



## The Grace Campaign Church Implementation Guide

This guide details the ideal timeline for building excitement and executing The Grace Campaign in your church. Whatever the best timing for your congregation, you will have a clear and comprehensive plan for a seamless experience.

### Promotion Timeline

- ➔ **4 Weeks Before Your Campaign Begins, Campaign promotion**  
Pulpit script: Over the next several weeks, you'll be hearing about something our church will experience next month. It's called "The Grace Campaign." Mark your calendars because beginning (insert start date here), we will start an amazing series that churches all across the country are also doing. We'll begin to hear more about this amazing series that goes deep into Luke 15, better known as "The Parable of the Prodigal Son." The six-week series will unveil details about this biblical passage you've never heard before, including an amazing twist ending that will knock your socks off. Unless, of course, you're wearing sandals.
- ➔ **3 Weeks Before Your Campaign Begins, Campaign promotion ramp-up**  
Begin distributing promotional handouts and canvass your church campus with promotional materials. Ask members and regular attendees to invite their friends, neighbors, and coworkers. This is something they won't want to miss!
- ➔ **2 Weeks Before Your Campaign Begins, Promotion from the pulpit and distribution of materials**  
Booklets for attendees and recruitment, trade books, study guides, the 14-day preparatory prayer guide, and any additional promotional flyers are given to the congregation.
- ➔ **1 Week Before Your Campaign Begins, Shift focus to the campaign and build excitement from the pulpit**
- ➔ **The Grace Campaign begins!**

### Teaching Timeline

*Note: Each session of the curriculum includes corresponding sermon outlines, a study guide, and a reading guide to aid Sunday school classes or small groups with the study guide and A Tale of Two Sons book.*

**Week 1:** The Parable

**Week 2:** The Prodigal

**Week 3:** The Father

**Week 4:** The Brother

**Week 5:** The Murder

**Week 6:** Conclusion