



**PASTOR'S
SUCCESS GUIDE**



Pastor's Success Guide, Edition 2.0

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TABLE OF CONTENTS

Leading the Journey: The Pastor's Role	1
The Big Picture	2
Dream Big Dreams	3
Start at the Right Time	4
Turn People Loose to Serve	5
Take the Lead	5
Time for Action	6
<i>Step 1: Get Oriented</i>	6
<i>Step 2: Choose a Campaign Director</i>	8
<i>Step 3: Share the Vision</i>	10
<i>Step 4: Clear Out All the Obstacles</i>	12
<i>Step 5: Preach the Sermons</i>	14
<i>Step 6: Look Ahead</i>	16
Campaign Timeline	18

LEADING THE JOURNEY

What is the role of the Pastor?

- **Set a Vision** for the campaign and communicate it to the church
- **Give spiritual leadership** to the campaign

You are about to lead your church on a journey of spiritual transformation. We call it a “spiritual growth campaign,” but it is so much more. This campaign is the beginning of a completely different way of doing church. When your church members grasp the reality of living by God’s principles rather than their own desires, and when they start putting these principles into action in their day-to-day lives, your church will change forever.

The impact the campaign will make on your congregation depends on you and your leadership. That is not to say that everyone expects you to personally make the campaign a success. In fact, trying to do it all yourself will diminish the impact, not enhance it. However, you play a crucial role no one else can fill. For the campaign to be more than several activity-filled weeks, you must catch the vision, dream big dreams, turn people loose to serve, and take the lead.

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

Ephesians 3:20 tells us *God is able to accomplish infinitely more than we would ever dare to ask or hope* (NLT). The best gift you can give your church in the days leading up to the campaign is to dream dreams that are bigger than anything you and your church can do on your own. We call this “exponential thinking.” Exponential thinking is setting goals so big, so far beyond anything you’ve ever attempted before, that God has to take over or you will fail. If you can figure out a way to reach your goals on your own, you aren’t thinking exponentially.

“Exponential growth begins with exponential thinking.”

Exercising this kind of faith has caused thousands of churches to explode with new life and growth. Exponential thinking will take your church beyond the realm of “what we’ve always done” to a place of attempting things for God you’ve never thought to ask for before.

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)

God-sized dreams begin with prayer. Ask God what he wants to accomplish in your church during the campaign. Let this campaign stretch your faith, the faith of your leaders, and the faith of your members. Let it challenge your creativity and strengthen your dependency upon God. Remember, we cannot dream dreams greater than our God.

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)

START AT THE RIGHT TIME

With so much potential for God-sized change in your people and your church, you need to make sure the time is right before launching a campaign. You should commit to the campaign when:

- You are ready to experience new growth in all areas of your church.
- You are able to clear the church's calendar so that every person and every ministry can focus on the campaign.
- You can set aside time for planning, execution, and follow-up of the campaign. The planning process should start about two months prior to the campaign launch.
- You can make the organizational changes necessary to take advantage of the momentum from the campaign. This is only the beginning. You need to be ready for the new believers, new small groups, and the new ministries the campaign will birth.

Through the experiences of other churches, we've learned the time is not right to launch the campaign if:

- You don't have the support of the church staff and leadership.
- The church is going through a difficult season and needs time to heal.
- The church budget cannot support the campaign or the follow-up.
- The church is in the midst of a change of pastors.

TURN PEOPLE LOOSE TO SERVE

Far too often in churches, especially small churches, you as the pastor are forced to do nearly everything. If you or your spouse don't take care of the details, no one else will. During this campaign try a different approach. The campaign is designed to be a team effort. Not only must volunteers serve, they need you to set them free to run with their responsibilities. A micromanaged campaign will not reach its full potential.

TAKE THE LEAD

The campaign you are about to launch has the potential to radically change your church forever. Your spiritual leadership means more than ever before. Everything you need to know to successfully lead your church through this campaign can be found in these campaign materials. Pray early and often. Cover every step in prayer. As you do, you will see God do more than you could ever hope for.



NOW IT'S TIME FOR ACTION

STEP 1

GET ORIENTED

Success Guides

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

Next, review the Campaign Director's Success Guide, which is more focused on the nuts and bolts of running a campaign. Pray as you read, asking God to show you who to recruit for this role.

