We welcome your comments about STV.

E-mail us at: stv@fca.org

STV also is on the web!

sharingthevictory.com
fca.org

FCA Vision: "To see the world impacted for Jesus Christ through the influence of athletes and coaches."

FCA Mission: "To present to athletes and coaches, and all whom they influence, the challenge and adventure of receiving Jesus Christ as Savior and Lord, serving Him in their relationships and in the fellowship of the church."

FCA Values: Our relationships will demonstrate steadfast commitment to Jesus Christ and His Word through Integrity, Serving, Teamwork and Excellence.

FCA Ministries: Coaches, Campus, Camps, Community

FCA Fundamentals: Share, Seek, Lead, Love



The heart and soul in sports™

THE OFFICIAL
SHARING THE VICTORY
STV
FAITH and SPORT
GUIDE

What's Inside the How-To Guide?



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STV SOUNDBITE



"Being an athlete, sometimes you start to worship your sport. You lose focus of what is important in life ... From the moment of my injury, my relationship with Christ began to grow. I continue doing Our Daily Bread Bible studies, trying to focus on Him and figuring out what I can do through Him."

- Tamika Catchings, WNBA All-Star (STV, June/July '07)

STV History: More Than 25 Years of Ministry

In 1959, the leaders of a 5-year-old FCA ministry began printing its first periodical. A small, one-fold piece called *The Christian Athlete*, the publication filled a great communication need for a small, but growing, ministry.

Fast-forward four decades and *The Christian Athlete* is all grown up. Now *Sharing the Victory* (STV) magazine, what started out as a pamphlet

has transformed into one of the world's leading Christian sports magazines.

STV is produced with the intention of ministering to coaches, athletes, volunteers and FCA staff while also providing each with a great resource to help them minister effectively to others.

With such a wide variety of articles and columns, there is something for everyone in STV.

DID U KNOW?

Nearly ¾ of a million copies of STV are printed every year!

STV

STV Rewind: A Look at the Archives

"I feel it's been God's plan for me to be a head coach. The records that come and go mean nothing. I'm not saying I don't appreciate success and praise, but when it's all over my only measurement is how well I've served God."

– Tom Landry, Hall of Fame football coach (STV, Sept./Oct. 1982)

"The platform I now have is the same one God always had for me. But instead of glorifying myself, I glorify the Lord. I never let a day go by without making that my No. 1 objective. I had to become spiritually bankrupt with worldly things before I realized that life is absolutely worthless without the Lord."

– Pete Maravich, Basketball Hall of Famer (STV, Jan./Feb. 1986)

"When you're out on tour, you can get carried away with the money you're playing for and all the materialism that's around you. But to have that fellowship and to get yourself focused into the right perspective makes a big difference."

– Betsy King, LPGA Hall of Famer (STV, May/June 1990)

"Even before I was a Christian, I was searching for all these things and looking in the wrong places. I try and tell people that you can only have peace, joy and contentment through a relationship with Jesus Christ."

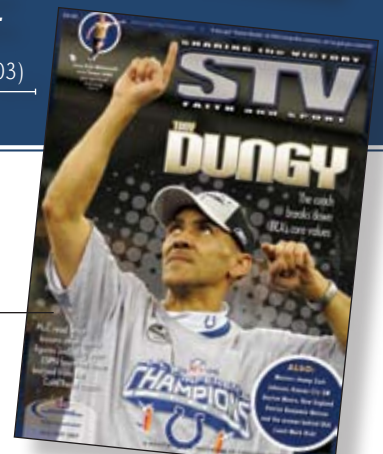
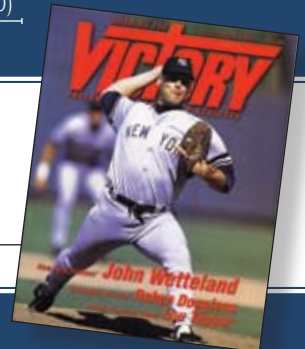
– John Wetteland, Former MLB Pitcher (STV, Oct. 1996)

"My faith is not 'religious beliefs.' My faith is in the God who created me and sent His Son to die for me. I know what it's like to have your son die. God did that willingly for sinners like me. That's enough for me."

– Trent Dilfer, NFL Champion Quarterback (STV, Aug./Sept. 2003)

"Whatever is in front of me, whatever is on my plate as a coach, I want to do it as well as I can because there is never a time when I am not to be exemplifying Christ."

– Tony Dungy, NFL Champion Coach (STV, Aug./Sept. 2007)



STV POWER TIP Give STV to a student-athlete who needs encouragement or positive athletic role models.

STV Features: *Articles with a Ministry Purpose*

Each issue of STV contains several feature articles. There are three types of articles, each with a specific ministry purpose.

1 Profile Articles

2 FCA Ministry Articles

3 Topical/Issue Articles

Profiles include cover stories and feature articles that highlight individual athletes and coaches who are living out their faith and making an impact through FCA. These heroes of sport and faith share their athletic and life journeys as well as the inspiring lessons they've learned along the way.

ARTICLE TYPE: PROFILE



From "Get Real: San Diego Padre Jake Peavy is who he is. Like it or not."

