



**WHAT ON EARTH
AM I HERE FOR?**





WHAT ON EARTH AM I HERE FOR?



CAMPAIGN KIT SUCCESS GUIDE



What On Earth Am I Here For
A Purpose Driven Spiritual Growth Campaign

Success Guide, Edition 1.0

© 2012 Rick Warren
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BEFORE YOU GET STARTED

Your church is about to embark on a journey of spiritual transformation. The key to unprecedented spiritual growth does not lie either in the campaign materials or pre-campaign preparations, even though both are very important. Instead 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. Throughout the training materials you'll find 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 several weeks of religious activities. Yet 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.

There is no power like that of prevailing prayer. It turns ordinary mortals into men of power. It brings power. It brings fire. It brings rain. It brings life. It brings God.

— Samuel Chadwick

THE BIG PICTURE

Through weekend services, small group studies, and optional daily video your entire church family will focus on the same spiritual themes for the same 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*! 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 is best seen in the three major components of the campaign:

1. Individual Participation

Individuals are the heart of the campaign. Every day, each person will read one chapter in *“What On Earth Am I Here For?”*. Each chapter ends with Thinking about My Purpose which has a **Point to Ponder**, a **Verse to Remember**, a **Question to Consider** and a **Message to Hear** at www.PurposeDriven.com. There will be 42 messages in an audio/MP3 format. You can listen to a message on the website or download it. In addition, there is a **QR Code** at the beginning of each chapter that can be scanned to view to a short video message from Pastor Rick.

2. Group Participation

A powerful element of the campaign is encouraging people to experience true biblical community through small groups. The interactive curriculum includes a Bible study taught on DVD by Pastor Rick Warren, followed by a guided discussion time where group members dig deep and apply the truths of the study to their lives.

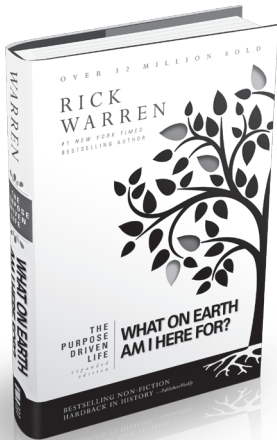
3. Weekend Service Participation

Each weekend of the campaign, the Pastor and the Weekend Services Team will develop the campaign’s themes for your entire congregation through special sermons and music.

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.” 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.

“Exponential growth begins with exponential thinking.”



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)

TIME FOR ACTION

STEP 1

GET ORIENTED

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. Take time to review the various components as you begin the process of developing your campaign.

Go to www.SaddlebackResources.com, and click on the **CAMPAIGNS** button located on the top navigation bar of the website.

Here you will find **CAMPAIGN CENTRAL: How to Develop Your Campaign**. In this section we have developed general "HOW TO STEPS" for ANY campaign. There is a **GENERAL** Campaign Success Guide, a Timeline, and Campaign **TEAM** Success Guides: Campaign Director, Pastor, Prayer, Small Groups, Weekend Services and Communications.

For specific information on the **WHAT ON EARTH AM I HERE FOR?** scroll down to that section of the campaign page.

A. Click on **RESOURCES & TOOLS**

Here you will be able to review the materials you need for this campaign. A copy of *What On Earth Am I Here For* book and a Small Group Study Guide/Workbook are recommended for each group participant. One Small Group DVD for each group will be needed as well.

There are additional resources such as Pastor Warren's sermons, children's curriculum, memory verse key tags, book marks, and Junior and Senior High resources.

B. Click the

CLICK TO LEARN MORE

Provides you with additional details as you are developing your campaign.

Customer Care Staff

If you have any questions or issues that are not addressed by the campaign materials, please contact our Customer Care department. The toll-free number is 1-800-SADDLEBACK (723-3532).

You may also email questions to info@saddleback.com. A representative will gladly assist you with your questions, help you place a resource order, verify shipping options and will apply a campaign discount, if applicable.

STEP 2

BUILD THE TEAM

Who to Ask

Start planning and training for the campaign about two months prior to the launch. Begin by building a team of Campaign Coordinators. Each team member will assist you by coordinating a specific component of the campaign. The chart below illustrates how a team made up of six members would work.



