



**LOVE THE WORD. LEARN THE WORD.
LIVE THE WORD.**

Copyright © 2004, 2006, 2011 Rick Warren

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form, without the written permission of Saddleback Resources.

Printed in the United States of America



saddleback *RESOURCES*

Published by Saddleback Resources

30021 Comercio

Rancho Santa Margarita, CA 92688

www.saddlebackresources.com

Scripture quotations noted NIV are taken from the Holy Bible, New International Version, NIV®. Copyright © 1973, 1978, 1984 by International Bible Society. Used by permission of Zondervan. All rights reserved.

Scriptures noted NLT are taken from The Holy Bible, New Living translation, Second Edition. Copyright © 1996, 2005 by Tyndale House Publishers, Inc., Wheaton, Illinois, 60189. All rights reserved.

Scriptures noted NKJV are taken from the New King James Version. Copyright © 1979, 1980, 1982 by Thomas Nelson, Inc. Used by permission. All rights reserved.

Scripture quotations noted KJV are taken from the King James Version. Scripture quotations noted CEV are from The Contemporary English Version. Copyright © 1991, 1992, 1995 by American Bible Society. Used by permission.

Scripture quotations noted LB are from The Living Bible. Copyright © 1971. Used by permission of Tyndale House Publishers, Wheaton, IL 60189. All rights reserved.

Scripture quotations noted TEV are from Today's English Version. New Testament, Copyright © 1966; Old Testament, Copyright © 1976 by American Bible Society. Used by permission. All rights reserved.

Scripture quotations noted MKJV are taken from the Holy Bible, Modern King James Version. Copyright © 1962–1998 by Jay P. Green, Sr. Used by permission of the copyright holder. All rights reserved.

Scripture quotations noted GNB are from the Good News Bible. Copyright 1976, 1992 by American Bible Society. Used by permission.

Scripture quotations noted AMP are from The Amplified Bible, Copyright © 1965, The Lockman Foundation. Used by permission of Zondervan.

Scripture quotations noted ESV are from The Holy Bible, English Standard Version®, (ESV®), Copyright © 2001 by Crossway, a publishing ministry of Good News Publishers. Used by permission. All rights reserved.

Cover design by Tim Moore.
Interior design by Mark Dickinson.

TABLE OF CONTENTS

Before You Dive In.....	1
The Big Picture.....	2
Dream Big Dreams	4
Time for Action	5
<i>Step 1: Get Oriented</i>	6
<i>Step 2: Build the Team</i>	9
<i>Step 3: The First Team Meeting</i>	13
<i>Step 4: Plan Your Materials</i>	17
Campaign Timeline	20

BEFORE YOU DIVE IN

Your church is about to embark on a journey of spiritual transformation. The key to unprecedented spiritual growth does not lie either in the campaign materials or pre-campaign preparations, even though both are very important. Instead the key to making this campaign a success is the simple act of prayer.

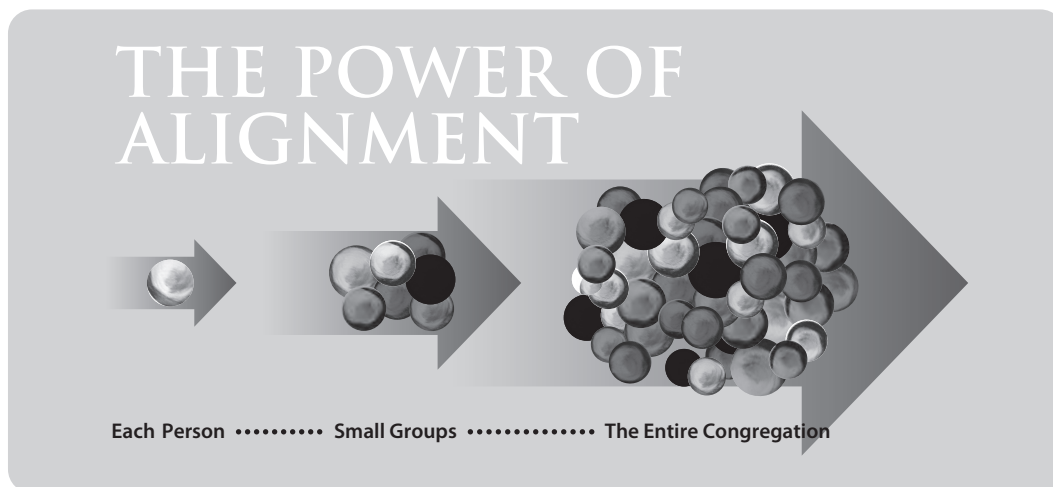
As you start down this path, prayer will be the most important thing you can do. Throughout the training materials you'll find encouragement to rely on God's power through prayer. Prepare with prayer, plan with prayer, and implement with prayer. Without prayer, this campaign will be nothing more than several weeks of religious activities. Yet when you and your leadership team spend time on your knees before God, His life-changing power will guide your every step and make these the most important days in your church's history.