By Jill Ewert (STV, October 2007)

The value of accountability is paramount to [Jake] Peavy. He is quick to state the obvious: that he's not perfect and that he makes mistakes just like anybody else. But that's what makes him unique, especially in Christian circles. In a world full of

masked people, Peavy is real. "I don't want to be someone who puts up a front to make people happy and then who puts up a different front somewhere else," said the Padres ace, who was the starting pitcher for this year's National League All-Star team. "I want to be a stand-up guy and allow people to say, 'Hey, this is what Peav is, and this is what he stands for. If you like it, you like it. If you don't, you don't.' I certainly don't want to be rude and step on anybody's toes, but I am who I am, and I'm going to be accountable for what I say and do."

"We need to win. God has given us this talent to go out and use it. The Lord wants us to be as competitive as we can be in the right way."

– Jake Peavy, 2007 Cy Young Award winner and MLB All-Star (STV, October '07)



From "Leader of the Pack: One of the most accomplished coaches in basketball history, Kay Yow has faced some tough opponents—none more formidable than cancer."

By Susie Magill (STV, March 2008)

loves me, and that it a love that is deep. I know He wants the best for me. I feel

sort of fortunate to even get a little bit of an answer. I wouldn't expect one, but I don't want to miss what He wants me to get out of all of this.

SM: Are you ever scared?

KY: I think the first year you have cancer, it is

a shock. But the main thing is, if I let myself focus on the negative aspect of it, the fear would be there. To me, my whole thing is to never let my mind focus that way. If something negative enters my mind, I push it out. I focus on God because then God becomes big and the problem becomes small. But, if I focus on the problem, the problem becomes big and God becomes small. So, I know what I need to focus on anytime I start to doubt.

Susie Magill: Have you ever wondered why cancer happened to you?

Kay Yow: I've never questioned why I have cancer. I have an idea, but I know that God has a plan for me, and I just try to trust His plan and what it is that He wants me to do. That is the main thing. And I do know that He

ARTICLE TYPE: FCA MINISTRY

Ministry pieces showcase what God is doing through FCA in general. Topics range from ministry resources to FCA Camps to training to local events. These help illustrate what God is doing in FCA on a broad scale and also allow you to gain ideas from what others are doing around the country.

STV POWER TIP Take STVs to your Huddles to promote FCA Camps and other ministry-related events.



From "Second Chance: Oklahoma outfielder Iver McDonald experienced the life-changing power of FCA Camp...twice." By Joshua Cooley (STV, April 2008)

The walls of self-reliance had first started to crack four years earlier. She had arrived at FCA's Texas A&M leadership camp before her sophomore year of high school feeling overwhelmed yet excited. The camp's theme was "An Audience of One," and at chapel one night, the speaker built a cross out of wood while sharing the gospel message. "Automatically, I wept and laid my life down," McDonald said. "It was awesome. I knew that I could play softball and play for the Lord. It really caught on to me that I could give God every pitch, every at-bat."

But McDonald wasn't willing to give up 100 percent of everything to God just yet, and the result was "like I was living this lie, this mediocre life," she said. She carried that baggage into her freshman year at Oklahoma, where it all came to a head.

"I think she was trying to find out who she was as a person, and it was hurting her as a softball player," said Sarah Roberts, FCA's women's ministry director for the state of Oklahoma. "She had to find out who she was in Christ, who she was as a person. Once she realized her relationship with Christ wasn't an off-the-field thing, that's when her game really started coming together."

The transformation process culminated with McDonald's second FCA Camp experience last June at Baylor University, where she worked as a Huddle Leader. Partial devotion to Christ was replaced with a full immersion into her faith.

"I had eight girls," she said. "Two of them were already saved when we started. By the time I left, all eight had given their lives to Christ. I thought to myself, 'Look at what God did when I didn't give Him all my life. How much more would He do if I gave my whole life to Him?'"

When she returned to Norman late last summer, the change was starkly evident.



From "Ministry Report: South Korea FCA Camp"

By FCA Sr. Vice President Dan Britton (STV, December 2007)

Once camp started and we'd done our initial team meeting, Huddles, ice breakers and had eaten a great dinner of kimshi and squid, we had an opening three-and-half-hour worship service. In the U.S., we complain if our hour-and-15-minute service goes long! But here, we worshipped and prayed, worshipped and prayed, and then worshipped and prayed some

more. All this with young kids! And then the speaker spoke for an hour. It was incredibly different and amazing.

The speaker communicated with power and conviction and challenged everyone to make their lives count for Christ. During the challenge, almost all of the kids responded to the Gospel. The FCA team was more than excited to pray over the campers. And as we prayed, the Lord poured out His Spirit while we interceded for the kids. Both campers and staff wept openly.



Courtesy of Jerry Laizure

ARTICLE TYPE: ISSUES

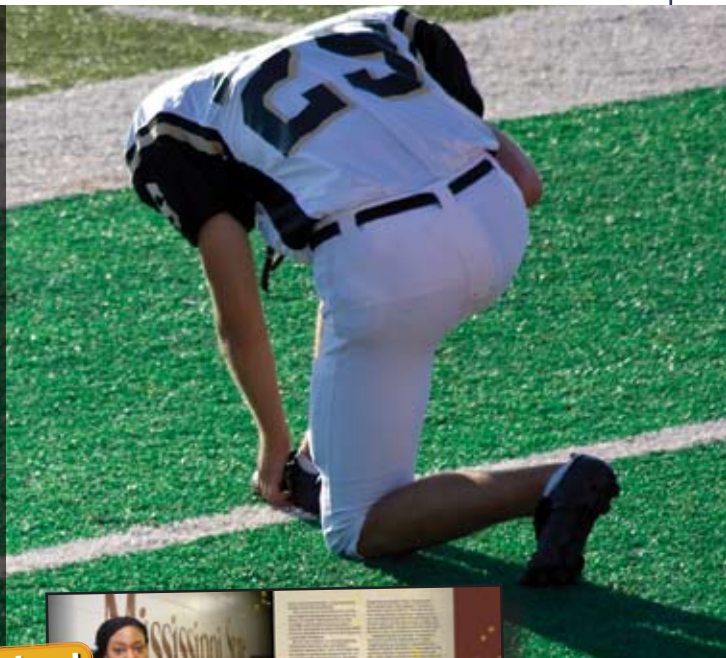
Issue-related articles address difficult subjects that are relevant to what today's athletes, coaches and FCA staff are facing. The articles—many of which are suggested by FCA staff and Huddle Coaches—cover moral, controversial and biblical topics.