1. **Pastor:** At the head is the Pastor, who gives spiritual leadership to the campaign, casting the vision and motivating the congregation to get involved.
2. **Campaign Director:** At the heart is the Campaign Director, who reports to the Pastor and manages the coordinators as they perform the day-to-day work of the campaign.
3. **Communications Coordinator:** Working with the Campaign Director as the other logistics administrator of the team, the Communications Coordinator promotes the campaign and supports the other team members by coordinating all their communication to the church.
4. **Prayer Coordinator:** Working in tandem with the Pastor, the Prayer Coordinator plans and implements the prayer strategy, covering the

entire campaign effort with prayer. Prayer is part of the individual-level engagement with the campaign.

5. **Weekend Services Coordinator:** The Weekend Services Coordinator plans the thematic weekend services during the campaign, preparing the special features that enhance the exploration of each week's theme. It is in the weekend services that people experience the congregational level of engagement with the campaign.
6. **Small Groups Coordinator:** The Small Group Coordinator directs the team that recruits and trains hosts for adult small groups, and provides support as they form their groups and meet weekly during the campaign. Here, participants experience the small group-level of engagement with the campaign.

How to Build a Great Team

Prayer is the first step to building a great team of coordinators. Resist the urge to run right out and make a few phone calls to the “usual suspects.” Wait on God. There may be someone in your church you wouldn't have thought of, but who has gifts just waiting to be used on your team. God has been preparing them for such a time as this. Through prayer, let the Lord lead you to his team of Campaign Coordinators.

As you build the Campaign Coordinators Team, think about those in your church who are involved in service and ministry, or newer members who have expressed a passion for getting involved with their new church. Building a team for such a significant experience in your church's life offers the opportunity to help your church and its ministry long-term. You might discover potential new leaders for your church. People may find and develop their spiritual gifts in new areas of ministry they've never considered.

Here are some suggested qualifications to seek in any team member:

- Excitement and enthusiasm about sharing the vision of the campaign with others
- An authentic walk with the Lord
- Leadership and/or organizational gifts
- Strategic and/or creative thinking

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- Willingness to give the necessary time to this campaign
- Well-respected as a spiritual leader
- A commitment to excellence
- Ability to problem-solve and delegate responsibilities

In choosing people for specific roles as coordinators, here are some key questions to ask:

- **Campaign Director:** Who is a Big Picture person who is gifted in administration and team-building?
- **Communications Coordinator:** Who knows the internal systems of your church well?
- **Prayer Coordinator:** Who is the prayer warrior in your church?
- **Weekend Services Coordinator:** Who knows the style of your church and can work effectively with the Pastor?
- **Small Groups Coordinator:** Who knows a lot of people in your church and has a passion for creating community?

Depending on the scope of your campaign you may also want add other coordinators for **Children and Youth**, **Special Events** and/or **Mission Projects**.

STEP 3

THE FIRST TEAM MEETING

Team meetings are great opportunities to infuse a strong sense of community into your Campaign Coordinators. Pray together. Dream and trust God together. You will develop a deep and unbreakable bond in your joint effort to lead this powerful, life-changing journey in your church.

Before your first meeting, think through how the campaign may need to be adjusted to fit into your church's specific context, but be careful about making any wholesale changes. Thousands of churches have discovered that doing the campaign the way it is prescribed gets the most effective results.

The Pastor and the Campaign Director lead the first meeting together. The Pastor shares the vision of the campaign and the Campaign Director explains the preparation materials. Distribute Success Guides to each coordinator. As you explain what it takes to prepare for the campaign, make sure everyone comes away understanding the following four concepts:

1. Who does what?

All team members need to become familiar with their particular area of responsibility and how they fit into the campaign. Each coordinator should review his/her Success Guide before choosing other team members to assist them in their responsibilities.

2. How do we do this?

The Success Guides provide step-by-step procedures for each phase of the campaign. Although all of the coaching materials have grown out of the experiences of thousands of churches, we know that one size does not fit all. The specific way in which you carry out each step can be adjusted to fit your local context.

3. When Does It Need to be Done?

The timeline included in this guide lists general guidelines for when each step of the campaign needs to be done. Depending on the size of your congregation, the timelines might need to be adjusted. Keep in mind it is usually better to allow too much time than too little.

