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Who is this manual for?
THE CAMPAIGN DIRECTOR



What is the role of the Campaign Director?

TO LEAD THE CAMPAIGN
COORDINATORS' TEAM

TO GIVE DIRECTION
TO THE ENTIRE CAMPAIGN



Trust GOD from the bottom of your heart; don't try to figure out everything on your own. Listen for GOD's voice in everything you do, everywhere you go; he's the one who will keep you on track.

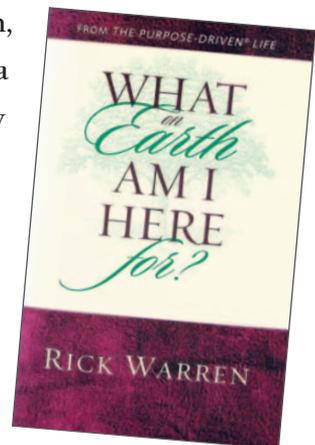
Proverbs 3:5–6 (MSG)

BEFORE YOU DIVE IN

Your church is about to embark on a journey unlike anything it has taken before. Tens of thousands of other churches experienced unprecedented spiritual growth during the *40 Days of Purpose* campaign, both in the church family as a whole and in the lives of countless individuals. Yet all found the secret did not lie either in the campaign materials or their 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 six 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 forty of the most important days in your church's history.

Making a commitment to a multiweek campaign, plus the planning and follow-up, is not a decision made lightly. However, the opportunity to experience God-sized change is limitless. The principles you will study in *40 Days of Purpose* strike at the heart of every person's desire to discover their true purpose and potential in life, beginning with the most basic question in life: "What on earth am I here for?"



The church is God's tool to bring lives into relationship with him. That can best happen when each person in your church understands his or her own purpose in God's kingdom. Only then will they understand the role each of us plays in opening the door to God's love to those around us.

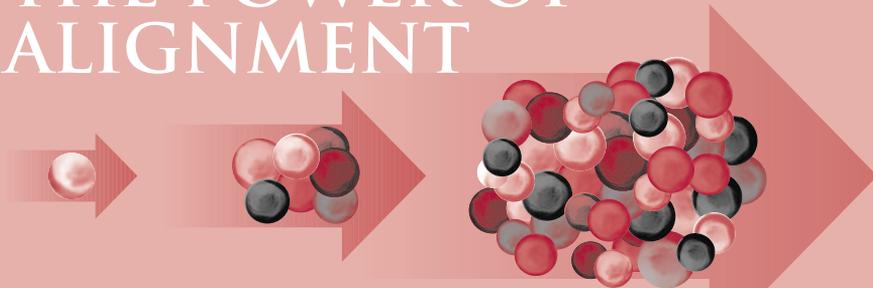
LORD, I have heard the news about you; I am amazed at what you have done. LORD, do great things once again in our time; make those things happen again in our own days . . .

Habakkuk 3:2 (NCV)

THE BIG PICTURE

40 Days of Purpose builds on Rick Warren's best-selling book, *The Purpose Driven Life*. Through weekend services, small group studies, and reading a chapter of the book each day, your entire church family will discover the secret of living for God's purposes. 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



Each Person Small Groups The Entire Congregation

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

1. Individual Participation

Individuals are the heart of the campaign. Every day, each person will read one chapter of *The Purpose Driven Life*. 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.

4. Special Events

This campaign involves three special events: the Kickoff, the Ministry Fair, and the Celebration. Each event is a catalyst to inspire the entire congregation to put the principles they are learning into action.

DREAM BIG DREAMS

This journey will be a true adventure. These training manuals 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.

* You may watch Rick Warren’s message on the ten principles of exponential thinking on the *Vision Casting DVD* included in your *Campaign Resource Kit*.

TIME FOR ACTION

One pressing question may have been running through your mind since your pastor first asked you to become the Campaign Director: 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 *40 Days of Purpose*. 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.*



Get Oriented

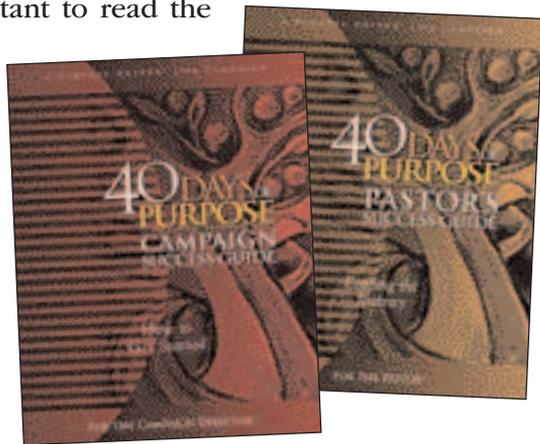
Get acquainted with the campaign materials so that you know what you have in your toolkit. There is a lot to absorb, so here is a suggested pathway for getting oriented.

View the *Watch This First* video:

If you haven't already done so, stop reading this guide and watch the DVD entitled *Watch This First*. It gives important coaching tips for running a successful campaign, and it also orients you to all the materials in your *Campaign Resource Kit*.

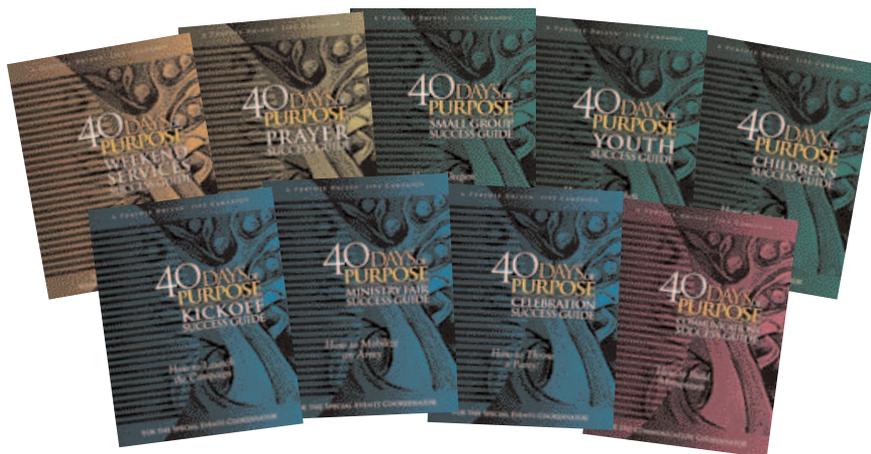
Read the *Success Guides for the Director and the Pastor*:

The *Campaign Director's Success Guide* tells you how to get started and gives you a step-by-step timeline for running the entire campaign. It is also important to read the *Pastor's Success Guide* so you can understand how best to support the Pastor in his or her leadership role.



