

THE CAMPAIGN

Success Guide



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Campaign Success Guide

To help your church get the most out of your campaign, we have created training materials to keep everyone on the same page and moving in the right direction.

FIRST: Review this document. Everyone on the campaign leadership team ought to read the CAMPAIGN SUCCESS GUIDE.

SECOND: Read the HANDBOOK for your area of responsibility. We have defined six roles for the campaign leadership team:

- Pastor
- Campaign Director
- Weekend Service Coordinator
- Prayer Coordinator
- Communication Coordinator
- Small Groups Coordinator

Document Contents

Part 1: Dreaming It Big

Part 2: Understanding the Campaign

Part 3: Implementing the Campaign

Part 1: Dreaming It Big

There is great power in a focused life. The more focused your life becomes, the bigger the impact. To determine the focus of your life, ask yourself two questions: “Where am I now?” and “What would I like to change?”

No matter how you answer those two questions, you need a goal or a vision for your life—a dream. If you don’t have a dream, you’re not living; you’re just existing. Without a dream, you are drifting. As long as you’re alive, as long as you’re breathing, you need a dream for your life.

You also need a dream for your ministry.

Nothing becomes dynamic until it becomes specific. When you have well-defined dreams, the changes you want to make in your life will be more compelling. The size of your God will determine the size of your goal. If you’ve got a big God, you’re going to have big goals. By setting big goals and dreams, you are putting your faith in God and in his promises. Jesus says in Matthew 9:29: *“According to your faith let it be [done] to you”* (NKJV). Godly goal setting starts with believing in what God can do.

It’s time to dream big dreams.

Your dream should be so big that you can’t do it on your own power. Your faith will reach new levels when you attempt something in your life that can’t be done by relying on your own talents and skills. The fulfillment of your dream can only be explained by the fact that God did it. This is what it means to live by faith, for *“without faith, it is impossible to please God”* (Hebrews 11:6 NIV). If you don’t have impossible goals, you don’t need any faith. And if you don’t need any faith, then you are being unfaithful.

You can’t expect the church to have faith unless you do. Demonstrate your faith by dreaming big:

What could God do in my church through this campaign?

Part 2: Understanding the Campaign

This section answers the following questions:

WHY do campaigns work?

WHAT components make up a campaign?

WHO are the primary players?

HOW will you fund your campaign?

WHEN will everything happen?

WHY do campaigns work?

Campaigns put the spotlight on God’s Word so that your people might be transformed to become more like Jesus. Campaigns work because they are all about church-wide, radical alignment for six to eight weeks.

Focused teaching—Center your teaching on a single spiritual-growth theme.

Focused programs—Reinforce the biblical theme with your weekend teaching, small group study, and personal devotions and reflection.

Focused congregation—Unify adults, students, and kids. We strongly encourage you to cancel all other ministry programs to get everyone involved with the campaign. (At Saddleback, the only program that isn’t canceled is Celebrate Recovery since healing and recovery are needed year-round.)

The campaigns last six to eight weeks because it takes six weeks to develop a new habit. Campaigns provide teaching in multiple learning styles: hearing, watching, discussing, writing, and reading. This meets the unique learning style of each person and creates multiple reinforcements of the teaching.

At Saddleback, campaigns have been the best tool for reaching unbelievers, connecting them in small groups, communicating biblical truth, and mobilizing people for ministry—all for the global glory of God.

WHAT components make up a campaign?

A campaign starter kit contains everything you need to plan, promote, and implement a campaign in your church:

- **Sermon Series**—Taught by Rick Warren, each series contains transcripts, outlines, MP3s, and PowerPoints. You will find these materials on the Campaign Resource USB Drive or Resource Disc.
- **Small Group Teaching DVD**—Taught by Rick Warren, these video lessons are provided for small group study or an adult education class. Each session runs approximately 25 to 30 minutes.
- **Small Group Participant Workbook**—This study guide is designed for your small groups. It contains notes for small group teaching, discussion questions, and space for journaling and writing prayer requests.
- **Kids and Students Curriculum**—Contains age-appropriate materials for your kids (preschool, early elementary, and upper elementary) and students (middle school and high school combined). You will find these materials on the Campaign Resource USB Drive or Resource Disc.
- **Campaign Success Guide**—You are looking at it! This practical, step-by-step resource has everything you need to implement the campaign in your church.
- **Bookmark, Poster, and Other Supplemental Materials**—Preview these samples to decide if they are a fit for your church. You can purchase additional resources at <https://store.pastors.com/resources/campaigns.html>. Each campaign contains different materials.
- **Campaign Resource USB Drive or Resource Disc**—This thumb drive/resource disc contains files (logos, web banners, and more) that are both editable and print-ready so that you can promote the campaign in your church. As already noted, it also contains the Campaign Success Guide, adult sermons, kids curriculum, and student curriculum.

WHO are the primary players?

A successful campaign is dependent on a team of committed leaders; you can't do it all on your own! Below is an overview of what your team might look like. We have created a detailed Handbook for each role.

