



**CAMPAIGN
DIRECTOR
SUCCESS GUIDE**



Campaign Director's Success Guide, Edition 2.0

© 2004, 2006, 2011 Rick Warren
30021 Comercio
Rancho Santa Margarita, CA 92688

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Requests for information should be addressed to:
Saddleback Resources, 30021 Comercio, Rancho Santa Margarita, CA 92688

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TABLE OF CONTENTS

Campaign Director Role	1
The Big Picture	2
Dream Big Dreams	3
Time for Action	4
<i>Step 1: Get Oriented</i>	4
<i>Step 2: Build the Team</i>	6
<i>Step 3: The First Team Meeting</i>	9
<i>Step 4: Plan Your Materials</i>	11
Campaign Timeline	13



BEFORE YOU GET STARTED

What is the role of the Campaign Director?

- To lead the Campaign Coordinator's Team
- To give direction to the entire campaign

Your church is about to embark on a journey of spiritual transformation. 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. When you and your leadership team spend time on your knees before God, his life-changing power will guide your every step and make these the most important days in your church's history.

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)

THE BIG PICTURE

Alignment

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

Individual Participation

Individuals are the heart of the campaign. Each person will complete regular reading assignments from the companion book for the campaign. These readings will challenge them to reflect on the themes of this journey and apply truth to their lives.

