

CAMPAIGN SUCCESS GUIDE'S

# Pastor Handbook



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# Congratulations!

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WE ARE THRILLED you decided to take your church on a spiritual-growth journey by participating in this campaign!

WAY TO GO for trusting God to do BIG THINGS in you and in your ministry.

Your faith, commitment, and leadership is 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.

## Your Role as the Pastor

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As the primary leader in your church, you are responsible for communicating the vision for this campaign and calling people to commitment.

You will need to trust the bulk of the work to your Campaign Director; he or she will build a team to handle all of the details. Encourage your team regularly; it's impossible to encourage someone too much.

You will need to determine how "hands on" you will be—this isn't easy! If you are involved too much, you might as well do everything yourself. On the other hand (pun intended), too little and important details might fall through the cracks.

This is obvious, but a reminder is needed: **Your leadership is critical to the success of the campaign.** Everything rises and falls on leadership. To lead your people, you will need to believe that God will work through this campaign in your church. You don't need to be perfect (no one is!), you just need to have faith and be a good steward of your influence. Primarily, you will be promoting the following messages to the entire church:

- (a) Join a small group for the campaign.
- (b) Be a small group Host or facilitator.
- (c) Help pull off the campaign by serving.
- (d) Attend any special gatherings or events.

# Action Plan

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## 12 Weeks (or more!) Prior to Campaign Launch

- 1. Review this entire handbook** and make notes before taking action.
  - Review the Campaign Director's entire handbook.
  - Review each Coordinator handbook.
- 2. Pick your leadership team.** Your job is to lead the vision; your Campaign Director leads the strategy. In addition to being a capable leader, your Campaign Director needs to be a person you can trust and work well with. Consider the qualities needed for the other campaign leadership positions.
- 3. Review campaign materials on the USB Drive/Campaign Resource Disc.**
- 4. If you haven't done so already, make a decision about your funding model.** See the Campaign Success Guide for some options.
- 5. Meet with your campaign team twice.** Decide how you will share the leadership of these meetings with your Campaign Coordinator. You may decide to only attend the first meeting, the first few meetings, or every meeting throughout the campaign. Do what's best for your church.

In the first meeting, infuse a strong sense of community by praying, dreaming, and trusting God together. Share the vision of the campaign and have you or the Campaign Director explain the preparation materials. Make sure that all Coordinators have read their handbooks before attending the meeting. You and the Campaign Coordinator may need to meet together before meeting with the team.

One week after the first team meeting, meet together a second time. To prepare for this meeting, your Campaign Director should review the other Coordinator Handbooks, so he or she can brief you on where everyone is at in their planning. Discuss your team's progress since the last meeting; agree on action steps for the next two to three weeks; ask what's going well, what's not, and where help is needed.

- 6. Start working with the Weekend Service Coordinator to brainstorm ideas for a special sermon devoted to recruiting hosts for small groups.**
- 7. Hold a Campaign Vision Meeting for key church leaders, influencers, and behind-the-scenes servants who hold the respect of people in your church.**

- Possible agenda items for the meeting:
- Begin with prayer. Share how prayer is the foundation of the campaign from start to finish, then pray.
- Cast the vision. Express your enthusiasm about the potential for this campaign, answer questions, and create excitement as your church begins to plan for this journey. Ask everyone to be enthusiastic when sharing the goals and vision with the entire church.
  - Ask the following questions:
    - What is the biggest, God-sized dream for your area of ministry?
    - What does God want to accomplish that you are incapable of pulling off on your own?
    - Which areas of ministry are most susceptible to the doubt and unbelief that blocks exponential growth?
    - What is your greatest fear that stands in the way of thinking exponentially?
- Ask your ministry leaders for a commitment to clear their calendars for the campaign. (Please note: Do not work out the details of each ministry's schedule at the Vision Meeting; save that for later.)
- Pray for God to do the following:
  - Ignite your imagination and give you God-sized goals for every area of ministry.
  - Change your hearts and replace doubt with hope.
  - Release his power within the campaign and use it in the life of your church in ways you never thought possible.



