

CAMPAIGN SUCCESS GUIDE'S

Weekend Service Coordinator Handbook



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Congratulations!

WAY TO GO for signing up to be the Weekend Service Coordinator. 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 handbook is to help you understand your role and responsibilities as the Weekend Service Coordinator. If you need help, we encourage you to contact your Campaign Director.

Your Role as the Weekend Service Coordinator

You are responsible for planning the weekend services during the campaign, and your goal is to do so in the most exciting and creative way possible. Your efforts inspire people to worship God and respond in obedience.

Here are a few “big picture” items to keep in mind before we jump into the details:

Gathering with God's people every weekend is an incredible privilege. Corporate worship gives us a front-row seat to what God is doing in the lives of his people—our spiritual family. Church is a place filled with folks from different backgrounds, ethnicities, and generations—with various interests, talents, and vocations—coming together for one purpose: to glorify God.

Many people fail to see the importance of “showing up” to church. Hebrews 10:25 tells us to “*not neglect our meeting together, as some people do, but encourage one another*” (NLT). How can we help people see the importance of regular church attendance? Here are three benefits of “meeting together.”

Worshipping together strengthens faith. To strengthen your faith, you must unite with others in worship. Worship is for God, but it's also for you. You become more energized when you pray and

sing and hear God’s Word with other believers. And you leave even more empowered to do what God has called you to do than when you walked in.

Worshipping together restores joy. Going to church ought to be fun. The Bible says to worship the Lord with gladness—not boredom, sadness, anger, or out of duty. It’s a place to sing for joy! Gathering with other believers, sharing their burdens and praises, has that effect on people; it restores their joy. Psalm 122:1 says, *“I was glad when they said to me, ‘Let us go to the house of the Lord’”* (NLT).

Worshipping together displays God’s faithfulness. One of the best ways to remind people of God’s faithfulness is through the sharing of personal testimonies during the weekend service. Share stories from your congregation in which God is the “hero” who is pursuing, rescuing, and guiding in powerful ways. “God-stories” are memorable and your people will connect with them. The right story at the right time will communicate the truth powerfully.

Action Plan

8 Weeks Prior to Campaign Launch

- 1. Review this entire handbook** and make notes before taking action.
- 2. Get the contact information for the campaign leadership team:** Campaign Director, Prayer Coordinator, Communication Coordinator, and Small Groups Coordinator.
- 3. If you don’t have one already, recruit a team to help you plan your weekend services.** Pick people who exhibit the following characteristics:
 - Ready and willing to follow the pastor’s lead
 - Have a heart for corporate worship
 - Understand your church’s culture
 - Think creatively
 - Dependable and responsible
- 4. Gather ideas for your weekend services.** What will your corporate worship look like each week? Since there is no “one way” to run service, you’ll need to decide what’s best for your church. Here are some questions you may need to answer:
 - What should we ask God to do in and through our church during this campaign?
What are some “God-sized” results we can trust him for?

- As it relates to our weekend services, what could we do differently to set them apart from what we normally do?
- How can we help visitors feel more welcome?
- If your resources weren't an issue, what would you like to do to make an amazing worship experience?
- Consider how you might incorporate the following elements into your service:
 - Welcome/meet and greet
 - Worship music
 - Prayer
 - Offering
 - Special or performance music
 - Call to worship
 - Video (sermon bumper, sermon illustration, announcement, testimony, etc.)
 - Invitation or call to action
 - Physical object lesson or "take away"
 - Benediction or closing prayer

Below are some ideas for your campaign weekend services. You need to decide if you want to share them in your brainstorm meeting. On one hand, a few ideas can generate more ideas. On the other hand, sharing ideas could squash the discussion. Since the goal of your brainstorm meeting is to come up with new ideas, you may want to start off with only a few and build from there. Otherwise, people might say, "Let's just do that," without even brainstorming much at all. You'll have to decide your best approach for your team!

