

DAY 41

HARNESSING THE MOMENTUM AFTER THE 40 DAYS OF PURPOSE CAMPAIGN





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INTRODUCTION

Congratulations! You have just completed the 40 Days of Purpose

(40 DOP) campaign in your church. That is no small feat. When you consider all the people hours—the meetings and training, the coordination and communication, the vision casting and story telling, the leadership recruitment and team building, the prayer and problem solving—what you have accomplished is worthy of applause. One person could not have facilitated what your church experienced. The process required a team with multiple gifts and skills all moving in the same direction, not just for 40 days, but for the weeks and months prior to the campaign. So, if you haven't heard it yet, Purpose Driven Ministries wants you to know, we are proud of you!

After an event like 40 DOP, yet still in the midst of stories of changed lives—people surrendering their lives to Christ and others discovering and embracing their life purpose for the first time—and stories of small groups forming and thriving, it is important to give yourself and the 40 DOP team appropriate margin to celebrate and recuperate. In other words, rest. Make time to bask in what God has done. Allow it to sink into your hearts and souls and let Him refuel your energy and vision before you rush onto the next thing. And as you rest, at some point, read this guidebook. Allow God to use it to help you pray and lead strategically, to learn from others, to discern accurately where your church currently is in relation to the five purposes and to then move forward with clear vision and God's mindset.



As our team at Purpose Driven Ministries reflects on all that God has done and continues to do through *The Purpose Driven® Life* (PDL) and the 40 DOP campaigns, none of us could have anticipated the magnitude of this movement. Who could have predicted that nearly twenty million copies of *The Purpose Driven Life* would sell in less than two years? Who could have predicted that nearly twenty thousand churches would complete the 40 Days of Purpose campaign during that same period of time? We believe it is a movement that God chose to fuel and spread, not because of our foresight or planning, but simply because He loves His church and wants to empower it to fulfill His Great Commission and Great Commandment. The number of people involved in the movement, though staggering, does not validate the movement in and of itself. But the fruit of changed lives, of churches reaching unchurched people, of small groups forming in neighborhoods with an outward focus, all point to God's favor with this message as He spreads it in the United States and throughout the world. From our perspective, He chose to do this, and we, like you, are simply vessels. It really is all about Him, not about us. So, it is His movement, and together we are a part of something greater than anything we could have planned or hoped.

As PDL has met felt-needs in individuals, the 40 DOP experience has given churches of every size, shape, and flavor, renewed meaning for their existence, bringing their people together with one singular focus. The energy, passion and hunger generated by ordinary people have encouraged and stirred up church leadership, prompting many leaders to use the 40 DOP to springboard their church into a new era of purpose, ministry, and growth. For other leaders, this same excitement has left them wondering how to harness the momentum from 40 DOP and carry it into Day 41 and beyond. In some cases, leaders have been neutralized or paralyzed after the campaign for reasons ranging from their own limitations to divided church leadership.

Whether you are just embarking upon the purpose driven journey, or have already traveled to some point down the path, you, like the majority of churches completing the campaign, are most likely asking, "What's next?" "What is the pathway for me as a pastor, for our leaders, our small groups and our church?"



What follows in this book is the result of months of research and feedback from churches in the United States that have completed 40 DOP. We realize the needs and expectations vary from church to church, and we are cognizant of the fact that a one-size-fits-all approach to Day 41 is unrealistic and unhealthy. Consequently, we have intentionally avoided presenting a program for your church to implement after the 40 DOP. Instead, we have focused on creating a recommended Day 41 pathway comprised of tools, training, strategies and coaching—all of which will help you process a new paradigm for your church. We have assumed in writing this guidebook that you have an interest in pursuing and/or deepening your church’s journey in becoming purpose driven. This assumption flows from feedback from 40 DOP churches in the United States, 54% of which consider their church to be purpose driven to some degree. The other 46% do not consider themselves to be a purpose driven church, though 75% of this 46% indicate a desire to become purpose driven.

Perhaps you, as pastor, are in the percentage of leaders who are not interested in the purpose driven paradigm of ministry. If so, allow us to ask you a few questions before you make this conclusion. Most of the people in your church have just completed 40 DOP and have made a

Whether you are just embarking upon the purpose driven journey, or have already traveled to some point down the path, you, like the majority of churches completing the campaign, are most likely asking, “What’s next?”

commitment to live the five purposes. If these purposes have resonated with individuals asking the question “What on earth am I here for?,” isn’t it timely and appropriate to ask the corporate version of that question, “What on earth are we here for?” You may not have this alignment and willingness among your people again for a long time. This could be an opportune time to take the next twelve months and determine exactly what on earth your church is here for.

Another question to contemplate as you evaluate the purpose driven paradigm is: “What currently drives your church?” The definition of drive is “to set or keep in motion, to guide, control, and direct.” The question is valid because certain forces guide and control every church. Some churches are driven by tradition and respond to potential change with “We’ve always done it that way.”

