



40 DAYS

Campaign Planning Guide

There are 4.4 million people living in Kentucky
1.7 million homes residences.
About 81% will not be in church this Sunday.
Each one deserves to hear the gospel message from us.
Gospel to Every Home is how we get there.



Gospel to Every Home

40 DAYS Campaign Planning Guide

Church leader,

Thank you for downloading this resource. The Gospel to Every Home is a bold initiative that will require God's power and God's people working together as never before. This 40 Days Campaign Planning Guide provides the basic elements to prepare your people.

Gospel to Every Home, 40 Days Campaign Planning Guide Contents:

- Before You Begin
- How This Works
- Gather a Leadership Team
- The First Team Leader Meeting
- GTEH 40 Days and Beyond Timelines

BEFORE YOU BEGIN

Any great movement of God always begins in prayer. If you are going to see God move in and through your people during the Gospel to Every Home 40 Days Campaign, it will not happen by following the plan as outlined in this kit alone. Any significant move of God always requires the Holy Spirit stirring the hearts of God's people and filling them with heaven's power. Such movements are always precipitated by God's people earnestly and humbly seeking His face in prayer, repenting of sin, experiencing personal revival, and crying out to the Lord to heal their land. (2 Chronicles 7:14)

So, before you begin your GTEH 40 Days Campaign, be sure to spend time plenty of time on your face before the Lord in prayer. Ask Him to renew your heart and the hearts of your people. Ask Him to stir up an evangelistic boldness within the church. Pray for church leaders to passionately embrace the vision for GTEH. Lift up associational leaders and the other churches in your association and ask for a spirit of unity. Cry out to God to open the hearts of lost people in your community so that many will respond in faith to the gospel. Invite the prayer warriors in your church to join you in praying for these priorities.

Why not pause for prayer now?

"If my people who are called by my name humble themselves, and pray and seek my face and turn from their wicked ways, then I will hear from heaven and will forgive their sin and heal their land." 2 Chronicles 7:14

HOW THIS WORKS

The goal of the Gospel to Every Home 40 Days Campaign is to ignite a gospel movement where members are inspired, informed, equipped, and prepared to be involved in the Gospel to Every Home initiative and beyond. The campaign works by bringing the whole church together for 40 days of focused prayer, preaching, teaching, training, worship, and fellowship. Everything is designed during the 40 days to prepare the people of God to take the gospel message to the lost in your community and beyond.

For the GTEH 40 Days to be effective, it is important that the whole congregation, from babies to senior adults, get onboard. During the campaign, we strongly suggest that you simplify the church's normal schedule and focus every worship service, regular program, event, training, and curriculum on the GTEH 40 Days. The GTEH kit contains everything you will need to launch a successful 40-day campaign.

The GTEH 40 Days Campaign works in three environments:

Individuals – Individual members praying for the lost in their communities during daily devotionals provided in the 40 Days of Prayer Guide.

Groups – Sunday school/small groups where believers are equipped for Great Commission living through GTEH Bible studies and personal evangelism training.

Congregation – Gathering the whole church in worship where the vision, purpose, and plan for GTEH is laid out and reinforced.

How to launch a GTEH 40 Days Campaign:

- Recruit a Leadership Team.
- Develop a GTEH 40 Days timeline (see suggested timelines on USB).
- Promote GTEH 40 Days to the entire church.
- Cast the vision for GTEH 40 Days Campaign to the congregation.
- Launch the GTEH 40 Days Campaign.
- Center worship around Christ and His call to make disciples.
- Preach your adaptations of the six GTEH messages.
- Teach the similarly themed GTEH Sunday school/small group lessons for six weeks.
- Lead the congregation to be unified in prayer using the GTEH 40 Days of Prayer Guide.
- Train members in personal evangelism.
- Commission the people to carry the gospel to every home.

GATHER A LEADERSHIP TEAM

No pastor should try to shoulder the GTEH 40 Days Campaign alone! It is vital you gather a team of passionate leaders who will leverage their influence with members and help you guide the campaign. The following is a list of leaders you will need to recruit to make the GTEH 40 Days a successful experience.

Pastor

- Provides spiritual leadership during the 40 Days Campaign.
- Works with associational mission strategist and other churches in joint effort.
- Recruits leadership team.
- Casts the vision for GTEH.
- Preaches GTEH sermons.
- Keeps GTEH in front of the church.

Director

- Person who sees the big picture and is strong in administration.
- Works with pastor to recruit a leadership team.
- Establishes leadership team meeting schedule and agenda for each meeting.
- Works with pastor and leadership team to develop the GTEH timeline including the 40 Days Campaign.
- Gives team members their assignments and provides resources and guidance to each.

Prayer Leader

- Person who is a genuine prayer warrior.
- Works with the pastor and director to develop a prayer strategy for the 40 Days Campaign.
- Secures 40 Days of Prayer Guides for the congregation.
- Plans prayer gatherings during the campaign.

Communication Leader

- Person who understands how the church systems work.
- Works with the director to promote GTEH 40 Days Campaign to the church.
- Secures promotional materials and coordinates their distribution.
- Supports all the other leaders by coordinating their communication needs.

Sunday School/Small Groups Leader

- Person who loves gathering people around God's Word.
- Gathers Sunday school teachers and small group leaders and shares the timeline for teaching the GTEH Bible studies.

- Provides copies of the GTEH curriculum to all teachers.
- Provides an overview for each lesson to all teachers/leaders.
- If small groups are going to be created just for the GTEH 40 Days Campaign, this leader recruits and trains these people.

Evangelism Leader

- Person with a heart for the lost and who is active in sharing his/her faith.
- Works with the pastor to develop a personal evangelism training strategy for the congregation during the 40 Days Campaign.
- Helps select evangelism training tools.
- Coordinates the evangelism training schedule.
- Provides ideas to help members see gospel conversation opportunities all around them.

THE FIRST TEAM LEADER MEETING

Develop a meeting agenda that seeks to:

- Cast the vision for the GTEH 40 Days Campaign.
- Create community.
- Allow for much prayer.
- Explain each leader's role.
- Settle on a date for your GTEH 40 Days Campaign.
- Review the campaign timeline suggestions provided on the USB drive. Adjust the timeline to fit your church's campaign, both leading up to and during the 40 Days. The timeline should include input from every leader. Think about ordering materials, rolling out promotion, dates for prayer meetings, and the start date of your the GTEH 40 Days Campaign.
- Create a team meeting schedule.
- Make team leader assignments before the next meeting.
- Develop a team communication method (email, phone, text, social media).
- For the second team leader meeting, have your group's agreed upon timeline ready for the team's review. It's a lot easier to make adjustments to the timeline early on.

NOTE: Begin team meetings as soon as team leaders are in place. A long delay from recruitment to the first meeting may cause enthusiasm to wane. Plus, having plenty of time to make plans and carry out assignments will avoid the frustration of doing things at the last minute.