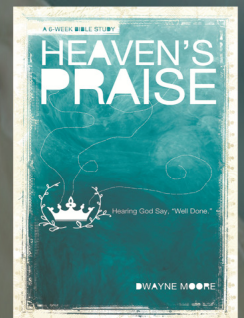


Hear God Say "Well Done"

LIVE to WIN

A 40-Day Game Plan
to Hear *Heaven's Praise*

CAMPAIGN
SUCCESS GUIDE



SPIRITUAL GROWTH CAMPAIGN

LIVE TO WIN

Campaign Success Guide

A 40-day Game Plan to
Hear *Heaven's Praise*

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Live to Win
A Next Level Worship Spiritual Growth Campaign
Success Guide, Edition 1.0
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A huge thanks to PurposeDriven.com for their expert example. They know better than anyone how to conduct a church campaign. This Success Guide is adapted from their more complete *Campaign Success Guide*. (*Live to Win* and *Next Level Worship* are in no way associated with PurposeDriven.com, nor do they endorse this material.)

A Next Level Worship Resource



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THE BIG PICTURE

Through weekend services, small group studies, and family devotionals, your entire church family will focus on the same spiritual themes for the same period of time. Imagine for a moment the impact on your church when each person lives out the principles they read about.

This impact grows as those individuals live in powerful community with their small group, and reaches its peak when those small groups come together to experience the power of the principles as an entire congregation! This concentrated time of alignment will bear lasting, eternal fruit in all levels of your church.

This is a spiritual growth campaign.

There are three primary objectives of *Live to Win* for your congregation:

- ◇ To help individuals experience more passionate lifestyles of worship
- ◇ To help them develop godly habits and spiritual disciplines
- ◇ To help them develop a heavenly rather than earthly mindset

There are six “life-goals”—one for each week of the campaign. (These are also the weekly topics in the *Heaven’s Praise* personal devotion books.)

Week 1: *Think right*—about who we are in Christ

Week 2: *Aim right*—at daily lifestyle worship

Week 3: *Act right*—through outward godly living

Week 4: *Stay right*—through the good times and bad

Week 5: *End right*—by preparing for death and judgment

Week 6: *Win right*—a study of Heaven and the New Earth

HOW IT WORKS



There are four major components of the campaign:

1. Individual Participation

Individuals are the heart of the campaign. Every day, each person will read one chapter in *Heaven's Praise: Hearing God Say "Well Done"*. Each chapter ends with "My Daily Response" and "My Daily Meditation," which encourage personal reflection and application. Individuals can also watch brief coaching videos by Dwayne Moore, Terry Hadaway, and other life-coaches at www.NextLevelWorship.com/LivetoWin.

2. Family Devotionals

Imagine each of your families having a weekly family devotional together? What a powerful way to strengthen and encourage families! Each week's family devotional is very interactive and easy to use. They work well for any family unit—especially for families with children living at home. They are included in the Campaign Starter Kit (available at www.NextLevelWorship.com/LivetoWin.)

3. Group Participation

A powerful element of the campaign is encouraging people to experience true biblical community through small groups. The small group lessons were written by Dr. Terry Hadaway, who has written companion study guides for John Maxwell, Billy Graham, Max Lucado, and many others. The interactive curriculum includes a Bible study taught on video by Dwayne Moore, followed by a guided discussion time where group members dig deep and apply the truths of the study to their lives.

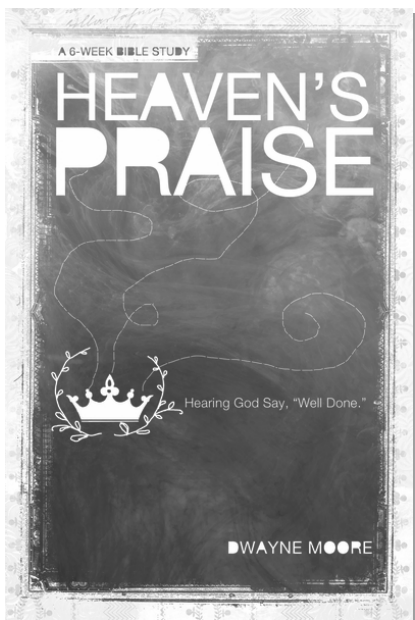
4. Weekend Service Participation

Each weekend of the campaign, the Pastor and the Weekend Services Team will develop the campaign's themes for your entire congregation through special sermons and music. (Sermon Outlines are included when you purchase the Starter Kit.)