Group Participation

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

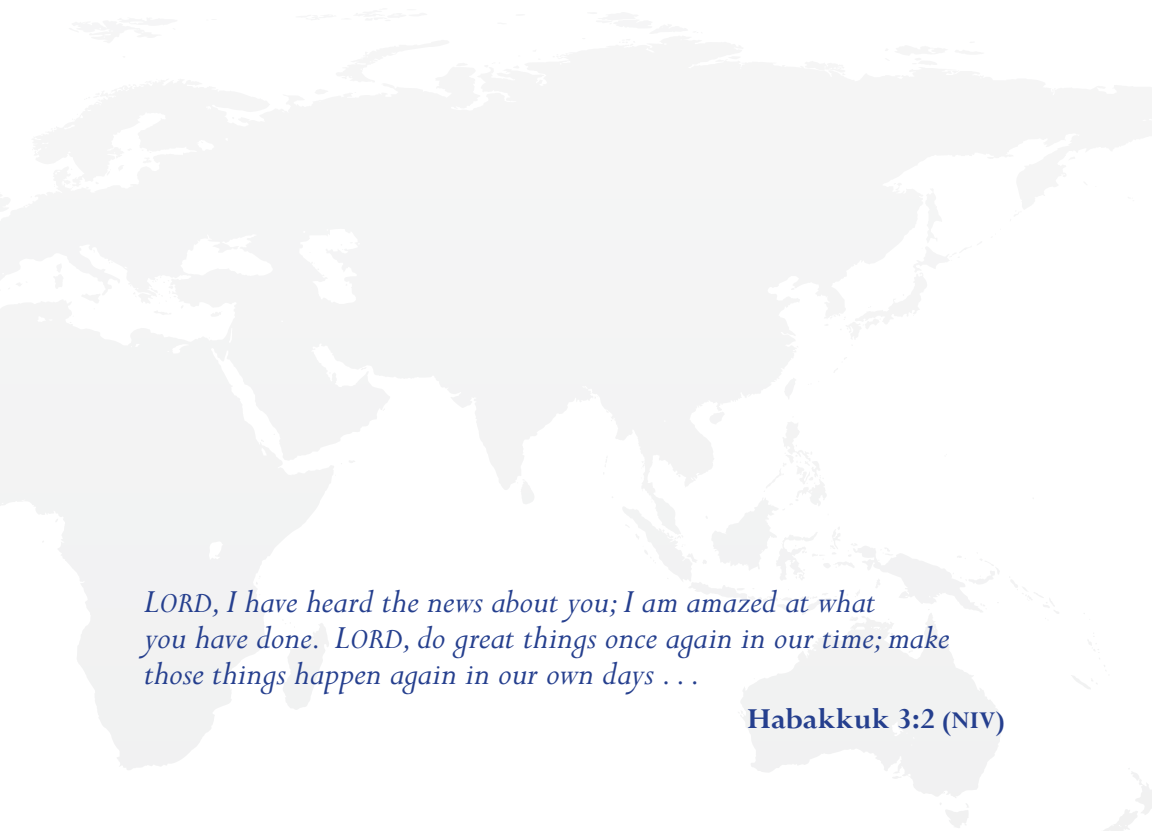
Weekend Service Participation

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

DREAM BIG DREAMS

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.” Pastor 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. 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 (NIV)

NOW IT'S TIME FOR ACTION

STEP 1

GET ORIENTED

These campaign materials grew out of the experiences of Saddleback Church and the thousands of other churches that have gone through Saddleback's spiritual growth campaigns. Everything you need to know to run a successful campaign can be found in these campaign materials.

Success Guides

These *Success Guides* provide an action plan for each person on the campaign team. As the Campaign Director, it is important for you to review your own Campaign Director's Success Guide to help you get started.

Next, read the *Pastor's Success Guide* so you can understand how best to support your pastor in his/her leadership role.

Resources and Tools

This area on the campaign website contains resources specific to your campaign. There you will find sermons, small group curriculum, children and youth lessons and much more. Review what is available so you can decide what you will provide to your congregation to enhance their experience on this journey.

Recruit your Team

As you plan, pray about whom you would like to invite onto your team to be responsible for each area. For instance, if the campaign offers children's curriculum, you may want to add a children's coordinator to your team to champion that aspect of the campaign and be a part of the decisions affecting the overall direction of the campaign.

Customer Care Staff

If you have any questions or issues that are not addressed by the campaign materials, please contact our Customer Care staff at 1-800-723-3532. You may also email questions to info@saddlebackresources.com. A representative will be happy to assist you.

STEP 2

BUILD THE TEAM

Start planning and training for the campaign about two months prior to the launch. Begin by building a team of Campaign Coordinators. Each team member will assist you by coordinating a specific component of the campaign.



1. **Pastor:** At the head is the Pastor who gives spiritual leadership to the campaign, casting the vision and motivating the congregation to get involved.
2. **Campaign Director:** At the heart is the Campaign Director who reports to the Pastor and manages the coordinators as they perform the day-to-day work of the campaign.
3. **Communications Coordinator:** Working with the Campaign Director as the other logistics administrator of the team, the Communications Coordinator promotes the campaign and supports the other team members by coordinating all their communication to the church.
4. **Prayer Coordinator:** Working in tandem with the Pastor, the Prayer Coordinator plans and implements the prayer strategy, covering the entire campaign effort with prayer.

5. **Weekend Services Coordinator:** The Weekend Services Coordinator plans the thematic weekend services during the campaign, preparing the special features that enhance the exploration of each week's theme.
6. **Small Groups Coordinator:** The Small Groups Coordinator directs the team that recruits and trains hosts for adult small groups, provides support as they form their groups and meet weekly during the campaign.

Other possible team members could include a Special Events team to organize celebration or culminating events, and a Children and Youth team to coordinate children and youth activities around the campaign theme.

How to Build a Great Team

Prayer is the first step to building a great team of coordinators. Resist the urge to run out and make a few phone calls. 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. Through prayer, let the Lord lead you to his team of Campaign Coordinators. You may discover potential new leaders for your church. People may find and develop their spiritual gifts in new areas of ministry they've never considered.

Look for:

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

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

- **Communications Coordinator:** Who knows the internal systems of your church well?

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



STEP 3

THE FIRST TEAM MEETING

Team meetings are great opportunities to infuse a strong sense of community into your Campaign Coordinators. Pray together. 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.

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.

The Pastor and the Campaign Coordinator lead the first meeting together. The Pastor shares the vision of the campaign and the Campaign Director explains the preparation materials. As you explain what it takes to prepare for the campaign, make sure everyone comes away understanding the following four concepts:

Who does what?