Then, review the rest of the Success Guides to familiarize yourself with roles and responsibilities of each team member. Think through how you want to handle the planning and execution of the weekend services, communications, etc.

Resources and Tools

This area on the website at www.saddlebackresources.com 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. You may qualify for a discount on the core materials for your campaign so be sure to look for quantity discounts and coupon codes if you purchased a campaign kit.

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

CHOOSE A CAMPAIGN DIRECTOR

Why You Need One

The campaign is run by a Campaign Director who oversees all the day-to-day details and manages the Campaign Coordinators. Pastors who have tried to serve as their own Campaign Director have found they could not effectively fulfill both their daily responsibilities as Pastor and the demands of running the campaign. You are the vision-caster. The Campaign Director implements the strategy.

Who to Ask

The Campaign Director manages, supports, and leads the Campaign Coordinators, and gives direction to the entire campaign. He/she will also oversee and implement the action plan, work with you to cast the vision for the campaign, and help recruit the rest of the Campaign Coordinator Team.

As you prayerfully search for the right person, look for someone with the following character qualities:

- An authentic, growing walk with the Lord.
- Strategic thinking with strong project management skills.
- Well-respected in the church.
- Leadership skills.
- Willingness to give the necessary time to this campaign.
- Able to work effectively with the Pastor.

Why You Need a Weekend Services Coordinator

If you as the Pastor plan to be the Weekend Services Coordinator because you generally plan all your services now, this is an excellent opportunity to encourage

others to help plan the campaign services. One benefit is that you might discover others who can assist in planning your regular worship services in the future.

Begin meeting with your Team about two months prior to the campaign launch. Additional information on building the Campaign Coordinators Team is included in the *Campaign Director's Success Guide*.



STEP 3

SHARE THE VISION

Well ahead of your campaign, schedule a Vision Meeting with your key leaders to share your vision for the campaign and to prepare them to adjust their ministry schedules to clear the path for the campaign. Invite not only those with formal ministry roles in your church, but those who are influencers or behind-the-scenes servants who hold the respect of people in your church. Include as many as you can in order to help them feel a part of this vision and take ownership of the campaign for themselves.

During the Vision Meeting:

1. **Begin with prayer.** Share how prayer is the foundation of the campaign from start to finish, then pray.
2. **Cast the vision.** You as the pastor need to be the one to share your enthusiasm about the potential for this campaign, answer questions, and create excitement and momentum as your church begins to plan for this journey.
3. **Discuss the concept of exponential thinking.** Encourage leaders to step out of the box of “what we’ve always done” and create an exponential mindset.
4. **Ask.** What is the biggest, God-sized dream for your area of ministry? What does God want to accomplish that you have no idea how to pull off? Which areas of ministry are most susceptible to the doubt and unbelief that blocks exponential growth? What is your greatest fear that stands in the way of thinking exponentially?

After discussing these questions, pray together. Ask God to ignite your imaginations and give you God-sized goals for every area of ministry. Confess your doubts and ask God to change your hearts. Ask him to release his power within the campaign and use it in the life of your church in ways you could never imagine.

NOW IT'S TIME FOR ACTION

After discussing the leadership team's God-sized dreams, put exponential thinking into action. Set goals for the campaign. Then ask everyone to help enthusiastically share the goals and vision with the entire church



STEP 4

CLEAR OUT ALL THE OBSTACLES

A bloated church calendar diffuses the energy of your church. During your Vision Meeting, ask your ministry leaders for a commitment to clear their calendars, then schedule follow-up meetings with individuals to further clarify how to suspend their particular programs during the campaign. This is an important part of the preparation process that cannot be rushed so do not try to work out the details of each ministry's schedule at the Vision Meeting.

Here are some common areas of concern when it comes to suspending programs during the campaign:

Adult Sunday School:

The small group materials work best in home groups which meet at different times during the week. However, we realize you may prefer to use the small group resources during your regular Sunday School time or during a mid-week gathering. You will want to preview the lessons to make sure you allot enough time to cover the material during the session. You may also have your adult Sunday School teachers develop the themes of the study during the Sunday lesson and still have small groups meet during the week.

Sunday evening services:

Suspending Sunday evening services encourages more people to be involved in small groups. If you do keep your Sunday evening services, make sure your sermons reinforce the theme of the week.