- Choose worship music that supports the theme for that week.
- Choose worship music that your congregation is accustomed to, but consider using this campaign as an opportunity to offer new songs or different styles of music.
- Consider using a worship song in the middle of the weekend message—this may be a big change for your church! Disarm people's objections or fear of change by saying something along these lines: "We're going to try something new and sing a song in the middle of the message. This song ties into the message—and as we sing to God, he will speak to us."
- Use banners, signs, slides, video, or art to convey each week's theme.
- Provide a commitment card, a response form, or a sermon outline to give people a way to physically respond during each service.
- Share stories of God's faithfulness. As we mentioned above, sharing personal testimonies is a great way to encourage and teach your church. Here are a few tips for using testimonies:
 - **Always collect stories.** You need to ask for stories more than once. Each week, make sure your people know about the opportunity to share through announcements, bulletins, email, etc. Connect with the Campaign Small Groups Coordinator to see if anyone in a small group is interested in sharing.

- **Equip people to write their story.** Provide some simple guidelines to help them write their story. We've provided a tool below; feel free to adapt it to meet your needs.
- **Preview their story.** Be sure to read (or hear) every testimony before it is used in a service. You are responsible for what you put before your church, and you want to be a good steward! If necessary, provide some feedback to improve their story.
- **If the testimony is live, have them read it.** When you have a person read their story, it keeps them from rambling on and on (and on). Additionally, most people in your church have a fear of public speaking. But when they see a testimony being read, some will think to themselves, "Oh, they are just reading; I could do that." Here are some alternative ways to use testimonies:
 - Have someone else read the story (you can even ask the Pastor).
 - Put the first part of the story in the bulletin, and post the rest of it to your church's website.
 - Record the testimony on video and play it during the service, and/or post it to your website.

How to Write Your Testimony

*Give this section to church members to reference as they craft their testimony.

God has a message for you to give to others—your personal story about the difference Jesus Christ has made in your life. In writing your testimony, you ought to include four parts of your story:

1. What was your life like **BEFORE** you met Christ? (Keep it very short: about 30 seconds.)
 - a. What were your circumstances, attitude, and/or priorities that others could identify with?
 - b. What substitute for God did you use to find meaning in your life (sports/fitness, success at work, marriage, sex, making money, drugs/alcohol, having fun, entertainment, popularity, hobbies, etc.)?

2. How did you **REALIZE** you needed Christ? (Keep it short: about 1 minute.)
 - a. What significant steps led up to your change?
 - b. What needs, hurts, or problems made you dissatisfied with the way you were living apart from God?
 - c. How did God get your attention? What motivated you?

3. How did you **COMMIT** your life to Christ? (Keep it short: about 1 minute.)
 - a. What specifically did you do?
 - b. Where did it happen?
 - c. What did you say in your prayer? Be specific.

4. What **DIFFERENCE** has it made in your life? (Expand a bit more: about 2-3 minutes.)
 - a. What benefits have you experienced or felt?
 - b. What problems have been resolved?
 - c. How has Jesus helped you change for the better?
 - d. How has it helped your relationships?
 - e. How are you depending more on God?

Keep in mind: use regular words, like you would when talking to a friend. Avoid Christian jargon that might be confusing to others. For example, avoid the following words, unless you plan on explaining what they mean:

- Blessed
- I was born again
- I was saved
- I repented
- I had sinned; all are sinners
- I felt convicted
- The Holy Ghost
- I just praise the Lord for . . .
- Hallelujah! Amen!
- It was glorious
- I was convicted
- I was called

Also, never criticize another church or denomination.

Action Plan (continued)

6 Weeks Prior to Campaign Launch

- 1. Finalize the details.** Review all of the ideas from your brainstorm meeting and create your “order of worship” or schedule for each week of the campaign. Chances are, your brainstorming generated more ideas than you can implement in your weekend service. Take the time to translate your ideas into a plan and decide what you will do for each week. Your plans may change, but it’s better to have a plan and change it rather than need a plan and not have one.
If your pastor hasn’t been involved with the planning, be sure to get his/her approval.
- 2. Distribute your plans.** Communicate your weekend service plans with your team.
- 3. Produce your services.** Now that you have a plan in place, it’s time to get the ball rolling. Schedule and contact musicians, video shoots, testimonies, announcements, Scripture readers, etc.
In short, if it’s in your plan, start making it happen.