4. When Will We Meet?

Once your initial training meeting is complete, the timeline suggests you schedule meetings every week until the beginning of the campaign. Once the campaign starts, you may not need to meet as often, perhaps scaling back to meeting every two weeks until the end of the campaign.

Notes about Campaign Coordinators' Meetings

Agenda

When you hold team meetings, your agenda should be mostly about things that concern the entire team. Here are some possible agenda items for each meeting:

- Prayer
- Progress since last meeting
- Upcoming events or promotions that need coordination between teams
- What is going well?
- What is not going well?
- Where is help needed?

STEP 4

PLAN YOUR MATERIALS

Here are some considerations when planning your budget for funding the campaign, promotional materials, and providing campaign resources.

Campaign Costs—Budget vs. Offering

If the costs of a campaign are difficult for your church to handle within your regular budget, pray about whether this is God's will for your church. We have seen God provide time and time again for churches who did not exactly know how their costs were going to be covered. One successful strategy has been to take an end-of-campaign Celebration Offering, where the people respond to God's blessing by giving.

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 only that two-minute request that I repeated at the Celebration, by the end of our second service we had \$50,000 in cash. At the end of ten days we had over \$120,000. 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

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Promotion Costs — Invest in Your People: If your budget is limited, invest in your PEOPLE and not in products. Your people are your best promotional tool, so invest in getting the congregation excited about the campaign. Word of mouth is priceless!

Companion Books and Small Group Curriculum/DVDs — Sell vs. Give

Sell:

- **Take pre-orders** so you know how many books to order.
- **Receive offerings**—put out baskets at the book table to receive offerings. If people can't pay, they can still have a workbook, as some may donate additional funds to provide books for others.
- **Have your hosts purchase their supplies**, then collect money from their group members. For the approximate cost of a movie ticket, each person receives his/her Small Group materials, all at no additional cost to the church.

Give: It is such a pleasant surprise for people to receive something of value with no strings attached! Giving the books away also removes a barrier for people who can't afford it, who are visiting, or who are feeling disconnected from your church.

- **Budget:** Pay for them by using funds from your budget.
- **Donor:** Cover costs through one or more donors.
- **Offering:** Cover the costs with an end-of-campaign Celebration Offering.

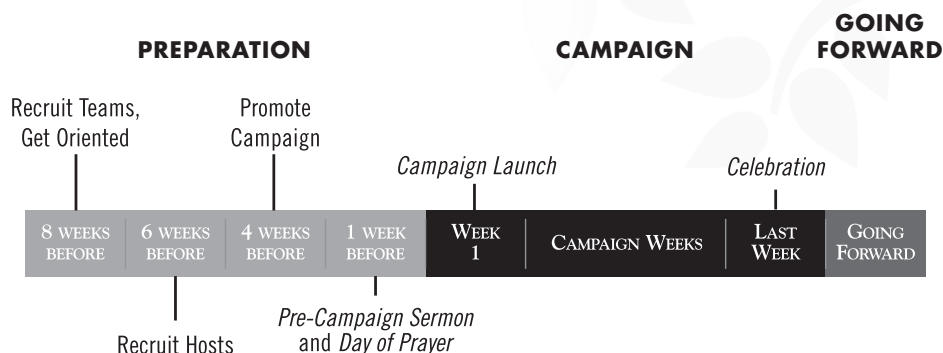
We Offer Two Websites To Assist You

1. **www.SaddlebackResources.com**
2. **www.PurposeDriven.com**

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

Campaign Director

- ☐ Review all success guides, resources, and documents.
- ☐ Recruit Campaign Coordinators.
- ☐ Start meeting with Campaign Coordinators every week.
- ☐ Determine what special events you will include in your campaign. Aside from a Kickoff and Celebration, begin to define the community service project you will launch.

Pastor

- ☐ Review the *Pastor's Success Guide* and pastor's training materials.
- ☐ Hold a Campaign Vision Meeting for key church leaders.
- ☐ Clear the church calendar with input from ministry leaders.

Weekend Services Coordinator

- ☐ Review the *Weekend Services Success Guide* and the weekend service resources.
- ☐ Recruit Team members for the Weekend Services and begin meeting and praying.
- ☐ Brainstorm ideas for all weekend services.

