

A CONCEPT BOOK



**THE
THIRTEENTH
COOKIE**

OBLITERATE AWKWARD SILENCE

EX LIBRIS



This book belongs to whoever
bakes the thirteenth.



THE
THIRTEENTH
COOKIE

*A book about one extra cookie, and the person it is
for.*

A BY LORD REDEEMED PROJECT

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I WHY WE'RE DOING THIS

Somebody near you is eating alone today.

Maybe it's the new kid. Maybe the neighbor who moved in last spring, or the person in the back row who is out the door the second it ends. Nobody meant to leave them out. It's just that walking over is hard, and the first ten seconds are the hardest part of anything.

**That quiet between two strangers
is the only thing we are here to
wreck.**

So we made the first ten seconds easy. A warm cookie is a reason to walk over, something to hold, and a first line that works every time: *I made too many.*

It is small on purpose. No sign-up, no money, no program, no speech. One oven, one cookie, one name. Small enough that a teenager can do it tonight and a parent can say yes.

And it is not new. Before the Savior asked Peter to feed His sheep, He cooked them breakfast on the beach. We are only doing what He did first.

WHAT WE'RE REACHING FOR

Not a campaign. A habit. Once a month, all over the place, somebody bakes one more than they need and carries it to someone they don't know yet.

Learn their name. Remember one thing they love. Bring it back next time. That is the whole thing, and it is the oldest missionary work there is: be a friend first.

If it works, a lot of people who ate alone will have a name that someone remembers. We will never count them, because their names stay on your phone. We only count cookies.

II

THE IDEA

Bake a dozen. Keep twelve. Give the thirteenth to someone new.



Plate 1. Contains 13. One is not for you.

A baker's dozen already means one extra. The rule explains itself.

III

HE FED THEM FIRST

9 As soon then as they were come to land, they saw a fire of coals there, and fish laid thereon, and bread.

12 Jesus saith unto them, Come and dine. And none of the disciples durst ask him, Who art thou? knowing that it was the Lord.

13 Jesus then cometh, and taketh bread, and giveth them, and fish likewise.

John 21

15 So when they had dined, Jesus saith to Simon Peter, Simon, son of Jonas, lovest thou me more than these? He saith unto him, Yea, Lord; thou knowest that I love thee. He saith unto him, Feed my lambs.

16 He saith to him again the second time, Simon, son of Jonas, lovest thou me? He saith unto him, Yea, Lord; thou knowest that I love thee. He saith unto him, Feed my sheep.

Literally feeding His sheep.

Feed my sheep means teach and care for people. It also means, sometimes, literally: bake something and bring it to them.

IV

THREE LINES



THE NAME

The Thirteenth Cookie

Bake a dozen. The thirteenth was never yours.



THE BATTLE CRY

Obliterate Awkward Silence

The quiet between two strangers is the only thing we are here to wreck.



THE WHY

Literally Feeding His Sheep

He cooked breakfast on the beach before He ever said "Feed my sheep."

V

THREE ACTS

1

Share a cookie. Walk over. Hand it to them. That is the whole script.

2

Learn their name. Ask it, say it back once, and keep it.

3

Remember what they love. One thing. Bring it back next week. That is the callback.

Their name goes in the notebook on your phone, never on our servers. Then you tap *I gave my thirteenth*, and the count goes up by one.

"I have called thee by thy name;
thou art mine."

ISAIAH 43:1

"Yea, they may forget, yet will I
not forget thee. Behold, I have
graven thee upon the palms of my
hands."

ISAIAH 49:15-16

**He learns names. He remembers.
So do we.**

VI

THE 13TH OF EVERY MONTH



A date anyone can put in a calendar. The countdown gives every month a beginning, a build and a payoff: bake on the 12th, give on the 13th, tap the count, and start again.

Tell a friend to bake the same night.

VII

IN A FAMILY

Start at the table you already sit at.

Pick the night. The 12th is bake night, the 13th is give day. Put both on the family calendar.

Ask at dinner: who's our thirteenth? Everyone names one person they've noticed. First names are enough.

Bake together. Little ones stir and bag, older ones carry, and a parent goes to any door that isn't a friend's.

Everyone gives their own, or the family carries one plate together.

Next month, go around the table: what did you learn about them? Bring that thing back.

VIII

IN A CHURCH

A ward, a class, a youth group. Not a program: a habit you keep together.

A leader goes first. Bake, give, and tell the class what happened (never who).

Teach John 21 in five minutes: breakfast on the beach, then “Feed my sheep.” Ask who is eating alone near them.