4 Weeks Prior to Campaign Launch

- 1. Produce your services.** It's time to get the ball rolling. Schedule and contact musicians, video shoots, testimonies, announcements, Scripture readers, etc. *In short, if it's in your plan, start making it happen.* Share your plans with your pastor.
- 2. Check in with the Communication Coordinator** to see what needs to be announced each week.
- 3. Check in with the Small Groups Coordinator** to get on the same page for distributing campaign materials to your church.

2 Weeks Prior to Campaign Launch

- 1. Produce your services.** Don't just work on the first week, but get ahead by working on as many weekends as possible. Schedule and contact musicians, video shoots, testimonies, announcements, Scripture readers, etc. *In short, if it's in your plan, start making it happen.* Share your plans with your pastor.
- 2. Check in with the Communication Coordinator** to see what needs to be announced each week.
- 3. Check in with the Small Groups Coordinator** to get on the same page for distributing campaign materials to your church.

Campaign Launch Weekend

- 1. Produce your services.** Don't just work on next week, work ahead. Schedule and contact musicians, video shoots, testimonies, announcements, Scripture readers, etc. *In short, if it's in your plan, start making it happen.* Share your plans with your pastor.
- 2. Check in with the Communication Coordinator** to see what needs to be announced.
- 3. Take a moment and celebrate the launch of the campaign!** Gather your team for prayer and give thanks to God for his work in your church.

Every Week of the Campaign

- 1. Debrief last week's service.** Evaluation makes your ministry better! Decide if you need to make changes in next week's service.
- 2. Produce your services.** Don't just work on next week, work ahead. Schedule and contact musicians, video shoots, testimonies, announcements, Scripture readers, etc. *In short, if it's in your plan, start making it happen.* Share your plans with your pastor.
- 3. Check in with the Communication Coordinator** to see what needs to be announced.

Final Week of the Campaign

- 1. Debrief last week's service.** Evaluation makes your ministry better! Decide if you need to make changes in next week's service.
- 2. Produce your final service.** Work several weeks ahead! Schedule and contact musicians, video shoots, testimonies, announcements, Scripture readers, etc. *In short, if it's in your plan, start making it happen.* Share your plans with your pastor.

Celebration Service

If you are doing a Celebration Service after the campaign, start getting everything ready. Connect with your pastor to design this weekend's program. The overall goal is to proclaim how God moved in your church. Here are some tips to consider as you plan your celebration:

- Think of creative and unique approaches to the event. Your celebration can be during your regular service, or it can be at another time and place. You might use a community center or another venue in your community.
- If your celebration involves a meal, consider having a BBQ or food trucks . . . or both!
- Consider using invitation cards.
- Designate some people to capture video and photos.
- Invite people to share the impact God made in their lives. For example, you might have a wall that says, "I'm thankful to God because. . ." and provide a way for people to contribute.
- Celebrate God's work in your people and church during the campaign by showing "God moments" through:
 - Testimonies—Ask for people who have been directly affected and changed by the campaign to share their stories during the event/service.

- Videos—Show photos and videos of special events during the campaign—baptisms, the first meeting of small groups, serving in ministry, etc.
- Songs—Play songs related to the campaign theme or have special music.
- Stories—Ask people to write down their God-moments during the campaign, and collect them throughout the campaign and at the Celebration event. You can even publish these stories in a booklet/book.
- Celebrate the volunteers who worked hard to make the campaign successful through public recognition and/or a small gift (it doesn't have to be much).
- Call your people to action. Encourage them to jump into a strategic next step. This might be joining a small group, serving in a ministry, or going on a missions trip.

3. Check in with the Communication Coordinator to see what needs to be announced.

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 Weekend Services Team. Enlist the help of others if your team is too big to manage on your own.

2. Finish strong by looking back. Take some time to evaluate the weekend services ministry. Do this on your own, but also consider sending out a survey to the weekend services team.

Your Campaign Weekend Services Ministry 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 Weekend Services Ministry file and give it to your Campaign Director. This will help for your next Campaign! It should include:

- Weekend Services Team Roster
- Weekend Services Events Calendar
- Campaign Weekend Services Ministry Evaluation

3. 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.