

TOM LANDRY ASSOCIATES PROGRAM



LEAVE A MARK



What stories will others tell about you?

What will they remember and share about you and your heart? For better or worse, those stories will define you and the mark that you leave. Are you leaving a quick impression or a lasting imprint? We don't live forever, but the marks and ripple effects of our everyday choices will. Will those be faithful and fruitful? You get to decide.

Be intentional. Be purposeful. Be generous.

Giving away of your time, talents and heart creates change in the world in a very real way. Even the smallest expression of generosity may seem insignificant at the time, but can make an uplifting, lasting imprint on someone's life that you may witness or one that only God knows. Generosity is not a action, it's a lifestyle, illustrated by how you shape and share your time, your heart and your treasures. Be persistent in leaving a mark of generosity so that its impact will be etched into the hearts of generations to come. Every day gives you a chance to build something that will outlive you. What will your mark be?

“One generation will declare Your works to the next and will proclaim Your mighty acts.”

Psalm 145:4

FULFILLING THE VISION

FCA was founded in 1954. It was a dream stirred by God in the heart of Don McClanen that if athletes can endorse shaving cream, razor blades and cigarettes, surely they can endorse Jesus. With Don's imprint, now six decades later, FCA reaches millions of people every year as we seek to fulfill the vision.

VALUES

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

INTEGRITY (Proverbs 11:3) We will demonstrate Christ-like wholeness, privately and publicly.

SERVING (John 13:1-17)
We will model Jesus' example of serving.

TEAMWORK (Philippians 2:1-4) We will express our unity in Christ in all our relationships.

EXCELLENCE (Colossians 3:23-24)
We will honor and glorify God in all we do.

STRATEGY

To and Through the Coach We pursue our vision and mission through the strategy of to and through the coach. We seek ministry first to coaches hearts, marriages and families. Then, when ready, we minister through coaches to their fellow coaches, teams and athlete leaders.

Billy Graham said, "A coach will impact more people in one year than the average person will in an entire lifetime." With the influence of a coach, FCA recognizes the most strategic way to reach more athletes is to first reach the coach.

METHODS

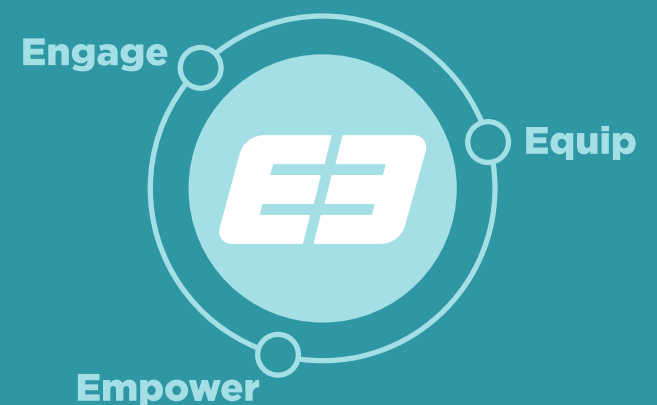
As FCA matures, we seek to make disciples through our methods of engaging, equipping and empowering coaches and athletes to know and grow in Christ and lead others to do the same.

ENGAGE (1 Thessalonians 2:8) We engage coaches and athletes through genuine relationships sharing our lives and the gospel.

EQUIP (Ephesians 4:12)

We equip coaches and athletes to grow in Christ through God's Word.

EMPOWER (2 Timothy 2:2) We empower coaches and athletes to engage and equip others to know and grow in Christ.



“The question often asked is FCA as needed or relevant today as it was back then, and I would say more so. FCA is God’s amazing, miraculous dream being fulfilled still to this day.”

Don McClanen, FCA Founder

COACH LANDRY

A MAN OF FAITH

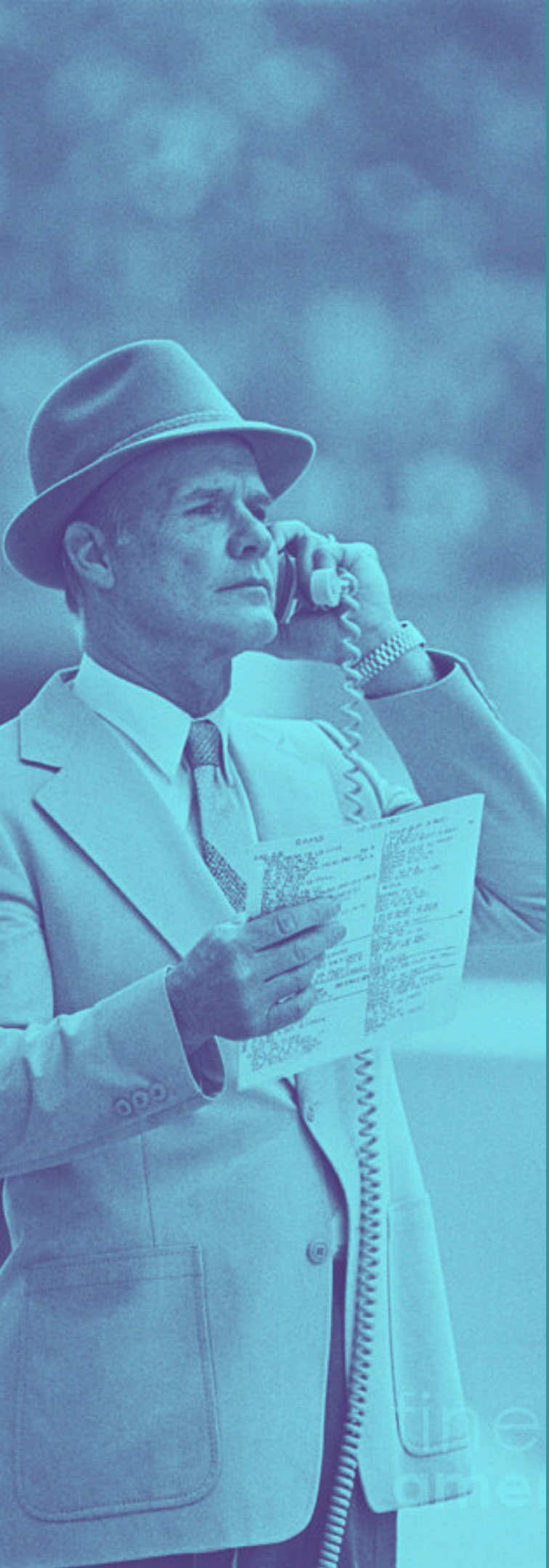
One of the key influencers of the FCA ministry was Coach Tom Landry. Beyond his legendary coaching success with the Dallas Cowboys, Tom Landry left his mark as a gentleman, a family man and a man of faith. Even now, years after his death, he continues to inspire many to follow his example.

