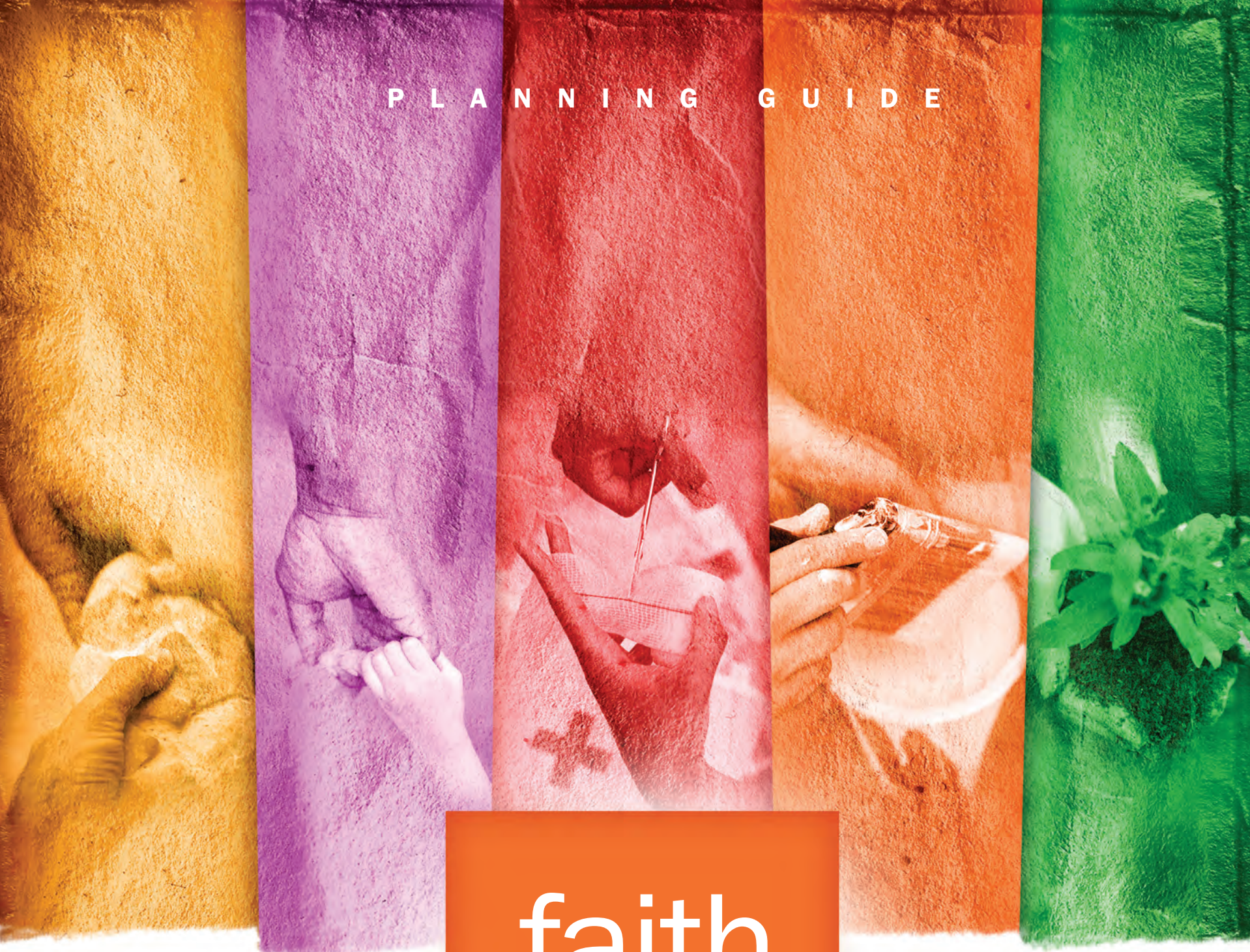


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BE THE CHURCH



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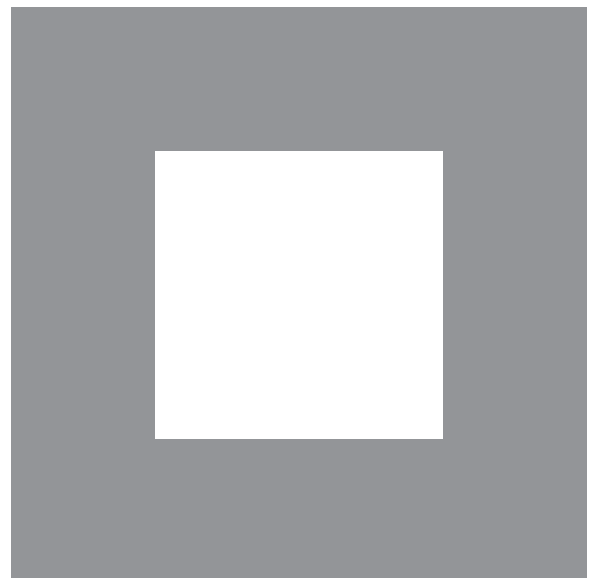
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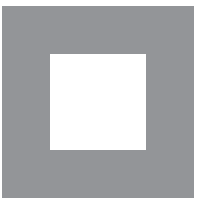
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CAMPAIGN PLANNING GUIDE







# Faith in Action

## CAMPAIGN PLANNING GUIDE

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## faith in ACTION

A courageous, four week, churchwide campaign that will *transform* your congregation, *impact* your community and help your church *touch* the world.