Personalities drive other churches; and when that person leaves, the ministry usually collapses. Finances drive some churches, typified by the question “How much will it cost?” Buildings drive some churches, and their facilities are all-important to their existence. Programs drive some churches, allowing meaningless, poorly planned and/or lifeless annual events to direct their calendars. Others are driven by events that seem to keep everyone busy. Still others are driven by a “seeker” mentality and everything they do is dependent on what the unchurched desire.

**At Purpose Driven Ministries, we believe that there is a biblical alternative:
BECOME A PURPOSE DRIVEN CHURCH!**

Consider for a moment Christ’s ministry on earth, the images that Scripture uses for the church, and the purposes and commands of Christ relevant to churches today. A study of the following verses will help you get started.

Matt. 5:13-16	Luke 4:18-19	Acts 6:1-7	Eph. 4:11-16
Matt. 9:35	Luke 4:43-44	Rom. 12:1-8	Eph. 5:23-24
Matt. 11:28-30	John 4:23	Rom. 15:1-7	Col. 1:24
Matt. 16:15-19	John 10:14-18	1 Cor. 12:12-31	Col. 3:15-16
Matt. 18:19-20	John 13:34-35	2 Cor. 5:17-6:1	1 Thess. 1:3
Matt. 22:36-40	John 20:21	Gal. 5:13-15	1 Thess. 5:11
Matt. 24:14	Acts 1:8	Gal. 6:1-2	Heb. 10:24-25
Matt. 25:34-40	Acts 2:41-47	Eph. 1:22-23	Heb. 13:7,17
Matt. 28:18-20	Acts 4:32-35	Eph. 2:19-22	1 Peter 2:9-10
Mark 10:43-45	Acts 5:42	Eph. 3:6,14-21	1 John 1:5-7

You may also want to reflect on The Great Commandment and The Great Commission and consider the five instructions for the church in these passages.

“Teacher, which is the great commandment in the Law?” And He said to him, “You shall love the Lord your God with all your heart, and with all your soul, and with all your mind. This is the great and foremost commandment. The second is like it, ‘You shall love your neighbor as yourself.’ On these two commandments depend the whole Law and the Prophets.”

(Matthew 22:36-40, NASB)



“Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you; and lo, I am with you always, even to the end of the age.”

(Matthew 28:19-20, NASB)

FIVE INSTRUCTIONS FOR THE CHURCH	IDENTIFIED PURPOSE
1. “Love the Lord your God with all your heart”	Worship
2. “Love your neighbor as yourself”	Ministry
3. “Go...and make disciples”	Evangelism
4. “Baptizing them”	Fellowship
5. “Teaching them to observe”	Discipleship

Jesus modeled these five purposes in his ministry on earth, revealed in his prayer to the Father in John 17:1-26 (*The Message*).

Verse 4: *“I glorified you on earth by completing down to the last detail what you assigned me to do.”*
(Worship)

Verse 6: *“I spelled out your character in detail to the men and women you gave me.”*
(Evangelism)

Verse 8: *“For the message you gave me, I gave them; and they took it, and were convinced that I came from you. They believed that you sent me.”* **(Discipleship)**

Verse 10: *“...as long as I was with them, I guarded them in the pursuit of the life you gave through me; I even posted a night watch...”* **(Fellowship)**

Verse 18: *“In the same way that you gave me a mission in the world, I give them a mission in the world.”* **(Ministry)**



The first church fulfilled these five purposes in Acts 2:41-47 (NASB).

“So then, those who had received his word were baptized; and that day there were added about three thousand souls. They were continually devoting themselves to the apostles’ teaching and to fellowship, to the breaking of bread and to prayer. Everyone kept feeling a sense of awe; and many wonders and signs were taking place through the apostles. And all those who had believed were together and had all things in common; and they began selling their property and possessions and were sharing them with all, as anyone might have need. Day by day continuing with one mind in the temple, and breaking bread from house to house, they were taking their meals together with gladness and sincerity of heart, praising God and having favor with all the people. And the Lord was adding to their number day by day those who were being saved.”

Even Paul explained these five purposes in Ephesians 4:11-16 (CEV).

“Christ chose some of us to be apostles, prophets, missionaries, pastors, and teachers, so that his people would learn to serve and his body would grow strong. This will continue until we are united by our faith and by our understanding of the Son of God. Then we will be mature, just as Christ is, and we will be completely like him. We must stop acting like children. We must not let deceitful people trick us by their false teachings, which are like winds that toss us around from place to place. Love should always make us tell the truth. Then we will grow in every way and be more like Christ, the head of the body. Christ holds it together and makes all of its parts work perfectly, as it grows and becomes strong because of love.”

What drives your church? Most churches tend to focus on only one of the five purposes found in these biblical texts.¹ Few are driven by a desire to fulfill and balance all five of them. If you decide that you are willing to explore this pathway and assess the Purpose Driven® paradigm, then the following pages are designed to help your church, no matter where you are in the process of becoming a full-fledged purpose driven church. We pray you will harness the momentum from 40 DOP and move forward with insight, wisdom, unity and joy—all to the glory of God.

WHAT JUST HAPPENED IN YOUR CHURCH?