Announce the 13th the Sunday before, and put the countdown in the group chat.

Bake on the 12th, together at a home with parents there, or each at home.

Everyone picks their own thirteenth: at school, on the team, at work. The group never crowds one person.

KEEP IT HEALTHY

- 13 No sign-up sheets and no quotas.
 - 13 Count cookies, never people. Nobody is a number, and nobody is a project.
 - 13 Post the cookie, not the person.
 - 13 Next month, ask “what did you learn about them?” Never “who did you get?”
 - 13 The joke is never on the lonely kid.
-

Try it this Sunday: bring thirteen cookies to class, eat twelve, and send the thirteenth out the door with someone.

IX

WITH YOUR FRIENDS

The group chat already exists. Give it a night.

Put the 12th in the chat. Bake at whoever's house has the oven that night.

Everyone brings one ingredient, and you split the batch.

Each of you carries your own thirteenth. One person, one cookie, no crowd.

Invite your thirteenth to next month's bake night.

Tap the count together when everyone's given theirs.



DOING IT WELL

- 13 Ask about allergies before you hand anything over.
- 13 A parent goes to any door that isn't a friend's.
- 13 Their name stays with you: in your head, or on your phone.
- 13 You're not fixing anyone. You're meeting them.
- 13 Come back. The callback is the whole point.

XI

100 IDEAS

100 ways to live in the same world as the thirteenth cookie.

AT SCHOOL

- 1 Sit with someone who's eating alone. Bring two cookies.
- 2 Learn the name of the person who serves your lunch, and use it.
- 3 Save a seat for the new kid in every class you share.
- 4 Ask the quietest kid in class what they're into. Remember the answer.
- 5 Leave a thank-you note and a cookie for a custodian.
- 6 Walk someone to their next class during their first week.

- 7 Invite someone new into your lunch-table game.
- 8 Say hi to the same quiet person every morning for a month.
- 9 Show someone new the shortcut to the gym.
- 10 Bring an extra snack to practice for whoever forgot theirs.
- 11 Cheer for someone at a game where nobody is cheering for them.
- 12 Ask a transfer student what they miss about their old school.
- 13 Offer to study with someone in a class you're good at.
- 14 Introduce two people you think would like each other.
- 15 Leave a note on a teacher's desk on the 13th.

AT HOME AND ON YOUR STREET

- 16 Bring a plate to the family who just moved in, and learn every name in the house.

- 17 Bring in an older neighbor's trash cans on pickup day.
- 18 Ask a neighbor what the street was like when they moved in.
- 19 Sweep or shovel a neighbor's walk before they wake up.
- 20 Leave a thank-you cookie for your mail carrier.
- 21 Draw your street with your family and learn the name for every house.
- 22 Invite the neighbor who lives alone to a family dinner.
- 23 Bake with a younger brother or sister and let them hand the thirteenth over.
- 24 Call a grandparent and ask for the recipe they remember from when they were your age.
- 25 Put chairs on the porch and actually sit out there in the evening.
- 26 Help a neighbor carry their groceries in.

- 27 Offer to walk the dog for someone who's sick.
- 28 Ask a neighbor who lost someone to tell you about them.
- 29 Host a cookie night for your street on the 13th.
- 30 Wave at every car on your street for a week.

AT CHURCH

- 31 Sit by someone who's sitting alone.
- 32 Learn the names of one new family every month.
- 33 Bring cookies to the person who cleans the building.
- 34 Walk in with the new kid in your class.
- 35 Visit someone who used to come and hasn't lately. Bring the thirteenth.
- 36 Write a note to someone who taught, naming the one thing that helped.

- 37 Offer to hold a baby so a parent can listen.
- 38 Ask an older member how they found their faith.
- 39 Bring a plate to the family with a new baby.
- 40 Be the first to shake a visitor's hand.
- 41 Pray by name for the person you gave your thirteenth to.
- 42 Invite a friend to bake night. No agenda.
- 43 Stay to stack chairs, and learn the names of whoever stays with you.
- 44 Bring thirteen cookies to class. Eat twelve. Send the thirteenth out the door with someone.
- 45 Ask your teacher what they need, then do it.

WITH YOUR FRIENDS

- 46 Turn one group-chat night into a bake night.

