



SOUL **REVOLUTION.net**

Helping Imperfect People Become All God Intended

CHURCH-WIDE CAMPAIGN

A church-wide initiative around Soul Revolution will help your congregation learn about staying connected and give them the support and encouragement they need to complete the 60-60 Experiment. This worksheet will help you plan and prepare for a campaign using the following tools:

- The *Soul Revolution* Book
- A Sunday morning message series
- Small Groups or Running Partners
- An Online Community just for your church

(Note: **Items marked in green** below are available via www.soulrevolution.net)

5-6 months in advance:

1. Get your key leaders or staff thinking about what it means for imperfect people to become more of what God intends. Pray together, asking God to lead you. Help this key group catch the vision so they can enthusiastically support the campaign.
2. Read the book together with this smaller group and go thru the **Small Group curriculum** and the **Running Partner guide**. As you try the 60-60 Experiment while connecting in a Small Group and as Running Partners you'll get a taste of what it's like and how others in your congregation will respond.
3. **Join the blog community** on your own to personally understand what it's like to go thru the 60-60 Experiment as part of an online community.
4. Start planning the dates for your campaign, working around holidays and other major events in the life of your church.

3-4 months in advance:

1. Consider leading up to the initiative by teaching on related themes. Here are some topics you may consider teaching about:
 - Why it's important to do life in community (introduce the idea of Running Partners, motivate people to join Small Groups, or motivate people to become Small Group leaders during the initiative)
 - What does God really desire for us? (help people see that what God desires is bigger than the way most of us live day-to-day)
 - A "high-invitation" series (something that would interest people in your area who are unchurched - if they attend prior to your Soul Revolution series they'll stick around to join you for the initiative, too.)

2. Start deciding what, if anything, you will give your congregation as part of the initiative. You might consider giving away or selling these items at a reduced price:
 - **Reminder items** such as beeping watches, sticky notes, stickers for watches, etc. (A list of reminder items can be found at http://soulrevolution.net/help/60-60help_churches.php.)
 - Copies of **Soul Revolution**. Books are even more affordable if you buy them by the case thru the **Willow Creek Association**. For example, you might subsidize the cost of the book for people who:
 - ✓ Agree to read it.
 - ✓ Give you their contact info (so you can follow-up).
 - ✓ Commit to doing the 60-60 Experiment.
 - ✓ Get involved in a Small Group or get a Running Partner.
 - Copies of the Running Partner questions
3. Enlist volunteers or paid staff to manage how you'll communicate about the initiative. They may plan to communicate in some of these ways:
 - Postcards inviting your neighbors (unchurched people) to join you for the high-invitation series prior to your Soul Revolution initiative
 - Postcards inviting the less-frequent attendees in your database to join you for the initiative.
 - FAQ's and related info for Small Group Leaders.
 - FAQ's and related info about Running Partners
4. Enlist support staff or volunteers for tasks such as these:
 - Helping unconnected people join groups.
 - Distributing or selling books or reminder items (watches, stickers, etc.)
 - Being the owner/administrator for your online community.
5. Enlist your creative & technical team to prepare marketing videos, plan message topics, and find stories to share during your messages.
6. Dream with your kids and youth staff about what a Soul Revolution campaign would look like in their areas. Example may include:
 - Teenagers might read Soul Revolution and use the "regular" group curriculum, and their weekly large group meetings could build on the same themes as your Sunday topics.
 - Elementary-aged students could be given a stack of custom printed sticky-notes which they can stick on their school desks, bathroom mirrors, etc. reminding them of a key verse or phrase.
 - Parents of preschoolers could be enlisted to help their children practice thankfulness during the 60-60 Experiment.

2 months in advance

1. Continue practicing the 60-60 Experiment for yourself and with your Running Partners. Continue praying for God's direction for the campaign.
2. Involve more of your staff and leaders in precursor "assignments" which will help them shift into the 60-60 Experiment. These might include:
 - Setting up **Running Partners** among your staff.
 - Using the **Soul Revolution curriculum** during your staff study time.

- Teaching your Small Group Leaders about Running Partners and motivating them to start sub-dividing their groups into sets 3 or 4 during part of their normal meetings (i.e. for prayer time). Taking these steps now will make it feel more natural to meet as Running Partners later.
 - Enlisting some “real people” (non-staff may be best) who can try the 60-60 Experiment to provide you with stories you can share.
3. Enlist your existing Small Groups or Sunday School classes to study Soul Revolution together, using the curriculum provided for free. Keep track of which groups have decided to do the campaign with you. Follow-up with those who have not yet decided.
 4. Recruit new Small Group leaders or facilitators, who are at least willing to facilitate a group around Soul Revolution for 8 to 9 weeks during your initiative (if not longer). Train them as needed.
 5. Forecast the specific dates for a Small Group or Sunday School series (9 weeks is suggested, to correspond to your Sunday-morning series) to leaders of those groups, so they can coordinate their study schedules.
 6. Make contingency plans about what you’ll do if more people sign up wanting to join a group than you have space for in regular Small Groups. For example, you might use your largest classroom and do a large-group study of the Small Group curriculum.

1 month in advance

1. Communicate to the entire congregation about the initiative and motivate them to sign up.
2. Set up your Church’s **blog community** on the Soul Revolution website by following **these steps**. Assign your staff and some “real people” volunteers to use the blog community. When your congregation joins your community, you’ll want to greet them with content so the community feels robust and interesting. Having your staff and volunteers start blogging early provides that content.
3. Start sign-ups for Small Groups during the campaign.
4. Start giving away or selling copies of *Soul Revolution*.

During the Campaign:

1. Check in regularly with your church’s **blog community** on www.soulrevolution.net. Follow-up to encourage others.
2. Use selected stories (with permission granted or names & detailed changed) from the blog community to motivate and encourage others. Share these stories during your Sunday message, or email them as encouragement to everyone signed up for a Small Group during the campaign.
3. Consider having a few groups that meet in a central location and which start after the others, for people who need more time to be convinced to join a group.
4. Consider printing stories, website links, assignments (modified from the Small Group curriculum and/or end-of-chapter exercises), or memory verses in your bulletin.

After the Campaign:

1. Continue to talk about Running Partners as part of your church culture (i.e. in Sunday messages and in Small Groups)
2. Consider writing questions relating to your Sunday messages which Running Partners could use.
3. Follow-up with staff and volunteers about what worked and what didn’t, so your next campaign (for whatever topic) will be even better.