

the CHRISTIAN LIFE TRILOGY

Crucified Resurrected Spirit-Filled



Campaign Action PLAN

How to implement the campaign

A church-wide campaign can using the Christian Life Trilogy Materials will bring your entire congregation into alignment around the Heart of the Christian Faith at the Heart of the Church Year.

One of the first steps is to build consensus around a vision for the scope of your campaign. A good rule of thumb for small group campaigns is to set a goal to see 100% of your Average Weekend Attendance in Small Groups. For example, if you have an Average Weekend Attendance of 100, set an objective to have 10 small groups with 100 people participating. At this level of enthusiasm and participation, your congregation is fully engaged.

The Campaign Action Plan is your tool to use to make sure nothing slips through the cracks...to help you anticipate the major deadlines and help your team members prepare for each of their major tasks in a timely manner.

The Crucified Life Series will launch with a Forgiveness Sunday (the Sunday **before** Ash Wednesday) and ends with Holy Week, (Palm Sunday through Easter) with the theme of Triumph—"It is finished". The Resurrected Life is designed to begin Easter Week and end with a grand Celebration Sunday on Pentecost .

The Campaign Leadership Team will need to be discussing the entire series and whether the vision is to continue on to the Resurrected Life and Spirit Filled Life. Some congregations and groups may want

What's This About?

Major Task Guidelines for
the Campaign Team leaders

Who Should Read This?

- Senior Pastor
- Campaign Director

Synthesized Timeline for *The Crucified Life*

to contemplate doing all 20 Sessions in a row. Or, take a break for the summer and do the Spirit-Filled Life in the fall. For more resources visit: www.ChristianLifeTrilogy.com

COACHING TIPS

- **Activity:** This guide is designed to allow you to see at a glance what each team is occupied with during each time period. There may be some time periods when some teams have little or no new activity. This is also a guideline please adapt to your unique situation.
- **Communications Team:** The Communications Team needs to be alert to publicity and print deadlines across the board in all of the other teams' timelines.

4 MONTHS BEFORE THE CAMPAIGN

Recruit Campaign Team

It is not necessary to start preparing as early as four months before the Campaign, although if you have that much lead time, here are some first steps you can take:

CAMPAIGN TEAM

- RECRUIT** Campaign Team
- BEGIN** monthly meetings

PRAYER TEAM

- RECRUIT** Prayer Team
- BEGIN** prayer focus for the Campaign

3 MONTHS BEFORE THE CAMPAIGN

Recruit Working Teams, Order Resources

CAMPAIGN TEAM

- START** meeting every other week
- WATCH** the *Christian Life Trilogy Training DVD* (Included in the Campaign Kit)
- CLEAR** the church calendar

PRAYER TEAM

- CONTINUE** prayer focus for the Campaign

COMMUNICATIONS TEAM

- RECRUIT** team, begin meeting and praying
- HOLD** a Campaign Briefing meeting for key church leaders
- ANNOUNCE** dates of the Campaign to your church and ministry leaders

WEEKEND SERVICES TEAM

- RECRUIT** team, begin meeting and praying

SMALL GROUPS TEAM

- RECRUIT** team, begin meeting and praying
- CHOOSE** your group launch strategy: Connection (on campus) or Host Homes (off campus)
- SET GOALS** for the number of new groups for which you are believing God has called your congregation
- COMPLETE** the Resource Order Form (which may be downloaded from www.christianlifetrilogy.com) to obtain the Campaign materials you will distribute to your people.
 - **Order one** *Small Group Set of The Crucified Life series* for each small group.

8 WEEKS BEFORE THE CAMPAIGN

Brainstorming Meetings

CAMPAIGN TEAM

- CONTINUE** meeting every other week.

PRAYER TEAM

- DEVELOP** Prayer Plan for weeks during the series.

COMMUNICATIONS TEAM

- HOLD** a Campaign Vision meeting for all church leaders and influencers
 - Cast vision and build consensus for ***The Crucified Life*** Campaign
 - Discuss the opportunity and plans of ***The Resurrected Life*** and ***The Spirit-Filled Life*** studies
- IDENTIFY** printed pieces to be produced for the Campaign
- ESTABLISH** a "Grand Central" Campaign information hub

Synthesized Timeline for *The Crucified Life*

WEEKEND SERVICES TEAM

- BRAINSTORM** ideas for Weekend Services and identify the personnel gaps for various roles in the worship service (acolytes, readers, ushers, choir, music, sound team, etc...)