Prayer Coordinator

- ☐ Review the *Prayer Success Guide* and the prayer training materials.
- ☐ Recruit members for the Prayer Team.
- ☐ Begin meeting and praying.
- ☐ Brainstorm ideas to infuse prayer throughout the campaign.

Communications Coordinator

- ☐ Review the *Communications Success Guide* and the communications training materials and resources.
- ☐ Recruit a Communications Team and begin meeting and praying.
- ☐ Begin production of non-print items, such as signs and banners.
- ☐ Meet 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

Small Groups Coordinator

- ☐ Review the *Small Groups Success Guide* and the small groups training materials.
- ☐ Recruit a Small Group Team and begin meeting and praying.
- ☐ Set goals for the number of new groups you are trusting God to provide.

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LAY THE GROUNDWORK

5–6 Weeks before the Campaign

Campaign Director

- ☐ Continue meeting weekly with the Campaign Coordinators. Review your progress since last meeting; agree on action steps for the next two weeks; ask what's going well, what's not, and where help is needed.
- ☐ Pray together, especially for the launch of the prayer strategy and the launch of the host home recruitment phase. Pray also for God's discernment and vision as you make decisions regarding your resource order in two weeks.

Pastor

- ☐ Announce the campaign to the entire church.
- ☐ Start recruiting small group hosts during weekend services.
- ☐ Plan for the impact of the campaign on the following church systems:
 - Counseling
 - Church membership classes
 - Baptism
 - Small Groups
 - Visitors
 - Stewardship

Weekend Services Coordinator

- ☐ Extend invitations to any special musicians or people with testimonies involved in the Launch Weekend Services.
- ☐ Determine any particular technical needs you will have to plan for on the Launch Weekend.
- ☐ Start praying for the Launch. Ask God to use this service to start your campaign effectively and inspire people to participate wholeheartedly in the campaign.

Prayer Coordinator

- ☐ Develop a campaign prayer plan.
- ☐ Recruit a Pastor's Prayer Team.

Communications Coordinator

- ☐ 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.

Small Groups Coordinator

- ☐ Notify existing small groups of campaign dates.
- ☐ Recruit host homes and discussion leaders, using the Pastor as the primary spokesperson.
- ☐ Hold orientation meetings to coach new hosts in finding members and facilitating small groups.

NOTES: _____

BEGIN THE MOMENTUM

3–4 Weeks before the Campaign

Campaign Director

- ☐ Continue meeting weekly with the Campaign Coordinators. Pray together; review progress since your last meeting; review the schedule for next the two weeks; ask what's going well, what's not, and where help is needed.
- ☐ Coordinate between teams for upcoming issues:
 - **Resource Order:** The Weekend Services Team, Small Groups Team, and Prayer Team need to decide with the Campaign Director what resources to order.
 - **Day of Prayer:** The Prayer Team and Weekend Services Team coordinate the details for the Day of Prayer and Fasting. The Prayer Team and Pastor can also arrange a Staff & Team Day of Fasting and Prayer.
 - **The Launch:** The Weekend Services Team and Pastor need to coordinate songs and introduction of the campaign at the Launch Service.
 - **Host Homes:** The Small Groups Team and Weekend Services Team need to arrange ways to enable last-minute sign-ups for groups after the precampaign, the Launch, and Week 1 and Week 2 services.
 - **Communications:** Make sure the Communications Team is serving all the teams well.
- ☐ Order supplies of small group curriculum and other campaign resources for the congregation.

Pastor

- ☐ Continue to be the primary spokesperson for promoting the campaign from the pulpit.
- ☐ Continue to make small group host recruiting announcements, and transition to small group participant recruiting announcements.
- ☐ Coordinate with the Weekend Services Team as they plan special features.

- ☐ Prepare the pre-campaign sermon.
- ☐ Work with the Prayer Team to finalize arrangements for the Day of Prayer.
- ☐ Continue to plan for the impact of the campaign and gear up the church for the increased activity.
- ☐ Add extra membership classes if needed for new hosts.