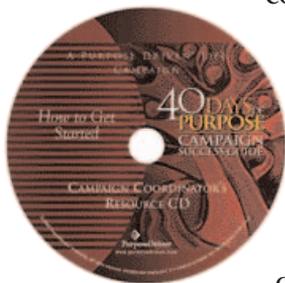
Read the other Campaign Success Guides:

Be familiar with the roles and responsibilities of each of the coordinators on your team. Read through all of the success guides, and as you read, pray about who to recruit for each role.



Review the Campaign Director's Resource CD:

There is a resource CD for each area of the campaign which contains all of the documents needed for implementing that part of the campaign. The *Campaign Director's Resource CD* is a compilation of all of those CDs, so you have everyone's documents available to you in one place. Orient yourself to this CD by reading all of the *Coaching Tips* documents—there is one on every menu. Get acquainted with the collection of documents for each coordinator's area.



Other Resources:

More items in the *Campaign Resource Kit*: There are other materials in your *Campaign Resource Kit* that you should review so you can see what is available.

Campaign Directors' Website: If you have a problem with something on your *Campaign Director's Resource CD* or you want more ideas, log on to the *Campaign Directors' Website* at www.PurposeDriven.com using the password



you chose when you registered. The website contains the most updated versions of all of the campaign resources, along with some ideas and tools that are only available online on the “Idea Exchange.”

FAQs: If you have questions that the campaign materials do not fully answer, each section of the website has a Frequently Asked Questions (FAQs) page that addresses issues of concern.

Weekly Coaching E-Mails: You will also receive weekly e-mails from Purpose Driven® to help you stay on track with what you should be doing each week.

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 800-633-8876. You may also e-mail questions to Info@purposeDriven.com.

Find a Mentor Church

Your best source of real-life advice is a Mentor Church. Our Mentor Churches are seasoned alumni that have experienced the campaign and have seen its impact on their church. They are a great source of practical advice, how-to's, and ideas. Find the Campaign Director at a Mentor Church and find out how they did it!

How to Find a Mentor Church:

- 1) Go to *www.PurposeDriven.com*
- 2) Sign in to the Campaign Directors' area using the password you selected when you registered
- 3) Click on Mentor ChurchFinder
- 4) Enter your criteria (denomination, zip code, church size) to find a mentor

Build the Team

Who to Ask

Start planning and training for the campaign at least three months prior to the Kickoff. Begin by building a team of Campaign Coordinators. Each team member will assist you by coordinating a specific component of the campaign. Tap into the volunteer base of your church. The broader the base of involvement, the greater the ownership and the more effective your campaign.

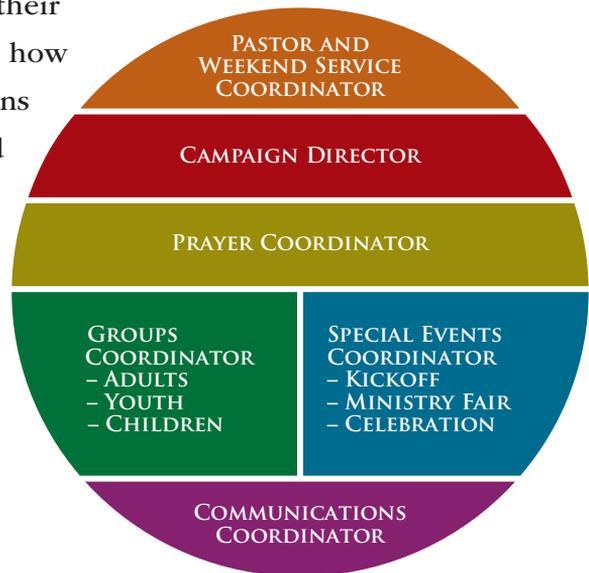
Your team should consist of at least six members:

- 1. Pastor:** Gives vision and spiritual leadership to the campaign and plans the thematic weekend services during the campaign. If at all possible, recruit a separate Weekend Services Coordinator to handle the planning of the services so that the Pastor can be devoted to overall leadership of the campaign, casting the vision, and motivating the congregation.
- 2. Campaign Director:** Reports to the Pastor and manages the coordinators as they perform the day-to-day work of the campaign.
- 3. Prayer Coordinator:** Responsible for planning and implementing the prayer strategy covering the entire campaign effort with prayer.

4. **Groups Coordinator for Adults, Youth, and Children:** Directs a team that recruits and trains hosts for adult small groups, and works with those who direct the children's and youth ministries to coordinate their curriculum. If you are in a larger church, you might add Children's and Youth Coordinators to the campaign team.
5. **Special Events Coordinator:** Directs a team that plans the key campaign events—the Kickoff, the Ministry Fair, and the Celebration. If you are in a larger church, you might select a coordinator for each event to be on the Campaign Coordinators Team, and allow each coordinator to choose a separate working team for their event.
6. **Communications Coordinator:** Promotes the campaign and supports the other teams by coordinating all communication of their programs to the church.

The chart shows the six team members and their eleven functions. Note how Prayer and Communications surround Groups and Special Events: Prayer covers and protects the entire campaign, and Communications is the funnel through which all promotional efforts flow.

SIX TEAM MEMBERS,
ELEVEN FUNCTIONS



Six Team Members, Eleven Success Guides

Each of these tasks has its own success guide. The covers of the success guides are color-coded according to the coordinator that does that task, with six colors in all. After you have recruited your coordinators, give each person the success guide(s) for his or her area. For instance, if you have one coordinator for all the special events, give that coordinator the three teal-covered success guides—one for the Kickoff, one for the Ministry Fair, and one for the Celebration. If instead you have three coordinators on your team for these events, give one success guide to each person. Here are the topics of the eleven success guides and how they are grouped together by coordinator.

Pastor:	<i>Pastor's Success Guide</i> <i>Weekend Services Success Guide</i>
Campaign Director:	<i>Campaign Director's Success Guide</i>
Prayer Coordinator:	<i>Prayer Success Guide</i>
Groups Coordinator:	<i>Small Groups Success Guide</i> <i>Youth Success Guide</i> <i>Children's Success Guide</i>
Special Events Coordinator:	<i>Kickoff Success Guide</i> <i>Ministry Fair Success Guide</i> <i>Celebration Success Guide</i>
Communications Coordinator:	<i>Communications Success Guide</i>

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. At times, it may seem like there is no one out there, but there always is—you just have to search them out. It can be as simple as asking other church members for recommendations, or you might go as far as passing out an interest questionnaire at services and events. Pray faithfully and search diligently, and you will find the team that God has designed to lead your campaign. Building a team for such a significant experience in your church’s life also 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 each 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

Finding the right people can be a huge challenge.* In choosing people for specific roles as coordinators, here are some key questions to ask about each role:

- **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 senior pastor?
- **Groups Coordinator:** Who knows a lot of people in your church and has a passion for creating community?
- **Special Events Coordinator:** Who knows how to throw a great party?
- **Communications Coordinator:** Who knows the internal systems of your church well?