From "Lord, help us win... : When it comes to sports, how should we pray?" By Roger Lipe (STV, April 2008)

“**L**ord, help us win today.” How many times have you said that prayer, either under your breath or out loud? How often have we asked the Lord Jesus to intervene in the course of human history so we could get a win?

When you watch post-game interviews after a Super Bowl, World Series, World Cup final or NCAA Championship game, have you ever thought about the statements made by Christian athletes who offer thanksgiving to the Lord for the championship? Do you ever wonder about the faithful, Christian competitors on the losing team? Were their prayers less effective than those of the winners? Maybe it was a numbers issue. If there were more Christians praying more effectively on one team, maybe the Lord was obligated to help them defeat the team with fewer, less pious Christians? Does the Lord care at all who wins and who loses a game? If not, why should we pray at all before competition?



GOT ISSUES?



Use STVs at your team chapel to inspire, as devotional material or to start discussions.

One of the most useful aspects of STV is the magazine's ability to tackle hot-button issues that are facing today's athletes and coaches. We know that it can be tough to minister to someone dealing with an issue unfamiliar to you. Coaches especially often don't feel like they are capable of ministering to athletes who are struggling. It is FCA's prayer that STV would be able to step in and provide ministry content to help cover some of those topics. Past articles have included:

“FREEDOM AND MERCY”

Eating disorders and the female athlete.

“IDENTITY CRISIS”

What does it mean to find identity in Christ?

“TURN TO ME”

Why men today desperately need their Father.

“ANATOMY OF A FRIENDSHIP”

Blessings and pitfalls of biblical friendship.

“LORD, HELP US WIN...”

(excerpt above)

When it comes to sports, how should we pray?

“COACHING A NEW GENERATION”

How to reach today's female athletes.

“BLESSED, NOT BROKEN”

Athletic injury and the Christian witness.

“OUT OF THE ALTERNATIVE”

Two former athletes tell how God delivered them from homosexuality.

“CALL TO ARMS”

Spiritual warfare is inevitable. Are you prepared to fight?

“FIRED”

Christian coaches offer advice on how to handle being fired.

“ENJOY THE GAME”

Can parents and students truly enjoy an athletic experience?

“RESTORED” *(excerpt at right)*

After a history of homosexuality, abortion and depression, one athlete shares her redemption story.



From “Restored: Abortion, homosexuality and depression. By God's grace, I've been redeemed.”

By Alexandria Hagler (STV, December 2007)

To this day I still don't know what happened, or if something with the abortion went wrong. But I do remember crying out to God. I asked Him what was going on. Prior to my sophomore year of college, I'd never been in the hospital. But in my first two years of college I was in the hospital seven times—two knee surgeries from basketball, the abortion and a series of other medical problems. By this time, I could no longer play basketball because of my injuries, and I even thought that God was punishing me for what I'd been doing. It was too much to handle, and I fell into deep depression as my life spiraled downward.

As the relationship with my boyfriend ended, I retreated back to my old mindset. I thought, “Lord, I tried to date a guy, and I wanted it to work out, but it didn't. I'm just going to do it my way.” So, I started dating another girl.

Throughout this relationship, God again convicted me of my sin. I kept hearing Him say, “Come back to Me. I'll heal you. I'll love you.”

Finally, He got my attention...

If you have a particular issue you'd like STV to cover, e-mail us at stv@fca.org.

STV Pull-Out Posters:

Inspiring Wall Art Every Month

These posters serve as a great way to inspire coaches and athletes by coupling the Word of God with an athlete who is representing Christ on the field of competition.

Allyson Felix

Run
hard
and
fast
in the
faith.

1 Timothy 6:12 (NIV)



I pursue as
my goal the

PRIZE

promised
by God's
heavenly
call...

Philippians 3:14



BE STRONG AND COURAGEOUS;

DO NOT BE TERRIFIED, DO NOT BE DISCOURAGED,
FOR THE LORD YOUR GOD
WILL BE WITH YOU WHEREVER YOU GO.

JEFF FRANCOEUR
Atlanta Braves

ROAD TO BATTLE

FERRY 89, SMITH 74, CROFOOT 79

"The whole team has come together in my name. There are 11 with them." Matthew 9:29

John Smoltz

...the GODLY
are as bold as LIONS

REVERENCE

GUINN RINEHART

NAVY 23

COURAGE

JOSHUA 1:9

ELDER

I HAVE CALLED DAILY UPON THEE.