Weekend Services Coordinator

- ☐ Coordinate with the Prayer Team to incorporate the Day of Prayer with pre-campaign services.
- ☐ Coordinate with the Pastor to arrange for music, testimonies, and other special features during the Launch Weekend Services.
- ☐ Work with the Communications Team to give some promotional attention to the Launch Weekend Services.
- ☐ Arrange the logistics for distributing the campaign resources to the congregation.
- ☐ Develop a plan for the special features of the weekend services, and begin extending invitations to any special guests.

Prayer Coordinator

- ☐ Continue your prayer strategy.
- ☐ Plan a Day of Prayer for the church, and/or a Staff & Team Day of Fasting and Prayer.
- ☐ Work with the Communications Team to announce and promote the Day of Prayer.

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3—4 Weeks before the Campaign, *(continued)*

Communications Coordinator

- ☐ 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.

Small Groups Coordinator

- ☐ Recruit small group participants using sign-up cards and a list of available host homes.
- ☐ Give names of people who sign up for small groups to a host in their area, who then personally invites them.
- ☐ Coordinate with the Weekend Services Team to set up ways to encourage last minute sign-ups for small groups.
- ☐ Coordinate with the Campaign Director to place an order for small group curriculum.
- ☐ Hold orientation meetings for hosts.
- ☐ Call hosts after they have attended an orientation to see how their invitations are going and to answer questions and pray with them.

NOTES: _____

PRE-CAMPAIGN

1–2 Weeks before the Campaign

Campaign Director

- ❑ Continue meeting weekly with the Campaign Coordinators. Pray together; review your progress since the last meeting; review the schedule for the next two weeks; ask what's going well, what's not, and where help is needed.
- ❑ Coordinate between teams for upcoming issues:
 - **Distribution:** Make sure the Small Groups Team has logistics in place to distribute materials to hosts.
 - **Day of Prayer:** Finalize plans for the Day of Prayer and/or the Staff & Team Day of Fasting and Prayer.
 - **Launch:** Finalize arrangements for the Launch Weekend, including special music, testimonies, and any other features.
 - **Host Homes:** Finalize arrangements for taking last-minute sign-ups for groups after the services for the pre-campaign, Launch Weekend, Week 1, and Week 2.
 - **Communications:** Make sure the Communications Team is serving all the teams well.

Pastor

- ❑ Ask for commitment. It will be important for the Pastor to ask for the commitment of the people to participate in the campaign. Work with the Communications Team on supporting materials (bulletin inserts, commitment cards).
- ❑ Deliver the pre-campaign sermon with a Day of Prayer emphasis one week before campaign starts.
- ❑ Prepare the Week 1 Launch sermon.

(continued)

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1—2 Weeks before the Campaign, *(continued)*

Weekend Services Coordinator

- ☐ Announce the Launch Weekend.
- ☐ Finalize special features for next week to communicate the theme.

Prayer Coordinator

- ☐ Conduct a Day of Prayer and/or Staff & Team Day of Fasting and Prayer.
- ☐ Put prayer verse and campaign prayer requests in the bulletin for Week 1.

Communications Coordinator

- ☐ 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.

Small Groups Coordinator

- ☐ Distribute resources to small group hosts.
- ☐ Continue orientation meetings for hosts.
- ☐ Continue recruiting group participants.
- ☐ Arrange a way for people to sign up for small groups after the Launch Weekend Services.
- ☐ Call hosts shortly before their first meeting to encourage them and pray together.

CAMPAIGN WEEK 1

Launch Weekend

Campaign Director

- ☐ Starting this week, meet every two weeks with the Campaign Coordinators. Pray together; review the schedule for the next two weeks; ask what's going well, what's not, and where help is needed.
- ☐ Coordinate between teams for current issues:
 - **Distribution:** Arrange to distribute books and small group resources to newcomers.
 - **Host Homes:** Continue taking last-minute sign-ups for groups after the services for Week 1 and Week 2.
 - **Communications:** Make sure the Communications Team is serving all the teams well.
- ☐ Evaluate completed events:
 - **Day of Prayer:** How effective was it? What would we do differently in a future day of prayer?
 - **Launch Weekend:** Share praise reports and stories from the services during the Launch Weekend. What should we do differently for upcoming campaign services?

Pastor

- ☐ Start brainstorming with the Groups Coordinator about possible candidates for an ongoing leader to carry on the mentoring, support, and equipping of small group leaders.
- ☐ Deliver the Week 1 Launch sermon.
- ☐ Prepare the Week 2 sermon.