***REMEMBER:** Your goal is to have your coordinators in place three months before the planned start of your campaign.

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 five 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 organizational chart found earlier 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(s) 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 the campaign, 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. For some great ideas from other churches that have done the campaign already, check out over thirty pages of ideas, stories, and resources on the “Idea Exchange” in the Campaign Directors’ area at www.PurposeDriven.com.

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 manual 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 in a timely fashion, as soon as the team of Campaign Coordinators is recruited. Don't be like several churches we have heard from that decided to set their kit aside for a while. It was smooth sailing until they finally got the kit out and decided to start, and then the chaos hit. Don't shortchange yourself on time unnecessarily. When things are done at the last minute and people are stressed and frustrated, they are soon distracted from the purpose of the campaign.

4. What resources will we have?

People need to know what they will have in hand to pull the campaign off. Each coordinator receives a complete set of materials to prepare their part of the campaign:

- ❑ A **Success Guide** for each area of responsibility
- ❑ A **Resource CD** with the files needed for that coordinator's set of tasks
- ❑ **Sample Materials:** Distribute the remaining items in the kit to the appropriate coordinator for their evaluation
 - Give the *Vision Casting DVD* to the Pastor
 - *Kickoff DVD* to the Special Events Coordinator
 - *Small Group DVD* and Study Guide to the Groups Coordinator
 - Small Group product samples to the Groups Coordinator

- Posters and promotional samples to the Weekend Services and Communications Coordinators
- Prayer product samples to the Prayer Coordinator

NOTE: You may wish to keep some of the product samples yourself until your “purchase or make” decisions have been made a few weeks from now. All of the samples in the *Campaign Resource Kit* can be purchased from Purpose Driven or made on your own using files provided on the *Campaign Director’s Resource CD*.

- ❑ **Campaign Directors’ Website:** Give your entire team your password to the *Campaign Directors’ Website* at www.PurposeDriven.com. Everyone needs to have access to updated versions of their documents, the ideas from other churches, and the extensive FAQs pages.
- ❑ **Weekly Coaching E-Mails:** Since the weekly coaching e-mail will only be sent to the Campaign Director, set up a method for forwarding the e-mail to every coordinator on your team. Be sure to also include your senior pastor and church staff in this e-mail. It contains inspiring testimonies and great information to help direct every area of the campaign from week to week.
- ❑ **Mentor Church:** Point your coordinators to your Mentor Church when they have specific implementation questions. Their counterpart at your Mentor Church is the best source of practical how-to’s as they wrestle with different issues.

5. When Will We Meet?

Once your initial training meeting is complete, the timeline suggests you schedule meetings every two weeks until about six weeks before the beginning of the campaign, at which time you will begin meeting weekly. 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. Make sure the schedule is set on everyone's calendar; and remember, with volunteers, seek to accommodate them when scheduling your Campaign Coordinators meetings.

Notes to the Campaign Director 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!

Test-Drive the Campaign

Let your Campaign Coordinators test-drive the campaign. Have each member do the daily readings in *The Purpose Driven Life*. Meet together as a small group using the campaign curriculum. Then view the weekly services on the Web together. Test-driving the campaign builds excitement on the leadership team as you experience most of the elements of the campaign. You will also gain a better perspective on how the campaign needs to be adjusted to fit your church context. Taking a test-drive requires a greater commitment from your Campaign Coordinators, but the results will be well worth it.

Plan Your Materials

Early in your campaign planning process, decide with your coordinators how you will provide the promotional items and campaign materials. Each coordinator has decisions to make as far as what items on their specific resource CD they want to use, whether to make them or buy them, and how to distribute them in order to maximize their effectiveness. There are two primary concerns to keep in mind when making these decisions—budget and distribution.

Budget:

Promotion—Invest in Your People

Several options are provided on your *Campaign Director's Resource CD* to help you promote the campaign in your church and community. These banners, signs, posters, advertisements, and invitations are helpful tools, but not essential to running a successful campaign. If your budget does not allow for investing in such items, consider this:

Invest in your people, not in products: Your people are your best promotional tool. If your resources are limited, invest in getting your congregation excited about the campaign. Word of mouth is priceless!

Borrow, don't buy: Contact an alumni church or mentor church in your area to see if they have banners or signs that you can borrow. (Use the ChurchFinder or the Mentor ChurchFinder on the *Campaign Directors' Website*.)

Materials—Make vs. Buy

With the exception of *The Purpose Driven Life* books, all of the campaign materials that we offer for purchase can also be reproduced on your own. Decide whether to make your own resources from the files provide on the *Campaign Director's Resource CD* or purchase ready-made materials from Purpose Driven. From a budget perspective, consider these issues when making your decision:

Quality: Sometimes churches compromise quality in order to save money, thinking that they are being wise stewards. High quality materials, though, help attract people and send the message, “You are valuable enough for us to give you our best.” If cost is a concern, consider purchasing your materials from us. We print items in large quantities, so it is often less expensive to purchase them from us than it is to make them yourself.

Customization: The advantage of making your own supplies is that you can customize items for your church. The professional graphics files for all of the materials we offer for sale are included on the *Campaign Director's Resource CD*. Although it is usually more cost-effective to purchase color supplies from us, you may want to customize some items, in which case you can give the files to a graphic designer or a print shop and they can make your changes.

Once you've made your decisions about which materials to make and which to buy, make plans to place two separate orders:

- **Three months ahead:** order promotional supplies
- **One month ahead:** order participants' supplies

PDL Books and Small Group Curriculum—Give vs. Sell

The Purpose Driven Life is appropriate for readers thirteen years and older. Whether you purchase books for the adults only or include your students is up to you, but many youth groups have successfully included their students in the daily devotional readings with the adults. After meeting with the Groups Coordinator to determine if the youth will be included in *The Purpose Driven Life* readings, you are ready to order the books for your campaign. Here are some options for funding and distributing *The Purpose Driven Life* books in your church.

Sell: The \$7 price is attractive! People will want to purchase extras at that rate, so consider this a service you can offer to your members. Order at least one for every member of your church. If some members already have a copy of the book, they can give their campaign copy to a guest they'd like to invite. If you end up with extras after the campaign, keep them for new small groups, new members classes, baptism gifts, or visitors' welcome gifts.