All team members need to become familiar with their particular areas of responsibility and how they fit into the campaign. Coordinators should review their individual success guides before choosing other team members to assist them in their responsibilities.

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 thousands of churches that have gone through 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.

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. 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.

When Will We Meet?

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

Notes about Campaign Coordinators' Meetings

Agenda

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

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

STEP 4

PLAN YOUR MATERIALS

Here are some considerations when planning your budget for funding the campaign, promotions, and providing campaign materials.

Campaign Costs—Budget vs. Offering

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

Promotion—Invest in Your People

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

Companion Books and Small Group Curriculum – Sell vs. Give

Sell:

- **Take pre-orders** so you know how many books to order.
- **Receive offerings**—put out baskets at the book table so people have the option to purchase campaign materials. If they can't pay, they can still have a book while others may donate additional funds to provide books for others.
- **Have small groups** purchase their supplies. For the approximate cost of a movie ticket, each person receives his/her own copy of the companion book and study guide, all at no additional cost to the church.

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

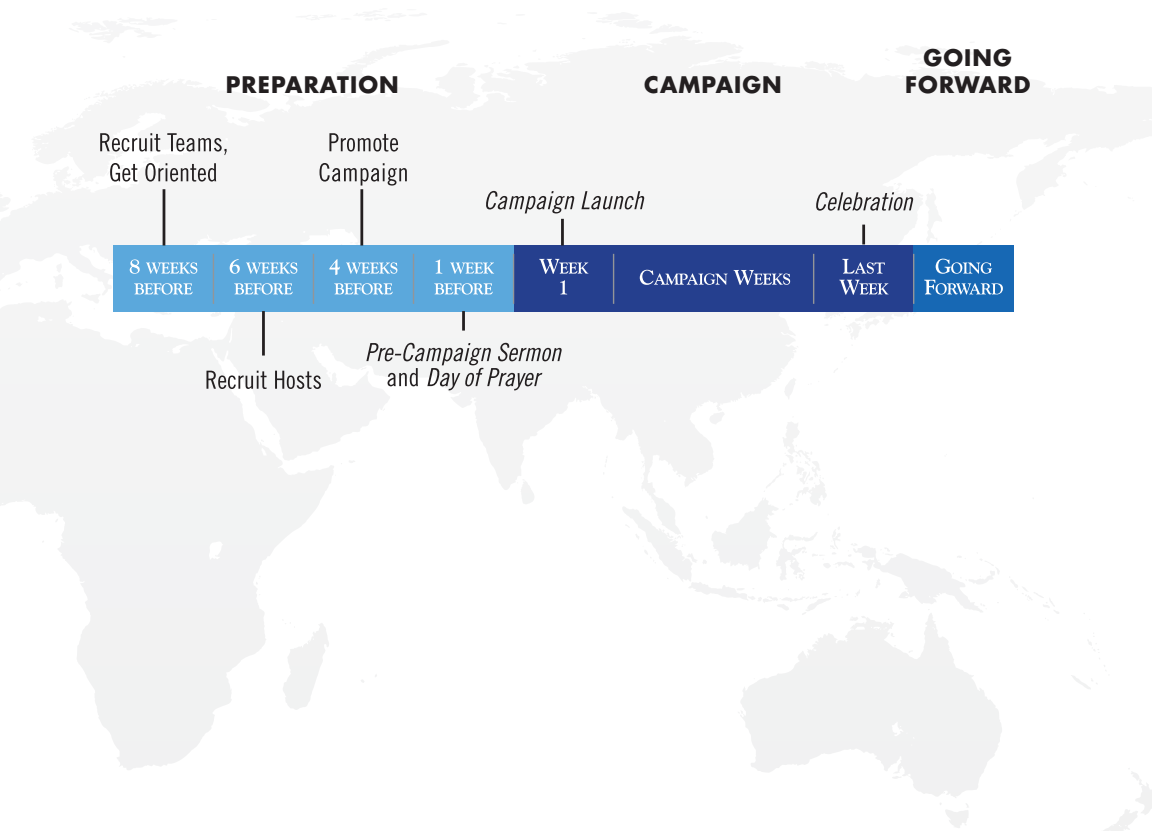
- **Budget:** Pay for them by using funds from your budget.
- **Donor:** Cover costs through one or more donors.
- **Offering:** Cover the costs with an end-of-campaign Celebration Offering.