(continued)

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Launch Weekend, (*continued*)

- ☐ To plan for Going Forward after the campaign, evaluate your current church systems and start the process of making changes where necessary.
 - Small Groups support
 - Visitor care
 - Weekend Services format
 - Baptism
 - Membership classes
 - Discipleship classes

Weekend Services Coordinator

- ☐ Do the special features for the Week 1 service.
- ☐ Announce Week 2 of the campaign.
- ☐ Finalize special features for Week 2 to communicate the theme.

Prayer Coordinator

- ☐ Put prayer verse and campaign prayer requests in the bulletin for Week 2.

Communications Coordinator

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

Small Groups Coordinator

- ☐ Place new people who want to join a small group in existing groups.
- ☐ Do Week 1 of the curriculum.
- ☐ Start brainstorming with the Pastor about possible candidates for an ongoing leader to carry on the mentoring, support, and equipping of small group leaders.

CAMPAIGN WEEK 2 TO THE END

Doing the Campaign

Campaign Director

- ☐ Meet every other week with the Campaign Coordinators. Pray together; review the schedule for the next two weeks; ask what's going well, what's not, and where help is needed.
- ☐ Coordinate between teams for current issues:
 - **Going Forward:** Present upcoming Going Forward issues and discuss. Include structuring to support small groups, providing new curriculum for groups, and accommodating new volunteers for ministry after the campaign.
 - **Communications:** Make sure the Communications Team is serving all the teams well.
- ☐ Evaluate completed events:
 - **Weekend Services:** How effective are they? What can we do to improve the remaining services?
 - **Host Homes:** How are the small groups going? Include praise reports from phone calls of support to the hosts.

Pastor

- ☐ Prepare and deliver the weekly messages.
- ☐ Work with the Weekend Services Coordinator to plan and prepare special features for each service that augment and communicate the theme.
- ☐ Discuss Going Forward issues with the Campaign Director. Begin preparing for post-campaign needs, especially for small group support and curriculum, and accommodating new volunteers for ministry after the campaign.

(continued)

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Campaign Week 2 to the End, *(continued)*

Weekend Services Coordinator

- ☐ Work with the Pastor to plan and prepare special features for each service that augment and communicate the theme.
- ☐ Work with the Communications Coordinator to announce the following week of the campaign.
- ☐ Plan and promote a Celebration Service to close the campaign, utilizing the video footage, photos, and testimony response forms gathered throughout the campaign.

Prayer Coordinator

- ☐ Put prayer verse and campaign prayer requests in the bulletin weekly.

Communications Coordinator

- ☐ 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.

Small Groups Coordinator

- ☐ Place new people who want to join a small group in existing groups.
- ☐ Call hosts and offer support and encouragement once or twice during the campaign.

Questions to ask during the host phone calls:

1. How are you doing? (Be interested in them as a person.)
2. How is it going? (Discuss progress, problems, and plans.)
3. How can I pray for you? (Pray with them before you get off the phone.)

- ☐ Coach hosts on options for transitioning after the campaign curriculum is completed.
- ☐ Provide new curriculum ideas to groups continuing after the campaign.
- ☐ Order new curriculum to have available at the end of the campaign.
- ☐ Coach groups to plan a closing “Celebration” social time.
- ☐ Plan follow-up training for new hosts who wish to continue leading a group.

POST-CAMPAIGN CELEBRATION WEEK

Going Forward

Campaign Director

- ☐ Have a Celebration for the Campaign Coordinators.
- ☐ Hold a post-campaign wrap-up meeting to discuss the following issues:
 - **Small Groups:** Hand off to a permanent small groups team that will conduct host training, and provide ongoing support to groups.
 - **Going Forward:** Hand off the campaign assessment to an ongoing leadership team who will oversee “going forward” issues.
 - **Next Campaign:** Decide whether to recommend another campaign to your church, and collect information from each coordinator about their area: what went well, what did not, and what should be done differently next time.
- ☐ Evaluate completed events:
 - **Small Groups:** Share stories from group experiences and evaluate the campaign impact on your overall small group ministry.
 - **Weekend Services:** How effective were they? Are there any innovations you tried that should be continued?
 - **Celebration:** Share your favorite stories from the day.
 - **Campaign:** Share praise reports about the campaign from behind the scenes.

