

**NEW LOOK. NEW STRATEGY.
SAME MISSION.**

THE IMPERATIVE

INSIDER



FALL 2025

INTRODUCING A BRAND NEW LOGO....



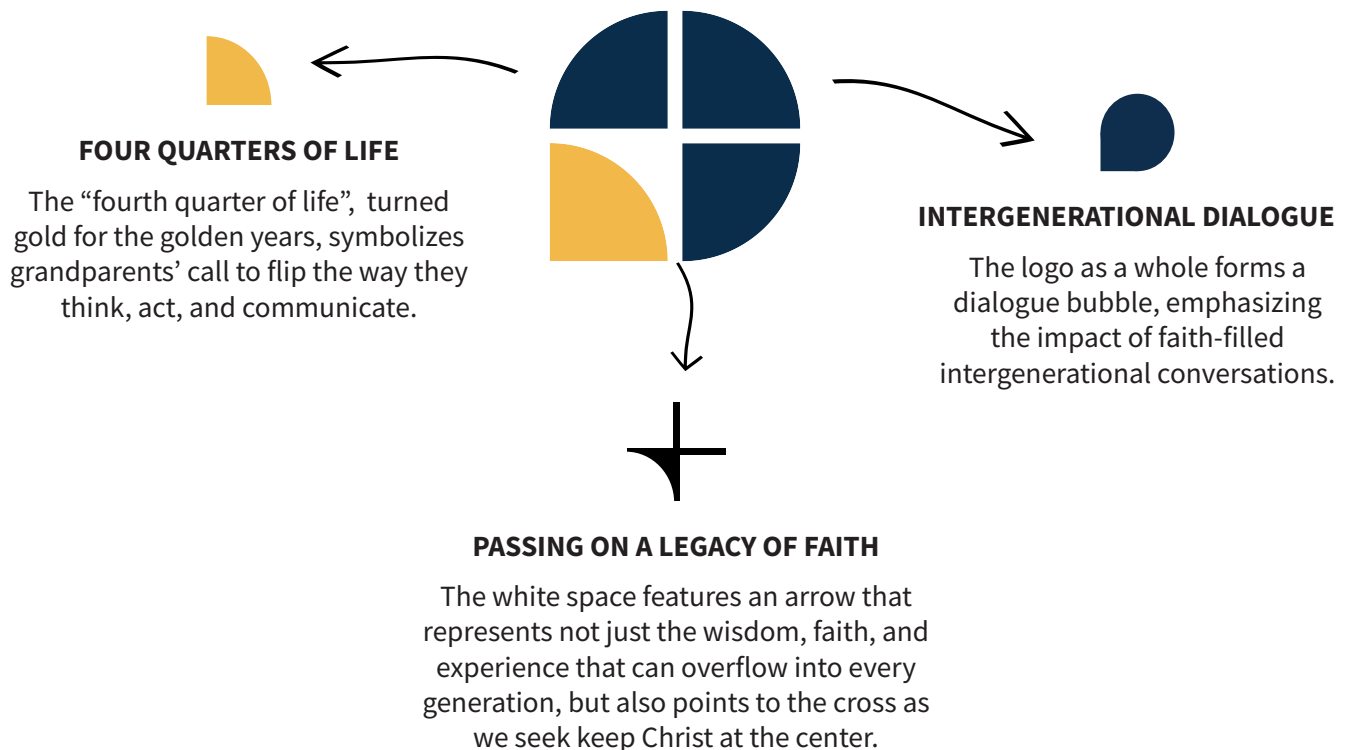
A New Look for the Same Mission

From the very beginning, Legacy Imperative has had one calling: **to equip grandparents to pass on a lasting legacy of faith.** Since 2020, you've joined us in answering that call by praying, supporting, and stepping boldly into your role as a spiritual leader in your family.

17,000 grandparents
have been trained, impacting an estimated
60,000 parents and
100,000 grandchildren
...with a strategy to reach *millions more.*

We've said "Go Big Or Go Home," and with that in mind, we are thrilled to unveil our new logo. The new look enhances the story of Legacy Imperative. We are more than a lettermark — **we are about connection across generations.** Our new logo reflects just that!

