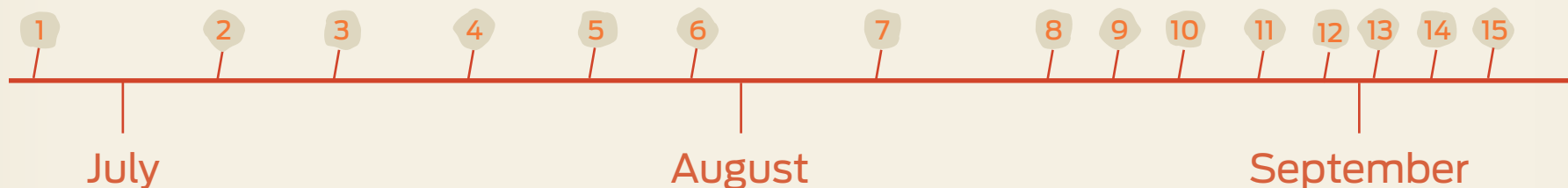


# HOW TO LAUNCH A FOLLOW ME CHURCHWIDE CAMPAIGN



## 1. Recruit leaders.

If you don't already have group leaders, start the process early to give enough time for recruiting, coaching, and preparation. Check out this [article](#) from Bible Study Insider for helpful tips.

## 2. Customize sermon outlines.

Sermon outlines are available in the *Follow Me Church Kit*. Take some time to review them, adjust for your preferences, and add your own content.

## 3. Sign up for the Follow Me Simulcast.

On August 14, David Platt will broadcast live from an undisclosed location in the Middle East. This is an incredible and FREE way to kick off a campaign. Find out more [here](#).

## 4. Order leader kits and member books.

Get this step out of the way early to be sure they arrive on time. You can always [order](#) more member books if more people sign up.

## 5. Start promoting the Simulcast.

Get your church excited about the new study and provide them advance notice to invite friends and neighbors.

## 6. Choose appropriate media.

Now is the time to start planning songs, videos, dramas, etc., to fit each week of your sermon series.

## 7. Distribute resources to leaders.

Your leaders will appreciate the extra time to get familiar with the materials.

## 8. Host the Follow Me Simulcast.

There is no better way to inspire your church than hearing from the author himself—from an area of the world where answering the call to follow Christ could mean risking your life.

## 9. Begin promotion in your church.

Use posters and presentation slides (included in *Follow Me Church Kit*) to get your church excited about the upcoming series and to give them a chance to invite visitors who attended the simulcast and others.

## 10. Work on final details.

Consider and decide on things like refreshments, greeters, attendance keepers, name tags, and so on.

## 11. Promote study with bulletin inserts.

Print inserts from the *Follow Me Church Kit* to include in your bulletins to remind your church and inform visitors.

## 12. Distribute member books.

Depending on how you do it at your church, either begin distributing the resources or make them available for purchase.

## 13. Continue promoting.

Remember to continue promoting the Bible study during your services.

## 14. Finalize initial sermon.

Add the finishing touches and make any last-minute preparations.

## 15. Start the study.

Continue promotion of the study in the weeks ahead so new visitors can learn of it and get plugged in.

After completing the *Follow Me study*, keep the momentum going in your groups with another David Platt resource, *Radical Small Group Study*, or similar studies such as *Explicit Gospel* and *Gospel Revolution*.