There is no power like that of prevailing prayer. It turns ordinary mortals into men of power. It brings power. It brings fire. It brings rain. It brings life. It brings God.

Samuel Chadwick

THE BIG PICTURE

Through weekend services, small group studies, and daily video and email devotionals, your entire church family will focus on the same spiritual themes for the same period of time. Imagine for a moment the impact on your church when **each person** lives out the principles they read about. This impact grows as those individuals live in powerful community with their **small group**, and reaches its peak when those small groups come together to experience the power of the principles as an **entire congregation**! We call this the Power of Alignment. This concentrated time of alignment will bear lasting, eternal fruit in all levels of your church.



The Power of Alignment is best seen in the three major components of the campaign:

1. Individual Participation

Individuals are the heart of the campaign. Every day, each person will view a daily video devotional from a variety of outstanding pastors. This daily devotional time will challenge them to reflect on the themes of this journey and apply truth to their lives.

2. Group Participation

A powerful element of the campaign is encouraging people to experience true biblical community through small groups. The interactive curriculum includes a Bible study taught on video by Pastor Rick Warren, followed by a guided discussion time where group members dig deep and apply the truths of the study to their lives.

3. Weekend Service Participation

Each weekend of the campaign, the Pastor and the Weekend Services Team will unpack the campaign’s themes for your entire congregation through special sermons and music.

DREAM BIG DREAMS

This journey will be a true adventure. The Success Guides found in the Campaign area of SaddlebackResources.com provide a roadmap, but the results are up to God. Although we can tell you possible outcomes, nothing can prepare you completely for what can happen when the Spirit of God takes over your campaign.

“Exponential growth begins with exponential thinking.”

Many churches make the mistake of putting God in a box by thinking too small. We challenge you to go on a faith adventure and “think impossible.” Rick Warren calls this concept “exponential thinking.” The idea behind exponential thinking is simply this: Identify the results you think you can achieve, and go beyond them to a goal that only God can reach. God will do far more through big goals than He ever will in the safety of small goals. Remember, if you can figure out how to pull it off, you aren’t thinking exponentially! Exponential thinking is God’s secret weapon in this campaign—stand back in wonder as He goes to work.

LORD, I have heard the news about you; I am amazed at what you have done. LORD, do great things once again in our time; make those things happen again in our own days . . .

Habakkuk 3:2 (NIV)

TIME FOR ACTION

You may be asking yourself, “What do I do now”? Don’t worry! The campaign materials grew out of the experiences of Saddleback Church and the thousands of other churches that have gone through Saddleback’s spiritual growth campaigns. Everything you need to know to run a successful campaign can be found in these campaign materials.

*“Everything you need to know
to run a successful campaign can
be found in these materials.”*

STEP 1

Get Oriented

Go to www.SaddlebackResources.com, and click on the CAMPAIGNS button located on the top navigation bar of the website.

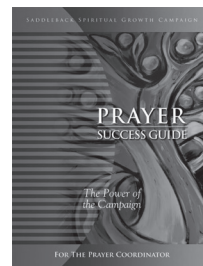
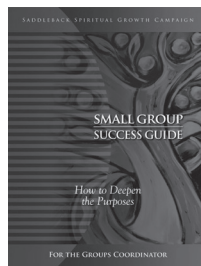
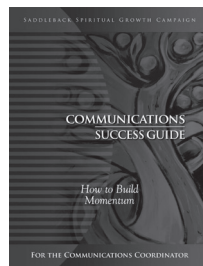
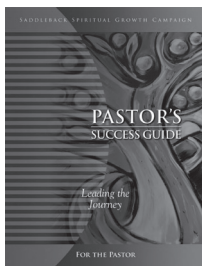
Start by Selecting the “Click to Learn More” button on the *40 Days in the Word* icon:

The Learn More pages provide you with:

- 1) A brief campaign specific overview video.
- 2) A link to purchase resources for the campaign.
- 3) A link to campaign files and success guides that are training tools that will guide you through your church-wide campaign.



Begin by reviewing the Campaign Success Guides. These guides provide timelines and an action plan for each person on the campaign team.



Next, look through the Campaign Specific Files for the *40 Days In The Word* Campaign.

This area contains all of the resources specific to *40 Days In The Word*. Not every campaign has the same range of resources, but the following are types of things that may be found in the campaign-specific area of the website:

- **Curriculum** for youth and children's departments, along with supporting resources such as PowerPoint® slides, activity instructions, orders of service, handouts, and take-home papers
- **Training** tips for campaign team coordinators

Check out Saddleback Resources.