Pastor

- ☐ Deliver the post-campaign Celebration message.
- ☐ Receive an end-of-campaign Celebration Offering.

Weekend Services

- ☐ Do the special features for the Celebration service including videos, photos, and testimonies gathered throughout the campaign.

Prayer Coordinator

- ☐ Put the prayer verse and campaign praise report in the bulletin for the week following the Celebration.

Communications Coordinator

- ☐ Coordinate communications being generated for all other teams.

Small Groups Coordinator

- ☐ Encourage groups to hold Celebration social events.
- ☐ Follow up with hosts to make sure they have the materials needed to move on to their next study.

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.

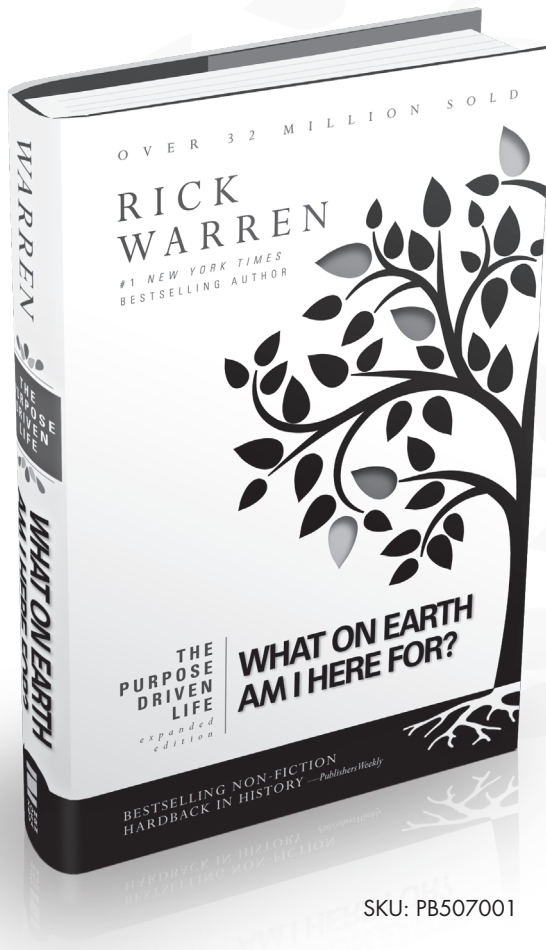
—The Spiritual Growth Campaign Team, Saddleback Church

SCRIPTURE USAGE IN CAMPAIGN DIRECTOR'S SUCCESS GUIDE:

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WHAT ON EARTH AM I HERE FOR?



SKU: PB507001

THE PURPOSE DRIVEN LIFE *Expanded Edition*

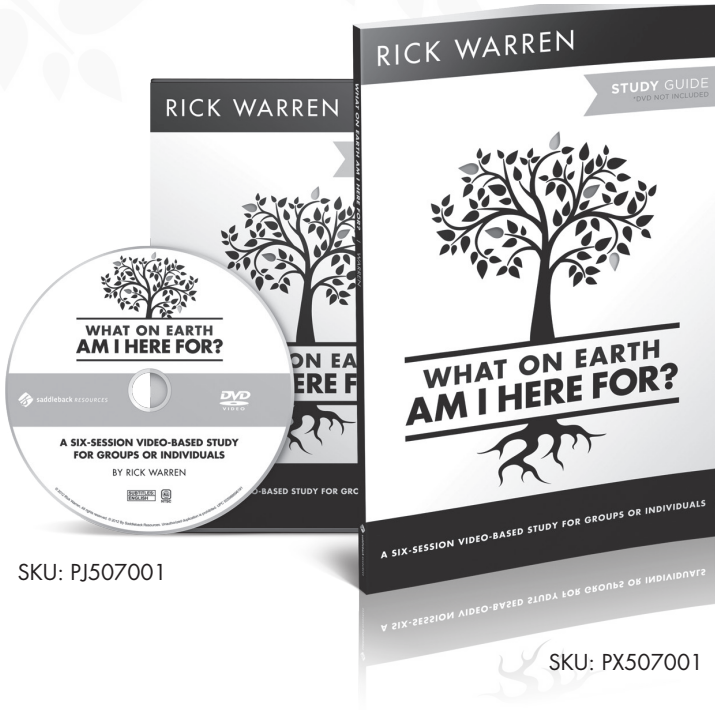
A New Edition for a New Generation with 4 New features!