PASTOR

As the primary leader for the campaign, the Pastor's role is to give spiritual direction, cast vision, encourage the campaign leaders/coordinators/volunteers, and motivate the congregation to get involved.

CAMPAIGN DIRECTOR

This detail-oriented person manages the Campaign Coordinators, making sure they have what they need to fulfill their responsibilities and filling in the gaps where needed. The Campaign Director ought to be a leader who knows when to make a decision and when to involve the Pastor.

COMMUNICATION COORDINATOR

The purpose of this role is to answer three questions:

WHAT needs to be communicated?

WHO needs to hear it?

HOW will we get the message out?

This person works with the Campaign Director and other Coordinators to determine the answers to these questions and to convey a unified "voice" to the congregation, small group leaders, campaign volunteers, staff, and the Pastor. If needed, this Coordinator will be responsible for building a volunteer team.

PRAYER COORDINATOR

This role plans and implements the campaign prayer strategy, which ought to include the development and oversight of the volunteer prayer team.

WEEKEND SERVICE COORDINATOR

This role plans the thematic weekend services during the campaign, preparing the special features that enhance the exploration of each week's theme.

SMALL GROUPS COORDINATOR

This role recruits and trains hosts for small groups, providing support as they form their groups and meet weekly during the campaign.

HOW will you fund your campaign?

Here are some considerations when planning your spending for campaign materials, promotion, and program costs.

To get the materials into the hands of your people, you essentially have three options:

1. Ask your people to cover ALL of the campaign costs.
2. Ask your people to cover SOME of the campaign costs.
3. Provide the campaign materials for free to your people and cover the costs through your budget or special offering.

There are pros and cons to each option, and you will need to discern the best approach for your church.

If you can't (or won't) fund your campaign out of your regular operating budget, you might ask for a special donation from your congregation (either online, through an envelope in your weekend bulletin/program, or when you distribute the campaign materials). Another option is to approach a few of your members and ask if they would be willing to help fund the campaign for the church.

At Saddleback, we want the lowest possible barrier to entry, so we don't ask our people to pay in order to participate in a campaign. For many of our campaigns, we take an offering at the end to help cover the costs. Many other churches have done this and have experienced great success.

Here's Dave's story:

“Our church was running 500 at the beginning of the campaign, and 850 by the end. One week before our Celebration, I did our annual stewardship campaign in about two minutes per service. And I said, ‘If this campaign has meant anything to you, if it’s changed your life or your family, as it has changed our community and our church, I want to ask you to give the biggest cash offering you’ve ever given in the history of our church.’ With that short request, and a few follow-up emails during the week, we received the largest donation in the history of the church. It was enough to pay off every debt of our church. We went before the congregation and said, ‘Now that we’re debt-free, what would you like us to do?’ They said, ‘Take this Purpose Driven message to as many people as you can, and this will be a part of our mission effort.’ As a result, we’ve been to Africa, Mexico, Japan, Vietnam, Hong Kong, and Eastern Europe in teams, sharing the Purpose Driven message.”

— Dave Holden, Lake Gregory Community Church, Crestline, CA

WHEN will everything happen?

We'll be honest: Running a campaign will require a lot of effort—it's not easy! This section will give you the big picture, and the following sections will be jam-packed with details.

Phase I: Setting the Stage

- Timing:** 12 weeks before campaign launch through 8 weeks before campaign launch
- Goals:** Preview all teaching and training materials; note the needed changes
Identify and confirm campaign leaders
- Milestone:** First leader meeting

Phase II: Preparing for Launch

- Timing:** 8 weeks before campaign launch through 1 week before campaign launch
- Goals:** Each coordinator learns their role, builds their team, and executes their responsibilities to prepare for launch
- Milestone:** Prayer meeting + Launch weekend

Phase III: Campaign Go-Time!

- Timing:** Campaign launch through campaign end
- Goals:** Successful Launch weekend
Check in with key leaders every week
Each coordinator executes their responsibilities
- Milestone:** Last weekend of campaign

Phase IV: Celebrate and Follow-Up

- Timing:** Campaign end through 3 weeks after campaign
- Goals:** Successful Celebration weekend; share encouraging stories of God's work
Follow up on new believers, visitors, new groups, etc.
- Milestone:** Celebration weekend

Part 3: Implementing the Campaign

CONGRATULATIONS!

You've finished the Campaign Success Guide! Are you overwhelmed yet? There's a lot of work to do!

This is why you need a team to pull off a great campaign.

Your next step is to read the HANDBOOK for your leadership role. There you will find instructions specific to your ministry on how to implement the campaign. We have created a HANDBOOK for each campaign leader:

- Pastor
- Campaign Director
- Weekend Service Coordinator
- Prayer Coordinator
- Communication Coordinator
- Small Groups Coordinator

A couple notes:

1. If you don't have your HANDBOOK, email your Senior Pastor (or the person who provided you with this document).
2. If you are the Pastor or the Campaign Director, you ought to read all of the handbooks so you have an understanding of what everyone is doing.