**8. WE STRONGLY SUGGEST that you consult with ministry leaders on suspending regular church programs during the duration of the campaign.** Schedule follow-up meetings with individuals to further clarify how to best clear the church calendar.

Here are some common areas of concern when it comes to suspending programs during the campaign:

- **Adult Sunday School**

The small group materials work best in home groups which meet at different times during the week. However, we realize you may prefer to use the small group resources during your regular Sunday School time. You will want to preview the lessons to make sure you allot enough time to cover the material during the session. You may also have your adult Sunday School teachers develop the themes of the study during the Sunday lesson and still have small groups meet during the week.

- **Sunday Evening Services**

Suspending Sunday evening services encourages more people to be involved in small groups—  
HOWEVER, THIS MAY NOT BE THE RIGHT MOVE FOR YOUR CHURCH! If you do keep your Sunday evening services, we encourage you to have your teaching reinforce the theme of the week.

- **Wednesday Night Services:**

Small groups can take the place of your midweek services. If some people want to continue meeting at church, suggest they have a time of prayer for the campaign each week, and provide them with specific prayer requests.

- **Retreats:**

Postpone them or embrace them. Consider moving the retreat to a few months after the campaign. If that is not possible, select a retreat theme that reinforces the campaign message for that particular weekend.

- **Musical Productions:**

We suggest that you do not plan a huge musical production right after the campaign. The intense rehearsal schedule would prevent musicians from experiencing the full impact of the campaign. Consider an alternative, such as bringing in a guest soloist.

- **Celebrate Recovery and Support Groups:**

At Saddleback, the only ministry programs we don't postpone is Celebrate Recovery and our Support Groups. Recovery and healing are just too important to put on hold. However, you may want to encourage them to alter their agenda to include some of the campaign materials.

## 6 Weeks Prior to Campaign Launch

**1. Check the Master Campaign Calendar (created by your Campaign Director) to see if there are any upcoming meetings or events you need to prepare for.**

**2. Check with the Campaign Director on the following things:**

- (a) Get an update on the campaign tasks, projects, and events.
- (b) See if anyone needs some additional encouragement.
- (c) See if there's anything you need to announce at church.
- (d) Edit or approve any promotional materials.
- (e) Ask any other questions you might have.

**3. Meet with the Weekend Coordinator to discuss the upcoming services.**

**4. Prepare your sermons! :)**

**5. Plan for the impact of the campaign on the following church systems:**

- Visitors
  - Put a method in place for tracking visitors—collaborate with the Communication Coordinator (possibly utilize the “Communication Hub”).

- Become more visitor-friendly by placing greeters, extra ushers, and directional signs in and around your buildings.
- Salvation decisions and baptisms
  - Train more people for counseling those who are considering following Christ.
- Church membership classes
  - Prepare written materials describing your church and its membership process.
  - Conduct additional membership classes, or begin them if you have not conducted them previously. You will find many resources at  
**<https://store.pastors.com/resources/church-health.html>**
- Small Groups
  - Have more curriculum ready to offer after the campaign.
  - Recruit small group champions who can stay on board for at least a few months after the campaign to help keep clusters of new groups active.
  - Offer training opportunities for small group hosts who want to continue leading groups.
- Higher church attendance
  - Should you experience an increase in attendance, consider any potential facility and personnel needs for your worship services and age-appropriate ministries.
- Stewardship
  - Prepare to answer questions regarding stewardship, tithing, and other questions related to giving, such as how the monetary gifts are being used.