Video introductions by Rick Warren to chapters 1-42. An audio lesson at the end of each chapter, with over 30 additional hours of teaching by Rick Warren.

Two new bonus chapters on the most common barriers to living a purpose driven life.

Access to an online community where you can discuss your journey to purpose, get feedback, and receive support.

WHAT ON EARTH **AM I HERE FOR?**



SKU: PJ507001

SKU: PX507001

DVD

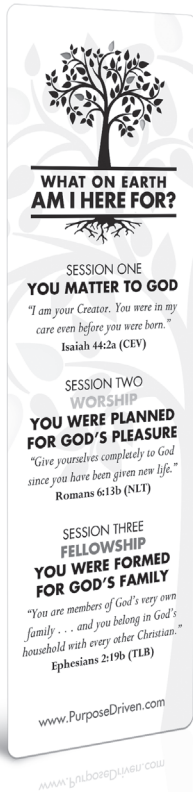
The Campaign DVD contains six video sessions taught by Pastor Rick Warren. These sessions are designed to unite your small groups through a process of discussion, where they discover the purpose of their lives, and answer the question *What on Earth Am I Here For?* (session titles below).

STUDY GUIDE

The Campaign Study Guide is designed to be used with the What on Earth Am I Here For? DVD. Your congregation will explore the following sessions together:

1. You Matter to God
2. You Were Planned for God's Pleasure (Worship)
3. You Were Formed for God's Family (Fellowship)
4. You Were Created to Become Like Christ (Discipleship)
5. You Were Shaped to Serve God (Ministry)
6. You Were Made for a Mission (Evangelism)

When combined with the Purpose Driven Life expanded edition book, this Campaign will give your Church an opportunity to grow like never before.



SKU: PY507125
*Pack of 25

CAMPAIGN BOOKMARK

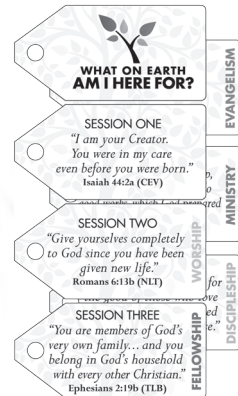
This What On Earth Am I Here For? bookmark will help you to reinforce the importance of memorizing scripture. Our minds should be consumed with God's Word, and this bookmark clearly lists and reminds us of the six scriptures to be memorized while participating in the What On Earth Am I Here For? campaign.



SKU: PY507025
*Pack of 25

KEYTAG

Throughout the day, we always keep our car keys close to us. The six What On Earth Am I Here For? key tags, each one containing a memory verse, will remind you to commit to memorizing the this key campaign verses. The key tags can also be a conversation piece to discuss the importance of finding out what we are called to do in Christ.



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NOTES: _____

WHAT ON EARTH AM I HERE FOR?

NOTES:

WHAT ON EARTH AM I HERE FOR?

A six-session video-based study of *The Purpose Driven® Life*
for small groups

Your Church is about to embark on a journey of discovery. This campaign success guide is designed to help you and your church prepare for the What on Earth Am I Here For? Spiritual Growth Campaign. You will find step by step instructions about preparing your leaders, energizing your congregation, planning your timeline, and continuing your Church's Campaign momentum.

Thousands of Churches have followed the Purpose Driven model and have observed explosive growth in small group formation, attendance, and participation. This translates to a healthy church that will allow your team to focus on what you were called to do – lead your people in God's truth.

Throughout this Campaign your congregation is going to discover the answer to life's most fundamental question: "What on earth am I here for?" And here's a clue to the answer: "It's not about you . . . You were created by God and for God, and until you understand that, life will never make sense. It is only in God that we discover our origin, our identity, our meaning, our purpose, our significance, and our destiny. Every other path leads to a dead end." – Pastor Rick Warren

WHATS REVIEWED:

1. Before You Get Started
2. The Big Picture
3. Dream Big Dreams

4. Time for Action (Steps 1 – 4)
5. Campaign Timeline