Coach Landry's legacy of impact with FCA began in 1962 at the National FCA Conference in Estes Park, Colorado, with 700 coaches and athletes. There he experienced firsthand the unique opportunity FCA provided for him to make an imprint by sharing his faith with young athletes, who in turn, could influence others to follow Jesus Christ. Landry devoted a large portion of his time to FCA in a variety of ways. He shared his faith at numerous national events, conferences, banquets and fundraisers. In the mid-1960's, he joined FCA's National Board of Trustees, where he served faithfully for a decade, including his role as chairman of the board and contributing to many decisions, which strengthened and advanced the ministry. For 30 years, he remained one of the most authentic teammates and active spokespersons in the history of the ministry.

“Histories are about the past

**The Fellowship of Christian Athletes movement is about the future,
about changed lives now changing other lives for eternity.”**

TOM LANDRY



INFLUENCE

Each one of us has a story to tell - a real-life tale that has the power to inspire others to dream big, to think big, and to initiate change. Some of these faces may be familiar and some may not, but the common thread that binds them together is that they are all gamechangers. Influencers. They have followed in the purposeful footsteps of Coach Tom Landry. Through their love of sport and desire to make a difference, they have forever left their imprint, transcending age, gender, nationality and socio-economic boundaries. These teammates have made generosity a habit; they have shared their time and talents with millions across the globe and their generosity has become part of the mark that they leave. You have the opportunity to do the same. Each and every day is a personal testimony for your legacy, and when you lead with your heart, you create an inspiring ripple effect for generations to come.





THE TLA PROGRAM

The Tom Landry Associates Program (now known as The TLA Program) began in 1981 when Ron Morris, then FCA's vice president, knew that FCA would struggle financially if it relied exclusively on small gifts. Under then FCA's president John Erickson, Morris created the program for donors who gave \$10,000 annually naming it in honor of Dallas Cowboys coach Tom Landry, who was such a visible leader in the ministry as well as a member and chairman of the FCA Board of Trustees.

Morris sprung the idea on Landry and said "Coach, we'd like to name it after you." Landry thought the idea was a good one, but he could not see how his name would inspire anyone to give an extra dime. Morris reached into his jacket pocket and pulled out three checks for \$10,000 made out to the Tom Landry Associates. The amazed Landry then humbly agreed to lend his name to the program.

THE TOM LANDRY ASSOCIATES PROGRAM

GIVING LEVELS

We are grateful for your prayerful consideration to support FCA above the ordinary and to become part of a select group of committed donors inspired to live a legacy of impact through FCA. The TLA Program offers four distinct annual giving levels. It is our hope, but not a requirement, that you continue as part of the TLA Program each year.

TOM LANDRY TEAMMATE

\$10,000 ANNUAL GIFT

TOM LANDRY CAPTAIN

\$25,000 ANNUAL GIFT

TOM LANDRY ALL-PRO

\$50,000 ANNUAL GIFT

TOM LANDRY CHAMPION

\$100,000 ANNUAL GIFT

Gifts are welcome in cash or stock at any one time or throughout the year.

Gifts can be designated (to a specific staff person, area or program) or undesignated (to support the ongoing ministry efforts of FCA through the area of greatest need).



“One Generation will declare your works to the nex and will proclaim your mighty acts.”

PSALM 145:4

RUN TO WIN

At FCA, we know that victory does not come easily. Every day the competition for the hearts of young people gets bigger, more challenging and even more threatening. But in this sports- crazed world, we believe sports is the catalyst that can turn a generation to Christ. A generation willing daily to do their best in every area, to not take the easy way and to give 100%. A generation that knows what it means to run the race for the imperishable crown.

RUN WITH US

“Do you not know that the runners in a stadium all race, but only one receives the prize? Run in such a way that you may win.

Now everyone who competes exercises self- control in everything, However, they do it to receive a perishable crown, but we an imperishable one.”

1 Corinthians 9:24-25

YOUR LEGACY YOUR IMPACT YOUR IMPRINT

God is moving in FCA with record participation and commitments to Christ as we engage, equip and empower coaches and athletes. It is our desire to see the world transformed by Jesus Christ through the influence of coaches and athletes.

We need your prayers for God’s guidance. We need your involvement in our ministries. We need your financial investment.

Come join us as our teammate and leave a legacy by making a difference in lives now and for generations to come.

YOUR MARK



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CLICK HERE TO

BE A TLA MEMBER

FCAlegacy.org

