



COMMUNICATIONS COORDINATOR

SUCCESS GUIDE



Communications Coordinator Success Guide, Edition 2.0

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HOW TO BUILD MOMENTUM

What is the role of the Communications Coordinator?

- Coordinate all campaign communications
- Build momentum leading up to the campaign and special events

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)

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)

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.

“Exponential growth begins with exponential thinking.”

Role and Principles

The Communications Team exists to serve the rest of the teams in the campaign. All communications generated by the other teams flow through you. You are the “gatekeeper” or steward of the campaign message. The Communications Team should have its finger on the pulse of every team, serving them by synthesizing and integrating the messages from all of the teams so that they are delivered without conflict or overlap. Here are some key principles to help you successfully carry out your responsibilities.

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. People are your best advertisements. Spend your time and money helping people get excited about the campaign, and they will become your most effective advertisements. Invest in equipping your people with the tools they need to tell others about the campaign – tools like postcards, invitations, and brochures. Most campaigns have graphics files you can use to produce your literature.
3. Your pastor is your best promoter. He/she can do more to get your people excited and involved than any other promotional tool.
4. Your attitude is key. Communication is not just an activity, it's an attitude. The way you serve the rest of the coordinators will greatly affect the way the whole team works together. Approach your role with a spirit of servanthood and an attitude of “We’re here to help” and “How can I be of service to you this week?”



NOW IT'S TIME FOR ACTION

STEP 1

One pressing question may have been running through your mind since you were first asked to become the Communications 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.

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 and explore the campaign website for your chosen campaign. Check out the Resources and Tools to see what is available for your particular area of communications. See if there is a campaign Resource Disk (available in the campaign kit purchased by the church) or graphics 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. A representative will be happy to assist you.

STEP 2

BUILD THE TEAM

The size of your church will help dictate the appropriate size of your Communications Team. Get as many people as you need to spread the workload, but not so many that it becomes complicated to manage. Pray about who should be on your team, and then look for people who have the following traits:

- Knows how to motivate and inspire people using communication.
- Understands your church and how things work – such as what existing communication avenues are available.
- Has a good working knowledge of various communication media – print, video, Internet, social media and email.
- Has an attitude of service and can finish a task

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? How can we best support the other campaign coordinators? What things will get in the way of our service to others and how can we keep them from doing so? What strategies should we use to communicate the messages of this campaign?

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.



STEP 3

DEVELOP A STRATEGY

Find as many times and ways to communicate as possible. A message must be communicated seven times before it really sinks in. You cannot over-communicate.

Here are some suggestions to help you provide the best possible support for this campaign.

1. Set up electronic communications. Collect email addresses of everyone in your church. See how you can use your church website. Set up a Facebook page for the campaign. Use social media to your advantage.
2. Set up a “Communication Hub” for the campaign where people can see and obtain materials or information about the upcoming experience. This offers a central location where questions can be answered, books can be distributed, and people can sign up to host or attend a small group.
3. Establish a communications budget. Work with the Campaign Director to establish a budget and decide how it will be used to get the “most bang for your buck”.
4. Brainstorm ways to create enthusiasm and excitement for the campaign. As a team, think of fun, unexpected ways to communicate to your congregation and community about the campaign. Don’t forget your youth and the ways they communicate. Pick their brains for novel ways to get the word out.
5. Consider using signs, newsletters, bulletin inserts, and live testimonies and stories. Outside the church, consider posters you can place around the community. Local radio stations often will do public service announcements. Send a press release to the local newspaper for the Events or Religion section.
6. Distribute buttons with the campaign logo to use as conversation starters which can lead to an invitation to the campaign.

7. T-shirts with the Campaign logo for team leaders and their teams. You may find people in the congregation will want one too.

Meet regularly as a team and find out what is going well and what needs to be improved or replaced. PRAY. Pray for the church, pray for the campaign, and pray for each other.

If you have questions about the resources available to you for the campaign, call Saddleback Resources Customer Care and 1-800-723-3532.



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.



CAMPAIGN TIMELINE

GET ORIENTED 7–8 Weeks before the Campaign

Communications Coordinator

- Review the Communications Coordinator Success Guide.
- Recruit a Communications Team and begin meeting and praying.
- Begin production of non-print items, such as signs and banners.
- Meets as a team to review the Success Guide and discuss the purpose of communications in the campaign.
- Assist the Pastor and Campaign Director with the Campaign Vision Meeting to create joint ownership of the campaign.
- Decide with the rest of the Campaign Coordinators what communication strategies you will use that are not printed pieces, and begin to produce them, such as:
 - a campaign sign for the inside of the sanctuary
 - outdoor campaign signs
 - a video or PowerPoint® slide promotional piece

NOTES:

LAY THE GROUNDWORK

5–6 Weeks before the Campaign

- ❑ Announce the campaign to the whole church, using the Pastor as the primary spokesperson.
- ❑ Publicize the dates of the campaign and assist the Small Groups Team in communicating the upcoming campaign to existing small groups and as they launch the host recruitment phase.
- ❑ Develop and produce promotional materials customized for your church's campaign.
- ❑ Establish a place that can be a central hub for disseminating campaign information to people before and after weekend services.
- ❑ Assist the Prayer Team with any materials they need as they launch their pre-campaign prayer strategy.

BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

- ❑ Promote the campaign to your church. Use strategies such as pulpit announcements by the pastor, bulletin inserts, letters or postcards, e-mails to the congregation, and your written campaign overview.
- ❑ Roll out the initial publicity around the church building, such as campaign signs, banners, or posters.
- ❑ Optional: Begin promoting the campaign to the community with public service announcements, display ads, or community posters.
- ❑ Deliver the printed pieces needed by each Campaign Coordinator and ask about any additional communications needs or problems with each team.

PRE-CAMPAIGN

1–2 Weeks before the Campaign

- Coordinate all communications being generated for all the other teams, especially for the Day of Prayer, Small Groups, and the launch of the campaign (commitment cards, etc.).
- Optional: Advertise in local paper.
- Observe and capture “God moments” at the pre-campaign events: Day of Prayer, Staff & Team Day of Fasting and Prayer, and Pre-campaign Service.

CAMPAIGN WEEK 1

Launch Weekend

- Coordinate communications being generated for all other teams.
- Oversee the collection of photos and video of the campaign in action.

CAMPAIGN WEEK 2 TO THE END

Doing the Campaign

- Coordinate communications being generated for all other teams.
- Oversee the collection of photos and video of the campaign in action.
- Work with the Weekend Services Coordinator to promote the closing Celebration Service.

POST-CAMPAIGN CELEBRATION WEEK

Going Forward

- Coordinate communications being generated for all other teams.

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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NOTES: _____



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GET EXCITED ABOUT THE
CAMPAIGN, AND THEY WILL
BECOME YOUR MOST EFFECTIVE
ADVERTISEMENTS. NOTHING
CREATES GRASSROOTS
SPIRITUAL WILDFIRES LIKE
WORD-OF-MOUTH.**



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