The website is where you can purchase the materials you need for the campaign. A small group study guide/workbook and *Rick Warren's Bible Study Methods* book are recommended for each group participant. In addition, one small group DVD for each group that will be meeting for the campaign is recommended. For some campaigns there are additional resources such as prayer tools, memory verse key tags, promotional items, children's materials, etc. Review what is available so you can decide what you will provide to your congregation to enhance their experience on this journey.

As you plan, pray about who to recruit.

Look through all of the resources that are available to use, and consider how many of them you want to implement. As you do, pray about who you would like to invite onto your team to be responsible for each area. For instance, if the campaign offers children's curriculum, you may want to add a children's coordinator to your team to champion that aspect of the campaign and be a part of the decisions affecting the overall direction of the campaign.

Customer Care Staff

If you have any questions or issues that are not addressed by the campaign materials, please contact our Customer Care department.

The toll-free number is 1-800-SADDLEBACK (723-3532). You may also email questions to info@saddlebackresources.com.

Build The Team

Who to Ask

Start planning and training for the campaign about two months prior to the launch. Begin by building a team of Campaign Coordinators. Each team member will assist you by coordinating a specific component of the campaign. The chart below illustrates how a team made up of six members would work.



- 1. Pastor:** At the head is the Pastor, who gives spiritual leadership to the campaign, casting the vision and motivating the congregation to get involved.
- 2. Campaign Director:** At the heart is the Campaign Director, who reports to the Pastor and manages the coordinators as they perform the day-to-day work of the campaign.

- 3. Communications Coordinator:** Working with the Campaign Director as the other logistics administrator of the team, the Communications Coordinator promotes the campaign and supports the other team members by coordinating all their communication to the church.
- 4. Prayer Coordinator:** Working in tandem with the Pastor, the Prayer Coordinator plans and implements the prayer strategy, covering the entire campaign effort with prayer. Prayer is part of the individual-level engagement with the campaign.
- 5. Weekend Services Coordinator:** The Weekend Services Coordinator plans the thematic weekend services during the campaign, preparing the special features that enhance the exploration of each week's theme. It is in the weekend services that people experience the congregational level of engagement with the campaign.
- 6. Small Groups Coordinator:** The Small Group Coordinator directs the team that recruits and trains hosts for adult small groups, and provides support as they form their groups and meet weekly during the campaign. Here, participants experience the small group-level of engagement with the campaign.

How to Build a Great Team

Prayer is the first step to building a great team of coordinators. Resist the urge to run right out and make a few phone calls to the "usual suspects." Wait on God. There may be someone in your church you wouldn't have thought of, but who has gifts just waiting to be used on your team. God has been preparing them for such a time as this. Through prayer, let the Lord lead you to his team of Campaign Coordinators.

As you build the Campaign Coordinators Team, think about those in your church who are involved in service and ministry, or newer members who have expressed a passion for getting involved with their new church. Building a team for such a significant experience in your church's life offers the opportunity to help your church and its ministry long-term. You might discover potential new leaders for your church. People may find and develop their spiritual gifts in new areas of ministry they've never considered.

Here are some suggested qualifications to seek in any team member:

- Excitement and enthusiasm about sharing the vision of the campaign with others
- An authentic walk with the Lord
- Leadership and/or organizational gifts
- Strategic and/or creative thinking
- Willingness to give the necessary time to this campaign
- Well-respected as a spiritual leader
- A commitment to excellence
- Ability to problem-solve and delegate responsibilities

In choosing people for specific roles as coordinators, here are some key questions to ask:

- **Campaign Director:** Who is a Big Picture person that is gifted in administration and team-building?

- **Communications Coordinator:** Who knows the internal systems of your church well?
- **Prayer Coordinator:** Who is the prayer warrior in your church?
- **Weekend Services Coordinator:** Who knows the style of your church and can work effectively with the Pastor?
- **Small Groups Coordinator:** Who knows a lot of people in your church and has a passion for creating community?

The First Team Meeting

Conduct this meeting as soon as you have your Campaign Coordinators in place. The Pastor and Campaign Director lead this meeting together. The Pastor shares the vision of the campaign, and the Campaign Director explains the preparation materials. As you explain what it takes to prepare for the campaign, make sure everyone comes away understanding the following four concepts:

1. Who does what?

All team members need to become familiar with their particular areas of responsibility and how they fit into the campaign. Help everyone understand how they will work together, making use of the chart found on page 9 in this guide. Encourage each coordinator to recruit others to assist them in their responsibilities. The size of each working team depends on the size of your church. Each coordinator should review their success guide before choosing other team members.