CAMPAIGN TIMELINE

How to Implement the Campaign

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



CAMPAIGN TIMELINE

GET ORIENTED 7–8 Weeks before the Campaign

Campaign Director

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

Pastor

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

Weekend Services Coordinator

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

Prayer Coordinator

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

Communications Coordinator

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

Small Groups Coordinator

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

NOTES: _____

LAY THE GROUNDWORK

5–6 Weeks before the Campaign

Campaign Director

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

Pastor

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

Weekend Services Coordinator

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

Prayer Coordinator

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

Communications Coordinator

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

Small Groups Coordinator

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

NOTES:

BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

Campaign Director

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

Pastor

- Continue to be the primary spokesperson for promoting the campaign from the pulpit.
- Continue to make small group host recruiting announcements, and transition to small group participant recruiting announcements.
- Coordinate with the Weekend Services Team as they plan special features.

- Prepare the pre-campaign sermon.
- Work with the Prayer Team to finalize arrangements for the Day of Prayer.
- Continue to plan for the impact of the campaign and gear up the church for the increased activity.
- Add extra membership classes if needed for new hosts.

Weekend Services Coordinator

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

Prayer Coordinator

- Continue your prayer strategy.
- Plan a Day of Prayer for the church, and/or a Staff & Team Day of Fasting and Prayer.
- Work with the Communications Team to announce and promote the Day of Prayer.

CAMPAIGN DIRECTOR'S SUCCESS GUIDE

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

Communications Coordinator

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

Small Groups Coordinator

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

NOTES: _____

PRE-CAMPAIGN

1–2 Weeks before the Campaign

Campaign Director

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

Pastor

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

(continued)

CAMPAIGN DIRECTOR'S SUCCESS GUIDE

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

Weekend Services Coordinator

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

Prayer Coordinator

- Conduct a Day of Prayer and/or Staff & Team Day of Fasting and Prayer.
- Put prayer verse and campaign prayer requests in the bulletin for Week 1.

Communications Coordinator

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

Small Groups Coordinator

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

CAMPAIGN WEEK 1

Launch Weekend

Campaign Director

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

Pastor

- Start brainstorming with the Groups Coordinator about possible candidates for an ongoing leader to carry on the mentoring, support, and equipping of small group leaders.
- Deliver the Week 1 Launch sermon.
- Prepare the Week 2 sermon.

(continued)

CAMPAIGN DIRECTOR'S SUCCESS GUIDE

Launch Weekend, (*continued*)

- To plan for Going Forward after the campaign, evaluate your current church systems and start the process of making changes where necessary.
 - Small Groups support
 - Visitor care
 - Weekend Services format
 - Baptism
 - Membership classes
 - Discipleship classes

Weekend Services Coordinator

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

Prayer Coordinator

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

Communications Coordinator

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

Small Groups Coordinator

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

CAMPAIGN WEEK 2 TO THE END

Doing the Campaign

Campaign Director

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

Pastor

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

(continued)

CAMPAIGN DIRECTOR'S SUCCESS GUIDE

Campaign Week 2 to the End, *(continued)*

Weekend Services Coordinator

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

Prayer Coordinator

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

Communications Coordinator

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

Small Groups Coordinator

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

Questions to ask during the host phone calls:

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

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

POST-CAMPAIGN CELEBRATION WEEK

Going Forward

Campaign Director

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

Pastor

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

Weekend Services

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

Prayer Coordinator

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

Communications Coordinator

- Coordinate communications being generated for all other teams.

