

# ALL IN

## CHURCH CAMPAIGN STARTER GUIDE

This Starter Guide will walk you through implementing *All In* as a church campaign and/or small group experience.

### LAUNCHING AN *All In* CHURCH CAMPAIGN

**BEGIN** a church campaign with pastor and author Mark Batterson that is an invitation to congregations everywhere to go all in and all out for God. Jesus didn't die to make us safe. He died to make us dangerous! Faithfulness isn't holding the fort. It's storming the gates of hell with the light and love of Jesus Christ. 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 four-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 the DVD-ROM or online at [www.smallgroupsource.com/campaigns](http://www.smallgroupsource.com/campaigns).

### IMPLEMENTING A CHURCH CAMPAIGN

#### 1. ESTABLISH VISION AND UNITY (90 days before launch)

- Present an overview of the *All In* campaign and message to your leaders and staff to gain vision and unity. The resources found on the DVD-ROM and at [www.smallgroupsource.com/campaigns](http://www.smallgroupsource.com/campaigns) will help you do this.
- Develop a promotional strategy to announce the campaign to your church congregation and the surrounding community. The DVD-ROM and [www.smallgroupsource.com/campaigns](http://www.smallgroupsource.com/campaigns) 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 *All In* resources at your local Christian bookstore or online. Each church needs one campaign kit, every small group needs one DVD, each individual needs one study guide, and one hardcover book is recommended for every person or couple.
- Begin your promotional campaign using the resources on the DVD-ROM or at [www.smallgroupsource.com/campaigns](http://www.smallgroupsource.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 four-week campaign.
- Make sure that *All In* resources are available at a resource table or through your church bookstore.
- Utilize the bulletin insert and other promotional resource on the DVD-ROM or online at [www.smallgroupsource.com/campaigns](http://www.smallgroupsource.com/campaigns).

## All In GROUP EXPERIENCE

The *All In* study includes four video teaching sessions from Mark Batterson 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 four sessions on the *All In* DVD by Mark Batterson while working and praying through the *All In* book. Whether you are leading or facilitating your group, you will be best served by being familiar with the content.
- Review the resources on the [www.smallgroupsource.com/campaigns](http://www.smallgroupsource.com/campaigns) website. 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](http://www.zondervan.com/biblestudies)).
- Point group members to order *All In* 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 challenge you and your group to take risks, make sacrifices, and follow Jesus in ways never dreamed before. If you goes all in, God will show up and show off His power and glory like never before, so be in prayer throughout the study, listening to what God is telling you.

**Mark Batterson** serves as the lead pastor of National Community Church in Washington, D. C. Mark is the author of several bestselling books, including *New York Times* Bestseller - *The Circle Maker*. He and his wife, Lora, live on Capitol Hill with their three children. Follow Mark on Twitter: @markbatterson