- **Take pre-orders** so you know how many books to order.
- **Receive offerings**—put out baskets at the book table to receive offerings, so that if people can't pay, they can still have a book.
- **Have your hosts purchase their supplies**, then collect money for the study guides from their group members. A successful approach for churches in the past has been charging \$7 for *The Purpose Driven Life* book and \$3 for the small group curriculum. For a total cost of only \$10 per person—the price of a movie ticket some places—each person receives their own copy of the book and can participate in the small group curriculum, 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 books and small group curriculum.
- **Donor:** Cover the costs through one or more donors.
- **Offering:** Cover the costs with an end-of-campaign Celebration Offering.

The “Buy Five” Idea

Instead of getting one copy for every person in the church, encourage every person to buy five copies and give four away. For \$35, the price of a restaurant meal for two, every person in the church will have a book that will not only impact their own lives, but also the lives of four of their unsaved relatives, neighbors, co-workers, or friends. This becomes a great invitation tool when you say, “I am going to a discussion group on Tuesdays that is watching a video by the author of the book. Why don't you come with me?” This is exponential thinking at its best. One church in Boston went from 17 small groups to over 100 using this strategy; a Maryland church used this strategy and grew from 125 to over 300 in average worship attendance.

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. Instructions for this offering are provided on the *Special Events Resource CD*.

“ 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 *40 Days of Purpose* has meant anything to you, if it's changed your life or your family, . . . our community, . . . 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*



Distribution:

The place you choose to give out supplies is the place that will end up drawing the most people. There are several contact points with your congregation throughout the campaign, and each of these can be used to distribute one or more of the campaign items.

- **Kickoff:** Encourage maximum attendance by giving out *The Purpose Driven Life* books and Reading Plans at the Kickoff.
- **Weekend Services:** Reinforce weekend service attendance by distributing the *Memory Verse Key Tags* after each service.
- **Small Groups:** Emphasize the importance of being in a small group by making sure that the only place to get the *Small Group Study Guide* is in a small group. This is also a great place to distribute *Prayer Tent Cards* and *Wallet Prayer Cards*.

CAMPAIGN DIRECTOR'S TIMELINE

How to Implement the Campaign

A campaign of this size can seem daunting, especially when viewing all the training materials for the first time. 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 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 DIRECTOR'S TIMELINE

RECRUIT CAMPAIGN COORDINATORS 3 Months before the Campaign

Campaign Director

- Review all success guides, resources, and documents in the *Campaign Resource Kit*
- Recruit Campaign Coordinators
- Start meeting with Campaign Coordinators every other week
- Order promotional items. Complete the Resource Order Form (which may be downloaded from www.PurposeDriven.com) or order online in the online shopping cart to obtain the materials you will use to promote the campaign (such as extra lobby posters, Host Home Invitation Postcards, and *What on Earth Am I Here For?* pocket booklets). Other campaign supplies may be ordered closer to the campaign

Pastor

- Review the *Pastor's Success Guide* and the *Pastor & Weekend Services Resource CD*
- Hold a Campaign Vision meeting for key church leaders
- Clear the church calendar with input from ministry leaders

Weekend Services

- No activity. Team not recruited yet

Prayer Coordinator

- Review the *Prayer Success Guide* and the *Prayer Resource CD*
- Recruit team
- Begin team meetings and praying
- Brainstorm ideas to infuse prayer throughout the campaign

Communications Coordinator

- Review the *Communications Success Guide* and the *Communications Resource CD*
- Recruit a Communications team, begin meeting and praying
- Begin production of non-print items, such as signs and banners
- Meet for the first time with your team to review the training manual and discuss the purpose of communications in the campaign
- Assist the Pastor and Campaign Director with the Key Leaders Meeting to create joint ownership of the campaign
- Announce the campaign to the whole church, using the Pastor as the primary spokesperson
- Provide a more detailed campaign overview in printed form for distribution on the weekend and to small groups
- Publicize the dates of the campaign and assist the Groups Team in communicating the upcoming campaign to existing small groups
- 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:
 - campaign sign for the inside of the sanctuary
 - outdoor campaign signs
 - video or PowerPoint® slide promotional piece

(continued)

3 Months before the Campaign, *(continued)*

Groups Coordinator

Small Groups

- Review *Small Groups Success Guide* and the small groups documents on the *Groups Resource CD*
- Recruit team, begin meeting and praying
- Set Goals for the number of new groups you are trusting God to provide

Youth

- No activity. Team not recruited yet

Children

- No activity. Team not recruited yet

Special Events Coordinator

Kickoff

- Review the *Kickoff Success Guide* and the Kickoff documents on the *Special Events Resource CD*
- Recruit team, begin meeting and praying
- Decide time and location for the Kickoff
- Church Schedule: Make sure everyone in leadership and in ministry has set aside the date for your Kickoff
- Reserve Space: Determine your location for the event, and get it on the church calendar
- Watch the *Kickoff Video* (included in the *Campaign Resource Kit*)

Ministry Fair

- No activity. Team not recruited yet

Celebration Event

- Book the space (if using venue other than your church building) and church schedule for the Celebration



BRAINSTORMING MEETINGS *8 Weeks before the Campaign*

Campaign Director

- Continue meeting every other week with Campaign Coordinators. Pray together, review progress since last meeting, ask what's going well, what's not, and where help is needed

Pastor

- Announce the campaign to the entire church
- Start recruiting hosts during weekend services

Weekend Services

- Review the *Weekend Services Success Guide* and the weekend services documents on the *Pastor & Weekend Services Resource CD*
- Recruit team and begin meeting and praying
- Brainstorm ideas for all weekend services

Prayer Coordinator

- Develop campaign prayer plan
- Start e-mailing the *Weekly Leadership Prayer Updates*

(continued)

8 Weeks before the Campaign, *(continued)*

Communications Coordinator

- Identify all the printed communication pieces you will create for the campaign
- Develop and begin producing promotional materials customized for your church's campaign
- Establish your Grand Central, a central hub for disseminating campaign information to people before and after weekend services
- Assist the Prayer Team with any materials needed as they launch their pre-campaign prayer strategy
- Assist the Groups Team and the Pastor as they launch the host recruitment phase

Groups Coordinator

Small Groups

- 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
- Provide a host Welcome Kit to new hosts

Youth

- Review the *Youth Success Guide* and the youth documents on the *Groups Resource CD*
- Recruit team, begin meeting and praying
- Evaluate small group curriculum for junior high and high school
- Evaluate large group messages for junior high and high school

Children

- Review *Children's Success Guide* and the children's documents on the *Groups Resource CD*
- Recruit team, begin meeting and praying
- Evaluate curriculum options for preschool, early elementary, and pre-teens

Special Events Coordinator

Kickoff

- Extend invitations to any special guests involved in the Kickoff
- Determine any particular technical needs you will have to plan for
- Pray: Start praying for the Kickoff. Ask God to use this event to launch your campaign effectively and inspire people to participate wholeheartedly in the campaign
- Brainstorm: Think creatively about dates, times, place, food, and format