DREAM BIG!

Many churches make the mistake of putting God in a box by thinking too small. We challenge you to go on a faith adventure and “think impossible.” Rick Warren calls this concept “exponential thinking.” The idea behind exponential thinking is simply this: Identify the results you think you can achieve, and go beyond them to a goal that only God can reach.

Exponential growth begins with exponential thinking. God will do far more through big goals than He ever will in the safety of small goals. Remember, if you can figure out how to pull it off, you aren’t thinking exponentially! Exponential thinking is God’s secret weapon in this campaign—stand back in wonder as He goes to work.



“While many succeed in life... far fewer actually succeed *at* life. Live to win!”

— *Heaven’s Praise*, p. 13

LORD, I have heard the news about you; I am amazed at what you have done. LORD, do great things once again in our time; make those things happen again in our own days . . .

Habakkuk 3:2 (NIV)

STEP 1

Build Your Team¹

Who to Ask

Start planning and training for the campaign about two months prior to the launch. Begin by building a team of Campaign Coordinators. Each team member will assist you by coordinating a specific component of the campaign.

- 1. Pastor:** At the head is the Pastor, who gives spiritual leadership to the campaign, casting the vision and motivating the congregation to get involved.
- 2. Campaign Director:** At the heart is the Campaign Director, who reports to the Pastor and manages the coordinators as they perform the day-to-day work of the campaign.
- 3. Communications Coordinator:** Working with the Campaign Director as the other logistics administrator of the team, the Communications Coordinator promotes the campaign and supports the other team members by coordinating all their communication to the church.
- 4. Prayer Coordinator:** Working in tandem with the Pastor, the Prayer Coordinator plans and implements the prayer strategy, covering the entire campaign effort with prayer. Prayer is part of the individual-level engagement with the campaign.
- 5. Weekend Services Coordinator:** The Weekend Services Coordinator plans the thematic weekend services during the campaign, preparing the special features that enhance the exploration of each week's theme. It is in the weekend services that people experience the congregational level of engagement with the campaign.

¹This section is adapted from *What On Earth Am I Here For Campaign Success Guide*, pp. 6-7. For more general helps with conducting a campaign, we suggest you download the success guide from www.PurposeDriven.com.

6. Small Groups Coordinator: The Small Group Coordinator directs the team that recruits and trains hosts for adult small groups, and provides support as they form their groups and meet weekly during the campaign. Here, participants experience the small group-level of engagement with the campaign.

How to Build a Great Team²

Prayer is the first step to building a great team of coordinators. Resist the urge to run right out and make a few phone calls to the “usual suspects.” Wait on God. There may be someone in your church you wouldn’t have thought of, but who has gifts just waiting to be used on your team. God has been preparing them for such a time as this. Through prayer, let the Lord lead you to his team of Campaign Coordinators.

As you build the Campaign Coordinators Team, think about those in your church who are involved in service and ministry, or newer members who have expressed a passion for getting involved with their new church. Building a team for such a significant experience in your church’s life offers the opportunity to help your church and its ministry long-term. You might discover potential new leaders for your church. People may find and develop their spiritual gifts in new areas of ministry they’ve never considered.