2. How do we do this?

The success guides provide step-by-step procedures for every phase of the campaign. Although all of the coaching materials have grown out of the experiences of the thousands of churches that have gone through campaigns, we know one size doesn't fit all. The specific ways in which you carry out each step can be adjusted to fit your local context.

A Word of Advice:

Before your first meeting, think through how the campaign may need to be adjusted to fit into your church's specific context—but be careful about making any wholesale changes. Thousands of churches have discovered that doing the campaign the way it is prescribed gets the most effective results.

3. When does it need to be done?

The timeline at the end of this guide lists general guidelines for when each step of the campaign needs to be done. In addition, each individual success guide has a timeline relating to that component of the campaign. Again, depending on the size of your congregation, the timelines might need to be adjusted. Keep in mind that it is usually better to allow too much time rather than too little.

A Word of Advice:

Begin your initial planning as soon as the team of Campaign Coordinators is recruited. Don't shortchange yourself on time unnecessarily. People quickly become distracted from the purpose of the campaign when they are stressed and frustrated because things are done at the last minute.

4. When will we meet?

Once your initial training meeting is complete, the timeline suggests you schedule meetings every week until the beginning of the campaign. Once the campaign starts, you may not need to meet as often, perhaps scaling back to meeting every two weeks until the end of the campaign.

Notes about Campaign Coordinators' Meetings

Agenda

When you hold team meetings, your agenda should be mostly about things that concern the entire team. Here are some possible agenda items for each meeting:

- Prayer
- Progress since the last meeting
- Upcoming events or promotions that need coordination between teams
- What is going well?
- What is not going well?
- Where is help needed?

Community

Team meetings are great opportunities to infuse a strong sense of community into your Campaign Coordinators. In your times together, try to really get to know one another, authentically share your lives together, mutually support one another, get down on your knees and pray together, and dream and trust God together. You will develop a deep and unbreakable bond in your joint effort to lead this powerful, life-changing journey in your church.

Plan Your Materials

Early in your campaign planning process, decide with your coordinators how you will provide the promotional items and campaign materials and how to distribute them in order to maximize their effectiveness. Here are some considerations when planning your budget for funding the campaign, promotions, and providing campaign materials.

Campaign Costs—Budget vs. Offering

If the costs of a campaign are difficult for your church to handle within your regular budget, pray about whether this is God's will for your church. We have seen God provide time and time again for churches who did not exactly know how their costs were going to be covered. One successful strategy has been to take an end-of-campaign Celebration Offering, where the people respond to God's blessing by giving.

“Our church was running 500 at the beginning of the campaign, and 850 by the end. One week before our Celebration, I did our annual stewardship campaign in about two minutes per service. And I said, ‘If this campaign has meant anything to you, if it’s changed your life or your family, as it has changed our community, and our church, I want to ask you to give the biggest cash offering you’ve ever given in the history of our church.’ With only that two-minute request that I repeated at the Celebration, by the end of our second service we had \$50,000 in cash. At the end of ten days we had over \$120,000. It was enough to pay off every debt of our church. We went before the congregation and said, ‘Now that we’re debt-free, what would you like us to do?’ They said, ‘Take this Purpose Driven message to as many people as you can, and this will be a part of our mission effort.’ As a result, we’ve been to Africa, Mexico, Japan, Vietnam, Hong Kong, and Eastern Europe in teams sharing the Purpose Driven message.”

— Dave Holden, *Lake Gregory Community Church, Crestline, CA*

Small Group Curriculum: Sell vs. Give

Sell: Order at least one small group workbook for every regular attender of your church. If you end up with extra after the campaign, keep them for new small groups, or new members' classes. Some options for selling materials include:

- **Take pre-orders** so you know how many books to order.
- **Receive offerings**—put out baskets at the book table to receive offerings. If people can't pay, they can still have a workbook, as some may donate additional funds to provide books for others.
- **Have your hosts purchase their supplies**, then collect money from their group members. For the approximate cost of a movie ticket, each person receives their own copy of the workbook, all at no additional cost to the church.