I HAVE STRETCHED OUT MY HANDS UNTO

SONICS 8

THE SWEET

REVERENCE

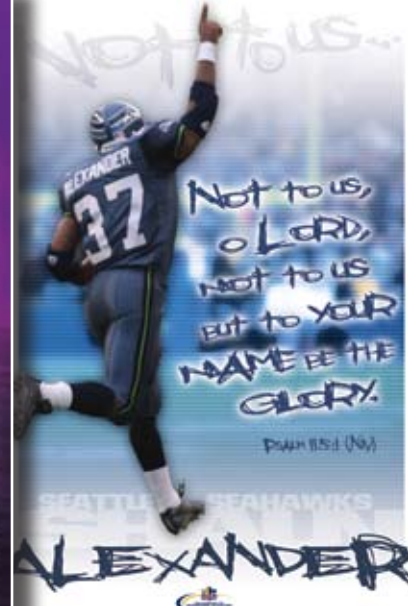
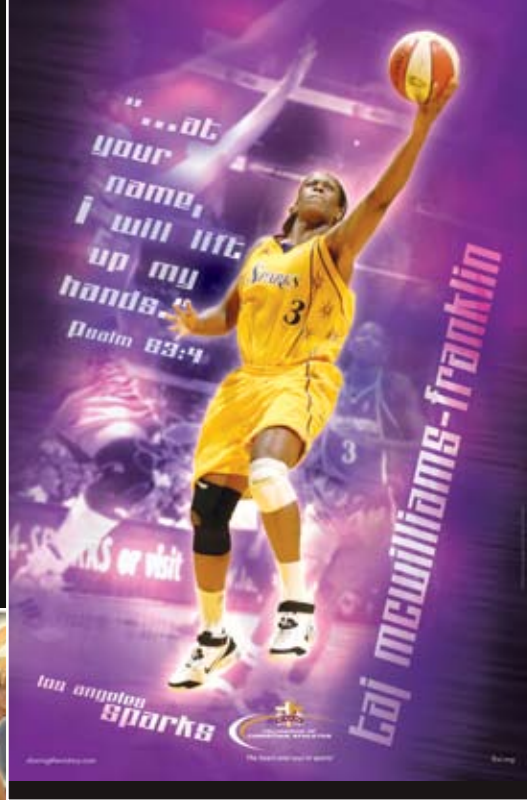
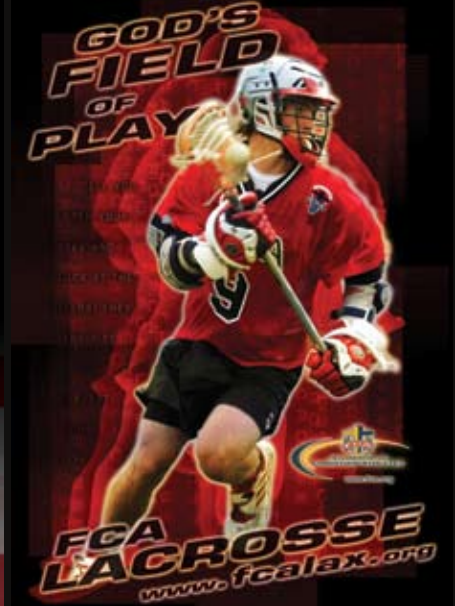
...the GODLY are as bold as LIONS

Proverbs 28:1 (NLT)

DETROIT LIONS

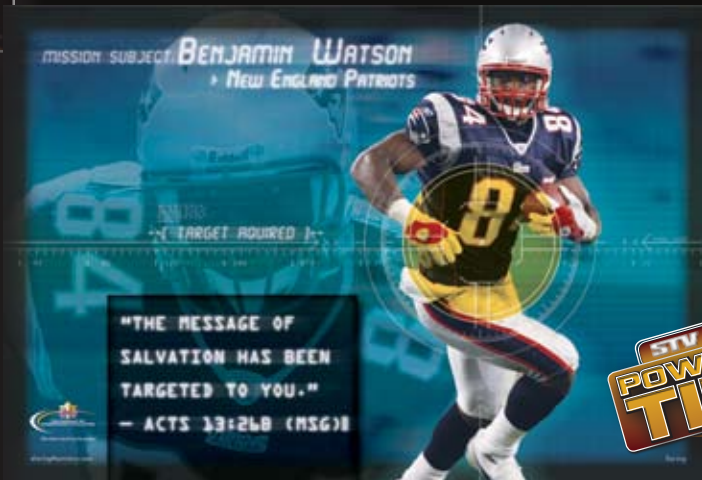
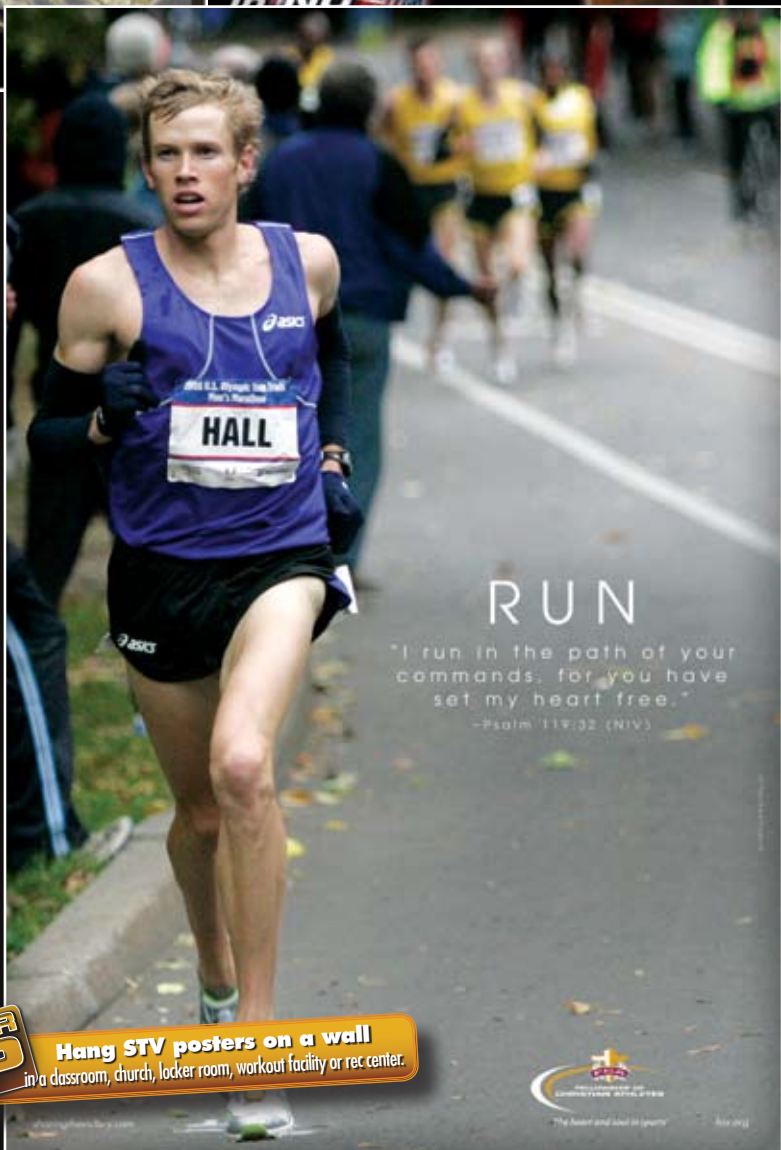
...the GODLY are as bold as LIONS

