



**WEEKEND  
SERVICES  
SUCCESS GUIDE**



Weekend Services Success Guide, Edition 2.0

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# HOW TO MAXIMIZE THE IMPACT

## What is the role of the Weekend Service Coordinator?

### – Plan the weekend services during the 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.

## 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.

## Role and Principles

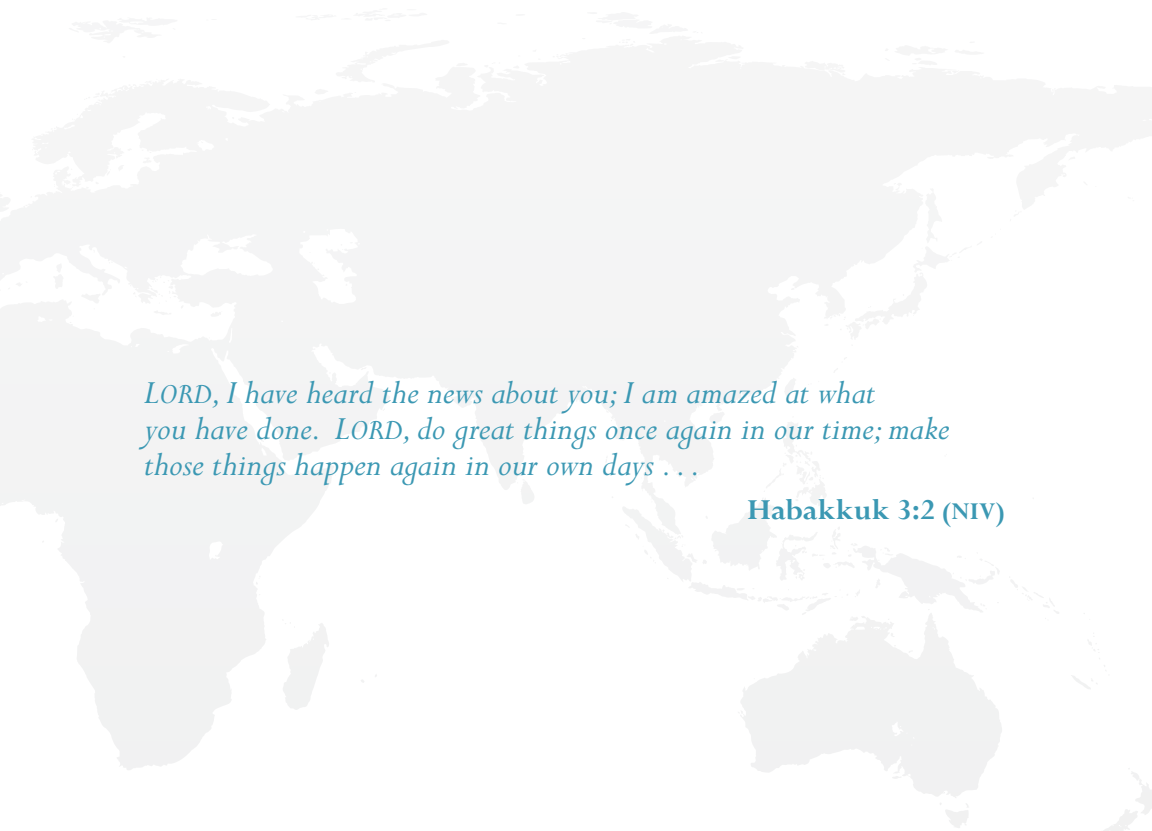
Your team is responsible for planning the services in the most exciting and creative way possible to further inspire and equip people to apply the spiritual lessons in their personal lives and relationships.

- 1. Declare your need and dependence on God.** The size of the campaign can lead to feelings of inadequacy and 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.
- 2. The weekend services prepare the hearts of the people for the theme of the following week.** Each week builds on the week before. The

theme of each service should follow the sequence of the campaign journey. The weekend services both reinforce a principle and lead into the principle that follows.

**3. Stay focused!** All weekend services should speak to the heart. Avoid elements that don't tie in well with the weekly theme and message. You want to do all you can to help your people understand and apply the message. Be careful not to distract from it.

**4. Testimonies have the most power.** Nothing supports and illustrates a message like a testimony of life change. Feature stories in which God is the main character in a person's testimony – stories where he has been pursuing, rescuing, and guiding in creative and powerful ways. Don't underestimate the significance and impact of these testimonies. The right story at the right time will embed the message deep into listening hearts.



*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

One pressing question may have been running through your mind since you were first asked to become the Weekend Services Coordinator: What do I do now? Don't worry. 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.

## STEP 1

### GET ORIENTED

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.

Go to [www.saddlebackresources.com](http://www.saddlebackresources.com) and explore the campaign website for your chosen campaign. Check out the Tools and Resources to see what is available for your particular area for weekend services. See if there is a campaign Resource Disk (available in the campaign kit purchased by the church) or other files available online. Not every campaign has the same range of resources so call Customer Care at 1-800-723-3532 if you don't find what you need.