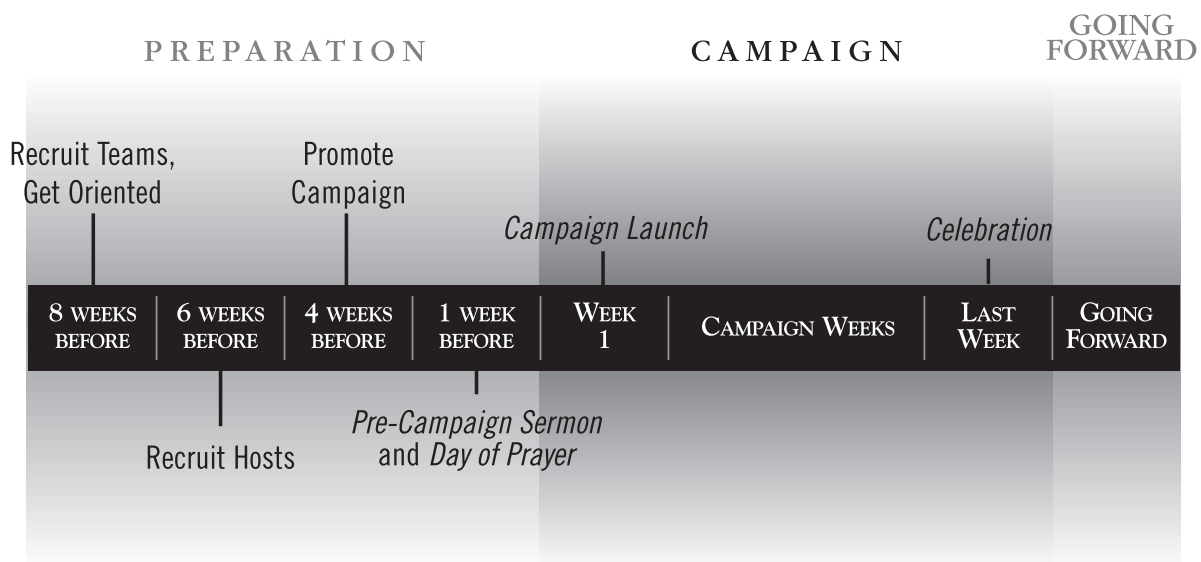
Give: It is such a pleasant surprise for people to receive something of value with no strings attached! Giving the books away also removes a barrier for people who can't afford it, who are visiting, or who are feeling disconnected from your church.

- **Budget:** Pay for them using funds from your budget. Is there a program or event that is getting cancelled because of the campaign? Use the funds normally allocated for that event to purchase the workbooks and small group DVD's.
- **Donor:** Cover the costs through one or more donors.
- **Offering:** Cover the costs with an end-of-campaign Celebration Offering.

CAMPAIGN TIMELINE

How to Implement the Campaign

This section lists the major action steps for each team. The Campaign Timeline is your tool to make sure nothing slips through the cracks, to help you anticipate major deadlines, and to help your coordinators prepare for their major tasks in a timely manner. Each Campaign Coordinator has a more detailed timeline in his or her success guide(s) listing only the tasks related to that function.



CAMPAIGN TIMELINE

GET ORIENTED 7–8 Weeks before the Campaign

Campaign Director

- Review all success guides, resources, and documents.
- Recruit Campaign Coordinators.
- Start meeting with Campaign Coordinators every week.
- Determine what special events you will include in your campaign. Aside from a Kickoff and Celebration, begin to define the community service project you will launch.

Pastor

- Review the *Pastor's Success Guide* and pastor's training materials.
- Hold a Campaign Vision Meeting for key church leaders.
- Clear the church calendar with input from ministry leaders.

Weekend Services Coordinator

- Review the *Weekend Services Success Guide* and the weekend service resources.
- Recruit Team members for the Weekend Services and begin meeting and praying.
- Brainstorm ideas for all weekend services.

(continued)

7—8 Weeks before the Campaign, *(continued)*

Prayer Coordinator

- Review the *Prayer Success Guide* and the prayer training materials.
- Recruit members for the Prayer Team.
- Begin meeting and praying.
- Brainstorm ideas to infuse prayer throughout the campaign.

Communications Coordinator

- Review the *Communications Success Guide* and the communications training materials and resources.
- Recruit a Communications Team and begin meeting and praying.
- Begin production of non-print items, such as signs and banners.
- Meet as a team to review the Success Guide and discuss the purpose of communications in the campaign.
- Assist the Pastor and Campaign Director with the Campaign Vision Meeting to create joint ownership of the campaign.
- Decide with the rest of the Campaign Coordinators what communication strategies you will use that are not printed pieces, and begin to produce them, such as:
 - a campaign sign for the inside of the sanctuary
 - outdoor campaign signs
 - a video or PowerPoint® slide promotional piece

Small Groups Coordinator

- Review the *Small Groups Success Guide* and the small groups training materials.
- Recruit a Small Group Team and begin meeting and praying.
- Set goals for the number of new groups you are trusting God to provide.