Proverbs 28:1 (NLT)



“Please don’t stop printing the STV posters! My son loves them and puts them up all over his bedroom. I’m so thankful that you produce those. Who knows what he’d have to put up if there was no Christian alternative?”

– Parent quote from a recent survey



STV POWER TIP

Hang STV posters on a wall in a classroom, church, locker room, workout facility or rec center.



We know that several topics and authors never go out of style. That's why we offer a variety of columns every month! And just like the features, these are designed for ministry.

DID U KNOW?

Huddle Coaches rank STV as the third most-useful FCA resource behind the Bible and the Huddle Playbook.

STV

FCA
Health & Fitness
FIT4EVER

Top 10 Mistakes Athletes Make

1. Not warming up properly.
2. Not stretching enough.
3. Lifting too much weight.
4. Not cooling down after your workout.
5. Not drinking enough water.
6. Ignoring the core muscle groups.
7. Not eating enough complex carbohydrates.
8. Not getting enough rest.
9. Playing through pain.
10. Training on an empty stomach.

Fit4Ever Excerpt
(From STV, December 2006)

4 More Hot Topics from Fit4Ever:

- "Caffeine Crash"
Energy Drinks and Sports Performance
- "God's Design"
An Approach to Biblical Nutrition
- "Double Portion"
Managing Food Intake
- "Can you win without drugs?"
The Truth about Steroids, Stimulants, Supplements and Alcohol

STV POWER TIP
Listen to the latest Fit4Ever podcast or subscribe for weekly updates with iTunes.



COACH'S CORNER

With this column, **FCA President/CEO Les Steckel** encourages and inspires readers with a devotion-style commentary. The article's themes center around the lessons Steckel learned during his football coaching career and serve to motivate and challenge readers in their walk with Christ.

ALL ACCESS

This two-page column on pages 6 and 7 includes a little bit of everything! FCA updates, relevant statistics, STV giveaways, recommended resources, a calendar of important sports and ministry dates, an FCA-endorsing quote from a pro athlete or coach and more, depending on the month and occasion. Either way, **you'll never be bored with All Access.**



FIT4EVER

FCA's Health and Fitness Ministry gets a monthly page as well, and we can't think of a better way to use it! **National Director Jimmy Page** provides outstanding advice on how to glorify God through healthy living. With a combination of physical and spiritual training, "Fit4Ever" can be a helpful resource for coaches and athletes of any level, as well as those who simply have an interest in caring for their body.

FINISH STRONG

This monthly column passionately discusses **how God's Word applies to our lives as Christians** in the athletic world. From contemporary challenges to cultural and spiritual inconsistencies, it covers the tough topics and dares readers to learn what God says in the Bible about issues facing today's society. Anyone who loves a challenge will love this column!



STV SOUNDBITE

"Every single day we have a chance to make a difference in someone's life."

- Leah O'Brien-Amico,
Olympic Gold Medalist
(STV, May 2008)



Courtesy of Leah O'Brien-Amico

TeamFCA PROFILES

Get to know the members of the FCA Team! Everyone from coaches to athletes to volunteers to FCA staff share their favorite (and least favorite) things, as well as **how Christ has worked in their lives** through the FCA Ministry.



HEART OF A COACH® AND HEART OF AN ATHLETE®

These are, not surprisingly, **two of STV's most-read columns**. Each month one seasoned coach and one experienced athlete offer a commentary on a particular attribute or struggle that plays a role in the development of his or her faith. We guarantee you'll be encouraged and challenged by this column every time!



