



LAUNCH STRATEGY GUIDE

Vision for God's Word for Life

God's Word for Life is a comprehensive spiritual growth program that accomplishes the biblical mandate of making disciples by linking the home and the church. It empowers leaders to create a culture of daily discipleship as families and individuals of all ages study the same Bible passage each week. While teaching materials and devotionals are flexible enough to be used in individual formats, God's Word for Life works best when the entire church participates in the comprehensive solution so that daily conversation can spark spiritual growth (Deuteronomy 6:4-9; Hebrews 10:24).

Benefits of implementing God's Word for Life:

1. Creates a culture of daily discipleship by providing a systematic way for every person in your church to interact with Scripture every day
2. Provides the opportune time to relaunch or innovate the teaching ministries of your church
3. Creates an easy on-ramp to get people on the fringes into a class or small group
4. Gives church leaders a systematic plan for studying Scripture together across all age levels so that leadership always knows what's been taught in each class any given week
5. Features tools to measure and track the spiritual growth of each member of the church as well as the collective body

Launch Plan and Checklists

PRE-LAUNCH

Use the following checklist to prepare for your Launch Sunday:



SET YOUR LAUNCH SUNDAY DATE.

Ideally, your Launch Sunday should occur one week before the church will begin teaching and using God's Word for Life. Picking a date as early as possible and securing it on the church calendar will provide optimal time for planning and preparation.



EVALUATE YOUR CURRENT STRUCTURE FOR TEACHING.

Do you use small groups, a Sunday school department, midweek teaching, or some other format for the teaching ministry of your church? What about it is working? What about it could be improved?



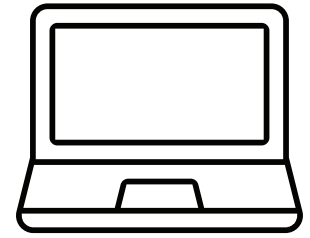
If you've moved away from teaching, it's time to take a fresh look. Certainly attention spans have changed, people's expectations are different than a generation ago, and the way we do church has shifted. But we never outgrow the need to learn from God's Word. Now is not the time to abandon teaching, but it is time to reinvent it. If you've given up and moved a different direction, this is a new juncture where you can relaunch it with fresh passion, innovation, and technology to recapture people's imagination and reinstitute this needed ministry in a more effective way.

Making a change during the normal course of church life can be difficult. Volunteers can experience hurt feelings when being redeployed, and longstanding patterns are difficult to change. However, since the implementation of God's Word for Life will involve new changes, extra energy, and attention to areas that may coast without much monitoring, now is the perfect time to make needed changes. The pandemic has already conditioned church culture to deal with change; use this juncture to restructure or innovate in ways to make the teaching ministry of your church its most effective. (Contact PPH at email if you would like to consult about this topic.)



TAKE INVENTORY OF YOUR TECHNOLOGY NEEDS.

As part of God's Word for Life's mission to provide tools that match the times, each lesson of God's Word for Life for each age level includes a video to supplement the lesson. Now would be a good time to consider the equipment and technology your leaders and teachers have for ministering to their groups or classes.



People are generally accustomed to viewing content on phones and small devices. Would it be optimal if you had a screen in each classroom? Yes. Is it possible for teachers to bring a personal tablet or laptop to play the lesson videos? Yes. Consider your existing inventory of technology equipment, your teaching structure going forward, and your budget. Invest dollars in what leads to lasting discipleship. If the budget affords incorporating class technology, it signals to volunteers and the entire church how seriously you regard Bible study and teaching. Involve your leaders in the conversation and analyze the priority of needs for relaunching your church's teaching ministry for the most impact.

If the budget affords incorporating class technology, it signals to volunteers and the entire church how seriously you regard Bible study and teaching.



ORDER GOD'S WORD FOR LIFE CURRICULUM.