Here are some suggested qualifications to seek in any team member:

- Excitement and enthusiasm about sharing the vision of the campaign with others
- An authentic walk with the Lord
- Leadership and/or organizational gifts
- Strategic and/or creative thinking
- Willingness to give the necessary time to this campaign
- Well-respected as a spiritual leader
- A commitment to excellence
- Ability to problem-solve and delegate responsibilities

In choosing people for specific roles as coordinators, here are some key questions to ask:

- Campaign Director: Who is a Big Picture person who is gifted in administration and team-building?
- Communications Coordinator: Who knows the internal systems of your church well?
- Prayer Coordinator: Who is the prayer warrior in your church?
- Weekend Services Coordinator: Who knows the style of your church and can work effectively with the Pastor?
- Small Groups Coordinator: Who knows a lot of people in your church and has a passion for creating community?

²This section is adapted from *What On Earth Am I Here For Campaign Success Guide*, p 8. For more general helps with conducting a campaign, we suggest you download the success guide from www.PurposeDriven.com.

STEP 2

Your First Team Meeting

Sometimes the hardest part of a big project is just getting started. Go ahead and set a date for your first meeting with your campaign team. Then be sure everyone gets plenty of notice and several reminders. We suggest sending your team an “update” email and text once a week leading up to the initial meeting.

Your first campaign planning meeting is vital. It will set the tone for the entire campaign! (No pressure!) Thus, you must come into that meeting well-prepared and “prayed up.” Prior to the first leaders meeting, it is vital that the pastor and campaign director sit down together and talk through their goals for the planning meeting and for the campaign in general. It can be de-motivating and even discouraging to the other leaders if they sense their pastor and campaign director are not in sync and on the same page.

What to Accomplish

Below are some things we suggest you aim for during your first team meeting. Be sure your pastor and campaign director lead this meeting *together*.

1. Share the vision. Make it plain. Overview the campaign’s goals and design.
2. Show your enthusiasm for what you believe God can do through the campaign.
3. Take ample to pray together for God’s power and wisdom.
4. Answer questions as completely as possible.
5. Calendar your meeting schedule. (We suggest meeting once a week.)
6. Assign action steps for your team to do by your next meeting.
7. Give each team member a copy of *Heaven’s Praise* along with the other campaign materials.

STEP 3

Plan Your Materials

Of all the church campaigns on the market today, we believe you will find that *Live to Win* is one of least costly in terms of money. No matter the size of your congregation, these materials are very affordable. That's because most of the materials you download and copy yourself.

You Will Need to Purchase Two Things:

1. The Campaign Starter Kit
2. *Heaven's Praise* books for your individual members

Both are these items are available at www.NextLevelWorship.com/LivetoWin.

The Campaign Starter Kit is a one-time purchase of several downloadable files. Once you download the files, you can print as many copies of those materials are you need for your church campaign.

The Campaign Starter Kit includes:

- ◇ Small Group Leaders Guide (which includes weekly small group lessons)
- ◇ Family Devotionals (Six weekly devotionals total)
- ◇ Pastor's Sermon Outlines (Six sermons total)
- ◇ Promotional posters and other promotional items
- ◇ Weekend service orders, song ideas, dramas, and other service helps

The *Heaven's Praise: Hearing God Say Well Done* personal devotion books can be purchased through www.NextLevelWorship.com at a discount using the discount code that comes with the Starter Kit. You will want to order enough for the adult and youth members of your congregation. Be sure to have them ready to distribute on the kick-off day of the campaign.

NOTE: Optional Small Group Teaching Videos by Dwayne Moore are available at www.NextLevelWorship.com/LivetoWin.

Options for Paying for the Campaign

- ◇ Budget: Pay for them by using funds from your budget.
- ◇ Donor: Cover costs through one or more donors.
- ◇ Offering: Cover the costs with an end-of-campaign Celebration Offering.