STV POWER TIP Use **HOME STRETCH** to easily share the Gospel at your Huddle meeting or outreach event.

HOME STRETCH

No one can dispute personal testimonies. They are one of the most powerful tools God gives us. In this column, one high-profile athlete or coach shares how the **saving power of Christ dramatically changed his or her life**. The story is always followed by a prayer of salvation as well, making it more helpful as a witnessing tool.



SPOTLIGHT

STV encourages idea-sharing among Huddles, and this is the place for it! With this column, we put the "spotlight" on one FCA outreach event—either by a specific Huddle or a general area—and offer tips and how-to's for readers who want to replicate the idea in their own area. It's all about the Body of Christ working together!

STV POWER TIP Take **STVs** to your next Huddle training or planning session to get fresh ideas for service projects, lesson ideas or outreach events.

Based on the "Spotlight" column, if you'd been receiving STV for the past two years, you'd already know how to put these ideas (and more!) into action in your own Huddle:

- Host a Breakfast of Champions.
- Put your Huddle through an "Amazing Race."
- Cook Thanksgiving meals for families in need.
- Serve your school's coaches with a "night out."
- Use basketball instruction to reach your community.
- Send FCA care packages to U.S. troops overseas.
- Establish partnerships with community professionals.
- **Use jewelry (yes, jewelry) to increase FCA attendance and spread the love of Christ.**
- Reach out to and encourage injured athletes.
- Spend a night on a school roof to raise funds.



Past STV features have tackled tough issues as they relate to their sports. Check out a few below.

HEART OF AN ATHLETE®

ATHLETES

...FAITH

"We always rejoice and give thanks when times are good, but the true test is giving thanks and rejoicing during hard times."

– *Natasha Hastings, USA Track and Field*

...HARD WORK

"My experiences have taught me that it is better to take the time to do things right and in a way that pleases God."

– *Tucker Hibbert, Professional Snocross Rider*

...LEADERSHIP

"The best way to lead is a manner in which people want to follow you. This is portrayed by serving, loving and caring for others."

– *Allie Johnson, Former Duke University Lacrosse Player*

...CONFIDENCE

"Whenever someone around you is confident, you are able to put a certain amount of trust in that person no matter what you are facing."

– *Joshua Gardner, Former MLS Midfielder*

HEART OF A COACH®

COACHES

...OPTIMISM

"We are only humans, and we are going to have some doubts, fears and apprehension, but we can't get wrapped up in those things. Sports are not the end-all."

– *Kevin Jackson, USA Wrestling Coach*

...JOY

"Praising changes your perspective."

– *Peggie Gillom-Granderson, University of Mississippi Associate Head Women's Basketball Coach*

...FAITHFULNESS

"The point is that a life lived by grace, through faith, in obedience to God's laws will yield fullness and abundance."

– *Jack Spates, University of Oklahoma Wrestling Coach*

...RESPONSIBILITY

"If my players see that I am responsible in my life, then that helps them be responsible in their lives."

– *John Rittman, Stanford University Softball Coach*

STV Online

Today's society is almost entirely Web-based. That's why STV is working to make as much magazine content available online as possible.

If you read something in STV that you feel would benefit someone else, go to sharingthevictory.com and find it online. That way you can simply e-mail them the link to the article.

Beyond magazine articles, sharingthevictory.com also offers Web exclusives unavailable in the magazine. Online features include the STV Video Player, expanded ministry content from selected articles and a downloadable Web wallpaper version of that month's poster.

We also keep an extensive archive of articles, videos and wallpapers, just in case you get a few months down the road and need to use them in ministry again.

Another benefit of STV Online is the feedback that you as an FCA Teammate can access. We can't make STV without people like you! That's why we have made it possible for you to submit several key items online.

First, if someone you know (or you!) would make a great TeamFCA Profile, you can log on, fill out a few questions and send in your picture. If selected, one of the STV staff will be in touch about when your profile will run in the magazine.

Another two options involve articles. You can both submit feature story ideas and "Spotlight" event suggestions at sharingthevictory.com.

Finally, if you have any thoughts, comments, questions or concerns, we definitely want to hear them. You can submit a letter to the STV Editor online, as well. Help us make STV the best ministry tool possible!

Free Downloads

A Treasure Trove of STV Desktop Wallpapers, Screensavers and More...