SMALL GROUPS/SUNDAY SCHOOL TEAM

CONNECTION

- NOTIFY** small groups/Sunday School classes of Campaign dates
- BRAINSTORM** ideas for recruiting new leaders, and doing the Connection

HOST HOMES

- RECRUIT** Host Homes and discussion leaders, and hold orientation meetings

5-6 WEEKS BEFORE THE CAMPAIGN

Lay the Groundwork

CAMPAIGN TEAM

- BEGIN** meeting weekly. Review the schedule for the next two weeks.

PRAYER TEAM

- LAUNCH** Prayer Strategy
- RECRUIT** Pastor's Prayer Team
- IMPLEMENT** Prayer Cards

COMMUNICATIONS TEAM

- START** promoting the Campaign in the church and in the community
- BEGIN** production of non-print items such as signs and banners

WEEKEND SERVICES TEAM

- DEVELOP** the plan for the special features for the Weekend Services, and extend invitations

SMALL GROUPS/SUNDAY SCHOOL TEAM

CONNECTION

- RECRUIT** new small group leaders or Sunday School teachers
- SCHEDULE** the Connection Event for the first week of the Campaign

HOST HOMES

- MATCH** Hosts and co-discussion leaders

HOLY WEEK & EASTER SUNDAY TEAM

- **NO ACTIVITY.** Team not recruited yet.

3-4 WEEKS BEFORE THE CAMPAIGN

Begin the Momentum

CAMPAIGN TEAM

- CONTINUE** meeting weekly. Review the schedule for the next two weeks.

PRAYER TEAM

- CONTINUE** prayer strategy

COMMUNICATIONS TEAM

- PLAN** and synthesize the website, social media, weekly emails, pulpit announcements, bulletin announcements and bulletin inserts
- ROLLOUT** the initial Campaign communication pieces, such as signs or banners or posters

WEEKEND SERVICES TEAM

- PLAN** music and themes of each week's worship services in alignment with the weeks of The Crucified Life. Forgiveness is the Sunday before Ash Wednesday and Triumph is Good Friday.
- RECRUIT** ushers, greeters, readers, acolytes, musicians, etc. in order to have a full complement and staffing every week.

SMALL GROUPS/SUNDAY SCHOOL TEAM

CONNECTION

- SCHEDULE** training for new leaders
- COORDINATE** details to implement the Connection

HOST HOMES

- RECRUIT** Small Group participants using signup cards and lists of available Host Homes

HOLY WEEK & EASTER SUNDAY TEAM

- RECRUIT** team, begin meeting and praying

Synthesized Timeline for *The Crucified Life*

1-2 WEEKS BEFORE THE CAMPAIGN

Pre-Campaign Week

CAMPAIGN TEAM

- CONTINUE** weekly meetings. Review the schedule for the next two weeks.
- COORDINATE** logistics for the Forgiveness Sunday
- DISTRIBUTE** *The Crucified Life* daily devotional books to the members of the congregation at the weekend services distribute the DVD's and Study Guides to the Hosts for distribution during the first small group meetings.

PRAYER TEAM

- DISTRIBUTE** Any prayer resources you have developed to the congregation.
- DISTRIBUTE** Prayer Walk/Drive instructions if you want to have a prayer walk.
- CONDUCT** Staff/Team "Day of Fasting" or a prayer vigil for the campaign
- PUT PRAYER VERSE** and Campaign prayer requests in bulletin for Week 1

COMMUNICATIONS TEAM

- USING** several communication channels, put in place the desired messages during the pre-Campaign weekend services to announce the start of the Campaign the following week

WEEKEND SERVICES TEAM

- ANNOUNCE** Week 1 of the Campaign, *Forgiveness: Father Forgive them for they know not what they do.*
- DELIVER** pre-Campaign sermon and announcements
- FINALIZE** any special features for next week

SMALL GROUPS TEAM

CONNECTION

- CONDUCT** training for new leaders that have been recruited prior to the Campaign
- DISTRIBUTE** curriculum and provide coaching on implementing it in existing groups/classes
- PREPARE** an announcement about the Connection and the Response Card to RSVP for the Connection to be given during the pre-Campaign services

HOST HOMES

- DISTRIBUTE** small group curriculum and other materials

HOLY WEEK AND EASTER SUNDAY TEAM

- BRAINSTORM** ideas for Holy Week and EASTER Sunday
- IDENTIFY** Personnel staffing needs for all the services

CAMPAIGN WEEK 1: Sunday before Ash Wednesday

Forgiveness

CAMPAIGN TEAM

- HAVE** a weekly meeting. Review this week's schedule.