Wednesday night services:

Here again, small groups could take the place of your midweek services. If some people want to continue meeting at church, suggest they have a time of prayer for the campaign each week, and provide them with specific prayer requests.

Retreats:

Postpone them or embrace them. Consider moving the retreat to a time a few months after the campaign. If that is not possible, select a theme that reinforces what they would be doing that weekend at church.

Seasonal musical productions:

Do not try to do your annual concert right after the campaign. The intense rehearsal schedule would prevent musicians from experiencing the full impact of the campaign. Consider an alternative, such as bringing in a guest soloist. Remember, this is not a permanent change.

Support groups:

Your support groups can keep meeting. Encourage them to extend their regular agenda and do the campaign study together too.



STEP 5

PREACH THE SERMONS

Throughout the campaign, you will introduce and reinforce each weekly theme through the weekend services. You will find Rick Warren's sermons in the Resources and Tools area of the campaign site at www.saddlebackresources.com. You do not have to preach Rick's sermons word-for-word. Most pastors prefer taking the principles from these sermons and adapting them to their own unique place of ministry. The message needs to be your own. You are sharing timeless principles that come straight from God's Word. God gave these truths for everyone to use, so share your message with enthusiasm!

Sermon outlines are included in the Sermon downloads for you to use in your weekend bulletins. This allows the congregation to follow along with the sermon, further reinforcing the weekly themes. People are more likely to remember the message if it is concise, repeated, and communicated using more than one medium.

PowerPoint slides are available for each sermon. They are available in the Resources and Tools area of the campaign under Sermons.

Note: Pastors need community too! Find a group of trusted friends and form a small group for this campaign. Too many pastors are isolated and lonely in their ministry. They need to give themselves permission to surround themselves with caring people who will love them unconditionally and hold them accountable. Pastor Rick frequently refers to his small group, sharing examples and stories and talking about how they have changed his life. Nothing builds value for small groups more than to hear the pastor talking about his small group.

Some Tips for the Pastor

- **Participate in every aspect of the campaign.** Read the companion book. Participate in a small group. Model the campaign principles and live them out before your congregation. As you walk through the

campaign with your people as an active participant, your sermons and applications come alive with greater power.

It should be apparent that you are participating in reading the companion book along with everyone else. Quote from it occasionally and build the value for the principles it teaches by viewing it as the key to the alignment of your entire church with the principles of the campaign.

- **Ask your people to commit to the campaign.** Challenge your flock to jump into the campaign with both feet and commit themselves to the principles and the heart of the campaign.
- **Launch the appeal for small group hosts about six weeks before the beginning of the campaign.** Launch the appeal for hosts with a special sermon devoted to small groups. If you start off the recruitment phase by devoting an entire service to encouraging people to make this short-term commitment it will go far in helping people to respond. Spend some time explaining the Host Home idea during every service for three weeks. It is important to give people time and information so that they can arrive at a decision over time.

STEP 6

LOOK AHEAD

Don't waste the opportunity this campaign gives you to take your congregation to the next level of health and maturity. Your church may experience incredible exponential growth. Begin putting the structures, support systems, and people in place now to take advantage of the changes that are about to impact your church. Don't be caught off guard! Pray and plan now for the possibilities, and think together with your church leadership about some of the following areas of potential:

Increase in small groups:

This is the most common impact. Have more curriculum ready to offer after the campaign. Recruit small group champions who can stay on board for at least a few months after the campaign to help keep clusters of new groups going. Offer training opportunities for small group hosts who want to continue leading groups. There is a wealth of resources available at www.saddlebackresources.com under the Church Growth tab.

Higher attendance:

Consider any potential facility and personnel needs for your worship services and age-related ministries if you were to experience an increase in attendance.

More visitors:

Put a method in place for tracking visitors. Become more visitor-friendly by having greeters, extra ushers, and directional signs in your buildings.

Salvation decisions and baptisms:

Train more people for counseling those who are considering following Christ.

Questions about church membership:

Prepare written materials describing your church and its membership process. Conduct additional membership classes, or begin them if you have not conducted

them previously. You will find many resources under the Church Growth tab at www.saddlebackresources.com.

Possible increase in giving:

Prepare to answer questions regarding stewardship, tithing, and other questions related to giving, such as how their monetary gifts are being used.