- 47 Everyone brings one ingredient.
- 48 Take turns choosing who carries the group's thirteenth.
- 49 Invite someone from outside your group to the next bake night.
- 50 Let the new person pick the game.
- 51 Make a playlist for someone who just moved here.
- 52 Split up at lunch for one day and each sit with someone new.
- 53 Go to a recital or show that doesn't usually get a crowd.
- 54 Let the quietest friend choose what you do.
- 55 Teach a friend the house recipe.
- 56 Hold a no-phones hour at bake night. Just talk.

- 57 End bake night by saying who your thirteenth is for. First names only.
- 58 Walk home together with someone who usually walks alone.
- 59 Bring cookies to a friend working a slow shift.
- 60 Make someone's birthday bigger than they expected.

AROUND TOWN

- 61 Learn your barista's name and use it next time.
- 62 Bring cookies to the fire station on the 13th.
- 63 Thank a crossing guard by name.
- 64 Leave a thank-you plate at the library desk.
- 65 Talk to the person bagging your groceries for more than one word.
- 66 Bring a plate to the volunteers at your local food bank.

- 67 Ask “how’s your day going?” and actually listen to the answer.
- 68 Thank your bus driver by name every day for a week.
- 69 Bake for a coach who never gets thanked.
- 70 Go back to the same store until the cashier knows your name too.
- 71 Visit a care center with a parent and bring a resident the thirteenth.
- 72 Take cookies to the nurses on a night shift. Ask first.
- 73 Thank the person who cuts your hair by name.
- 74 Bring a plate to the people who work at your favorite restaurant.
- 75 Say hi to the people who work the early shift.

THE CALLBACK

- 76 Write down one thing they love the day you meet them.

- 77 Bring it back: a song, a snack, a question about their game.
- 78 Say their name the next time you see them.
- 79 Ask the follow-up question a week later.
- 80 Remember their birthday.
- 81 Invite them to the next 13th.
- 82 Learn to say their name right.
- 83 Text them good luck on the day of their big test.
- 84 Notice when they're gone, and ask if they're okay.
- 85 Introduce them to your friends by name, and by what they love.
- 86 Show up to the thing they love, once.

- 87 Ask them to teach you something they're good at.
- 88 Let them be the one to give the thirteenth next month.
- 89 Pray for them by name.
- 90 Keep being their friend when the cookie is gone.

BEYOND COOKIES

- 91 Bake a dozen of something else: bread, muffins, tortillas. Same rule.
- 92 Cook one extra portion of dinner for someone who lives alone.
- 93 Once a month, set one extra plate at the family table.
- 94 Pack an extra lunch and give it away.
- 95 Tuck the recipe card in the bag with the cookie.
- 96 Teach the idea to a younger class.

- 97 Wear the reminder, and tell the story when someone asks.
- 98 Keep a thirteenth in the car for the moment you didn't plan.
- 99 Read John 21 with your family on the 12th.
- 100 Bake that extra one for someone new.

XII

THE MARK



A blackletter 13 with a cookie at its foot. Twelve for the people you know, one for someone you don't. The cookie sits just outside the number, on its way out the door.

XIII

COLOR AND TYPE



COCOA

The ground. Hoodies, boxes, the felt.



BONE

Sleeves, hoodies, index cards.



OXBLOOD

Once per piece. The one red stripe.



COOKIE

Only ever the cookie.



INK

Puff print and hard type.

PUFF PRINT VARSITY SLAB

COLLEGIATE 13

wash cold. bake warm.

XIV

WEAR THE REMINDER



Hoodies only: the 13 on the chest and one line on the back. 13 concepts hang on the rail, and the ones people pick become the first drop.

Pick yours on the rail.

XV

THE RECIPE BOX

Dad's Famous Chocolate Chip Cookies

Oven 375°F • Bake 12-13 min

Snickerdoodles

Oven 375°F • Bake 8-10 min • Serves 18 •

Makes 3 dozen

Two rules he stands by: Butter is Kerrygold and flour is King Arthur. If the good stuff isn't in the budget that week, buy the best you can and bake it anyway.

A blank card waits in the box for yours. **Open the recipe box.**

XVI

HOW WE TALK, HOW WE ACT

An ordinary kindness in an absurdly serious costume, played completely straight. Baking puns welcome. The joke is on the costume or on us, never on the lonely kid.

Obliterate awkward silence.

Contains 13. One is not for you.

No crumb left behind.

Wash cold. Bake warm. Give the thirteenth away.

The cookie is never for sale. Extra one always free.

HOUSE RULES

Their name stays on your phone. This site never asks for it.

Ask about allergies before you hand anything over.

Bring a parent to a neighbor's door.

Meet people where you already are: school, the team, church.

Nobody eats alone on your watch.

The joke is never on the lonely kid.

