

# TABLE OF CONTENTS

Before You Dive In .....	1
The Big Picture .....	2
Dream Big Dreams .....	3
Role and Principles .....	4
Time for Action .....	6
<i>Step 1: Get Oriented</i> .....	7
<i>Step 2: Build the Communications Team</i> .....	10
<i>Step 3: Develop a Strategy</i> .....	13
Campaign Overview Timeline .....	17
Communications Timeline .....	18

*Who is this manual for?*  
THE COMMUNICATIONS  
COORDINATOR



*What is the role of  
the Communications Coordinator?*  
COORDINATE ALL CAMPAIGN  
COMMUNICATION  
BUILD MOMENTUM LEADING UP  
TO THE CAMPAIGN AND THE  
SPECIAL EVENTS



*An unreliable messenger can cause a lot of trouble. Reliable  
communication permits progress.*

Proverbs 13:17 (LB)

# BEFORE YOU DIVE IN

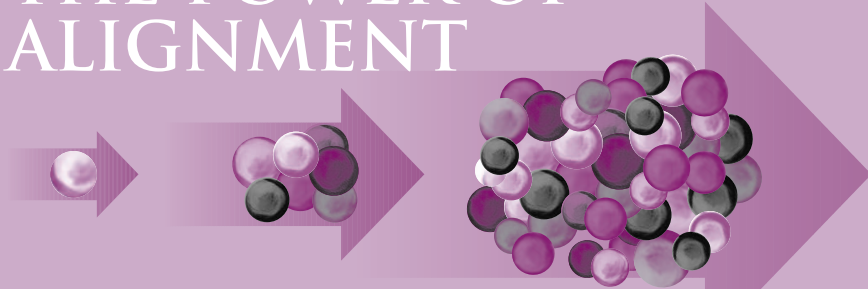
Your church is about to embark on a journey unlike anything it has taken before. Tens of thousands of other churches experienced unprecedented spiritual growth during the *40 Days of Purpose* campaign, both in the church family as a whole and in the lives of countless individuals. Yet all found that the secret did not lie either in the campaign materials or their pre-campaign preparations, even though both were very important. Instead the key to making this campaign a success was 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 the 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 team spend time on your knees before God, his life changing power will guide your every step and make these next forty days the most important days in your church's history.

# 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 will 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

# DREAM BIG DREAMS

This journey will be a true adventure. This success guide provides 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.

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 has called 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.

*Exponential  
growth begins  
with exponential  
thinking.*



*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)

# ROLE AND PRINCIPLES

The Communications Team exists to serve the rest of the teams in the campaign. All communications that the other teams generate flow through you. You are the “gatekeeper” or “steward” of the campaign message. You are responsible to see that all promotional materials, tools, and resources are most effectively used in your church context. The Communications Team should have their finger on the pulse of every team, serving them by synthesizing and integrating the messages from all of the teams so that they are delivered without conflict or overlap. Here are some key principles to help you successfully carry out your responsibilities:

## **Principle 1: Declare Your Need and Dependence Upon God**

Looking ahead to the size of this campaign can lead to feelings of inadequacy, fear, or stress. Lift these concerns up to the Lord. This campaign is his, and he wants to empower you and give you fruit beyond what your efforts alone could produce.

## **Principle 2: People are Your Best Advertisements**

Spend your time and money helping people get excited about the campaign, and they will become your most effective advertisements. Nothing creates grassroots spiritual wildfires like word of mouth. Their passionate promotion will bring far more people to your church family than newspapers or billboards, because the gospel is inherently relational. Invest in equipping your people with the tools they need to tell others about the campaign—tools like postcards, invitations, and brochures.

### Principle 3: Your Pastor is Your Best Promoter

The Pastor is extremely important in championing the campaign before the people. Don't underestimate the power of the pulpit in building enthusiasm and recruiting involvement. Your Pastor can do more to get your people excited than any other promotional tool.

### Principle 4: Your Attitude is Key

Be aware that even if your communication is technically effective, it won't go anywhere if it lacks heart. Communication is not just an activity, it's an attitude; and your attitude makes a difference in everything you communicate! The way you serve the rest of the coordinators will greatly affect the way the whole team works together. Approach your role with a spirit of servanthood and an attitude of "We're here to help" and "How can I be of service to you this week?"

*The Communications Team should have their finger on the pulse of every team, serving them by synthesizing and integrating the messages from all of the teams so that they are delivered without conflict or overlap.*



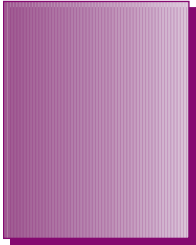
# TIME FOR ACTION

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 Communications Team can be found in these campaign 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.