CAMPAIGN TIMELINE

7-8 Weeks Out

- ◇ Secure a Campaign Director and Campaign Leadership Team
- ◇ Have your first campaign team meeting
- ◇ Calendar *Live to Win* to the exclusion of any other major event during its 6-week emphasis
- ◇ Communicate plans with church staff and key leaders
- ◇ Get major influencers within your church on board supporting the campaign

4-6 Weeks Out

- ◇ Campaign Leadership Team meets weekly
- ◇ Church promotion through bulletin boards, in-pulpit prayer requests/awareness mentions and through website and social media (Facebook, Twitter, etc)
- ◇ Prayer emphasis among core prayer teams and groups
- ◇ Initial Church-wide announcements made through newsletters, on-screen announcements, etc.
- ◇ Order *Heaven's Praise* books at www.NextLevelWorship.com or at 877-261-0521

2 Weeks-3 Weeks Out

- ◇ Strong pulpit promotion by the lead pastor
- ◇ Send Public Service Announcements/Press Releases to local newspapers, radio and TV stations (optional)
- ◇ Meet with Small Group or Sunday School leaders/teachers to assure they are prepared

1 Week Out

- ◇ Explain in some detail to congregation about the 4 key elements of *Live to Win*:
1. *Heaven's Praise* books for each member, 2. Small Group Bible Studies, 3. weekly supporting services, and 4. family devotionals
- ◇ Send letter and/or email to all members encouraging them to participate
- ◇ Pastor preaches preview sermon (Watch Dwayne Moore's preview sermon at www.NextLevelWorship.com/LivetoWin.)
- ◇ Begin "Seven Days of Prayer" (included with the Starter Kit)

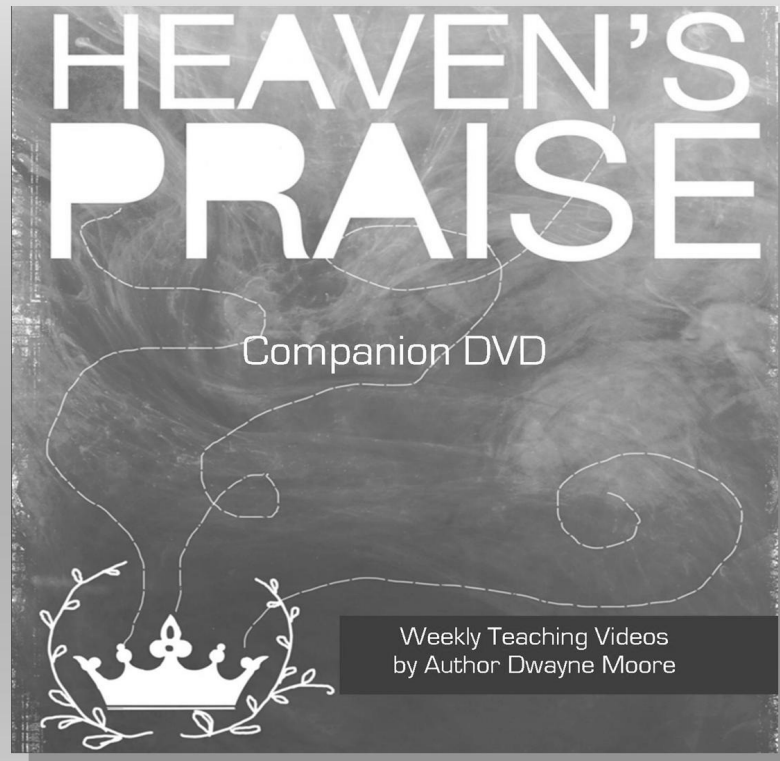
Kick-off Sunday

- ◇ Pastor preaches Week 1 Sermon
- ◇ Distribute *Heaven's Praise* books to your members

Week 1 of Campaign

- ◇ Small groups meet to do Week 1 lesson
- ◇ Members start *Heaven's Praise* devotional book on Monday after Kick-off
- ◇ Families do Week 1 Family Devotional

Invite Dwayne Moore to Your Small Group Sessions!



Want to make the most of *Heaven's Praise* with your small group? Then imagine having the author talk to them every week about what they're learning!

Dwayne Moore has recorded powerful weekly teaching videos which highlight the material and will inspire your group to keep faithful to the daily devotions in the book.

Dwayne presents the challenging and at times difficult themes of *Heaven's Praise* with a humorous and passionate style that you and your group will love!

This Companion DVD is one resource you can't afford to do without! Go to NextLevelWorship.com to order your copy today!