PRAYER TEAM

- DISTRIBUTE** Prayer Tent Cards to small groups/Sunday school classes
- PUT PRAYER VERSE** and Campaign prayer requests in bulletin for Week 2

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams

WEEKEND SERVICES TEAM

- DELIVER** a Sermon on Forgiveness
- ANNOUNCE** Ash Wednesday Services and Week 2 of the Campaign, *Salvation: Today you will be with me in Paradise*
- FINALIZE** special features for next week

SMALL GROUPS TEAM

ALL GROUPS

- SMALL GROUPS** or Sunday school classes do Week 1 of *The Crucified Life* curriculum. (Brand-new groups do Week 1 during the Connection.)

HOLY WEEK & EASTER SUNDAY TEAM

- ESTABLISH** goals and budget for HOLY WEEK and EASTER Sunday
- OBSERVE** and capture "God-moments"
- PLACE** "Tell Us Your Story" response forms in bulletin for Week 2

CAMPAIGN WEEK 2

Salvation

CAMPAIGN TEAM

- HAVE** a weekly meeting. Review this week's schedule.

Synthesized Timeline for *The Crucified Life*

PRAYER TEAM

- PUT** prayer verse and Campaign prayer requests in bulletin for Week 3

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams
- OVERSEE** collection of photos and video footage of the Campaign in action

WEEKEND SERVICES TEAM

- DELIVER** the message on the theme of Salvation
- ANNOUNCE** Week 3 of the Campaign, *Relationship*
- FINALIZE** special features for next week

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday school classes do Week 2 of the Campaign curriculum
- FOLLOW-UP** with and give support to group leaders/hosts or class teachers

HOLY WEEK & EASTER SUNDAY TEAM

- PLACE** "Tell Us Your Story" response forms in bulletin for Week 3
- OBSERVE** a new small group or Sunday school class using the Campaign curriculum
- DECIDE** themes for Holy Week and Easter Sunday

CAMPAIGN WEEK 3:

Relationship

CAMPAIGN TEAM

- HAVE** a weekly meeting. Review this week's schedule.
- ESTABLISH** goals and budget for *The Resurrected Life* study.
- COMPLETE** the Resource Order Form (which may be downloaded from www.christianlifetrilogy.com) to obtain the Campaign materials you will distribute to your people.
 - **Order one** *Small Group Set of The Resurrected Life series* for each small group.

PRAYER TEAM

- PUT PRAYER** verse and Campaign prayer requests in bulletin for Week 4

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams
- OVERSEE** collection of photos and video footage of the Campaign in action

WEEKEND SERVICES TEAM

- DELIVER** the sermon on the theme of Relationship
- ANNOUNCE** Week 4 of the Campaign, *Distress*
- FINALIZE** special features for next week

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday school classes do Week 3 of the Campaign curriculum
- FOLLOW-UP** with and give support to group leaders/hosts or class teachers

HOLY WEEK & EASTER SUNDAY TEAM

- PLACE** "Tell Us Your Story" response forms in bulletin for Week 4
- SHARE** completed response forms with Weekend Services Team to draw from for pertinent testimonies during upcoming services
- PLAN** logistics (food, decorations, bulletins, etc.) for Holy Week and Easter Sunday

CAMPAIGN WEEK 4

Distress

CAMPAIGN TEAM

- HAVE**

PRAYER TEAM

- PUT** prayer verse and Campaign prayer requests in bulletin for Week 5

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams
- OVERSEE** collection of photos and video footage of the Campaign in action

WEEKEND SERVICES TEAM

Synthesized Timeline for *The Crucified Life*

- DELIVER** the message, *Distress*
- ANNOUNCE** Week 5 of the Campaign, *Abandonment*
- DISTRIBUTE** Memory Verse Key Tag for Week 4. Have Weeks 1, 2 & 3 available
- FINALIZE** special features for next week