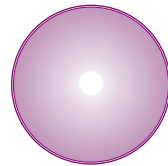


## Read the *Communications Success Guide*:

This *Communications Success Guide* tells you how to get started, and gives you a step-by-step timeline for all of your responsibilities.

## Review the *Communications Resource CD*:

The best way to orient yourself to the documents on this CD is to read the *Communications Coaching Tips* document at the top of the “Communications” menu. Get acquainted with the collection of documents provided, then open all of the documents and explore their possible uses.



## Look at the *Communication Tools*:

The *Campaign Resource Kit* contains samples of resources that are available for purchase, or you may make your own using files provided on the *Communications Resource CD*.

## Permission Letter:

A letter granting written permission from Purpose Driven® to reproduce all of the documents on the CD is included on the CD in case your printer requires such permission.

## Other Resources:

**Campaign Directors' Website:** If you have a problem with something on your resource CD or if you want more ideas, log on to the *Campaign Directors' Website* at *www.PurposeDriven.com* using the password your Campaign Director gives you. The website contains updated versions of all of the campaign resources, along with some ideas and tools that are only available online. Click on the "Idea Exchange" to view ideas from churches in many categories.



**FAQs:** If you have questions that the 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:** Your Campaign Director will receive weekly coaching e-mails from Purpose Driven. These e-mails should be forwarded to you 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 resources, please contact our Customer Care department. The toll-free number is 800-633-8876. You may also e-mail questions to [Info@purposedriven.com](mailto:Info@purposedriven.com).

# Build the Communications Team

## Who to Ask

The size of your church will help dictate the appropriate size of your Communications Team. Get as many people as you need to spread the workload, but not so many that it becomes complicated to manage. Pray about who should be on your team, then look for people who have the following traits:

- Knows how to motivate and inspire people using communication.
- Understands your church and how things work—such as what existing communication avenues are available.
- A good working knowledge of various communication media—print, video, Internet, and e-mail.
- Has an attitude of service and can finish a task.
- Due to the crucial nature of their function, this team should be established as early as possible, no more than three months before the beginning of the campaign.

## If you are a medium or large church:

Consider assigning one person to each method of communication. For example, you might assign one person to communications for the weekend services, including bulletin announcements, bulletin inserts, pulpit announcements, and PowerPoint® presentations. Another person might oversee all electronic communications, such as your website and e-mails. If you have a skilled graphic designer, assign him or her the responsibility for brochures, posters, banners, and any outside publicity such as signs or newspaper ads. You may also want a video and photography specialist on your team. Someone else might oversee all the verbal communication lines between your team and the contact people with other specific church ministries.

## First Team Meeting

Here are some topics to cover during your first team meeting. Don't rush this time. You may need to stretch these discussions over more than one meeting.

1. With your team, read through the sections in this *Communications Success Guide* called "Dream Big Dreams" and "Role and Principles," and discuss how they can be applied to your church.
2. Begin to consider some of the following questions:
  - What should we ask God to do in us and in our church during this campaign?
  - How can we best support the campaign efforts and the other Campaign Coordinators?

- What things will get in the way of our service to others during this campaign and how can we keep them from doing so?
  - What strategies should we use to communicate the messages of this campaign?
3. Review the communication tools provided on the *Communications Resource CD*. Show the samples of the communication tools that are included in the *Campaign Resource Kit*. Discuss how the tools could be used in your campaign.
  4. Brainstorm ideas for your area. Ask the question, “If we had all the money, and all the time in the world, and could design the most wonderful way to promote this campaign—what would it be?”
  5. Commit to pray for one another throughout this journey. Then, pray!

## Develop a Strategy

Create a strategy to facilitate both the planning process and the information regarding the campaign itself. **Find as many times and ways to communicate as possible.** A widely-known law of advertising is that a message must be communicated seven times before it really sinks in. Don't assume that because you are familiar with something, others are also. You cannot over communicate.

The following suggestions will help you provide the best possible support for this forty-day journey.

- 1. E-mail with individuals:** E-mail has become a primary form of communication these days. If your church does not already have an e-mail list for church members, or at least key church leadership, begin now to collect e-mail addresses in your church.

### Helpful Hint

To begin gathering e-mail addresses, try asking church members (even visitors) to write their e-mail addresses on your standard attendance cards available in your services each week. You might offer in return a daily e-mail of encouragement for forty days to people who give you their address! (*40 Daily E-mails of Encouragement* are found in the e-mails section of your Resource CD.)