Counseling for those who are hurting:

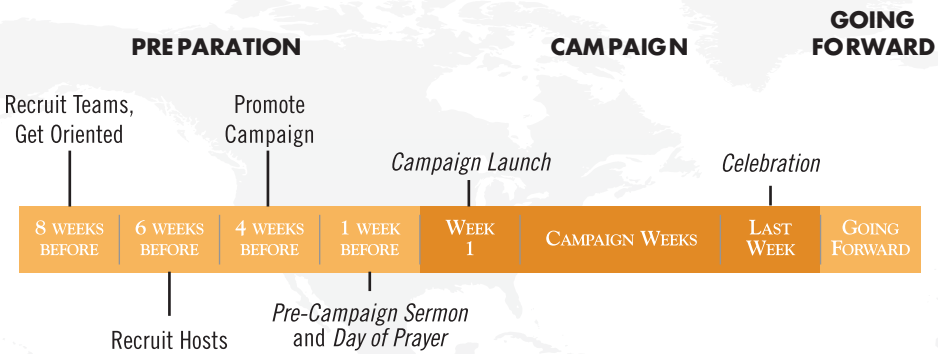
Since the campaign addresses our most basic needs in life, don't be surprised when people who have struggled in this area need more help than the campaign alone can offer.



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.



GET ORIENTED

7–8 Weeks before the Campaign

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.

LAY THE GROUNDWORK

5–6 Weeks before the Campaign

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

BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

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.

PRE-CAMPAIGN

1–2 Weeks before the Campaign

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.

CAMPAIGN WEEK 1

Launch Weekend

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.

CAMPAIGN WEEK 2 TO THE END

Doing the Campaign

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.

POST-CAMPAIGN CELEBRATION WEEK

Going Forward

Pastor

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

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

APPENDIX A

10 BIBLICAL PRINCIPLES OF EXPONENTIAL THINKING

1. Exponential growth is possible

Thus Israel settled in the land of Egypt, in the region of Goshen. There they acquired property, were fertile, and increased greatly. (Genesis 47:27 NAB)

2. Exponential growth is the New Testament model

And the word of God increased; and the number of the disciples multiplied in Jerusalem greatly. (Acts 6:7 KJV)

3. Exponential growth brings honor to God

LORD, you multiplied the number of your people; you multiplied them and brought honor to yourself. (Isaiah 26:15 NCV)

4. Exponential growth captures the attention of the unbelieving world

But the more the Egyptians oppressed them, the more quickly the Israelites multiplied! The Egyptians soon became alarmed. (Exodus 1:12 NLT)

5. Exponential growth is caused by God

The Lord your God has multiplied you, and behold, you are this day as the stars of heaven for multitude. (Deuteronomy 1:10 NASB)

6. Exponential growth is the result of God's blessing

Ponder Abraham, your father, and Sarah, who bore you. Think of it! One solitary man when I called him, but once I blessed him, he multiplied. (Isaiah 51:2 MSG)

7. Exponential growth makes God smile

“Well done!” the king exclaimed. “You are a trustworthy servant. You have been

faithful with the little I entrusted to you, so you will be governor of ten cities as your reward.” (Luke 19:17 NLT)

8. Exponential growth is blocked by unbelief

They still didn’t understand the significance of the miracle of the multiplied loaves, for their hearts were hard and they did not believe. (Mark 6:52 NLT)

9. Exponential growth is believing God for big things

“According to your faith will it be done to you.” (Matthew 9:29 NIV)

When a believing person prays, great things happen. (James 5:16 NCV)

10. Exponential growth begins with exponential thinking

“Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes. For you will spread out to the right and to the left.” (Isaiah 54:2–3 NIV)

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)

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NOTES: _____



WHEN YOU MODEL THE
CAMPAIGN PRINCIPLES AND
LIVE THEM OUT BEFORE YOUR
CONGREGATION, THEN THE
CONGREGATION WILL “GET IT.”
YOUR OWN LIFE AND STRUGGLES
COMMUNICATE FAR MORE THAN
A GREAT ILLUSTRATION. AS YOU
WALK THROUGH THE CAMPAIGN
WITH YOUR PEOPLE AS AN ACTIVE
PARTICIPANT, YOUR SERMONS
AND APPLICATIONS COME ALIVE
WITH GREATER POWER.



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