Legacy Imperative brings together



This is more than just a look. It's a picture of your calling.

...AND A NEW DIGITAL STRATEGY.

THREE new series to begin your journey

WELCOME SERIES

EPISODE 1

IT STARTS WITH YOU

Episode 1: It Starts with You

CALL TO ACTION SERIES

EPISODE 1

THE IMPERATIVE

Episode 1: The Imperative

EQUIPPING SERIES

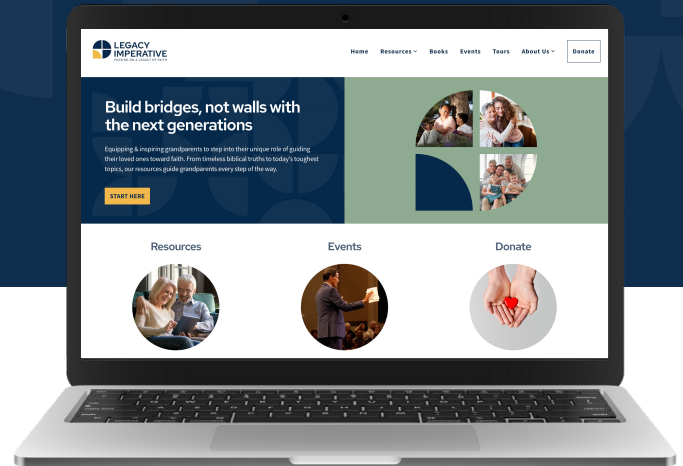
EPISODE 1

IT'S ALL ABOUT JESUS

Episode 1: It's All About Jesus

DOWNLOADABLE WORKBOOKS

for each episode—good for individuals & study groups!



Equipping You in New Ways

While praying and planning for the future, one thing has become clear: the need is greater than ever. Families are navigating a rapidly changing culture, and grandparents are uniquely positioned to stand in the gap.

That's why our model has shifted to make resources more accessible and impactful. Instead of relying on one-time events, we're creating on-demand tools—videos, Bible studies, and workbooks—that you can use anytime, anywhere. Think of it as your digital equipping hub!

The new website makes it easy to find what you need:

- Stream training videos instantly
- Access printable study guides
- Explore pathways of learning that build step-by-step
- Sign up for live events and tours

All in one place. All designed to equip you to reach the ones you love most.

What This Means for the Future

These resources are free to access—no longer being only Summit-focused and removing barriers so grandparents everywhere can be encouraged and equipped. And it's why we'll keep building, innovating, and expanding in the months ahead.

And this is just the beginning...



EXPLORE OUR NEW WEBSITE TODAY!

Visit www.legacyimperative.org



A NOTE FROM LEGACY'S CEO

Dr. Bob Petterson

Friends,

We said we were going big, and look where God has taken us! This new look and strategy reflects something much bigger: a wake-up call for the fourth quarter of life. It reflects a story I've been living out myself—Too often, people think this season is about slowing down, coasting, or “letting the young folks handle it.” Not so! I deeply believe that God isn't calling us to slow down, but to flip our perspective and step boldly into the most important calling yet: passing on faith to the generations behind us.

And we're not stopping there. Our new model means Legacy Imperative is moving beyond just Summits. The digital hub you just read about (and hopefully went online to see!) is accessible to all—and positions us to reach grandparents not only nationally, but globally! Whether you're learning on your own or gathering a small group, these tools will equip you to start meaningful conversations with your children and grandchildren about faith. It's the heart of Psalm 145:4: *“One generation commends your works to another; they tell of your mighty acts.”*

This mission is only possible because of you. Your prayers, your giving, your belief in what God can do through grandparents—it all makes a difference. Thank you for standing with us. Together, we're telling our children, and their children, and their children's children of the mighty acts of God.

With Gratitude,

Dr. Bob

Join us in passing on a legacy of faith to the next generations. Give today!

Visit legacyimperative.org/donate

