
THE ULTIMATE CHECKLIST FOR A CHURCH CAMPAIGN



Attract the Community
Challenge the Core
Build Momentum

CHURCH CAMPAIGNS will grow your church,
but what, exactly, does it take to do an effective campaign?
Here is your week-by-week timeline.

Three Months in Advance

Cast Vision

☐ Pick a Topic.

- The most compelling factors in drawing unchurched people are *the inviter* and *the topic*. An enthusiastic inviter is hard to resist. And a relevant topic that promises life-improvement sells itself.
- We have found that the most compelling topics are: marriage, family, life's purpose, the future, answers to questions about God, Jesus, or the Bible. The Bible speaks volumes on each of these subjects.

☐ Privately, think through what you will do AFTER the campaign is over. It is the job of the leader to mind the future.

- What incentive will you offer newcomers to persuade them to keep coming once the campaign is over?
- Is there a "next hill" you can encourage the congregation to take as soon as the series is over, so they stay engaged and look to the future?
- A "next hill" could be a service project, great guest speaker, fun event, enticing sermon series, or something else you feel will positively build the church.
- Pray about this and plan accordingly.



“It is the job of the leader to mind the future.”

☐ Meet with your leadership team and share the vision.

•What are we doing, and why? Why are you excited about it? What will it look like? What needs to happen to make it successful?

☐ Show them a copy of the book you'll be using. If you have them on hand already, encourage your leaders to buy and begin reading so they'll be one step ahead of the campaign when it launches.

Two Months in Advance

Small Groups

- ☐ Begin recruiting as many leaders as possible to lead small groups (or Sunday school classes) during the campaign.
 - With a well written Campaign Discussion Guide, your Small Group Leaders don't need to have the gift of teaching. They just need to love the Lord, be willing to host a group, and to make a few weekly phone calls.
- ☐ Orchestrate who will be leading a group, where, and when, so you can publicize it.



Coordinate with Ministry Teams

- ☐ Plan the preaching/teaching schedule.
- ☐ Meet with the worship/program team and design what you would like to have happen during each of the services in this campaign.
- ☐ Coordinate with your youth ministry. Should they participate in the campaign? If so, what will that look like for them? How will the youth encourage their unchurched friends to attend? How will they/we make the series relevant to teens?
- ☐ Make a list of facility items that need to be spruced up and enlist a team to make the improvements - just like you would if you were inviting guests to your home a few weeks from now.

Recruit.
Coordinate.

Six Weeks in Advance

Marketing: Plan your Marketing Strategy. Order Marketing Materials

- ☐ Decide on your marketing budget.
- ☐ Choose your marketing tools. Choose the [best marketing tool to reach your neighborhood](#).
- ☐ One of the least expensive tools is Invite Cards. They're business-sized cards you can buy and print your specific information on the back.
- ☐ If you are able to invest a little money in advertising, I recommend you send a postcard. [Get your money's worth out of postcards](#) by following tested strategies.
- ☐ I strongly encourage you to invest in a street-side banner for your campaign. Keep the banner simple enough that people can read it as they drive past. Make sure to put dates, service times, and the church website on it.
- ☐ You should consider ordering banners for the lobby, too.
- ☐ You could also rent billboards, the sides of buses, or pay for a commercial in a nearby theater. Use this campaign not only to attract newcomers, but to remind your community that your church is here.
- ☐ My friends at [Outreach, Inc.](#) can help you with designing and mailing your postcards. They have designed a special card for *The God Questions*, *Fireproof*, and *To Save A Life*, so you can order those specifically if you're doing one of those series. They also do banners, invite cards, and door hangers.
- ☐ Have someone design a Facebook page for the series.

“Use this campaign not only to attract newcomers, but to remind your community that your church is here.”



Five Weeks in Advance

Cast Vision

- ☐ Share the vision with the congregation.

Pray

- ☐ Enlist a Prayer Team of three to five people to meet and pray regularly about the fruit of this campaign. Keep them updated as plans develop, so they can pray intelligently.



Four Weeks in Advance

Vision

- ☐ Begin selling the books. This will get people excited. Some won't invite their friends without knowing what they're getting into. This enables them to "try before they buy."
 - I encourage churches to sell books for their campaign, rather than give them away. People are invested in what they invest in, so if you give them a free book, they will treat it like it's free. But if they pay for it, they will value it. You can provide scholarships for those who can't afford them.
 - We try to buy books for under \$10, then sell them for \$10, and use the difference to help pay for the advertising.

“People are invested in what they invest in. If they pay for it, they will value it.”

Small Groups

- ☐ Meet with your small group leaders/Sunday school teachers to go over what is expected of them during the campaign.
- ☐ Start taking sign-up for small groups. Make this as easy as possible. Print your line up of group or class opportunities in your bulletin and let them register for one on their Connection Card. Also, have a table in the lobby where they can ask questions and sign up. Let them know through your church-wide email, or create a registration form on your website.

Four Weeks in Advance

Pray

- ☐ Ask your church to begin praying specifically for four friends they will invite to the campaign.
- ☐ Insert either two printed cards or two blank 3x5 cards in your bulletin. During the service, ask everyone to take a minute and prayerfully write down the names of four (or more) people they will invite. Put all four names on each of the cards. Turn in one with the offering, and keep the other one as a prayer reminder.
- ☐ Give the cards to your Prayer Team to pray over.