Behind the Bench

Online Feature to Encourage and Challenge Coaches' Families

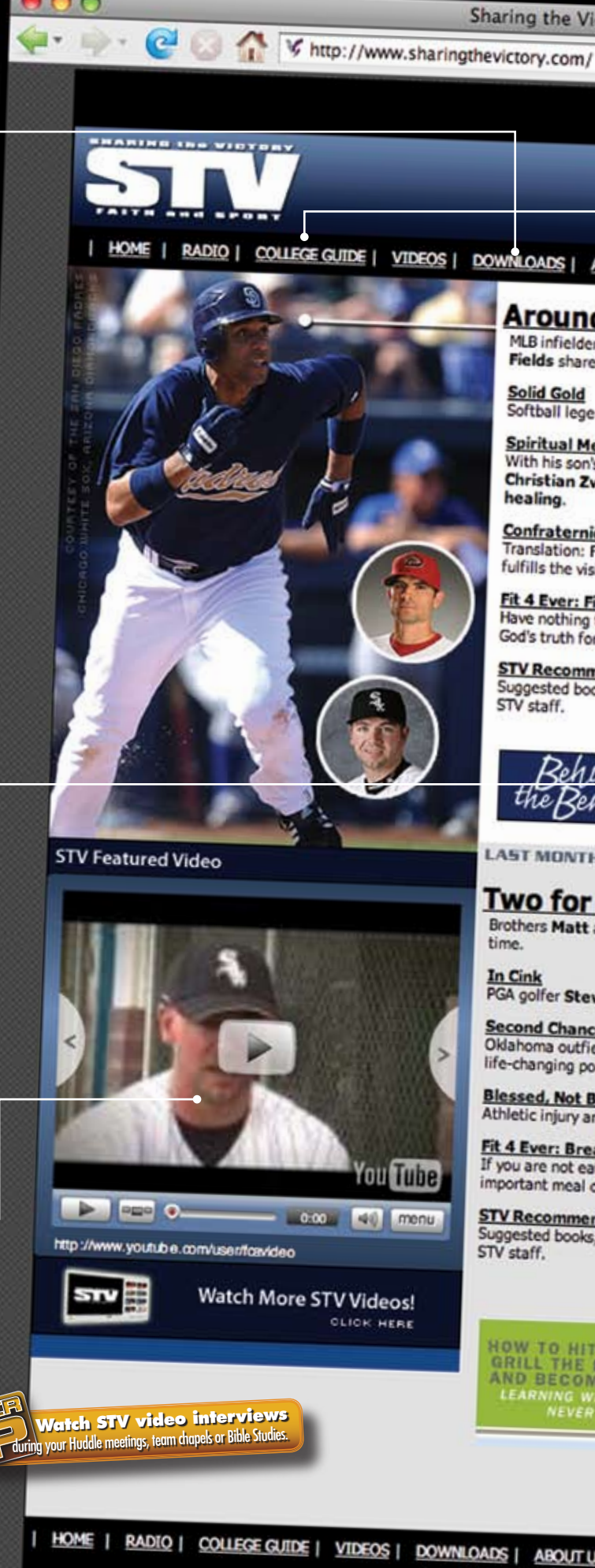
STV VIDEO PLAYER

New to the STV ministry is the STV Video Player, designed to be used in Huddle meetings! Every month STV brings you a new video interview based on one of the articles in that issue.

Maybe you don't live in a big city and have access to high-profile speakers. With the STV Video Player, anyone can bring sports stars like Tony Dungy, Jake Peavy or Jon Kitna to their town. Just plug in a computer, set up a screen and push play!

Even better? Watch the video beforehand and create discussion questions based on the interview content. Tailor it to your Huddle and watch the athletes learn and grow!

STV POWER TIP Watch STV video interviews during your Huddle meetings, team chapels or Bible Studies.





Listen to STV podcasts on your iPod or during your workouts.

College Guide

Browse Christian colleges and request free information.

STV RADIO AND PODCAST

Not only does STV come to you via print magazine nine times a year, it also arrives via the airwaves once a week! On more than 125 stations around the country, you can hear FCA's *Sharing the Victory* radio program, hosted by University of Nebraska tight ends coach Ron Brown.

Airing on weekends, the half-hour program takes a fast-paced, energetic look at how today's Christian athletes and coaches are doing sports God's way. The championship lineup includes high-profile coaches and players such as Tony Dungy, Matt Hasselbeck, Bobby Bowden, John Wooden, Shaun Alexander and Cat Whitehill. Through interviews and inspirational messages, listeners are "fired up" to live a victorious life for Christ on and off the field.

Even better, you can take *Sharing the Victory* radio with you wherever you go and make it available on your time schedule. Simply subscribe to the Podcast and let it download each week to your .mp3 player.

For more information, including a list of radio stations that carry the program, go to sharingthevictory.com.

Submit a TeamFCA Profile

Nominate an outstanding coach or athlete to be featured in an upcoming STV.

Submit a Story Idea

Tell us your FCA story and let us know how God is working in your team, community or campus.

Subscribe

Instead of reading your friend's copy of STV, start your new subscription today.

and the Horn
 Tony Clark, Chris Burke, and Josh...
 important lessons from the diamond.
 and Leah O'Brien-Amico.

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A CURVE BALL. PERFECT STEAK. BE A REAL MAN: WHAT OUR FATHERS TAUGHT US



LEARN MORE!



Heart of a Coach
 Andrea Mangrum, Softball Coach, East Tennessee State University ([more...](#))

Heart of an Athlete
 Taylor Zanelotti, University of Maryland Lacrosse ([more...](#))

Finish Strong
 Ron Brown explains how to "Play to Win" ([more...](#))

Interact With Us
 Send a letter to the editor
 Submit a TeamFCA profile
 Submit a story idea
 Submit a Huddle spotlight



Around The Horn
 MLB Infielders talk to STV
 Sharing the Victory Magazine

SUBSCRIBE TO STV
 1 Year or 2 Years



STV SOUNDBITE

"Adhering to what God says and doing His will really does pay off in the end."

- Matt Diaz, Atlanta Braves (STV, April 2008)

Courtesy of the Atlanta Braves

Pass It On! *"I've read my STV. Now what do I do with it?"*

We're glad you asked! There are so many things you can do with your copy of STV that you should never even consider throwing it away! Try one of these options:

1. Give it to a coach at your school who would benefit from a specific article.
2. Donate it to a school library.
3. Take it to your next dentist appointment and leave it in the lobby.

