This Starter Guide will walk you through implementing Altar Ego as a church campaign and/or small group experience.

LAUNCHING AN ALTAR EGO CHURCH CAMPAIGN

BEGIN a church campaign with pastor and author Craig Groeschel that helps your church trade in their broken identities and unleash altar egos to become living sacrifices. Once we know our true identity, then we can behave accordingly, with bold behavior, bold prayer, and bold obedience. All of the tools you need in order to implement your church’s campaign are included in this kit, and this Starter Guide will help you begin on the right foot.

LAUNCH your church campaign at any time. This five-week preaching series and small group study is especially effective for those times of the year when you would like to reach out to your community through a special series.

DOWNLOAD preaching resources, promotional pieces, and samples from www.altaregocampaign.com

IMPLEMENTING A CHURCH CAMPAIGN

1. ESTABLISH VISION AND UNITY (90 days before launch)
   • Present an overview of the Altar Ego campaign and message to your leaders and staff to gain vision and unity. The resources found on the www.altaregocampaign.com website will help you do this.
   • Develop a promotional strategy to announce the campaign to your church congregation and the surrounding community. The www.altaregocampaign.com website has many marketing and promotional resources for this purpose.

2. PROMOTE AND ORGANIZE (60 days before launch)
   • Recruit prayer team leaders and members to pray for the church campaign.
   • Meet with group leaders and/or Sunday School teachers for orientation.
   • Order Altar Ego resources at your local Christian bookstore, online, or at website. Each church needs one curriculum kit, every small group needs one DVD, each individual needs one participant guide, and one Spirit Rising book is recommended for every person or couple.
   • Begin your promotional campaign using the resources at www.smallgroupsourc.com/campaigns.
3. FINE-TUNE (30 days to launch)

- Plan a sign-up Sunday for registration of new groups and classes. Provide a brief introduction to the six-week campaign.

- Make sure that Altar Ego resources are available at a resource table or through your church bookstore.

- Utilize the bulletin insert and other promotional resources at www.altaregocampaign.com.

ALTAR EGO SMALL GROUP EXPERIENCE

The Altar Ego video study includes five video teaching sessions from Craig Groeschel and a study guide with discussion questions, in-between session activities, and other helpful tools. Here are three helpful tips in using this study in your group.

1. FAMILIARIZE YOURSELF WITH THE CONTENT

- Watch the five DVD sessions on the Altar Ego DVD by Craig Groeschel while working and praying through the Altar Ego hardcover book. Whether you are leading or facilitating your group, you will be best served by being familiar with the content.

- Review the resources at www.altaregocampaign.com. Consider what would work best for your group in promoting this DVD study.

2. PROMOTE AND ORGANIZE YOUR STUDY

- Show your group a clip from the DVD study, or share the first session directly from YouTube via email or Facebook (found at www.zondervan.com/biblestudies).

- Point group members to order Altar Ego resources at your local Christian bookstore or online. Every small group needs one DVD, one study guide is needed for every person, and a hardcover book is recommended for every individual or couple.

3. Pray!

- This study will give you and your small group the opportunity to open your lives up to the Holy Spirit and experience God’s power in a new way, so be in prayer throughout the study, listening to what God is telling you.

Craig Groeschel is the founding and senior pastor of LifeChurch.tv, a pace-setting multicampus church and creators of the popular and free YouVersion Bible App. He is the author of several books including Soul Detox, Weird, The Christian Atheist, and It. Craig, his wife, Amy, and their six children live in Edmond, Oklahoma.