After making any plans to restructure or innovate your teaching ministry, take inventory of the number of groups and classes; leaders, teachers, and volunteers; and students or group participants. In July, use that inventory alongside the Quick Order Guide (enclosed) to place an order for God's Word for Life from Pentecostal Publishing House.



CREATE A PLAN TO MAKE DAILY DEVOTIONALS A CENTERPIECE OF THE LAUNCH.

a. The Value of a Program

Part of what makes this launch so unique for your church is that the resources from God's Word for Life gives you a sustainable plan to create and maintain a culture of daily devotion for your whole church. Single-use books can breathe fresh air into a church, but good intentions often collapse after the phase is up. Restructuring the teaching ministry of your church to include an emphasis on daily devotions is possible because

each week groups or classes follow up on daily progress and each quarter you'll be able to roll out another set of Daily Devotional Guides and encourage everyone to dig in all over again. Prioritize the Daily Devotional Guides in the way you re-envision the teaching ministry of your church.

b. Decision on Devotional Structure

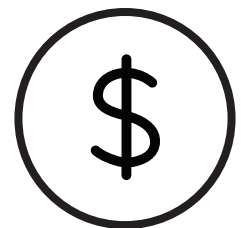
The content in the Daily Devotional Guides focuses on the same Bible passage studied in the Leader Guides that teachers and leaders use to teach at church. You can calendar the materials to coincide one of two ways:

1. Instruct students to complete the accompanying devotional material during the week to reinforce the Bible passages already taught in the lesson at church.
2. Teach one week behind the suggested schedule in the Leader Guide so students interact with the Bible passages for the lesson during the week at home before the lesson. This option would allow for additional discussion since students will have already reviewed lesson content in advance.

In either scenario, this tool equips students to dig into God's Word every day!

c. Funding

If you've not been providing resources for all the members of your congregation previously, you may have questions about how this will affect your church budget. For perspective, the cost for one member of the church to have a resource for daily devotions is six cents per student per day. However, understanding budgeting is important, take time before launch to decide how you'll fund the inclusion of Daily Devotional Guides if this represents a new paradigm for your church. The following options are commonly used in churches:



- *Church Funded via Offerings.* The church may take a special offering quarterly to subsidize the costs of the teaching ministry or the church may have a routine Sunday school offering weekly.
- *Church Funded via Budget.* The church may chose to underwrite costs of teaching materials as part of the cost of ongoing ministry.
- *Church Funded via Preordering.* The church may choose to coordinate a single order of curriculum but ask church

members to indicate before a certain date if they would like Daily Devotional Guides or the family devotional. Under this model, the church coordinates the quantity based on pre-order quantities and donations (optional).

- *Family Funded.* The church may choose to defer the ordering to families to buy individually. Under this model, the church still would arrange for resources for leaders/teachers and group/classes, but individuals within the church would be encouraged to order their own Daily Devotional Guides.



HOST AN INFORMATIONAL MEETING WITH TEACHERS AND LEADERS.



After the curriculum arrives and before the Launch Sunday, host a meeting with your teaching teams. Use this time to infuse passion and excitement about this new journey. Include the following components in the meeting:

- Arrange for a time for the lead pastor to briefly address everyone about the importance of the teaching ministry.
- Show appreciation for the teachers, and give special recognition to any directors or leaders with oversight responsibilities.
- Introduce the God's Word for Life curriculum. (Teams will want to take it home to begin studying, preparing, and getting oriented to it.)
- Watch the training videos provided with God's Word for Life and My Growth Toolkit at GodsWordForLife.faith/training.



BEGIN PROMOTING LAUNCH SUNDAY AND THE NEW TEACHING KICKOFF WITHIN THE LOCAL CHURCH.

Graphics and resources are provided within this Launch Package to help.



MAKE FINAL PREPARATIONS FOR LAUNCH SERVICE.

