

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 Weekend Services Team</i> | 10 |
| <i>Step 3: Plan Creative Weekend Services</i> | 13 |
| Campaign Overview Timeline | 18 |
| Weekend Services Timeline | 19 |

Who is this manual for?
THE WEEKEND SERVICES
COORDINATOR



*What is the role of
the Weekend Services Coordinator?*

TO PLAN THE WEEKEND SERVICES
DURING THE CAMPAIGN



Let's see how inventive we can be in encouraging love and helping out, not avoiding worshipping together as some do but spurring each other on, especially as we see the big Day approaching.

Hebrews 10:24–25 (MSG)

BEFORE YOU DIVE IN

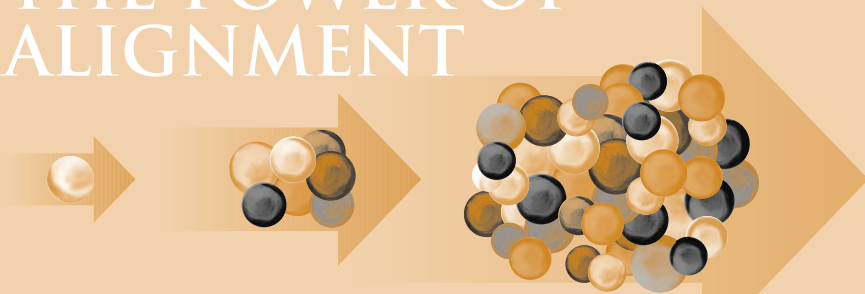
Your church is about to embark on a journey unlike anything it has taken before. Tens of thousands of other churches experienced unprecedented spiritual growth during the *40 Days of Purpose* campaign, both in the church family as a whole and in the lives of countless individuals. They found the secret did not lie in the campaign materials or pre-campaign preparations, even though both were very important; instead they found the key to making this campaign a success was the simple act of prayer.

As you start down this path, prayer will be the single 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. When you and your team spend time on your knees before God, his life-changing power will guide your every step and make these forty of the most important days in your church's history.

THE BIG PICTURE

40 Days of Purpose builds on Rick Warren's best-selling book, *The Purpose Driven Life*. Through weekend services, small group studies, and reading a chapter of the book each day, your entire church family will discover the secret of living for God's purposes. Imagine for a moment the impact on your church when each person lives out the principles they read about. This impact grows as those individuals live in powerful community with their small group, and reaches its peak when those small groups come together to experience the power of the principles as an entire congregation! We call this the Power of Alignment. This concentrated time of alignment will bear lasting, eternal fruit in all levels of your church.

THE POWER OF ALIGNMENT



Each Person Small Groups The Entire Congregation

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 could tell you possible outcomes, nothing can prepare you completely for what can happen when the Spirit of God takes over your campaign.

*Exponential
growth begins
with exponential
thinking.*



Many churches make the mistake of putting God in a box by thinking too small. We challenge you to go on a faith adventure and “think impossible.” Rick Warren calls this concept “exponential thinking.” The idea behind exponential thinking is simply this: Identify the results you think you can achieve, and go beyond them to a goal that only God can reach. God will do far more through big goals than he ever will in the safety of small goals. Remember, if you can figure out how to pull it off, you aren’t thinking exponentially! Exponential thinking is God’s secret weapon in this campaign—stand back in wonder as he goes to work.

*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

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.

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: The Services Prepare Hearts

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. As the readings and small group discussions follow this progression, the weekend services both reinforce a principle and lead into the principle that follows.

Principle 3: Stay Focused

All weekend service ideas 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.

Principle 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.

Your team is responsible for planning 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.



TIME FOR ACTION

One pressing question may have been running through your mind since your pastor first asked you to become the Weekend Services Coordinator: 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 develop creative and meaningful weekend services can be found in these campaign materials.

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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.

Read the *Weekend Services Success Guide*:

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

Review the *Pastor & Weekend Services Resource CD*:

The best way to orient yourself to the weekend services documents is to read the *Weekend Services Coaching Tips* document at the top of the “Weekend Services” menu on the *Pastor & Weekend Services Resource CD*. Get acquainted with the collection of documents provided, then open them and explore their possible uses.

Look at the *Weekend Services tools*:

The *Campaign Resource Kit* contains samples of resources that are available for purchase, such as the *Life Commitment Card Book Plate*, or you may make your own tools using the files provided on the *Pastor and Weekend Services Resource CD*.

Other Resources:

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

Find a Mentor Church

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

How to Find a Mentor Church:

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

Build the Weekend Services Team

If you, as the Pastor, plan to be the Weekend Services Coordinator because you generally plan all your services, this is an excellent opportunity to encourage others to help plan the *40 Days of Purpose* 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

This campaign is an opportune time to allow others to share the load.



