



# FIGHT

## CHURCH CAMPAIGN STARTER GUIDE

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

### LAUNCHING A *FIGHT* CHURCH CAMPAIGN

**BEGIN** a church campaign with pastor and author Craig Groeschel that helps men in your church uncover who they really are—a man created in the image of God with a warrior’s heart—and how to stand up and fight for what’s right.

They will find the strength to face the battles they know they need to fight—the ones that determine the state of their hearts, the quality of their marriages, and the spiritual health of their families. 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 the enclosed DVD-ROM or online at [www.fightthebook.com](http://www.fightthebook.com).

### IMPLEMENTING A CHURCH CAMPAIGN

1. **ESTABLISH VISION AND UNITY** (90 days before launch)
  - Present an overview of the *FIGHT* campaign and message to your leaders and staff to gain vision and unity. The resources found on the DVD-ROM and at [www.fightthebook.com](http://www.fightthebook.com) 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.thefightbook.com](http://www.thefightbook.com) website have 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 *FIGHT* resources at your local Christian bookstore, online, or at website. 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 man or couple.
  - Begin your promotional campaign using the resources at [www.fightthebook.com](http://www.fightthebook.com).

### 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 five-week campaign.
- Make sure that *FIGHT* resources are available at a resource table or through your church bookstore.
- Utilize the bulletin insert and other promotional resources found on the DVD\_ROM and at [www.fightthebook.com](http://www.fightthebook.com).

## **FIGHT** GROUP EXPERIENCE

The *FIGHT* 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 *FIGHT* DVD by Craig Groeschel while working and praying through the *FIGHT* 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.fightthebook.com](http://www.fightthebook.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](http://www.zondervan.com/biblestudies)).
- Point group members to order *FIGHT* 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 teach you and your group how to fight with faith, with prayer, and with the Word of God, and how to focus on the God-given call and design of who they were created to be: men who know how to fight for what's right, 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 *AlterEgo*, *Soul Detox*, *Weird*, *The Christian Atheist*, and *It*. Craig, his wife, Amy, and their six children live in Edmond, Oklahoma.