## faith in ACTION Partners

The Faith in Action campaign was forged through an unprecedented strategic partnership between World Vision, a Christian humanitarian organization serving more than 100 million people in nearly 100 countries, Outreach Inc., the nation's leading provider of church communication resources, and Zondervan, the nation's leading Christian publisher.

In today's culture, it is often not enough to simply speak the gospel, we must live it in order to effectively share its message. Our prayer is that Faith in Action will serve to bring this "show me" gospel into the hearts, minds, hands and feet of churches in a simple, practical way, and open the door to passion, ministry and outreach in churches everywhere.







SECTION ONE CAMPAIGN OVERVIEW



## SectionOne: Campaign Overview

### What is the Faith in Action Campaign?

Faith in Action is a courageous, ground-breaking churchwide campaign that will *transform* your congregation, *impact* your community and help your church *touch* the world.

Faith in Action is:

- 28 daily FaithStep devotions.
- 4 weeks of small groups.
- 3 preparatory worship services.
- 1 canceled worship service replaced by a day of service in your community followed by an evening celebration service!

### A Transformational Learning Adventure

After spending three weeks learning about biblical compassion, service and Christ's heart for those in need, your church will apply what it's learned on Faith in Action Sunday—worshiping through serving.

**Catch Their Attention:** Regular worship services are canceled!

**Gone Serving:** 100% of your congregation (or as close as you can get) is released into the community to participate in service projects that teams from your church have prepared ahead of time.

**Reach Out:** Invite people from your community to come serve with you. With a compelling, sincere invitation, you will be amazed how many people outside your church will join you in this project.

**Celebrate:** On the evening of your Faith in Action Sunday, invite all who served and were served to celebrate and thank God for all he did in and through your church that day.

### Benefits of Faith in Action

#### 1. Transform Your Congregation

- Increase passion to serve and grow spiritually.
- Make new friends and build closer relationships.

#### 2. Impact Your Community

- Build relationships between your church and community organizations.
- Meet real needs.
- Reach out to people looking for a service-oriented church.
- Earn the right to be heard.

#### 3. Touch the World

- Catch a vision for God's heart of compassion.
- Learn about global needs and ways to respond.

“do not merely listen to the word ...  
do what it says.” James 1:22

# Campaign Planning Guide Overview

During Faith in Action month, your congregation will be *inspired, equipped* and *mobilized* to serve. Faith in Action is designed both to help your church make a difference and to make a difference in your church.

This planning guide will provide everything you need to plan, prepare and execute the four major components of the Faith in Action campaign:

1. Worship services
2. Small groups
3. Individual daily devotions
4. Faith in Action Sunday service project(s)

## Deepen Faith

This guide provides information on the sermons, small groups and devotions that will inspire and energize your congregation.

## Plan + Prepare

The service project section of this manual includes resources and ideas to help you plan your Faith in Action service weekend. Add your own contacts and plans as you go, to make this an even more valuable, working document.

## Increase Participation

This guide provides you with the tools and resources you need to effectively promote the Faith in Action campaign to your congregation, creating excitement, building momentum and increasing participation in the campaign and projects.

## Reach Out

Don't just speak the gospel—live it! The Faith in Action campaign is an excellent opportunity to share Christ with people in your community by inviting them to participate in service projects with you! The tools, ideas and resources you need to equip your members to reach out are all available to you in this manual.



# Campaign Timeline

## Buy-In

As you prayerfully consider using the Faith in Action campaign at your church, the most important first step is getting support and buy-in from the senior pastor and all members of the church's key leadership. This is a comprehensive churchwide campaign. Before the plans to execute can begin, it's critical that everyone is on board. Schedule your Faith in Action campaign, and give everyone as much notice as possible.

## Three Months Before Faith in Action Launch

1. Pray.
2. Select a Faith in Action campaign director.
3. Determine a budget for Faith in Action service weekend, promotion and outreach.
4. Assemble your Faith in Action campaign team(s) (see p.7 Campaign Team).
5. Begin to plan and organize your Faith in Action service projects (see Section Five).

## Two Months Before Faith in Action Launch

1. Pray.
2. Order Faith in Action campaign curriculum materials, promotion and outreach resources.
3. Make sure the preaching pastor and worship leader (service planner) are equipped with the service planning materials.

## One Month Before Faith in Action Launch

1. Pray.
2. Begin your Faith in Action promotion to build excitement and participation.
3. Begin selling/distributing Participant's Guides.
4. Train your small group leaders.
5. Prepare to take sign-ups for your Faith in Action service projects.
6. Prepare to preserve your Faith in Action experience in photos and video.
7. Begin planning your Faith in Action celebration service.

## One Week Before Faith in Action Launch

1. Pray.
2. Make sure all Participant's Guides have been distributed.
3. Make sure project information is ready for sign-ups.