Ministry Fair

- Review the *Ministry Fair Success Guide* and the Ministry Fair resources on the *Special Events Resource CD*
- Make sure you have recruited a full team and that all team members have set aside the date of the Ministry Fair
- Hold an initial meeting with your team and review the training materials and purpose of the fair
- Start praying for the Ministry Fair

Celebration

- No activity. Team not recruited yet



LAY THE GROUNDWORK

5–6 Weeks before the Campaign

Campaign Director

- Begin meeting weekly with Campaign Coordinators. Review progress since last meeting, review schedule for 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

- Continue to make host recruiting announcements
- Coordinate with Weekend Services team as they plan special features
- Plan for the impact of the campaign on the following church systems:
 - Counseling
 - Church membership classes
 - Baptism
 - Small Groups
 - Visitors
 - Stewardship

Weekend Services

- Develop a plan for the special features of the weekend services, and extend invitations to any special guests

Prayer Coordinator

- Recruit pastor's prayer team

Communications Coordinator

- Promote the campaign to your church. Use strategies such as pulpit announcements, bulletin inserts, open letters, e-mails to the congregation, and your written campaign overview
- Ask for commitment. It will be important for the Pastor to ask for the commitment of the people to participate in the campaign. Assist the Pastor with supportive materials (bulletin inserts, commitment cards)
- Optional: begin promoting the campaign to the community with public service announcements, display ads, or community posters
- Contact each Campaign Coordinator to identify the printed materials they will need for their individual team plans. Begin to produce these resources

Groups Coordinator

Small Groups

- Match hosts and discussion leaders
- Run extra membership classes if needed
- Hold orientation meetings for hosts

Youth

- Brainstorm ways to include youth in the campaign and in the prayer strategy
- Choose the resources from the *Groups Resource CD* you want to use
- Specifically invite students to the Kickoff event at the beginning of the campaign
- Decide whether to give students copies of *The Purpose Driven Life* or the daily e-mail devotional (on the Youth page of the *Campaign Directors' Website*)

(continued)

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

Children

- Brainstorm ways to include children in the campaign and in the prayer strategy
- Choose the resources from the *Groups Resource CD* you want to use
- Coordinate with the Campaign Director to place an order for children's *Memory Verse Key Tags* and preschool *Memory Verse Door Hangers*

Special Events Coordinator

Kickoff

- Start promoting the Kickoff
- Work with the Communications Team to begin promoting the Kickoff
- Childcare: Decide what you will do about childcare and advertise it

Ministry Fair

- Continue meeting and praying as a team

Celebration Event

- No activity. Team not recruited yet



BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

Campaign Director

- ❑ Continue meeting weekly with Campaign Coordinators. Pray together, review progress since last meeting, review schedule for next two weeks, ask what's going well, what's not, and where help is needed
- ❑ Coordinate between teams for upcoming issues:
 - **Supply Order:** The Weekend Services Team, Groups Team, and Prayer Team need to decide with the Campaign Director what supplies to order
 - **Day of Prayer:** The Prayer Team and Weekend Services Team coordinate the details for the Day of Prayer. Prayer Team and Pastor can also arrange a Staff & Team Day of Fasting and Prayer
 - **The Kickoff:** The Kickoff Team, Weekend Services Team, and Pastor need to coordinate songs and introduction of the Kickoff video
 - **Host Homes:** The Groups Team, Weekend Services Team, and Kickoff Team need to arrange ways to enable last-minute sign-ups for groups after the Kickoff and the Week 1 and Week 2 services
 - **Communications:** Make sure the Communications Team is serving all the teams well
- ❑ Order supplies for the congregation. Complete the Resource Order Form (which may be downloaded from www.PurposeDriven.com) or order online in the online shopping cart to obtain the supplies you will give to your people. This order could include:
 - *The Purpose Driven Life* books and journals
 - Small Group Curriculum
 - *Memory Verse Key Tags* for adults, youth, children and preschool
 - *Prayer Tent Cards* and *Wallet Prayer Cards*
 - *Certificates of Completion* and *Life Commitment Card Book Plates*

(continued)

3–4 Weeks before the Campaign *(continued)*

Pastor

- Prepare pre-campaign sermon
- Work with Prayer Team to finalize arrangements for Day of Prayer
- Decide your duties during the Kickoff event with Kickoff Team
- Continue to plan for the impact of the campaign and gear up the church for the increased activity

Weekend Services

- Coordinate with Prayer Team to incorporate the Day of Prayer with pre-campaign services
- Coordinate with the Kickoff Team and the Pastor to arrange for opening music, pastor's greeting, and other features during the Kickoff
- Coordinate with the Campaign Director to place an order for *Life Commitment Card Book Plates*
- Arrange the logistics for distributing the *Memory Verse Key Tags*

Prayer Coordinator

- Continue prayer strategy
- Plan a Day of Prayer for the church, and/or a Staff & Team Day of Fasting and Prayer
- Distribute *Role of Prayer in the Campaign* Bible study lesson (found on the *Prayer Resource CD*) to existing small groups to do before the start of the campaign
- Coordinate with the Campaign Director to place an order for *Prayer Tent Cards* and *Wallet Prayer Cards*

Communications Coordinator

- Select the e-mails, pulpit announcements, and bulletin announcements that apply to your church scenario and then customize them
- Develop a schedule for announcements through e-mail, website, pulpit, and bulletin inserts

- Roll out the initial campaign signs, banners, or posters
- Deliver printed pieces needed by each Campaign Coordinator and inquire as to any additional communications needs or problems with each team

Groups Coordinator

Small Groups

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

Youth

- Promote the campaign to youth, encouraging them to think about inviting friends
- Launch the youth small group strategy if applicable, forming small groups for the campaign
- Plan the weekend services around the themes of the campaign
- Coordinate with the Campaign Director to place an order for youth *Memory Verse Key Tags*
- Brainstorm Ministry Fair ideas that offer specific opportunities for students to serve

(continued)

3–4 Weeks before the Campaign *(continued)*

Children

- Promote the campaign to children, encouraging them to think about inviting friends
- Duplicate the preschool and elementary take-home devotionals (on the Children's menu of the *Groups Resource CD*)
- Brainstorm Ministry Fair ideas that offer specific opportunities to students in which to serve
- Prepare the children's curriculum for the Kickoff

Special Events Coordinator

Kickoff

- Plan program, theme, decor, food
- Plan the logistics for distributing the *Purpose Driven Life* books
- Recruit additional volunteers as needed
- Continue promoting the Kickoff
- Coordinate with the Groups Team to provide ways for people to sign up for small groups after the Kickoff video
- Coordinate with the Weekend Services Team and the Pastor to arrange for opening music, pastor's greeting, and other features during the Kickoff