In the days before the Sunday Launch Service, prepare everything needed to have an exciting kickoff. Incorporate décor, media, and any elements to help make the service exciting. Work through the checklist that follows and ensure that everything is ready.

Incorporate décor, media, and any elements to help make the service exciting.

Use the following checklist to prepare for your Launch Sunday:



The image shows a collection of overlapping cards from the 'Family Life' series. The cards are colorful and feature various illustrations and text. One card prominently displays the title 'The First Family Fight' and includes a section for 'Sunday' with a list of activities. Another card shows a person playing a guitar and is titled 'The First Family Fight'. A third card features a person holding a trophy and is titled 'The First Family Fight'. The cards are arranged in a fan-like pattern, showing different topics and activities.

- ## PLAY THE LAUNCH VIDEO.

PREACH THE GOD'S WORD FOR LIFE SERMON.

SIGN THE GOD'S WORD FOR FAMILIES COVENANTS.

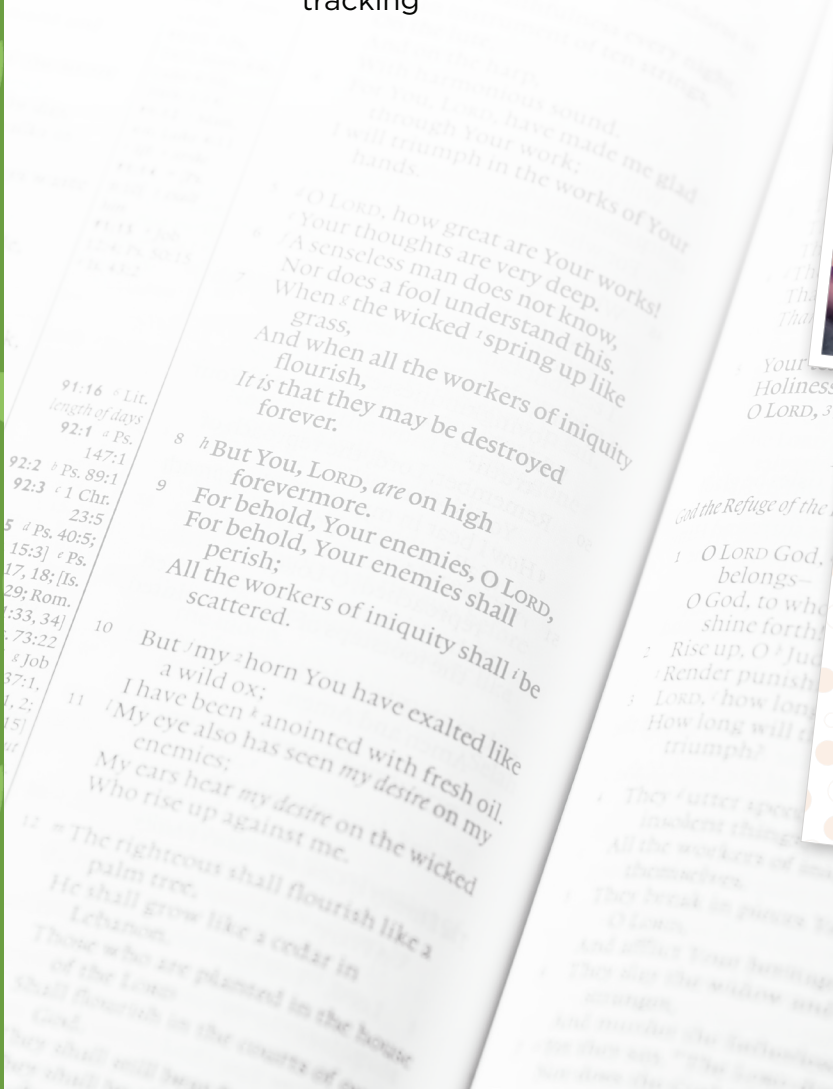
[illegible]



HOST AN OPEN HOUSE OR MEET AND GREET.