Familiarize yourself with the Campaign Overview Timeline found on the website to get an idea of the steps you need to take in the weeks leading up to 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](mailto:info@saddlebackresources.com). A representative will be happy to assist you.



# STEP 2

## BUILD THE WEEKEND SERVICES TEAM

### Why You Need One

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. If your church is large and you already have a worship planning team, expand the team for this season because extra planning will be required for campaign services.

### Who to Ask

Build a team of one or two people who demonstrate the following characteristics:

- Creative abilities
- Understanding of your church's culture and denominational context
- Ability to follow the Pastor's lead and support the Pastor's goals

### The First Team Meeting

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

1. With your team, read through the sections in this success guide called Dream Big Dreams and Role and Principles. Discuss how they can be applied to your church.
2. Ask: What should we ask God to do in us and in our church during this campaign? What strategies could help people in our congregation engage more fully in the campaign and grasp the truths each week? What God-sized results can we trust God for?
3. Brainstorm ideas for your area. Ask: 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?

4. Commit to pray for one another throughout this journey. Then, pray!
5. Remember, when you are brainstorming there are no bad ideas. Allow your team to think outside the box.



# STEP 3

## PLAN CREATIVE WEEKEND SERVICES

As the Weekend Services Team begins to plan, remember to consider the different ways people respond to spiritual teaching. Seek to illustrate the theme of the week in creative ways that appeal to different senses. If possible, try providing something for the ears, the eyes, the hands, and the heart.

### For the Ears

Plan worship songs each week that dovetail with the theme for that week. When the song lyrics and melodies fit together with the theme of the week, you are maximizing the impact of your message. Utilize the type of music your particular congregation is accustomed to. Find ways to use that particular style of hymn, praise song, or special music to emphasize the theme. But also consider that this journey may be an appropriate time to offer a taste of a different style of music that might give your people a fresh take on worship.

### Point and Play

One way to use music is to intersperse it with the points of the sermon. Select a musical number that speaks specifically to one part of the message, and have it sung after the Pastor concludes that point. This is an impacting way to drive a point home, and it helps to keep people engaged.

### For the Eyes

Some people are visual learners, so in addition to banners or signs, find creative ways to portray each week's theme through visual aids during the teaching: slides or video, art, or drama. The visual impact of each service is another opportunity to incorporate the wide variety of creativity with which God has gifted people in your church.

### For the Hands

Give people a way to physically respond during each service. Provide a commitment card, a response form, or a sermon outline that gives them a way to write down their response to the message.

## For the Heart

Most worship services involve illustrations of one type or another. This journey is an excellent opportunity to use real people as illustrations. Incorporating testimonies into your weekend services is a strong object lesson for the heart. Hearing from regular people who have tested the principles of Scripture and found them to work is the best way to put flesh and blood on a biblical principle. Testimonies can have great impact as illustrations of a spiritual theme, far beyond what you might try to orchestrate.

## Hints for using Testimonies

**Interject:** Insert a five to ten minute testimony right after one of the points of the sermon to powerfully illustrate a principle you have just taught.

**Review:** Have the person write out his/her testimony the week before giving it, and review the written story. Help the person emphasize the parts of the story that relate to the point of the sermon they will be illustrating.

**Collect:** Use a weekly bulletin insert to ask people to write down what they are learning personally throughout this journey and how it has impacted their lives. If you have a church website, offer the opportunity to email their testimony. Use these responses to find people to give testimonies in the weekend services.

## Other Ways to Use Testimonies

Because public speaking can be intimidating for people, here are some alternate ways of sharing people's stories:

- Have someone else read the story, or have the Pastor read it during teaching time.
- Print out people's stories on the reverse of that week's testimony response form.
- If your church has the resources, prerecord the testimony on video and play it during the service.
- If your church has a website, post testimonies throughout the week, and then have them read or given during the service as well.

# 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

#### 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.

## LAY THE GROUNDWORK

### 5–6 Weeks before the Campaign

#### 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.

## BEGIN THE MOMENTUM

### 3–4 Weeks before the Campaign

#### 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.

## WEEKEND COORDINATOR'S SUCCESS GUIDE

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

### PRE-CAMPAIGN 1–2 Weeks before the Campaign

#### Weekend Services Coordinator

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

### CAMPAIGN WEEK 1 Launch Weekend

#### 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.

### CAMPAIGN WEEK 2 TO THE END Doing the Campaign

#### 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.

# POST-CAMPAIGN CELEBRATION WEEK

## Going Forward

### Weekend Services

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

#### 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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THE WEEKEND SERVICES  
LAUNCH THE SPIRITUAL  
LESSONS YOUR CONGREGATION  
IS ABOUT TO DRILL DEEP ON  
EACH WEEK. YOUR TEAM IS  
RESPONSIBLE TO PLAN THESE  
SERVICES IN THE MOST  
EXCITING AND CREATIVE WAY  
POSSIBLE TO FURTHER INSPIRE  
AND EQUIP PEOPLE TO APPLY  
THE SPIRITUAL LESSONS  
IN THEIR PERSONAL LIVES  
AND RELATIONSHIPS.



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