- 2. Set up a “Grand Central” for the campaign:** As early as ten weeks ahead of the campaign, set up a central location in your church lobby where people can obtain materials or information about the upcoming experience. Your “Grand Central” will be the main source for campaign information for the weeks leading up to, through a week or two after, the campaign. This offers a central location where any question can be answered, books can be distributed, and people can even sign-up to host or attend small groups. (Artwork is provided for a Grand Central banner on your resource CD.)
  
- 3. Establish a communications budget:** The Communications Team must manage the production of communications tools within the budget for the campaign. Work with the Campaign Director to establish the budget for your area.

### **Remember**

Invest the most in your people. If you have to choose between a billboard and a postcard, pick the postcard so that your people have something to give out. Your people are your best advertising.



**4. Brainstorm creative communications ideas:** The Communications Team must brainstorm ways to create enthusiasm and momentum for the campaign within the church and introduce the campaign to others in the community. It doesn't have to be flashy, expensive, or high tech to grab attention. But always be clear in what you communicate and how you communicate. As a team, think of fun, unexpected ways to communicate to your congregation and community about the campaign.

**Church:** To reach those within your church congregation, consider the following ideas, many of which are provided on your resource CD:

- Signs, inside and outside your buildings (provided)
- E-mail announcements and reminders (provided)
- Church newsletter (a special *40 Days* newsletter or section in your existing newsletter)
- Website (if your church does not have one, many inexpensive options are available on Internet service providers to set one up)
- Grand Central—set up the location and place appropriate signs for different campaign events, sign-ups, and book sales (banner provided)
- Announcements for use in the weekend services (provided)
- Bulletin inserts for announcements, stories, Scripture memory verses (provided)
- Testimonies to use in newsletter or weekend services (*My Story* forms and *Testimony Guidelines* provided)

**Community:** To reach those outside your church, consider the following ideas, many of which are provided on your resource CD:

- Signs, inside and out (provided)
- Posters for community outlets (provided)
- Public service announcements on local radio
- Press releases to “Events” or “Religion” sections of local newspapers; community papers; or “Community” sections in larger newspapers (provided)
- Human interest stories to send to local newspapers

### **Ideas From Other Churches You Can Use:**

**Buttons:** Distribute buttons with the campaign logo to the congregation to wear as a conversation-starter that can lead to an invitation to the campaign.

**Favors:** Print the campaign logo on various items such as peppermint patties, refrigerator magnets, calendars, or pens, and have kids distribute a different one each week leading up to the campaign.

**Newspaper:** Design a campaign newspaper, and have “paper boys” hand them out before the precampaign services.

**Balloons:** Give away helium balloons imprinted with the campaign logo to each child after the Week 1 service.

**T-shirts:** Imprint T-shirts with the campaign logo for the Campaign Coordinators and their teams to wear.

**Placemats:** Laminate colorful placemats with a calendar of daily Scriptures, prayers, or devotional thoughts.

# CAMPAIGN OVERVIEW TIMELINE

Here is the overview of the major tasks of the campaign and how they fit together. There are three phases to the campaign: the preparation phase, the campaign phase, and the *Day 41* phase. The three-month preparation phase is when the campaign team is assembled and the planning and promotion of the campaign takes place. The week before your campaign launch there is a pre-campaign service that includes a Day of Prayer, then a Kickoff event the day before your launch, and the campaign officially starts with your Week 1 service. The campaign phase goes for seven weekends, then you're on to *Day 41*, which is the pathway your church sets for the months following the campaign.



# COMMUNICATIONS TIMELINE

## CREATE OWNERSHIP

### 3 Months before the Campaign

- 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



## IDENTIFY PRINTED PIECES

### 8 Weeks before the Campaign

- 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



## PROMOTE THE CAMPAIGN

### 6 Weeks before the Campaign

- 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)
- Contact each Campaign Coordinator to identify the printed materials they will need for their individual team plans. Begin to produce these resources
- Optional: begin promoting the campaign to the community with public service announcements, display ads, or community posters



## BUILD MOMENTUM

### 3–4 Weeks before the Campaign

- 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 communication needs or problems with each team



## PRE-CAMPAIGN

### 1–2 Weeks before the Campaign

- 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 newspapers
- Oversee the collection of photos and video footage of the campaign in action



## ALL CAMPAIGN WEEKS

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



---

**SCRIPTURE USAGE IN COMMUNICATIONS SUCCESS GUIDE:**

Scripture quotations noted LB are from THE LIVING BIBLE (Copyright © 1971 by Tyndale House Publishers, Wheaton, Illinois) and are used by permission.

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.

---

# NOTES