Ministry Fair

- Identify the ministries that exist in your church
- Decide which ministries to include
- Decide whether to have a separate Missions Fair during Week 6
- Contact the selected ministries regarding involvement with the Ministry Fair, and set an RSVP date for thirty days ahead of the event
- Determine the budget for your event

Celebration

- Review the *Celebration Success Guide* and the Celebration documents on the *Special Events Resource CD*
- Recruit team, begin meeting and praying
- Finalize time and location for the Celebration



PRE-CAMPAIGN 1–2 Weeks before the Campaign

Campaign Director

- Continue meeting weekly with Campaign Coordinators. Pray together, review progress since last meeting, review schedule for 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 Groups Team has logistics in place to distribute materials to hosts, the Kickoff Team is ready to distribute books, and the Weekend Services Team is ready to distribute *Memory Verse Key Tags*
 - **Day of Prayer:** Finalize plans for the Day of Prayer and/or the Staff & Team Day of Fasting and Prayer
 - **Kickoff:** Finalize arrangements for the Kickoff, including opening songs and greeting
 - **Host Homes:** Finalize arrangements for taking last-minute sign-ups for groups after the Kickoff and after the services for Week 1 and Week 2
 - **Communications:** Make sure the Communications Team is serving all the teams well

(continued)

1–2 Weeks before the Campaign *(continued)*

Pastor

- Deliver pre-campaign sermon with Day of Prayer emphasis, one week before campaign starts
- Prepare Week 1 sermon, *What on Earth Am I Here For?*
- Review and edit the *40 Daily E-Mails of Encouragement* to prepare to start sending them on Sunday of Week 1 (find these on the *Pastor & Weekend Services Resource CD*)
- Introduce Kickoff video during the Kickoff, one day before the campaign start

Weekend Services

- Announce Week 1 of the campaign, *What on Earth Am I Here For?*
- 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 (found on the *Prayer Resource CD*)
- Coordinate with Small Groups Team to distribute *Wallet Prayer Cards* and *Prayer Tent Cards*
- Conduct Day of Prayer and/or Staff & Team Day of Fasting and Prayer (see guidelines on *Prayer Resource CD*)
- Put prayer verse and campaign prayer requests in bulletin for Week 1

Communications Coordinator

- Coordinate all communications being generated for all the other teams, especially for the Day of Prayer, Kickoff, Small Groups, and the start of the campaign
- Advertise in local paper
- Oversee collection of photos and video of the campaign in action

Groups Coordinator

Small Groups

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

Youth

- Prepare Week 1 messages (found on *Groups Resource CD*)
- Prepare Week 1 small group curriculum; prepare copies of student handouts and leader notes (found on *Groups Resource CD*)
- Students participate in the church-wide Day of Prayer
- Students participate in the Kickoff

Children

- Prepare Week 1 lessons for each age group
- Children participate in the church-wide Day of Prayer
- Teach a children's lesson during the Kickoff

Special Events Coordinator

Kickoff

- Hold Kickoff
- Distribute *The Purpose Driven Life* books
- Provide a way for people to sign up for small groups after the Kickoff video

(continued)

1–2 Weeks before the Campaign, *(continued)*

Ministry Fair

- Decide on the theme
- Distribute booth guidelines to ministries
- Continue praying and meeting as a team

Celebration

- Brainstorm ideas for the Celebration
- Plan to capture the essence of the Kickoff on video or with photos
- Observe and capture “God moments” at the pre-campaign events: Day of Prayer, Staff & Team Day of Fasting and Prayer, and Kickoff
- Place *My Story* response forms in bulletin for Week 1



WHAT ON EARTH AM I HERE FOR? Campaign Week 1

Campaign Director

- Starting this week, meet every two weeks with Campaign Coordinators. Pray together, review schedule for 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, small group supplies, and prayer tools 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?
- **Kickoff:** Share praise reports and stories from the event. What would we do differently for upcoming campaign events?

Pastor

- Start sending the *40 Daily E-Mails of Encouragement* from you to everyone in your congregation, beginning on Day 1 of the campaign (corresponding with reading “Day 1” of *The Purpose Driven Life*)
- Start brainstorming with the Groups Coordinator about possible candidates for an ongoing Community Leader to carry on the mentoring, support, and equipping of small group leaders
- Deliver Week 1 sermon, *What on Earth Am I Here For?*
- Prepare Week 2 sermon, *You Were Planned for God’s Pleasure*
- Plan for Day 41 by evaluating current church systems and starting the process of making changes where necessary:
 - Small Groups support
 - Visitor handling
 - Weekend Services format
 - Discipleship classes

Weekend Services

- Do the special features for the Week 1 service
- Announce Week 2 of the campaign
- Distribute *Memory Verse Key Tag* for Week 1
- Finalize special features for next week to communicate the theme

Prayer Coordinator

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

(continued)

Campaign Week 1, *(continued)*

Communications Coordinator

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

Groups Coordinator

Small Groups

- Place new group participants in existing groups
- Do Week 1 of the curriculum

Timing of Readings

Q: *If we distribute the books during the Kickoff, people will only have a chance to read two or three days before some of their small groups meet. Should we start our groups a week later to give them a chance to read all seven days' readings before they come to the group?*

A: The approach that most churches have taken is to have the people begin reading the book on the Sunday of Week 1, and do the small group curriculum for Week 1 during the week following the Week 1 sermon. For groups that meet on Mondays, this would mean they have only read two days, and groups that meet on Thursdays would have read five days of that week's readings. The reason this works is that the discussion questions are based on the teaching video, not on the chapters of the book. Although the things you are reading in the book will affect your perspective and perhaps give you a fuller view of that week's purpose, the discussion can be just as effective if you have not read the chapters but have only watched the video.

