



“TIDA PROJECT” – A STRATEGIC MODEL

Connecting Brazil , USA , Soccer and the 2026 World Cup

FOUNDATION

GLOBAL CONTEXT

FIFA World Cup 2026

The 2026 World Cup will be:

- Hosted in the USA, Canada, and Mexico
- The largest World Cup ever (48 teams)
- A global gathering moment

This creates a unique opportunity to:

- Engage nations
- Build bridges
- Reach people through a shared passion: soccer

WHAT IS THE “TIDA PROJECT”?

It is not just about soccer.

It is a relational and cultural strategy using sports as a platform.

1. BRIDGE: BRAZIL ↔ USA

- DFW has one of the largest Brazilian communities in the U.S.
- Soccer becomes a common language
- Events create natural connections between cultures

Result: People connect before they are ever “preached to”



tidanetwork.com

2. PLATFORM FOR INFLUENCE

These events are designed to:

- Gather people in a neutral and attractive environment
- Build relationships
- Open doors for deeper conversations

Soccer is not the goal — it is the gateway

3. TYPES OF EVENTS

Examples include:

- “Brazilian Night” (cultural celebration inside soccer games)
- Soccer-themed gatherings
- Community events (youth, families, networking)
- Special initiatives like “The Game is Life”

Many of these events may also include:

- Faith-based conversations
 - Leadership connections
 - Community support
-

4. STRATEGIC PRINCIPLE

Use a natural environment to reach people with a higher purpose.

In this model:

- Soccer = the door
 - Relationships = the path
 - Transformation = the goal
-



tidanetwork.com

KINGDOM PERSPECTIVE

This aligns strongly with biblical principles: Acts of the Apostles 2:42

The early church focused on:

- Fellowship
- Relationships
- Shared life

This model does the same: It creates environments where people:

- Belong
- Connect
- Open their hearts

IMPORTANT CLARITY

This is **NOT** about:

- “Growing the Kingdom” as an institution
- Increasing organizations

This **IS** about:

- Reaching people and bringing them into the Kingdom

The Kingdom does not grow in essence

People are added to it

APPLICATION FOR DFW

This model can be adapted in DFW by:

1. IDENTIFYING THE PLATFORM

- Soccer leagues
- Community parks
- Local tournaments
- Cultural events



tidanetwork.com

2. BUILDING RELATIONAL EVENTS

- Brazil–USA themed gatherings
 - Family soccer days
 - Youth engagement events
-

3. FOCUSING ON CONNECTION FIRST

- No pressure
 - No immediate preaching
 - Build trust and relationships
-

4. CREATING NATURAL BRIDGES TO FAITH

- Conversations
 - Testimonies
 - Small group interactions
-

FINAL SUMMARY

The “TIDA Project” is:

- A strategic outreach model
 - Using soccer as a universal language
 - Connecting cultures (Brazil & USA)
 - Leveraging the momentum of the 2026 World Cup
 - Focused on reaching people, not building institutions
-

REMARKS

“We don’t use soccer to grow an organization.
We use soccer to reach hearts.”