Marketing

- ☐ Provide invitational tools to your members. Place two invitation cards in every bulletin and ask your members to begin praying and inviting friends. Make extra stacks of cards available for those who want more.
- ☐ Put your banner up this week.
- ☐ If you're going to do a community mailer, get it finished and set the date to have it to the post office.
- ☐ Announce your Campaign on your church's website and Facebook page. Consider Twitter, Instagram, and Snapchat as means to get the word out as well.
- ☐ Encourage your people to use the Facebook campaign page to invite start inviting their friends. Encourage them to Like and Share and retweet.



“Ask your church to pray for four friends they will invite.”

Three Weeks in Advance

Vision

- ☐ Vision cast for the campaign during your message. Forecast the messages in the series, paint a picture of what God might do, and how good it will feel if friends come and become part of God's family during the series.

Small Groups

- ☐ Preach on Small Groups.
 - Let your congregation know the benefits of Small Groups. Jesus had a Small Group. Paul had a Small Group. David had a Small Group. Psalm 133 is perfect for preaching on Small Groups. So is Acts 2:46, along with most of the “One Another” passages in the New Testament.
- ☐ Make signing up easy. Ask members to use their Connection Card to sign up, or go the table in the lobby, or sign up online. People like options.

Pray

- ☐ Put two more Prayer Cards in each bulletin and repeat that announcement for anyone who wasn't there or didn't turn in a card last week.

Marketing

- ☐ Continue to encourage people to invite friends from the Facebook campaign page.
- ☐ If you're using door hangers, organize a group to go door-to-door eight days before the start of the campaign.



Two Weeks in Advance

Vision

- ☐ Do more vision casting during your sermon.

Small Groups

- ☐ Preach a second sermon on Small Groups.
 - The majority of your church members do not attend every weekend, so anything worth saying should to be said twice. Find a Small Groups passage and preach a second sermon.

- ☐ Continue group sign-ups. Encourage your people to sign up their friends as soon as they can.

- ☐ Meet with your leaders to review any necessary details.

Pray

- ☐ Encourage people to continue to pray for the four friends on their card.



- ☐ Keep your Prayer Team updated and motivated.

Marketing

- ☐ Mail postcards eight to ten days before the campaign begins.
 - Mail carriers have a five-day window in which they can deliver bulk mail. Ideally, your postcards will land between Tuesday and Thursday of the week of your campaign. Expect about a ½% return on your postcards. So, if you mail 10,000, expect to see 50 visitors.

- ☐ Send the group out to go door-to-door eight days before the start.

Coordinate with Ministry Teams

- ☐ Meet with your leaders to review any necessary details.

“Anything worth saying is worth saying twice.”

One Week Before

Vision: Preach a Preview

- ☐ You may not have time in your calendar to do this for every series, but we know that people learn best by repetition. So use this weekend to preach an overview: tell them what you're going to tell them during the series. Especially tell them how they and their unchurched friends will benefit from the series.

Small Groups

- ☐ Continue group sign-ups.

Coordinate with Ministry Teams

- ☐ Meet with your first impression, hospitality and usher teams. Make sure they are ready to care for newcomers.
- ☐ Make sure you have enough people to make newcomer phone calls within 48 hours of next weekend's services.
- ☐ Make sure you are ready to write hand-written notes to each guest, inviting them back for the rest of the series.
- ☐ Make sure your building is as ready as possible to welcome newcomers.



During the Campaign

Week One of the Campaign

☐ Welcome guests, and encourage them to sign-up for a small group today.

☐ Preach well!

☐ Be sure guests fill out Connection Cards before they leave. You might decide to offer free books to guests, as a way of thanking them for attending. If you do so, you could say, "We'd like to give you a free copy of a book today. If you'll give us your Connection Card, please take a copy as our gift to you." We use The God Questions Gift Edition.

☐ Forecast next week's message.

☐ Invite people to your version of the RU New Café, which you will want to hold on the second Sunday of the campaign.

☐ You now have six weeks for you and your leaders to get to know these newcomers well enough so that they will want to remain a part of the church when the campaign is over. Plan and work accordingly.



Invite Newcomers to a "Come Back" Meal

☐ We have called it *The R.U. New Café*. At New Song, we try to hold one on the Sunday following the launch of every new Campaign or Attractional Series.

- Have staff or key volunteers sit at every table and have a conversation with every newcomer.
- Communicate the church's vision, but let your guests do most of the talking. Ask lots of questions about them, their family, and their interests. Encourage their Small Group participation.

During the Campaign

Weeks Two and Three

- ☐ Same as above.
- ☐ Hold an RU New Café.

Weeks Four and Five

- ☐ Close your small groups so that people in them can bond.
- ☐ Announce that your groups are closed, but that new groups will be starting for your next series three weeks from now.
- ☐ Begin to talk about the challenge or next hill that will begin once the campaign is over.



Week Six

- ☐ Invite people to your next series by spelling out the benefits they'll receive from it. Don't expect that everyone will return, but pray and work like they will.

“When you experience a miracle, pray fervently for a second miracle. Then rest.”

- ☐ Email your whole church with the result of the campaign and encourage everyone to be here next weekend for the start of the next series.

After the Campaign

- ☐ Everyone involved with the campaign may feel tired. When Elijah saw the miracle of fire on Mt. Carmel, he was tired. But before letting down, he prayed fervently that God would send rain. The principle here is: when you experience a miracle, pray fervently for a second miracle. Then rest. (1 Kings 18-19)