LAY THE GROUNDWORK

5–6 Weeks before the Campaign

Campaign Director

- ❑ Continue meeting weekly with the Campaign Coordinators. Review your progress since last meeting; agree on action steps for the next two weeks; ask what's going well, what's not, and where help is needed.
- ❑ Pray together, especially for the launch of the prayer strategy and the launch of the host home recruitment phase. Pray also for God's discernment and vision as you make decisions regarding your resource order in two weeks.

Pastor

- ❑ Announce the campaign to the entire church.
- ❑ Start recruiting small group hosts during weekend services.
- ❑ Plan for the impact of the campaign on the following church systems:
 - Counseling
 - Church membership classes
 - Baptism
 - Small Groups
 - Visitors
 - Stewardship

Weekend Services Coordinator

- ❑ Extend invitations to any special musicians or people with testimonies involved in the Launch Weekend Services.
- ❑ Determine any particular technical needs you will have to plan for on the Launch Weekend.
- ❑ Start praying for the Launch. Ask God to use this service to start your campaign effectively and inspire people to participate wholeheartedly in the campaign.

(continued)

5—6 Weeks before the Campaign, *(continued)*

Prayer Coordinator

- Develop a campaign prayer plan.
- Recruit a Pastor's Prayer Team.

Communications Coordinator

- Announce the campaign to the whole church, using the Pastor as the primary spokesperson.
- Publicize the dates of the campaign and assist the Small Groups Team in communicating the upcoming campaign to existing small groups and as they launch the host recruitment phase.
- Develop and produce promotional materials customized for your church's campaign.
- Establish a place that can be a central hub for disseminating campaign information to people before and after weekend services.
- Assist the Prayer Team with any materials they need as they launch their pre-campaign prayer strategy.

Small Groups Coordinator

- Notify existing small groups of campaign dates.
- Recruit host homes and discussion leaders, using the Pastor as the primary spokesperson.
- Hold orientation meetings to coach new hosts in finding members and facilitating small groups.

BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

Campaign Director

- ❑ Continue meeting weekly with the Campaign Coordinators. Pray together; review progress since your last meeting; review the schedule for next the two weeks; ask what's going well, what's not, and where help is needed.
- ❑ Coordinate between teams for upcoming issues:
 - **Resource Order:** The Weekend Services Team, Small Groups Team, and Prayer Team need to decide with the Campaign Director what resources to order.
 - **Day of Prayer:** The Prayer Team and Weekend Services Team coordinate the details for the Day of Prayer and Fasting. The Prayer Team and Pastor can also arrange a Staff & Team Day of Fasting and Prayer.
 - **The Launch:** The Weekend Services Team and Pastor need to coordinate songs and introduction of the campaign at the Launch Service.
 - **Host Homes:** The Small Groups Team and Weekend Services Team need to arrange ways to enable last-minute sign-ups for groups after the precampaign, the Launch, and Week 1 and Week 2 services.
 - **Communications:** Make sure the Communications Team is serving all the teams well.
- ❑ Order supplies of small group curriculum and other campaign resources for the congregation.

Pastor

- ❑ Continue to be the primary spokesperson for promoting the campaign from the pulpit.
- ❑ Continue to make small group host recruiting announcements, and transition to small group participant recruiting announcements.
- ❑ Coordinate with the Weekend Services Team as they plan special features.
- ❑ Prepare the pre-campaign sermon.
- ❑ Work with the Prayer Team to finalize arrangements for the Day of Prayer.

(continued)

3—4 Weeks before the Campaign, *(continued)*

- Continue to plan for the impact of the campaign and gear up the church for the increased activity.
- Add extra membership classes if needed for new hosts.

Weekend Services Coordinator

- Coordinate with the Prayer Team to incorporate the Day of Prayer with pre-campaign services.
- Coordinate with the Pastor to arrange for music, testimonies, and other special features during the Launch Weekend Services.
- Work with the Communications Team to give some promotional attention to the Launch Weekend Services.
- Arrange the logistics for distributing the campaign resources to the congregation.
- Develop a plan for the special features of the weekend services, and begin extending invitations to any special guests.

Prayer Coordinator

- Continue your prayer strategy.
- Plan a Day of Prayer for the church, and/or a Staff & Team Day of Fasting and Prayer.
- Work with the Communications Team to announce and promote the Day of Prayer.
- Distribute the *Role of Prayer in the Campaign* Bible study lesson to existing small groups to do before the start of the campaign.

(continued)

3—4 Weeks before the Campaign, *(continued)*

Communications Coordinator

- Promote the campaign to your church. Use strategies such as pulpit announcements by the pastor, bulletin inserts, letters or postcards, e-mails to the congregation, and your written campaign overview.
- Roll out the initial publicity around the church building, such as campaign signs, banners, or posters.
- Optional: Begin promoting the campaign to the community with public service announcements, display ads, or community posters.
- Deliver the printed pieces needed by each Campaign Coordinator and ask about any additional communications needs or problems with each team.