- Start brainstorming with the Pastor about possible candidates for an ongoing Community Leader to carry on the mentoring, support, and equipping of small group leaders

Youth

- Deliver Week 1 messages and small group curriculum
- Prepare Week 2 messages and small group curriculum
- Work with the Ministry Fair team to plan a youth-oriented Ministry Fair

Children

- Deliver Week 1 lessons for each age group
- Prepare Week 2 lessons for each age group
- Work with the Ministry Fair team to plan a children's Ministry Fair

Special Events Coordinator

Ministry Fair

- Decide where you will set up your fair, assign table locations for the ministry area and missions area; determine if you will need a map to guide people to ministries
- Determine what is needed for set-up and booth construction (tables, chairs, electricity, and so on) and coordinate with the appropriate personnel in your church to have these set up for the fair
- Establish follow-up plan to contact and assimilate new volunteers into ministries

Celebration

- Establish goals and budget for the Celebration
- Place *My Story* response forms in the bulletin for Week 2



YOU WERE PLANNED FOR GOD'S PLEASURE

Campaign Week 2

Campaign Director

- Plan for next week's coordinators' meeting by discussing Day 41 issues with the Pastor. Ascertain which Day 41 areas your Campaign Coordinators can be involved in, and which ones need to be referred to your church leadership

Pastor

- Deliver the message, *You Were Planned for God's Pleasure*
- Prepare Week 3 sermon, *You Were Formed for God's Family*
- Discuss Day 41 issues with the Campaign Director. Begin preparing for post-campaign needs, especially for small group support and curriculum, and accommodating new volunteers for ministry

Weekend Services

- Do the special features for the Week 2 service
- Announce Week 3 of the campaign
- Distribute *Memory Verse Key Tag* for Week 2; have Week 1 available
- Finalize special features for next week

Prayer Coordinator

- Put prayer verse and campaign prayer requests in bulletin for Week 3

Communications Coordinator

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

Groups Coordinator

Small Groups

- Place new group participants in existing groups
- Do Week 2 of the curriculum
- Call hosts and offer support and encouragement

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, specifically missions project issues.)
3. How can I pray for you? (Pray with them before you get off the phone.)

Youth

- Deliver Week 2 messages and small group curriculum
- Prepare Week 3 messages and small group curriculum

Children

- Deliver Week 2 lessons for each age group
- Prepare Week 3 lessons for each age group

(continued)

Special Events Coordinator

Ministry Fair

- Give guidelines to the various ministries to assist them as they plan their booths, handouts, and follow-up procedures
- Plan signs that will tell people the name of the ministry, and flyers to give the details about serving in that ministry
- Plan ways to promote the Ministry Fair

Celebration

- Place *My Story* response forms in bulletin for Week 3
- Observe and document a new small group class using the campaign study
- Decide theme for the Celebration



This campaign includes age-related materials for everyone from preschoolers to adults, and implementing these materials should help your church experience the alignment that comes when everyone is talking about the same things, learning the same things, and experiencing the same things



YOU WERE FORMED FOR GOD'S FAMILY

Campaign Week 3

Campaign Director

- Meet this week with Campaign Coordinators. Pray together, review schedule for next two weeks, ask what's going well, what's not, where help is needed
- Coordinate between teams for current issues:
 - **Day 41:** Present upcoming Day 41 issues and discuss. Include structuring to support small groups, providing new curriculum for groups, and accommodating new volunteers for ministry
 - **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 last week's phone calls of support to the hosts

Pastor

- Deliver the message, *You Were Formed for God's Family*
- Prepare the Week 4 sermon, *You Were Created to Become Like Christ*
- Continue Day 41 planning; discuss issues with church leaders

Weekend Services

- Do the special features for the Week 3 service
- Announce Week 4 of the Campaign
- Distribute *Memory Verse Key Tag* for Week 3; have Weeks 1 and 2 available
- Finalize special features for next week

Prayer Coordinator

- Put prayer verse and campaign prayer requests in bulletin for Week 4

(continued)

Campaign Week 3, *(continued)*

Communications Coordinator

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

Groups Coordinator

Small Groups

- Do Week 3 of the curriculum

Youth

- Deliver Week 3 messages and small group curriculum
- Prepare Week 4 messages and small group curriculum

Children

- Deliver Week 3 lessons for each age group
- Prepare Week 4 lessons for each age group

Special Events Coordinator

Ministry Fair

- Work with the Weekend Services Team to coordinate special features that will communicate the theme *You Were Shaped for Serving God* during the services preceding the Ministry Fair (and to communicate the theme *You Were Made for a Mission* during the service preceding the Missions Fair if you decide to have two separate fairs)
- Work with the Communications Team to give church leaders advance notice about the fair so they can adjust their ministry schedules and promote the event within their sphere of influence
- Prepare the commitment cards to be inserted into the weekend bulletins. Duplicate the handouts for each ministry to give to interested volunteers. Coordinate with Communications Team

- Confirm with each ministry that they: (1) are prepared to staff the booth, (2) have their handouts ready, (3) have a follow-up orientation/training meeting scheduled, and (4) have everything they need for their booth and follow-up
- Recruit additional people to help with set up, creating signs, break down and clean up
- Place announcement about the Ministry Fair in the bulletin for Week 4

Celebration

- Place *My Story* response forms in bulletin for Week 4
- Share completed response forms with the Weekend Services Team to draw from for pertinent testimonies during upcoming services
- Plan food and decorations for the Celebration



YOU WERE CREATED TO BECOME LIKE CHRIST Campaign Week 4

Campaign Director

- Verify that the Ministry Fair Team has all the logistics in place for the fair

Pastor

- Deliver the message, *You Were Created to Become Like Christ*
- Announce Week 5 of the campaign, *You Were Shaped for Serving God*; include an overview of the Ministry Fair
- Prepare Week 5 sermon, *You Were Shaped for Serving God*

(continued)

Campaign Week 4, *(continued)*

Weekend Services

- Do the special features for the Week 4 service
- Announce Week 5 of the Campaign
- Distribute *Memory Verse Key Tag* for Week 4. Have Weeks 1, 2, and 3 available
- Finalize special features for next week

Prayer Coordinator

- Put prayer verse and campaign prayer requests in bulletin for Week 5

Communications Coordinator

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

Groups Coordinator

Small Groups

- Do Week 4 of the curriculum
- Call hosts and offer support and encouragement

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, specifically missions project issues.)
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, available at www.PurposeDriven.com/momentum
- Order new curriculum to have available at the end of the campaign

Youth

- Deliver Week 4 messages and small group curriculum
- Prepare Week 5 messages and small group curriculum

Children

- Deliver Week 4 lessons for each age group
- Prepare Week 5 lessons for each age group

Special Events Coordinator

Ministry Fair

- Place announcement in the Week 5 bulletin for the Ministry Fair (in conjunction with the Communications Team)
- Arrange to insert two-part *Ministry Fair Commitment Card* in the Week 5 bulletin
- Use various channels of communication to promote the fair (e-mail, posters, announcements in small groups and Sunday school classes), and coordinate with the Communications Team
- Set up booths, signs, decorations
- The day before the fair, have the ministries decorate their tables, put up their displays, and set out their handouts and extra commitment cards for those that want to sign up for more than one ministry

(continued)

Campaign Week 4, *(continued)*

Celebration

- Place My Story response forms in bulletin for Week 5
- Share completed response forms with the Weekend Services Team to draw from for pertinent testimonies during upcoming services
- Plan the program for the Celebration