Follow up Launch Sunday with time after church for everyone get oriented to their classroom and any new procedures. Calling it an Open House gives leaders and teachers the opportunity to connect more closely to students and families in an informal setting, including any new families should you choose to use the event as an outreach. An Open House Kit is provided at www.pentecostalpublishing.com/openhouse. Materials will guide in the process of planning, advertising, and hosting this portion of the event. Consider the following options:

- Showcase the God's Word for Life material including the Scope and Sequence that indicates what material will be taught when
- Serve refreshments and encourage the church to have a time of connection
- Collect student and family information and enter it into My Growth Toolkit for future growth tracking



POST-LAUNCH

Use the following checklist to follow up after your Launch Sunday:



FOLLOW UP AND ENCOURAGE ATTENDANCE.

In addition to normal attendance follow up, consider the following:

- A church email a few days before the first Sunday to add one last push for attendance
- Special follow up for any guests or people on the fringes who have not previously been part of groups or classes



CREATE A PLAN FOR ONGOING ENCOURAGEMENT AND ENGAGEMENT.

A key to the whole church growing in their daily devotion is the church's ability to highlight it as a priority. In addition to the vital reinforcement of the program from the pulpit, social media and communication tools (like a church-wide text messaging service) equip churches to keep the message in front of the church as well as to engage on a personal level. Consider the following ways to perpetuate excitement:

- Use the social media information provided in the youth and adult resource kits of God's Word for Life to promote each week's class.
- Invite participants to share pictures or posts of their daily devotion time on your church's social media accounts.
- Use a mass texting solution to remind families or individuals about announcements connected to their group or class.

Consider the following ways to perpetuate excitement

- Social media
- Reminders and announcements



CREATE BASELINE ASSESSMENTS IN MY GROWTH TOOLKIT.

My Growth Toolkit (www.mygrowthtoolkit.com) provides a web-based solution to track and manage your church's spiritual growth. Shortly after Launch, coordinate a time to have the various group/class members take their first Spiritual Growth Assessment. Leaders or teachers can guide them in the process or encourage them to take the survey at their leisure. The first assessment will survey as a baseline so you can see how the church grows in the months to come. Information is available at www.mygrowthtoolkit.com to prepare you and your leaders for guiding the church in this first step.





PLAN OUT QUARTERLY CELEBRATIONS.

The God's Word for Life journey is marked by transitions each quarter as the church moves to the next set of material to study. To keep the group engaged in their spiritual growth, plan a time each quarter to celebrate individuals and families who have kept up with their daily devotions and to encourage others to get back on track. Knowing your unique church culture as you do, select the appropriate way to recognize those on track and yet inspire those behind to recommit.

Other Best Practices for Implementing God's Word for Life

MY GROWTH TOOLKIT

Your church's spiritual growth doesn't have to be a shot in the dark. Most churches see the need for software to organize our services, finances, and membership information. Yet in our teaching ministry, many leaders are still working off crude paper records, if any records at all. My Growth Toolkit offers a full array of resources to help lead your groups effectively in the areas of group management (member records, attendance tracking, etc.), assessments for measuring spiritual growth, training for teachers and group leaders, and more. For more information visit mygrowthtoolkit.com

THE VALUE OF RESOURCE KITS

Research suggests optimal learning involves appealing to all of the senses, and with the Resource Kit, teachers are equipped to engage the senses to make the lesson come alive. God's Word for Life features a video for each age level each week to supplement the lesson and make it more meaningful. Additional resources are included for the most effective age-appropriate learning. Details are available at GodsWordForLife.faith.

DIGITAL AND PRINT OPTIONS

God's Word for Life resources can be purchased as either a printed resource or a digital resource. A combination of print and digital options is available for a graduated price. As part of the process of completing the Quick Order Guide, check with leaders, teachers, and volunteers to see if they prefer print or digital versions of resources (or both).