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday School classes do Week 4 of the Campaign curriculum
- FOLLOW-UP** with and give support to group leaders/hosts or class teachers
- COACH** groups on options for transitioning after *The Crucified Life* curriculum is completed. Continuing on with *The Resurrected Life*

HOLY WEEK AND EASTER SUNDAY TEAM

- PLACE** "Tell Us Your Story" response forms in bulletin for Week 5
- SHARE** completed response forms with Weekend Services Team to draw from for pertinent testimonies during upcoming services
- PLAN** the program for Holy Week and Easter Sunday

CAMPAIGN WEEK 5

Abandonment

CAMPAIGN TEAM

- HAVE**

PRAYER TEAM

- PUT** prayer verse and Campaign prayer requests in bulletin for Week 6

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams
- OVERSEE** collection of photos and video footage of the Campaign in action

WEEKEND SERVICES TEAM

- DELIVER** the sermon around the theme of Abandonment
- ANNOUNCE** Week 6 of the Campaign, *Palm Sunday: Reunion*
- FINALIZE** special features for next week

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday school classes do Week 5 of the Campaign curriculum
- INVITE** new groups to decide if they will continue after the Campaign with *The Resurrected Life*
- COACH** groups to plan a closing "Celebration" social time
- PROVIDE** support to new groups that are continuing after the Campaign with *The Resurrected Life samples*

HOLY WEEK AND EASTER SUNDAY TEAM

- PLACE** "Tell Us Your Story" response forms in bulletin for Week 6
- SHARE** completed response forms with Weekend Services Team to draw from for pertinent testimonies during upcoming services
- PLAN** the program for Celebration Sunday
- PLACE** announcement for Holy Week and Easter Sunday in Week 6 bulletin

CAMPAIGN WEEK 6

Reunion

CAMPAIGN TEAM

- HAVE** a weekly meeting. Review this week's schedule

PRAYER TEAM

- PUT** prayer verse and Campaign prayer requests in bulletin for Week 7

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams
- OVERSEE** collection of photos and video footage of the Campaign in action
- BRAINSTORM** how to use the momentum to invite new people into the Resurrected Life groups.

Synthesized Timeline for *The Crucified Life*

WEEKEND SERVICES TEAM

- DELIVER** the message around the theme of Reunion
- ANNOUNCE** *Holy Week and Easter Sunday*
- FINALIZE** special features for next week

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday school classes do Week 6 of the Campaign curriculum

CELEBRATION SUNDAY TEAM

- PLACE** “*Tell Us Your Story*” response forms in bulletin for Week 7
- PLACE** announcement for Celebration Sunday in Week 7 bulletin
- USE** other communication channels (email, posters, skits) to promote Holy Week and Easter Sunday
- COMPLETE** preparations for features such as videos, testimonies or awards

CAMPAIGN WEEK 7: Palm Sunday

Triumph

CAMPAIGN TEAM

- HAVE** a weekly meeting. Review this week’s schedule

PRAYER TEAM

- PUT** prayer verse and Campaign praise report in bulletin for the week following Easter Sunday

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams

WEEKEND SERVICES TEAM

- DELIVER** the Palm Sunday message
- RECEIVE** end-of-Campaign special offering (optional)

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday school classes meet for the Last Session. Attend the Holy Week Service together.

HOLY WEEK EASTER SUNDAY TEAM

- HOLD** Holy Week and Easter Sunday

CAMPAIGN WEEK 7: Easter Day

All Things New

CAMPAIGN TEAM

- HAVE** a weekly meeting. Review this week's schedule.
- PROVIDE** Support and Encouragement to Hosts and Leadership

PRAYER TEAM

- PUT** prayer verse and Campaign praise report in bulletin for the week following Easter Sunday

COMMUNICATIONS TEAM

- SYNTHESIZE** the communications being generated for all the other teams

WEEKEND SERVICES TEAM

- DELIVER** the Easter Celebration Sunday message
- CAST** a vision for continuing The Resurrected Life Study: All Things New

SMALL GROUPS/SUNDAY SCHOOL TEAM

- SMALL GROUPS** or Sunday school classes
- Launch** the first week of *The Resurrected Life*