## Faith in Action Month

1. Pray.
2. Begin small groups.
3. Begin individual daily devotions.
4. Take sign-ups for Faith in Action service projects.
5. Focus weekly sermons/worship services on Faith in Action.
6. Prepare service project team leaders for Faith in Action weekend.

## Follow-Up

1. Praise God and celebrate!
2. Send thank-you notes.
3. Follow up with visitors who participated in your activities.
4. Follow up and continue service projects launched during Faith in Action month.
5. Collect testimonials, feedback, photos and video to share with your congregation and others on [PutYourFaithInAction.org](http://PutYourFaithInAction.org).
6. Begin to pray about your next Faith in Action Sunday.

# Faith in Action Campaign Materials

## Campaign Kit:

- Campaign Planning Guide
- Campaign DVD
  - Weeks 1–4: Sermon Illustration Clips
  - Weeks 1–4: Small Group Session DVDs
- Small Group Sessions DVD
  - Weeks 1–4: Small Group Session DVDs
- Resource CD–ROM
  - Weeks 1–4: Sermons
  - Powerpoint Template
  - Bulletin Insert
  - Promotional Resources
  - Resource Links
  - Service Project Documents
- Sample Participant's Guide with *Faith in Action Study Bible Book of Luke*
- Sample Leader's Guide with Small Group DVD
- Promotional Tool Samples
- Free T-shirt
- Coupon for \$50 off qualifying order of In Reach or Outreach Tools

## Participant's Kit

- Participant's Guide—FaithStep Devotionals + Small Group Discussion Questions
- *Faith in Action Study Bible Book of Luke*

## Small Group Leader's Kit

- Leader's Guide
- Small Group Sessions DVD
- Participant's Guide
- *Faith in Action Study Bible Book of Luke*

## Internal Promotional Tools

- Indoor Banners
- Bulletins

## Outreach Tools

- Direct Mail Postcards
- Door Hangers
- Outdoor Banners

To order call 800.991.6011 or visit [PutYourFaithInAction.org](http://PutYourFaithInAction.org)



# Campaign Team

Prayerfully assemble a team of strong, servant-hearted people who have a passion to transform your church and community through the Faith in Action campaign. This list may vary, depending on your church's existing leadership, the scope of your project and the specific needs of your church.

**Campaign Director:** Coordinates the execution of the overall Faith in Action campaign and ensures that each of the project areas is being properly managed.

**Worship Service Planner:** (May be the existing worship service planner or someone dedicated just to this campaign month.) Works with the pastor, worship leader, tech team, communications director and service project leaders to plan and prepare the four Faith in Action worship services, most notably, the Celebration Service that will be held on Faith in Action weekend.

**Small Group Director:** (May be the existing small group director or someone dedicated just to this campaign month.) Oversees the training of small group leaders, as well as the distribution of guides to all participating members and leaders.

**Communications Director:** Gets the word out! Responsible for engaging 100% (or as close as possible) of your regular attendees in the Faith in Action campaign and service projects, using promotional campaign materials and creative communication. Will oversee sign-ups and publicity through all of your church's normal communication channels.

**Outreach Director:** (This can be your existing outreach director or someone dedicated just to this campaign month.) The point of Faith in Action is not simply to serve, but to invite the community to serve with you. What a shock for your community when they hear your church say, "Don't go to church! (This Sunday)." Your outreach director is responsible for engaging as many people outside your church as possible, including the local media.

**Service Project Leaders:** (These can be people already involved in a particular area of service or ministry, or people who are chosen just for this campaign month.) The culmination of the Faith in Action campaign is the service project(s) that will be done on Faith in Action weekend. Each of these service projects will require a leader who will plan the project, prepare the necessary resources, information sheets, maps, water, work shifts, transportation, tools, etc., and coordinate with any outside agencies or organizations. They may also supervise assistant project leaders who will help lead work teams on site.

**Prayer Coordinator:** The Faith in Action campaign has the potential to transform your church, impact your community and help your church touch the world—but not without the empowerment and direction of the Holy Spirit. If God has led your church to do Faith in Action, then prayer is the essential foundation that will help it succeed. Your prayer coordinator will ensure that not only is your Faith in Action weekend covered in prayer, but the entire preparation process is anointed as well.

# Organizing Your Faith in Action Campaign

Specific plans for organizing your campaign are best determined by your own leadership based on the needs and resources of your specific church and community. However, here is a checklist to get you started:

- Pray.
- Get buy-in.
- Determine your budget.
- Identify your key leadership.
- Equip your key leadership with the tools and resources they need from this kit.
- Order necessary curriculum and promotional tools.
- Identify service projects and any community, national or international ministry or service partners (e.g. local schools, prisons, World Vision, food banks, etc.).
- Get project plans, deadlines and team member lists from each campaign team leader.
- Schedule regular leadership meetings to pray, coordinate details, ensure that progress is being made, solve problems and encourage team leadership.
- Provide regular, centralized communication to keep your team members updated.
- Thank everyone when the campaign is over and be sure to document your plans to make your next campaign even better and easier.