XVII

WHERE THIS GOES

EVERY 13TH	Bake a dozen. Give the thirteenth. Every month, on the 13th.
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SOON	The recipe box: the house recipes, then yours.
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SOON	Overheard in the kitchen: short stories, no names, read before they post.
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LATER	A class plate that fills as your seminary class gives.
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LATER	The first hoodie drop: the favorites from the rail, made to order.
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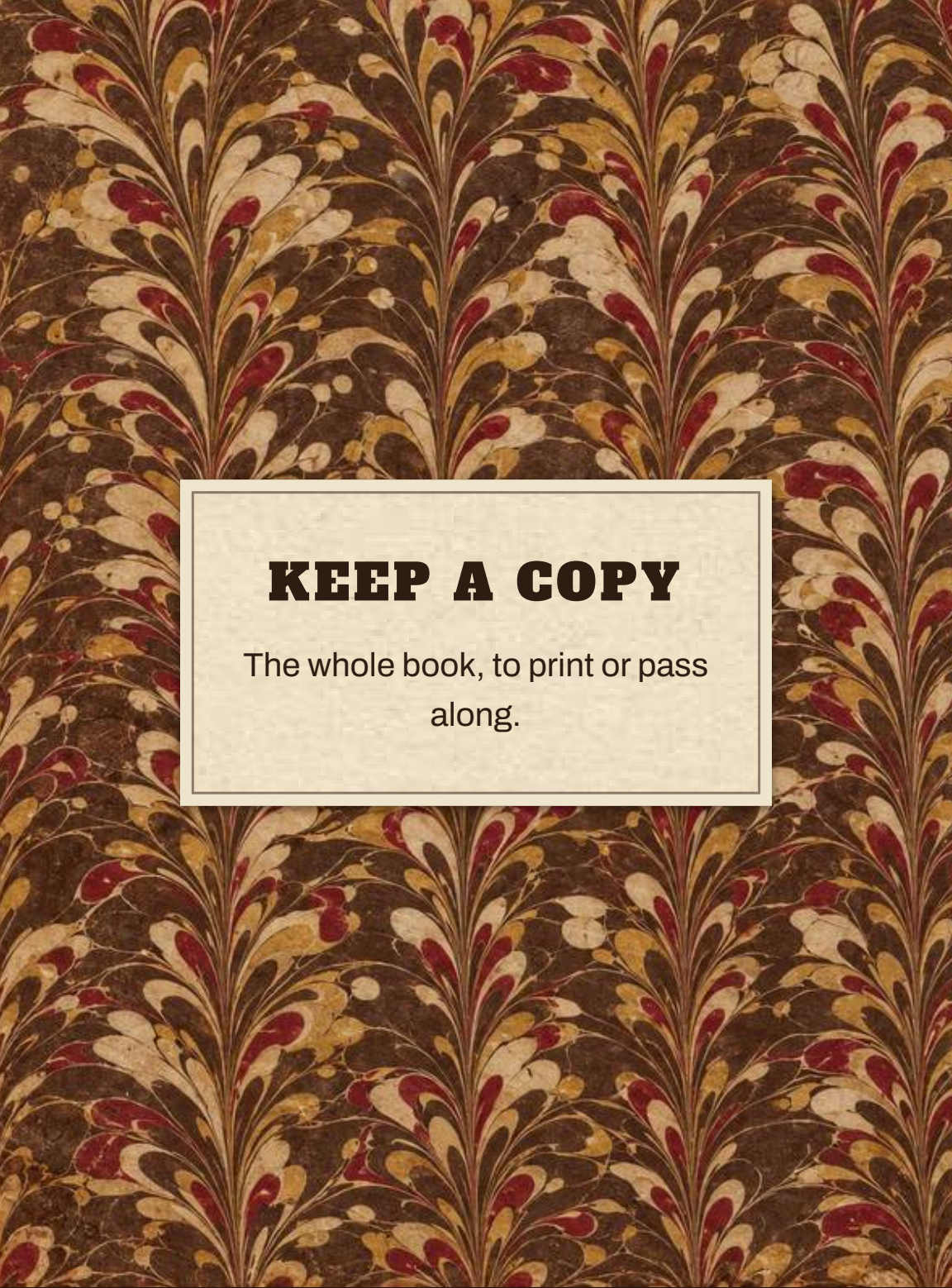


**Their name stays on your
phone.**

Go learn one.

"Jesus saith unto them, Come and dine."

JOHN 21:12



KEEP A COPY

The whole book, to print or pass
along.