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 the Pastor and team, read through the sections in this guide titled "Dream Big Dreams" and "Role and Principles," then discuss how this information can be applied to your church context.
2. Consider 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 Pastor and the *40 Days of Purpose* campaign through the way we put together the weekend services?
 - 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?

A variety of elements combine to form the entire service experience, and that is why you need each individual on your team. Encouraging one another's gifts will result in an experience of community that will impact others.



Arising out of this discussion, draft a single statement that captures your team's vision for the weekend services in this campaign.

3. Review the weekend services tools provided on the *Pastor & Weekend Services Resource CD* and discuss how they could be used in your services.
4. Brainstorm ideas for putting together meaningful weekend services. Ask the question, "If we had all the money and all the time in the world and could create the most impacting services, what would they look like?"
5. Commit to pray for one another throughout this journey, then, pray!

Remember, when you are brainstorming there are no bad ideas. Allow your team to think outside the box.



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. People tend to respond to music at a level that is difficult to achieve through most other means. 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 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 new way to use music is to intersperse it with the points of the sermon—we call this “point and play.” 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

Create a wall banner or sign with the name of the campaign on it and hang it at the front of your church. Then, as the weeks of the campaign progress, attach a smaller plaque with each week's theme to the bottom of the campaign sign. (A design for such a sign is included on the *Communications Resource CD*.) Remember that 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. There are several such resources on the *Pastor & Weekend Services Resource CD*.

Memory Verses

Make the memory verses tangible by providing them on weekly bookmarks or wallet cards, or by purchasing *Memory Verse Key Tags*. Provide a memory verse aid to everyone in the congregation, from young children to adults. Use the memory verse in the sermon that week, even taking time to practice it together right during the sermon. The tags may be distributed weekly at tables near Grand Central [your information center], or in Sunday school classes and small groups. Make the tags for that week and all preceding weeks available. We recommend you do not give out tags for future weeks, so as to build anticipation.

For the Heart

Most worship services involve illustrations of one type or another (stories and anecdotes in the sermon, for example). This forty-day 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 their testimony the week before giving it, and review the written story. Help the person emphasize the parts of their story that relate to the point of the sermon they will be illustrating. Included in your *Pastor & Weekend Services Resource CD* is a set of guidelines called *Preparing a Testimony*.
- **Collect:** Use a weekly bulletin insert called *My Story* to ask people to write down what they are learning personally throughout this journey and how it has impacted their lives. Or if your church has a website or e-mail address, offer the opportunity for people to e-mail their testimony. Your small group leaders are also a good resource for finding personal stories of the impact of this journey. 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 means of sharing people's stories:

- Have someone else read the story, or have the Pastor read the e-mail during the teaching time.
- Print out the story in the bulletin on the reverse of that week's *My Story* response form.

- If your church has the resources, prerecord the testimony on audio or 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.

Other Ways to Highlight a Theme

Churches have used the following special elements to emphasize the theme for each week's service. Find ways to incorporate creativity into the service; these can help people "see" or "hear" a godly principle in a fresh way.

- Drama
- Video clips
- Special music
(even using secular songs that tie into the theme)
- Slide shows
- Interpretive dance

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.



WEEKEND SERVICES TIMELINE

BEGIN TO MEET

8 Weeks before the Campaign

- Review the *Weekend Services Success Guide* and the Weekend Services documents on the *Pastor & Weekend Services Resource CD*
- Recruit your team
- Meet with your team for the first time and introduce them to the campaign to their roles
- Pray for the weekend services and the impact they will have



LAY THE GROUNDWORK

6 Weeks before the Campaign

- Create the banners or visual tools you will use to communicate the campaign title and each weekly theme (work with the Communications Team)
- Choose worship songs, special music, and other features to use each week and begin extending invitations to participants
- Brainstorm creative ways to communicate each week's theme



BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

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



CONFIRM THE FEATURES

2–3 Weeks before Each Weekend Service

- Finalize the special features and make necessary arrangements
- Find and prepare potential testimonies pertinent to the theme
- Coordinate with the Communications Team for any pulpit announcements or bulletin inserts needed for each weekend service



PREPARE THE PEOPLE

1 Week before Each Weekend Service

- Announce the topic of the following week. Include it as a written insert in your bulletin as well
- Highlight any campaign events taking place the following week
- Read through the written version of the testimonies planned for the following week and help make adjustments as necessary
- Finalize preparations for any other features, such as video clips, artwork, object lessons, interviews with ministries, and so on
- Rehearse any elements of the service needing special preparation—music, testimonies, drama, and so on



USE THE TOOLS

The Week of Each Service

- Hang the plaque for that week's theme if you have a campaign sign in your sanctuary. (The initial sign should go up the week prior to the start of the campaign. Then on the first week, the first theme's plaque is attached, and so on)
- Distribute the *Memory Verse Key Tags*. Give out only the key tag for that week or previous weeks. Have a procedure in place for getting one to every adult, teenager, and child in your church
- Make any necessary announcements and distribute any extra materials regarding special campaign events that week



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