

CAMPAIGN SUCCESS GUIDE'S

# Campaign Director Handbook



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# Congratulations!

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WAY TO GO for signing up to be the Campaign Director.

If you are reading this document, that means you are the Campaign Director for the next campaign at your church. This is a big deal; thanks for stepping up to serve! It takes a team to pull off a campaign, and your work will be a blessing to your church.

First, have you read the CAMPAIGN SUCCESS GUIDE?

If you haven't read it, you need to do that before looking at this document. If you don't have that document, email your Pastor (or the person who provided you with this document).

The purpose of this document is to help you understand your role and responsibilities as the Campaign Director.

## Your Role as the Campaign Director

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You are responsible for leading the Campaign Coordinators Team. This includes giving direction to the entire campaign and providing support where it's needed. Here are a few "big picture" items to keep in mind before we jump into the details.

**Prayer is the first step to building a great team of Coordinators.** You need the right team players, so ask God for discernment before pulling everyone together. Ask your Pastor and a few trusted others for potential leader recommendations.

### **Responsibilities of each Coordinator:**

- **Pastor:** Gives spiritual leadership to the campaign, casts the vision, and motivates the congregation to get involved.
- **Campaign Director:** Reports to the Pastor and manages the Coordinators as they perform the day-to-day work of the campaign.

- **Communication Coordinator:** Promotes the campaign and supports other team members by coordinating all their communication to the church and community. This leader ought to know the internal systems of your church.
- **Prayer Coordinator:** Plans and implements the prayer strategy. This leader ought to have a passion for prayer.
- **Weekend Service Coordinator:** Plans the thematic weekend services during the campaign, preparing the special features that enhance the exploration of each week's theme. This leader knows the corporate worship style of your church and works well with the Pastor.
- **Small Groups Coordinator:** Directs the team that recruits and trains small group coaches, hosts, and facilitators for adult small groups. Supports the hosts as they form their groups and meet weekly during the campaign. This leader ought to have a passion for creating community.

#### **Characteristics to look for in potential Campaign Coordinators:**

- An authentic walk with the Lord
- Enthusiasm for the vision of the campaign
- Leadership/organizational gifts
- Dependable
- Strategic and/or creative thinking
- Willing and able to give the necessary time to this campaign
- Ability to problem-solve

# Action Plan

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## 8 Weeks Prior to Campaign Launch

- 1. Review all handbooks,** resources, and documents, and make notes before taking action.
- 2. Recruit Campaign Coordinators.** Pray about who you would like to invite onto your team. Make sure you have everyone's contact information.
- 3. Meet with your campaign team twice.** Help the Pastor lead the first team meeting. Infuse a strong sense of community by praying, dreaming, and trusting God together. The Pastor will share the vision of the campaign, and you will explain the preparation materials. Make sure that

all Coordinators have read their handbooks before attending the meeting. You and the Pastor may need to meet together before meeting with the team.

One week after the first team meeting, meet together a second time. To prepare for this meeting, review the other Coordinator Handbooks, so you can make sure you know where everyone is at in their planning. Discuss your team's progress since the last meeting; agree on action steps for the next two to three weeks; ask what's going well, what's not, and where help is needed.

**4. Determine the special events you plan to include in your campaign.** Aside from the Launch and Celebration events, what other special events will you have? Options include:

- Special Night of Worship
- Prayer Gathering
- Community Service Project
- Special Vision Night before the campaign, to build momentum and recruit leaders
- A Small Group "Meet and Greet," a time to connect people to group

**5. Create a Campaign master calendar.** Be sure to include everything that's related to the campaign. Consider using an online calendar like Google Calendar so that you can share it with the Campaign Coordinator team.

## 6 Weeks Prior to Campaign Launch

**1. Continue meeting with the Campaign Coordinators.** Review your master calendar and the other Coordinator Handbooks. With the big picture in mind, determine if each event, project, or task is (a) on schedule or (b) delayed. Make a list of specific action steps for follow-up.

**2. If you have any Campaign Events coming up in the next few weeks, start getting ready.** Don't wait until the last minute!

## 4 Weeks Prior to Campaign Launch

**1. Continue meeting with the Campaign Coordinators.** Review your master calendar and the other Coordinator Handbooks. With the big picture in mind, determine if each event, project, or task is (a) on schedule or (b) delayed. Make a list of specific action steps for follow-up.

Be sure to review your plan for taking sign-ups for host homes, facilitators, and people interested in joining a small group.

**2. If you have any Campaign Events coming up in the next few weeks, start getting ready.** Don't wait until the last minute to plan!

- 3. Order campaign resources for your church:** Determine how many workbooks, DVDs, etc. you need and order them from <https://pastors.com>

- Every small group will need one DVD.
- Each small group participant will need a Small Group Workbook/Study Guide.

## 2 Weeks Prior to Campaign Launch

- 1. Continue meeting with the Campaign Coordinators.** Review your master calendar and the other Coordinator Handbooks. With the big picture in mind, determine if each event, project, or task is (a) on schedule or (b) delayed. Make a list of specific action steps for follow-up.

Be sure to review your plan for distributing resources and Campaign Launch Weekend.

- 2. If you have any Campaign Events coming up in the next few weeks, start getting ready.** Don't wait until the last minute to plan!

## Campaign Launch Weekend

- 1. Meet with your Campaign Coordinators.** Review your master calendar and the other Coordinator Handbooks. With the big picture in mind, determine if each event, project, or task is (a) on schedule or (b) delayed. Make a list of specific action steps for follow-up.

- 2. If you have any Campaign Events coming up in the next few weeks, start getting ready.** Don't wait until the last minute to plan!

## Every Week of the Campaign

- 1. Meet with your Campaign Coordinators.** Review your master calendar and the other Coordinator Handbooks. With the big picture in mind, determine if each event, project, or task is (a) on schedule or (b) delayed. Make a list of specific action steps for follow-up.

- 2. If you have any Campaign Events coming up in the next few weeks, start getting ready.** Don't wait until the last minute to plan!

## After the Campaign

- 1. Write thank you notes.** As our world becomes increasingly digital, a short handwritten note makes a great impact. Set aside time to thank everyone on the Campaign leadership team.
- 2. Finish strong by looking back.** On your own, take some time to evaluate the Campaign from your point of view.

Your Campaign Leadership Team Evaluation should include a list of (a) what worked, (b) what didn't work (but could be fixed), and (c) what didn't work (and can't be fixed).

Put together a Campaign Leadership Team file. It should include:

- Campaign Leadership Team Roster
- Campaign Master Calendar
- Campaign Leadership Team Evaluation

Additionally, collect the individual Campaign Ministry files from your Coordinators, combine it with your own, and give everything to your Pastor. It may be a good idea to meet with the Campaign Coordinators to debrief the campaign.

- 3. Have a Celebration event for the Campaign Coordinators.** You may want to do this separately or in tandem with your debrief meeting.

- 4. OPTIONAL:**

### **We'd love your feedback!**

If you have ideas on how we can make this handbook better (even if it's just a typo!), or if you had some creative ideas you'd like to share, please email [campaigns@pastors.com](mailto:campaigns@pastors.com).