Get creative! Familiarize yourself with the contents of STV and pray about how God wants you to use it. There's dozens of ministry possibilities in every issue!

STV POWER TIPS

Power Tip Collection

Recapping the Best STV Power Tips

1. Pull out the Fit4Ever columns to hang in weight rooms or locker rooms.
2. Hang STV posters on a wall in a classroom, church, locker room, workout facility or rec center.
3. Do a character study based on "Heart of an Athlete" and "Heart of a Coach" columns.
4. Order extra copies to give coaches as pre-season encouragement gifts.
5. Submit your TeamFCA Profile and share a tip to becoming a Christ-like competitor.
6. Get permission to hand out STVs at school athletic banquets.
7. Listen to STV radio podcasts on your iPod or during your workouts.
8. Take STVs to your Huddles to promote FCA Camps and other ministry-related events.
9. Use STVs at your team chapel for inspiration, devotional material or discussion topics.
10. Listen to the latest Fit4Ever podcast or subscribe for weekly updates with iTunes.
11. Use Home Stretch columns to easily share the Gospel at your Huddle meeting or outreach event.
12. Take STVs to your next Huddle planning or training session to get fresh ideas for service projects, lesson ideas or outreach events.

The Four C's

STV works hard to serve each of FCA's Four C's of Ministry: Coaches, Campus, Camps and Community.



COACHES:

- STVs are distributed at FCA's booths at most national coaches conventions.
- Each issue includes articles and columns specifically targeting coaches.
- When FCA staff meet with coaches, they often leave them with a copy of STV.



CAMPUS:

- STVs are sent to every certified Huddle Coach to use in his or her Huddle.
- The monthly "Spotlight" column offers a unique event for Huddles to replicate.
- Other columns and articles specifically target student-athletes.



CAMPS:

- Every FCA Camper receives a free copy of the August/September STV.
- STV tells camp stories and writes ministry articles around camp themes.
- Each March issue is sent to subscribers along with a camp brochure.



COMMUNITY:

- FCA invests in those who invest in the ministry by sending them STV subscriptions.
- STV is one of the most popular FCA resources to hand out at community outreach events.
- Select bookstores around the country offer STV on the stands to inform the community of what God is doing through FCA.

STV SOUNDBITE



"I feel like it's the Lord running through me, and I feel like I'm under His wings—like He's the one doing the work and I'm just catching a ride."

— Ryan Hall, U.S. Olympic Marathoner
(STV, June/July 2008)

Courtesy of ASICS America Corp.

Take the STV Challenge!

**ATTENTION:
FUND-RAISING
OPPORTUNITY AHEAD!**

The Challenge: *Impact your community for Christ by selling subscriptions to STV.*

The Reward:

Huddles keep a portion of each subscription.

The Basics:

- Huddle members sell subscriptions for \$20 each.
- Huddle Coaches send a check for \$12 per subscription sold, to: FCA/STV, 8701 Leeds Rd., Kansas City, MO 64129. *(Include this form.)*

Don't Delay!

Get student-athletes or adult Huddles on board with the idea and then use the funds you raise for outreach events, FCA Camp scholarships, ministry resources—anything your Huddle needs that your budget won't cover!

See How It Works:

Subscriptions Sold 200
 Cost (9-issue subscription) x \$20
 Total collected \$4,000
 Total sent to STV with this form . \$2,400

→ **Your Huddle keeps! . . \$1,600** ←

Print your name: _____
 Print your school's name: _____

	Name	Address	City	Zip	Qty.	Price	Total
1.						\$20	\$
2.						\$20	\$
3.						\$20	\$
4.						\$20	\$
5.						\$20	\$
6.						\$20	\$
7.						\$20	\$
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Copy this form for each Huddle member. Collect forms and money, and send \$12.00 per subscription to: FCA, 8701 Leeds Road, Kansas City, MO 64129-1680. *Please print clearly or type.*

Sharing the Victory magazine is...

- The official magazine ministry of the Fellowship of Christian Athletes.
- A great way to find out what God is doing in the world of sport and through FCA.
- A 40-page magazine published nine times a year.
- A source of in-depth profiles on high school, college and pro athletes and coaches.
- The only way to get the popular STV posters.

STV is perfect for:

- Gifts
- Coaches
- Athletes
- Banks
- Car dealerships
- Church libraries
- School libraries
- Civic clubs
- Doctors'/dentists' offices

D I D U K N O W ?

Each month, FCA staff order more than 6,000 copies of STV to distribute in local ministry. Top uses include banquet and event handouts, booth materials, and giveaways at individual meetings.

STV

**To subscribe or give a gift
subscription
visit sharingthevictory.com
or call: 1-800-289-0909.**

"Sharing the Victory magazine is the most effective outreach resource we have in the FCA arsenal. Our Bibles for athletes and coaches are amazing, but they are a huge step for a nonbeliever. Our society is star struck. Sometimes it takes seeing a guy like Shaun Alexander on the cover of a magazine for people to pay attention. Once they open the magazine, they will be introduced to the true star: Jesus Christ. STV has the ability to reach all of our targets. Coaches, athletes, donors, volunteers, coaches' wives, campus leaders and more will find something relevant to them. A stack of Sharing the Victory magazines is truly something that I never travel without."

- Todd Dickerson,
FCA Regional Director,
Pacific Northwest

STV
SHARING THE VICTORY

Fellowship of Christian Athletes
1-866-289-0909
sharingthevictory.com