## 4 Weeks Prior to Campaign Launch

- 1. Check the Master Campaign Calendar to see if there are any upcoming meetings or events you need to prepare for.**
- 2. Check with the Campaign Director on the following things:**
  - (a) Get an update on the campaign tasks, projects, and events.
  - (b) See if anyone needs some additional encouragement.
  - (c) See if there's anything you need to announce at church.
  - (d) Edit or approve any promotional materials.
  - (e) Ask any other questions you might have.
- 3. Meet with the Weekend Coordinator to discuss the upcoming services.**
- 4. Prepare your sermons! :)**

## 2 Weeks Prior to Campaign Launch

- 1. Check the Master Campaign Calendar to see if there are any upcoming meetings or events you need to prepare for.**
- 2. Check with the Campaign Director on the following things:**
  - (a) Get an update on the campaign tasks, projects, and events.
  - (b) See if anyone needs some additional encouragement.
  - (c) See if there's anything you need to announce at church.
  - (d) Edit or approve any promotional materials.
  - (e) Ask any other questions you might have.
- 3. Meet with the Weekend Coordinator to discuss the upcoming services.**
- 4. Prepare your sermons! :)**

## 1 Week Prior to Campaign Launch

- 1. Check the Master Campaign Calendar to see if there are any upcoming meetings or events you need to prepare for.**
- 2. Check with the Campaign Director on the following things:**
  - (a) Get an update on the campaign tasks, projects, and events.
  - (b) See if anyone needs some additional encouragement.
  - (c) See if there's anything you need to announce at church.
  - (d) Edit or approve any promotional materials.
  - (e) Ask any other questions you might have.
- 3. Meet with the Weekend Coordinator to discuss the upcoming services.**
- 4. Prepare your sermons! :)**

## Campaign Launch Weekend

- 1. Check the Master Campaign Calendar to see if there are any upcoming meetings or events you need to prepare for.**
- 2. Check with the Campaign Director on the following things:**
  - (a) Get an update on the campaign tasks, projects, and events.
  - (b) See if anyone needs some additional encouragement.
  - (c) See if there's anything you need to announce at church.
  - (d) Edit or approve any promotional materials.
  - (e) Ask any other questions you might have.

- 3. Meet with the Weekend Coordinator to discuss the upcoming services.**
- 4. Prepare your sermons! :)**
- 5. Thank your Campaign Coordinators and leaders for their work so far.**
- 6. Discuss the post-campaign needs with the Campaign Director, including**
  - (a) Small group support and curriculum.
  - (b) New volunteers, visitors, and baptisms.
  - (c) Celebration weekend.

### Every Week of the Campaign

- 1. Check the Master Campaign Calendar to see if there are any upcoming meetings or events you need to prepare for.**
- 2. Check with the Campaign Director on the following things:**
  - (a) Get an update on the campaign tasks, projects, and events.
  - (b) See if anyone needs some additional encouragement.
  - (c) See if there's anything you need to announce at church.
  - (d) Edit or approve any promotional materials.
  - (e) Ask any other questions you might have.
- 3. Meet with the Weekend Coordinator to discuss the upcoming services... and the Celebration service after the campaign.**
- 4. Prepare your sermons! :)**

### Last Week of the Campaign

- 1. Check the Master Campaign Calendar to see if there are any upcoming meetings or events you need to prepare for.**
- 2. Check with the Campaign Director on the following things:**
  - (a) Get an update on the campaign tasks, projects, and events.
  - (b) See if anyone needs some additional encouragement.
  - (c) See if there's anything you need to announce at church.
  - (d) Edit or approve any promotional materials.
  - (e) Ask any other questions you might have.

- 3. Meet with the Weekend Coordinator to discuss the upcoming services... and the Celebration service after the campaign.**
- 4. Prepare your sermons! :)**
- 5. Take the next three weeks to write thank you notes.** As our world becomes increasingly digital, a short handwritten note makes a great impact. Take the time to thank everyone on your leadership team. Enlist the help of others if your team is too big for you to handle.

## Post-Campaign Celebration Week

- 1. Prepare your Celebration service. Review the Weekend Service Coordinator Handbook for more information.**
- 2. Take the next two weeks to write thank you notes.**

## After the Campaign

- 1. Continue writing thank you notes.**
- 2. Finish strong by looking back.** Take some time to evaluate the Campaign Leadership team.

Your Campaign Leadership Team 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).

Consider having a post-campaign debrief meeting with your Campaign Leadership Team, or with just your Campaign Director.

Collect your Campaign Leadership Team's Ministry files from your Campaign Director and store everything in a safe place for later reference.

- 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](mailto:campaigns@pastors.com)**.