Small Groups Coordinator

- Recruit small group participants using sign-up cards and a list of available host homes.
- Give names of people who sign up for small groups to a host in their area, who then personally invites them.
- Coordinate with the Weekend Services Team to set up ways to encourage last minute sign-ups for small groups.
- Coordinate with the Campaign Director to place an order for small group curriculum.
- Hold orientation meetings for hosts.
- Call hosts after they have attended an orientation to see how their invitations are going and to answer questions and pray with them.

PRE-CAMPAIGN

1–2 Weeks before the Campaign

Campaign Director

- ❑ Continue meeting weekly with the Campaign Coordinators. Pray together; review your progress since the last meeting; review the schedule for the next two weeks; ask what's going well, what's not, and where help is needed.
- ❑ Coordinate between teams for upcoming issues:
 - **Distribution:** Make sure the Small Groups Team has logistics in place to distribute materials to hosts.
 - **Day of Prayer:** Finalize plans for the Day of Prayer and/or the Staff & Team Day of Fasting and Prayer.
 - **Launch:** Finalize arrangements for the Launch Weekend, including special music, testimonies, and any other features.
 - **Host Homes:** Finalize arrangements for taking last-minute sign-ups for groups after the services for the pre-campaign, Launch Weekend, Week 1, and Week 2.
 - **Communications:** Make sure the Communications Team is serving all the teams well.

Pastor

- ❑ Ask for commitment. It will be important for the Pastor to ask for the commitment of the people to participate in the campaign. Work with the Communications Team on supporting materials (bulletin inserts, commitment cards).
- ❑ Deliver the pre-campaign sermon with a Day of Prayer emphasis one week before campaign starts.
- ❑ Prepare the Week 1 Launch sermon.

(continued)

Weekend Services Coordinator

- Announce the Launch Weekend.
- Finalize special features for next week to communicate the theme.

Prayer Coordinator

- Distribute *7-Day Prayer Guides* to encourage individual prayer for the campaign.
- Distribute *Prayer Walk/Drive Guide* instructions.
- Conduct a Day of Prayer and/or Staff & Team Day of Fasting and Prayer.
- Put prayer verse and campaign prayer requests in the bulletin for Week 1.

Communications Coordinator

- Coordinate all communications being generated for all the other teams, especially for the Day of Prayer, Small Groups, and the launch of the campaign (commitment cards, etc.).
- Optional: Advertise in local paper.
- Observe and capture “God moments” at the pre-campaign events: Day of Prayer, Staff & Team Day of Fasting and Prayer, and Pre-campaign Service.

Small Groups Coordinator

- Distribute resources to small group hosts.
- Continue orientation meetings for hosts.
- Continue recruiting group participants.
- Arrange a way for people to sign up for small groups after the Launch Weekend Services.
- Call hosts shortly before their first meeting to encourage them and pray together.

CAMPAIGN WEEK 1

Launch Weekend

Campaign Director

- ❑ Starting this week, meet every two weeks with the Campaign Coordinators. Pray together; review the schedule for the next two weeks; ask what's going well what's not, and where help is needed.
- ❑ Coordinate between teams for current issues:
 - **Distribution:** Arrange to distribute books and small group resources to newcomers.
 - **Host Homes:** Continue taking last-minute sign-ups for groups after the services for Week 1 and Week 2.
 - **Communications:** Make sure the Communications Team is serving all the teams well.
- ❑ Evaluate completed events:
 - **Day of Prayer:** How effective was it? What would we do differently in a future day of prayer?
 - **Launch Weekend:** Share praise reports and stories from the services during the Launch Weekend. What should we do differently for upcoming campaign services?

Pastor

- ❑ Start brainstorming with the Groups Coordinator about possible candidates for an ongoing leader to carry on the mentoring, support, and equipping of small group leaders.
- ❑ Deliver the Week 1 Launch sermon.
- ❑ Prepare the Week 2 sermon.
- ❑ To plan for Going Forward after the campaign, evaluate your current church systems and start the process of making changes where necessary.
 - Small Groups support
 - Visitor care
 - Weekend Services format
 - Baptism

(continued)

- Membership classes
- Discipleship classes

Weekend Services Coordinator

- Do the special features for the Week 1 service.
- Announce Week 2 of the campaign.
- Finalize special features for Week 2 to communicate the theme.

Prayer Coordinator

- Put prayer verse and campaign prayer requests in the bulletin for Week 2.

Communications Coordinator

- Coordinate communications being generated for all other teams.
- Oversee the collection of photos and video of the campaign in action.

