

## CAMPAIGN SET-UP: CONCERNING THE PASTOR

WHO SHOULD READ THIS?

- > SENIOR PASTOR
- > CAMPAIGN DIRECTOR

### PURPOSE

The purpose of this chapter is to cover some important issues that directly concern the senior pastor. It is because you love your church that you are reading this right now. You care deeply about your people. You work hard and sacrifice because you believe in the church. And, you long to see your church thrive and flourish and impact your community. Partnering with you and coming alongside you to work together for the common cause of the kingdom is truly an honor. As you are equipped, resourced, and hopefully encouraged through these instructions and guidelines, may the course of this campaign give you the opportunity to model 1 Peter 5:2-3:

*“Care for the flock of God entrusted to you. Watch over it willingly, not grudgingly—not for what you will get out of it, but because you are eager to serve God. Don't lord it over the people assigned to your care, but lead them by your good example.”* 1 Peter 5:2-3 (NLT)

There are several principles that are crucial to your success as the leader of this campaign. In *The Purpose Driven Church*, Rick Warren says:

**The leadership of any program is more important than the program itself.**

Purpose Driven can give you resources, provide you with sermons, share strategies with you, but only you can lead your church. So, here are some leadership principles that will help to make you more effective.

**1. You are the catalytic leader.** You can't delegate that leadership role. You need a great campaign director and a committed campaign team. But, you must be the one to cast vision and motivate the congregation to be involved. As the spiritual leader of your church, you need to unapologetically ask people for a big commitment to this campaign. If you are a trustworthy leader who has already cast a compelling vision to a congregation whose hearts have been prepared through prayer, your people will respond. Don't shrink back from this leadership moment in your church's journey.

**WORD OF ENCOURAGEMENT:** There is something in all of us that causes us to want to back off a little bit when we come to that moment of asking. When asking people to put their life on the line for Jesus Christ, we can soften the message, or make it not as clear or confident as it should be. Just remember: you are asking people to make a commitment that is going to bring them more joy than they can imagine, and one that is going to bring into their lives the kind of purposes they have been longing for. So in the weeks before the campaign, as you say to people “Here's where we're headed”, and “Here's where I want you to go”, stand before them and with confidence in Christ, ask them to make this commitment.

**2. Keep prayer front and center.** Colossians 4:2 says “devote yourselves to prayer.” What would it look like for you to devote yourself to prayer? Try scheduling times of intentional prayer into your week, otherwise it could get crowded out. Dedicate time every week to pray with your staff and your campaign team. Develop a prayer team that will come and pray with you every week. Great spiritual transformation does not come by creativity, effort, or human ingenuity. Only God's power accomplishes such transformation. And only prayer unleashes God's power.

**3. Stretch your own faith.** It is very easy to get lost in the day-to-day ministry of preparing messages, leading a church, and shepherding people. The campaign is a great opportunity to step back from the daily grind and ask,

“Lord, where do you want to take our church next?” Dream a little about what could be. What would your church look like if everyone was really living in true community with other believers? Seriously, what would change? And, what if your congregation got turned on and turned outward to meet the needs of your community? How would you be different if you got serious about meeting the needs outside your church as much as inside your church?

**4. Lead by example.** The Christian life is more caught than taught. Leading by example in this campaign can be especially effective in two specific areas. First, get in a small group if you are not already in one. So many pastors live with only superficial relationships, which is a syndrome that is driven by fear. Pastors are no less susceptible to fear than lay people, and they can tend to shy away from small groups because of such fears. Think about the fear of exposure, the fear of accountability, the fear of adversely affecting the vulnerability of the rest of the group, and taken to the extreme, the fear of damaging the church. They may think, “What will people think if I really open my life up in a group?” Well, they’ll think you’re human. By the way, the secret is out—they know you’re not perfect. But it can be very powerful to hear you talk about your own small group from the platform. It will say to your people “If it’s important enough for a person as busy as he or she is to be in a group every week, then maybe I should be in one too.”

The second way that you can lead by example is to be involved in a local missions project. A major part of the campaign emphasis is mobilizing small groups to reach out into the community. We have provided an entire training segment on this outreach part of the campaign. Your people will be encouraged and motivated if they know you and your small group are out in the community just like they are. It’s great for your people to see you out from behind your pulpit, wearing your blue jeans and getting your hands dirty serving someone in need.

**5. On-board your leadership.** Because the concept of a campaign was new when you did *40 Days of Purpose*, we provided you with a detailed plan to get buy-in from the leadership core of your church. Now, since you have done a campaign, you probably don’t need quite the same strategy. However, it would be a mistake to assume that because you did a campaign before, that everyone is automatically on board with this campaign. Try these ideas to get your leaders all on the same page:

- **Vision:** Communicate how this campaign is different than *40 Days of Purpose*; show them the training video called “Cast the Vision”, where Pastor Rick explains the *40 Days of Community* campaign and how it can impact your church.
- **Prayer:** Get your leadership core praying for the campaign; show them the training video called “Challenge: Exponential Thinking”, then pray together before setting God-sized goals that only God can accomplish.
- **Involvement:** Communicate clearly how you expect your leaders to be involved; encourage them to lead by example as well – to get in a group and be involved in a local missions project.

## PRACTICAL TIPS

Not only do you have the primary responsibility for leading the campaign planning efforts and motivating people to participate, but once the campaign hits you need to deliver those campaign sermons for at least seven weeks! Here are some practical tips for you as you get to the business of preaching to those you’re leading:

**1. Plan features well before.** Work closely with your weekend services team to plan and coordinate the weekend services. Regular communication with them will reduce everyone’s stress level. Your weekend team needs to plan features that enhance each week’s theme. You don’t want their efforts to compete with your message, but to complete it. Work with them far enough in advance, so that they know what aspect of the theme you plan to emphasize, enabling them to support what you are doing more effectively.

**2. Work hard, make it yours.** Preaching someone else’s sermons still requires a lot of hard work and effort. Although you receive Rick Warren’s complete sermon materials, you will have to work through each sermon and adjust it to your style, your culture, your personal illustrations, your denomination, even your length of time. Get it to the point that you can share the message of the sermon with conviction and with passion. It’s God’s word. It’s given to all of us as a gift, so make it yours, and then share it from your own heart as God’s words to your people.

**3. Preach less, share more.** One of the powerful things you will see when watching Rick Warren preach is that he shares the platform effectively. He lets other pastors preach some of his points, or he has a song wrap up a point, or he lets a member's testimony drive it home. This campaign could be a time to experiment with giving up some of your sermon to others. In order to fit in a testimony or a special song into Rick's already-long sermons, you will need to cut out a lot of content, but in the end that extra feature may be the very thing that makes the message more impacting. Consider whether this should be the season to try something fresh and new in your sermons.

#### **CLOSING NOTE TO THE PASTOR**

Thanks for investing this time to be better equipped to lead during *40 Days of Community*. These are exciting days in which to be alive and to be a servant of Jesus Christ. We at Saddleback and Purpose Driven Ministries feel like we are hearing the rumblings of a great movement of God. And, it's a movement of the church. Because the church is God's plan to deepen the community in our church and serve the community around our church, in many ways this whole campaign is really a celebration of the church. The potential really is exponential.

This movement is not because of us or created by us, but like you, we are just grateful that God allows us to be a small part in what he is doing in our world. So, lead courageously, don't hold back, stay focused, hang on, love Jesus, and get prayed up. We are going to have fun together!

~ The Purpose Driven Team