THE POWER OF THE SHORT CAMPAIGN

40 days of Prayer

RICK WARREN
By leading your congregation through a short campaign, you will see lives transformed, attendance grow, greater church unity, and experience God’s blessings.

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At Saddleback Church, we’re always experimenting with new ways to help our people grow spiritually and reach out to our community. Every once in a while, we stumble across something that really produces a significant spiritual harvest, and we think it’s important to share it with other congregations.

We’ve found that nothing else in the life of our church has transformed and mobilized our people more than using spiritual growth campaigns. When other churches used our very first campaign, *40 Days of Purpose*, they averaged an increase of 28 percent in worship attendance and an average increase of 79 percent in small group attendance.

These churches saw untold thousands come to Christ and be baptized. People were welcomed into church membership, they connected to a small group or Sunday school class, they learned the meaning of real worship and fellowship, they were equipped for ministry, and then they were sent out on their mission in the world.

And it doesn’t stop there. Troubled marriages were healed, broken relationships were restored, and a new spirit of unity, vision, and purpose swept through many congregations.

Our spiritual growth campaigns are all about the Kingdom of God, fulfilling God’s agenda in his world. These campaigns help people understand that God’s work is much bigger than any individual, church, or denomination, and offer churches a biblical strategy to reach, equip, and send out disciples into the world.
Here are four reasons why I believe our spiritual growth campaigns will be effective in your congregation:

**THE PRINCIPLE OF CONCENTRATED FOCUS**

During one of our spiritual growth campaigns, your entire church—every age group, every ministry, every small group or Sunday school class, and every worship service—can focus on the same thing together: God’s purpose for our lives. It isn’t uncommon for us to have church activities that point our members in many different directions, but when you use a campaign, your entire congregation will be concentrated on the same truth at the same time, and that will help everyone to grow together.

**THE PRINCIPLE OF MULTIPLE REINFORCEMENTS**

We designed the campaign journey around four vital habits that everyone needs to grow spiritually: weekly worship attendance, a daily quiet time, a weekly group Bible study, and a weekly Scripture memory verse. Your people will hear about God’s purposes for their lives over and over through a variety of different formats. This will allow biblical truths to sink deeper into their hearts, which is essential for any permanent life change. You will find your people growing—and going—long after the campaign is finished.

**THE PRINCIPLE OF BEHAVIORAL TEACHING**

Each message is designed to encourage people to become “doers of the Word, and not hearers only” (James 1:22 NKJV). Interpretation without application simply creates an audience with overdeveloped ears and head, but no heart, hands, or feet to act like Jesus. Your congregation will be called to specific commitments and spiritual habits that are a part of godly growth.
THE PRINCIPLE OF EXPONENTIAL THINKING

Exponential thinking stretches your faith, your creativity, and your dependence on God. It forces you to completely depend on God because you know you can’t reach your goal on your own power. This “faith factor” is what moves the spiritual growth campaign from “What we’ve always done” or “What we think we could do” to expecting God to do something that’s never been done before in your church.

You attempt to do something so big that it can’t be accomplished by human effort alone. It requires you and your congregation to move forward in faith, believing what Jesus said: “According to your faith, let it be done to you” (Matthew 9:29 NIV).

With exponential thinking, you add a zero to your goals for the campaign. For instance, if you have five Sunday school classes or small groups, you ask, “What if we prayed and worked to start 50 classes or groups? What would that require?”

Before one of our spiritual growth campaigns, I challenged our church to start 3,000 new small groups in our community instead of our original plan to start 300 new groups. That forced us to think in new ways. We didn’t reach the goal, but we did establish 2,500 groups—far more than we would have otherwise.

For years, we’ve watched God use these principles to grow people, small groups, and Saddleback Church. Kingdom principles produce Kingdom growth. When we align ourselves with God’s Kingdom agenda—the five purposes we were created and placed on this earth to fulfill: Fellowship, Discipleship, Worship, Ministry, and Evangelism—God does miraculous things.

I invite you to join us. We’re waiting to partner with you on the journey of a lifetime!
WE’LL HELP YOU THROUGH EVERY STEP

This year’s campaign is 40 Days of Prayer. When you look at the state of our world, we need prayer right now. Your city needs prayer right now. Your families need prayer right now.

The 40 Days of Prayer resources will help you teach your congregation how to pray with confidence and boldness. You’ll show your congregation the kind of prayers that get answers, and, based on God’s promises, they will see breakthroughs and blessings in their lives.

We’ve put together a comprehensive kit that gives you everything you need. I like to say, “Just add water and stir!” God has used our spiritual growth campaigns to help tens of thousands of churches. I’m faithfully certain that your church will experience spiritual growth as well as numerical growth. Many congregations have seen God use our campaigns to lead people to a greater commitment, guiding them into ministry and missions.

The 40 Days of Prayer campaign kit includes suggested sermons you can preach during the six weeks. We give you the small group DVD and the Bible study workbook. There are also daily devotionals that correspond to the material and memory verses to reinforce what you’re teaching your congregation.

Plus, we offer guidance on how to use these materials. We even give you information on how to train the people who host small groups in their homes.

Here’s my challenge—let’s work together on the health and the growth of your congregation. I don’t want your church to focus on being a growing church; I want your church to focus on being a healthy church. And healthy churches grow.

What’s a healthy church? A healthy church means growing warmer through fellowship, growing deeper through discipleship, growing bolder through worship, growing more compassionate through ministry, and faithfully spreading the Gospel through mission. I believe God will use your leadership and the 40 Days of Prayer resources to mobilize your members take his Kingdom into your community and beyond for his global glory.
WE ARE HERE TO SERVE

If you have any questions or issues that are not addressed by the campaign materials, please contact our Customer Care Team. Our toll-free number is 1-877-PASTORS. You may also email questions to info@pastors.com. A representative will gladly assist you with your questions, help you place a resource order, and verify shipping options.
“Our church was running 500 at the beginning of the campaign, and 850 by the end. One week before our celebration, I did our annual stewardship campaign in about two minutes per service. And I said, ‘If this campaign has meant anything to you, if it’s changed your life or your family, as it has changed our community, and our church, I want to ask you to give the biggest cash offering you’ve ever given in the history of our church.’ With only that two-minute request that I repeated at the celebration, by the end of our second service people gave $50,000 in cash. At the end of ten days we had over $120,000. It was enough to pay off every debt of our church. We went before the congregation and said, ‘Now that we’re debt-free, what would you like us to do?’ They said, ‘Take this Purpose Driven message to as many people as you can, and this will be a part of our mission effort.’ As a result, we’ve been to Africa, Mexico, Japan, Vietnam, Hong Kong, and Eastern Europe in teams sharing the Purpose Driven message.”

— DAVE HOLDEN, LAKE GREGORY COMMUNITY CHURCH, CRESTLINE, CA
Lord, I have heard the news about you; I am amazed at what you have done. Lord, do great things once again in our time; make those things happen again in our own days.

HABAKKUK 3:2 (NCV)