Small Groups Coordinator

- Place new people who want to join a small group in existing groups.
- Do Week 1 of the curriculum.
- Start brainstorming with the Pastor about possible candidates for an ongoing leader to carry on the mentoring, support, and equipping of small group leaders.

CAMPAIGN WEEK 2 TO THE END

Doing the Campaign

Campaign Director

- ❑ Meet every other week with the Campaign Coordinators. Pray together; review the schedule for the next two weeks; ask what's going well, what's not, and where help is needed.
- ❑ Coordinate between teams for current issues:
 - **Going Forward:** Present upcoming Going Forward issues and discuss. Include structuring to support small groups, providing new curriculum for groups, and accommodating new volunteers for ministry after the campaign.
 - **Communications:** Make sure the Communications Team is serving all the teams well.
- ❑ Evaluate completed events:
 - **Weekend Services:** How effective are they? What can we do to improve the remaining services?
 - **Host Homes:** How are the small groups going? Include praise reports from phone calls of support to the hosts.

Pastor

- ❑ Prepare and deliver the weekly messages.
- ❑ Work with the Weekend Services Coordinator to plan and prepare special features for each service that augment and communicate the theme.
- ❑ Discuss Going Forward issues with the Campaign Director. Begin preparing for post-campaign needs, especially for small group support and curriculum, and accommodating new volunteers for ministry after the campaign.

(continued)

Weekend Services Coordinator

- Work with the Pastor to plan and prepare special features for each service that augment and communicate the theme.
- Work with the Communications Coordinator to announce the following week of the campaign.
- Plan and promote a Celebration Service to close the campaign, utilizing the video footage, photos, and testimony response forms gathered throughout the campaign.

Prayer Coordinator

- Put prayer verse and campaign prayer requests in the bulletin weekly.

Communications Coordinator

- Coordinate communications being generated for all other teams.
- Oversee the collection of photos and video of the campaign in action.
- Work with the Weekend Services Coordinator to promote the closing Celebration Service.

Small Groups Coordinator

- Place new people who want to join a small group in existing groups.
- Call hosts and offer support and encouragement once or twice during the campaign.

(continued)

Questions to ask during the host phone calls:

1. How are you doing? (Be interested in them as a person.)
2. How is it going? (Discuss progress, problems, and plans.)
3. How can I pray for you? (Pray with them before you get off the phone.)

- Coach hosts on options for transitioning after the campaign curriculum is completed.
- Provide new curriculum ideas to groups continuing after the campaign.
- Order new curriculum to have available at the end of the campaign.
- Coach groups to plan a closing “Celebration” social time.
- Plan follow-up training for new hosts who wish to continue leading a group.

POST-CAMPAIGN CELEBRATION WEEK

Going Forward

Campaign Director

- Have a Celebration for the Campaign Coordinators.
- Hold a post-campaign wrap-up meeting to discuss the following issues:
 - **Small Groups:** Hand off to a permanent small groups team that will conduct host training, and provide ongoing support to groups.
 - **Going Forward:** Hand off the campaign assessment to an ongoing leadership team who will oversee “going forward” issues.
 - **Next Campaign:** Decide whether to recommend another campaign to your church, and collect information from each coordinator about their area: what went well, what did not, and what should be done differently next time.
- Evaluate completed events:
 - **Small Groups:** Share stories from group experiences and evaluate the campaign impact on your overall small group ministry.
 - **Weekend Services:** How effective were they? Are there any innovations you tried that should be continued?
 - **Celebration:** Share your favorite stories from the day.
 - **Campaign:** Share praise reports about the campaign from behind the scenes.

Pastor

- Deliver the post-campaign Celebration message.
- Receive an end-of-campaign Celebration Offering.

Weekend Services

- Do the special features for the Celebration service including videos, photos, and testimonies gathered throughout the campaign.

Prayer Coordinator

- ❑ Put the prayer verse and campaign praise report in the bulletin for the week following the Celebration.

Communications Coordinator

- ❑ Coordinate communications being generated for all other teams.

Small Groups Coordinator

- ❑ Encourage groups to hold Celebration social events.
- ❑ Follow up with hosts to make sure they have the materials needed to move on to their next study.

SCRIPTURE USAGE IN CAMPAIGN DIRECTOR'S SUCCESS GUIDE:

Scripture quotations noted MSG are from THE MESSAGE by Eugene H. Peterson. Copyright 1993, 1994, 1995, 1996, and 2000. Used by permission of NavPress Publishing Group. All rights reserved.

Scripture quotations noted NCV are from THE HOLY BIBLE, NEW CENTURY VERSION. Copyright 1987, 1988, and 1991 by Word Publishing, a division of Thomas Nelson, Inc. Used by permission.