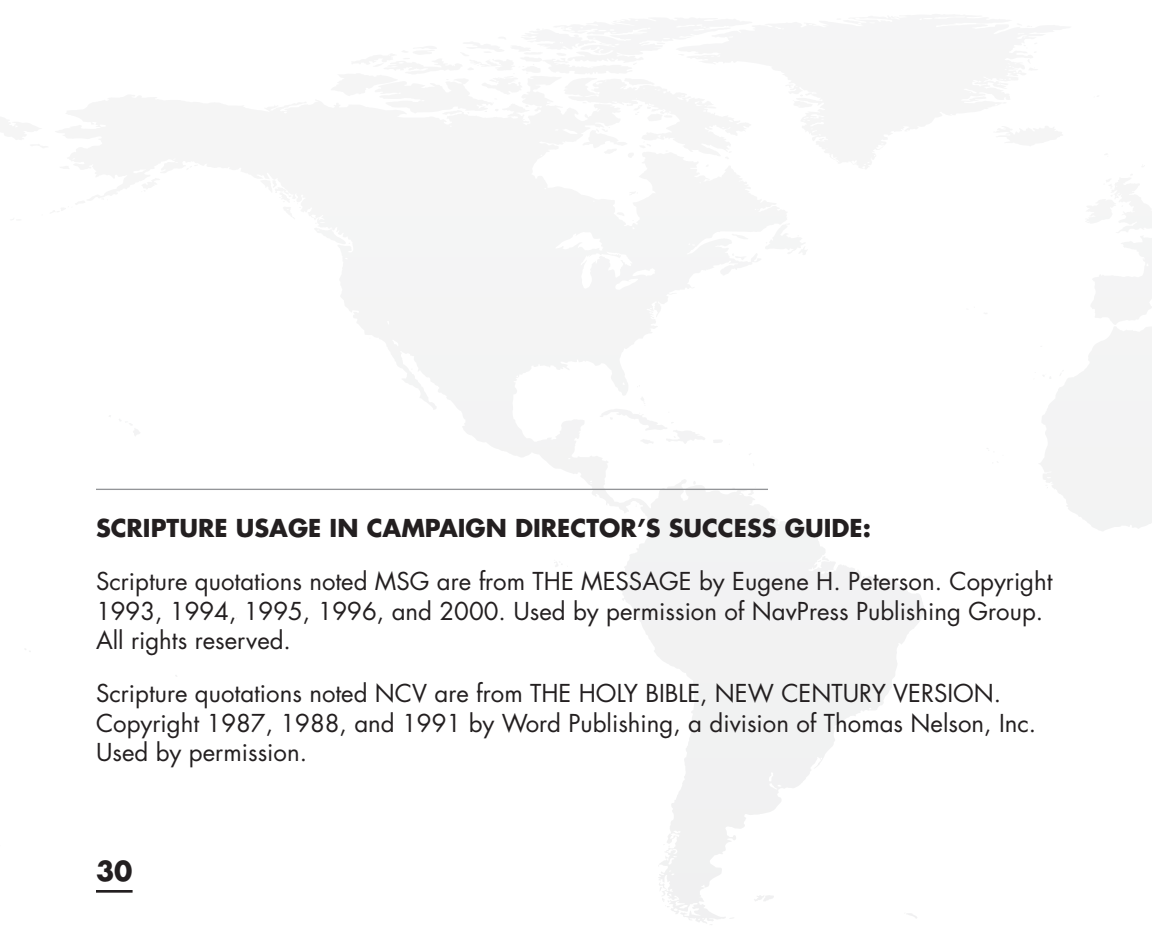
Small Groups Coordinator

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

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 deepen their spiritual walk certainly please our Father. It is our prayer that this spiritual growth campaign will be a defining turning point in the journey of your church.

—The Spiritual Growth Campaign Team, Saddleback Church



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KNOW TO RUN A SUCCESSFUL
CAMPAIGN CAN BE FOUND
IN THESE MATERIALS. YOU
DON'T HAVE TO REINVENT THE
WHEEL TO RUN A SUCCESSFUL
CAMPAIGN. EVERYTHING
YOU WILL DISCOVER IN THE
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