YOU WERE SHAPED FOR SERVING GOD

Campaign Week 5

Campaign Director

- Starting this week, meet every two weeks with Campaign Coordinators. Pray together, review schedule for next two weeks, ask what's going well, what's not, and where help is needed
- Coordinate between teams for upcoming issues:
 - Supplies: Decide whether to order any additional campaign materials before the close of the campaign, in order to stock up on supplies for future groups and visitors
 - Host Homes: Groups Team should work with the Pastor to provide follow-up training to new hosts that wish to continue leading a group (see Day 41 page on the *Campaign Directors' Website* for host training materials)
 - Celebration: The Celebration Team needs to coordinate with the Pastor and the Weekends Team as they make final preparations for the Celebration. Gather reports, video, photos, and testimonies from all other teams to put together the event
 - Communications: Make sure the Communications Team is serving all the teams well

Pastor

- Deliver the message, *You Were Shaped for Serving God*; include promotion of the Ministry Fair and instructions for completing the *Ministry Fair Commitment Card*

- Announce end-of-campaign special offering in two weeks (if applicable) (see guidelines for the Celebration Offering on the *Special Events Resource CD*)
- Prepare the Week 6 sermon, *You Were Made for a Mission*

Weekend Services

- Do the special features for the Week 5 service
- Announce Week 6 of the Campaign
- Dismiss services early for the Ministry Fair
- Distribute *Memory Verse Key Tag* for Week 5; have Weeks 1–4 available
- Finalize special features for next week

Prayer Coordinator

- Put prayer verse and campaign prayer requests in bulletin for Week 6

Communications Coordinator

- Coordinate the communications being generated for all the other teams
- Oversee collection of photos and video footage of the Ministry Fair in action

Groups Coordinator

Small Groups

- Do Week 5 of the curriculum
- Call hosts to see if their group will continue after the campaign, and if the host will continue hosting
- Provide new curriculum ideas to groups continuing after the campaign, available at www.PurposeDriven.com/momentum
- Coach groups to plan a closing “Celebration” social time
- Plan follow-up training for new hosts that wish to continue leading a group (see Day 41 page on the *Campaign Directors’ Website* for host training materials)

(continued)

Campaign Week 5, *(continued)*

Youth

- Deliver Week 5 messages and small group curriculum
- Prepare Week 6 messages and small group curriculum
- Hold a Ministry Fair for students

Children

- Deliver Week 5 lessons for each age group
- Prepare Week 6 lessons for each age group
- Hold a Ministry Fair for students

Special Events Coordinator

Ministry Fair

- Hold the Ministry Fair
- Follow up with each ministry or missions group to ensure that they are implementing follow-up procedures with all new volunteers or those interested in mission opportunities
- Pray for the Pastor as he challenges people to serve in ministry and missions
- The Pastor instructs the entire congregation in the completion of commitment card during the service
- Dismiss the weekend services fifteen minutes early to go directly to the fair

Celebration

- Place *My Story* response forms in bulletin for Week 6
- Share completed response forms with Weekend Services Team members to draw from for pertinent testimonies during upcoming services
- Plan the program for the Celebration
- Place announcement for the Celebration in Week 6 bulletin
- Observe and document the Ministry Fair

YOU WERE MADE FOR A MISSION

Campaign Week 6

Campaign Director

- Verify the Celebration Team has all of the logistics in place for the Celebration

Pastor

- Deliver the message, *You Were Made for a Mission*; include reference to the previous week's missions portion of the Ministry Fair
- Announce end-of-campaign special offering next week (if applicable)
- Prepare for Week 7 of the campaign and the Celebration; coordinate with the Celebration Team

Weekend Services

- Do the special features for the Week 6 service
- Announce Week 7 of the campaign and the Celebration
- Distribute *Memory Verse Key Tag* for Week 6; have Weeks 1–5 available
- Finalize special features for next week, coordinating with Celebration Team

Prayer Coordinator

- Put the prayer verse and campaign prayer requests in bulletin for Week 7

Communications Coordinator

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

(continued)

Campaign Week 6, *(continued)*

Groups Coordinator

Small Groups

- Do Week 6 of the curriculum
- Coach groups to plan a closing Celebration social time

Youth

- Deliver Week 6 messages and small group curriculum
- Plan a Celebration service for next week, using testimonies from students

Children

- Deliver Week 6 lessons for each age group
- Prepare Week 7 lessons for each age group

Special Events Coordinator

Ministry Fair

- Follow up with each ministry and missions area to ensure that they are implementing follow-up procedures with all new volunteers

Celebration

- Place *My Story* response forms in bulletin for Week 7
- Place announcement for Celebration in Week 7 bulletin
- Use other communication channels (e-mail, posters, skits) to promote the Celebration
- Complete preparations for special features, such as videos, testimonies, or awards
- Coordinate with the Pastor and Weekend Services Team to finalize details of the event

CELEBRATION

Campaign Week 7

Campaign Director

- Have a Celebration for the Campaign Coordinators
- Hold a post-campaign wrap-up meeting to discuss the following issues
 - **Host Homes:** Hand off to a permanent small groups team that will conduct host training, and provide ongoing support to groups
 - **Day 41:** Hand off the campaign assessment to an ongoing leadership team who will oversee Day 41 issues
 - **Next Campaign:** Decide whether to recommend another 40-Day 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:
 - **Ministry Fair:** Share results and stories from ministries
 - **Celebration:** Share your favorite stories from the day
 - **Campaign:** Share praise reports about the campaign from behind the scenes

Pastor

- Deliver the Celebration message
- Receive end-of-campaign special offering

Weekend Services

- Do the special features for the Week 7 service, coordinating with the Celebration Team

Prayer Coordinator

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

(continued)

Campaign Week 7, *(continued)*

Communications Coordinator

- Coordinate communications being generated for all other teams

Groups Coordinator

Small Groups

- Review *Small Groups Success Guide* and the small groups documents on the *Groups Resource CD*
- Hold Celebration social events
- Follow up with hosts to make sure they have the materials needed to move on to their next study

Youth

- Hold a students' Celebration service, using several testimonies from students
- Participate in the church Celebration, feature a few testimonies from students

Children

- Deliver Week 7 lessons for each age group

Special Events Coordinator

Ministry Fair

- Follow up with each ministry and missions area to ensure that they are implementing follow-up procedures with all new volunteers

Celebration

- Hold the Celebration



FROM OUR TEAM TO YOURS

Just as we have had to learn some of this by digging in and doing it, so will you. There are significant challenges ahead, but efforts to get our people to authentically discover God's purposes for their lives certainly please our Father. We have seen through the pages of the Bible how God used forty-day spans of time to accomplish significant transformation in his people. It is our prayer that the forty days of this spiritual growth campaign will likewise be a defining moment in the journey of your church.

**The *40 Days of Purpose* Campaign Team
Saddleback Church**



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