THIS STARTER GUIDE will walk you through implementing Before Amen as a church campaign and/or small group experience.

**LAUNCHING a Before Amen Church Campaign**

**BEGIN** the Before Amen Church Campaign with pastor and author Max Lucado. In this campaign, Max Lucado—a self-professed “recovering prayer wimp”—reveals his personal struggles with prayer and shows your church how he discovered that prayer is not a privilege for the pious or the art of a chosen few but a simple tool all believers have been given to have a conversation with God. All of the tools you need to encourage your church members and implement the campaign are included in this kit.

**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 online at www.smallgroupsourcem.com/campaigns.

**IMPLEMENTING a Church Campaign**

1. **Establish Vision and Unity (90 days before launch)**
   - Present an overview of the Before Amen campaign and message to your leaders and staff to gain vision and unity. The resources found at www.smallgroupsourcem.com/campaigns will help you do this.
   - Develop a promotional strategy to announce the campaign to your church congregation and the surrounding community. The www.smallgroupsourcem.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 *Before Amen* 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 at www.smallgroupsouce.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 *Before Amen* resources are available at a resource table or through your church bookstore.

• Utilize the bulletin insert and other promotional resources at www.smallgroupsouce.com/campaigns.

**Before Amen GROUP EXPERIENCE**

The *Before Amen* study includes four video teaching sessions from Max Lucado 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 *Before Amen* DVD by Max Lucado while working and praying through the *Before Amen* 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.smallgroupsouce.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.youtube.com/zondervan).

• Point group members to order *Before Amen* 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 help you connect with God by building a prayer life that is stronger, better, and deeper, so be in prayer throughout the study, listening to what God is telling you.

More than 130 million readers have found comfort in the writings of Max Lucado. He ministers at the Oak Hills Church in San Antonio, Texas, where he lives with his wife, Denalyn, and a sweet but misbehaving mutt, Andy.