A TIME TO PAUSE AND CELEBRATE
WHAT GOD HAS DONE

If you recently completed 40 DOP, you experienced something different, something unique. Most likely, you witnessed life change for many individuals in your church. Some discovered Jesus Christ and trusted their lives to Him. Others experienced their life purpose in profound ways, helping them embrace their reason for

existence for the first time and understand their life on earth. They discovered the five biblical insights in *The Purpose Driven® Life*: We were planned for God's pleasure, formed for God's family, created to be like Christ, shaped to serve, and made for a mission. Only God can produce this kind of fruit!

Beyond individual life change, many churches comment that the power of the corporate experience of 40 DOP was that everyone was on the same page—for the first time in a long time. The Sunday sermons aligned with the focus of the small groups, and the personal devotionals reinforced the message of the campaign on a daily and weekly basis. This kind of unity, purpose, focus and alignment is a rare experience for many churches. As Brad Mitchell, senior pastor of Trinity Church in Lansing, Michigan said about his church when he assumed its leadership role: "There were a lot of good ministries, but they were unconnected. I didn't want us to be encapsulated—having a number of independent isolated ministries that were kind of like separate para-churches under the umbrella of the local church. I didn't want it to be like in the time of Judges, where 'everyone did whatever they wanted' (Judges 17:6 GNT)." Brad wanted foundational principles that were transferable to all levels of ministry within the church. "I sensed a real need to bring a unifying focus factor and purpose in ministry," he says. Enter Purpose Driven Ministries. Since their 40 DOP experience, Trinity has been on its own pathway to increasingly become more purpose driven in all they do and how they do it. They have discovered a new operating system for how they think, live and relate in life and as a local church. We call this operating system the purpose driven church paradigm.



What about you and your church? What happened over the past forty days? We don't want to presume or attempt to fabricate components of your forty-day journey, but we can safely speculate, based upon our 40 DOP research from churches around the country, that you experienced some of the following:

- All the people in your church were on the same page of thinking, devotion, discussing, living and relating for forty days.
- You were each reading and meditating upon the same content and memorizing the same scriptures for forty days.
- Your small groups were focused on the same lessons for forty days: using the video-led curriculum to prompt reflection, discussion, and prayer. The same may have happened in your Sunday School classes, if you have them.
- The Sunday sermons were integrated with both devotions and small group studies.
- Your church reached the unchurched through the host home groups and witnessed God-changed hearts as they committed their lives to Jesus Christ.
- People in your church now have a clearer sense of purpose and direction for their lives and are excited to live out the purposes.
- The behavioral teaching, with multiple reinforcements, resulted in stories of God changing your people.
- You experienced exponential results after increasing your goals before the campaign.



Does any of this resonate with your 40 DOP experience? It's healthy after an experience like this to pause, take an accurate assessment, and appropriately celebrate and thank God for all he has done. Perhaps you have done this already, but if not, you may want to consider doing it before you do anything else. Gather your 40 DOP leadership team, reflect as a group on what you saw God do, and then plan to celebrate in some way as a church.

On the next page you will find a tool to help you capture your team's assessment—called the “Four Helpful Lists Matrix.” Tom Paterson, a well-known and highly-regarded strategic process thinker, designed this assessment grid and explains it as part of his Life Planning process in *Living the Life You Were Meant to Live* (Thomas Nelson, 1997). These “Four Helpful Lists” are built on four poignant questions that will help you evaluate any of your ministries or events. We suggest that you use this tool to debrief with your 40 DOP leadership team. A tool like this encourages participation from every team member, captures the collective thinking and reflection after the experience, and provides helpful insight for future 40 day campaigns. From it you want to *optimize* what is right, *change* what is wrong, *clarify* what is confused, and *add* what is missing. (In Appendix A, on page 58 you will find an example of a completed “Four Helpful Lists Matrix” compiled by a focus group in Pittsburgh, PA.)



THE FOUR HELPFUL LISTS MATRIX

Categories of Day 41	WHAT WENT RIGHT? (optimize)	WHAT WENT WRONG? (change)	WHAT WAS CONFUSED? (clarify)	WHAT WAS MISSING? (add)
Preparation for Campaign				
Resources (including marketing)				
Leadership Team				
Weekend Services				
Small Groups				
Stories of Changed Lives				
(Add your other categories here)				

The results revealed by the “Four Helpful Lists” debriefing exercise may be extremely exciting for you or threatening to you—depending on where you are as a leader in your church.

Either way, as you contemplate Day 41 it’s important to know and embrace the fact that what you experienced *was not* just another program. And where you go from here, if you want to pursue the kind of alignment similar to what you just experienced, it *will not* be answered with a Day 41 program that is inserted into your existing methodologies. Granted, you are most likely seeing the need for small group curriculum resources, and may be wondering how you might re-engineer your weekend gatherings. We will address these immediate needs in this guidebook.

For now, it is important you realize that what you experienced with 40 DOP was more than just a program—it is a new philosophy of ministry and a new paradigm of thinking, living and relating as a body of believers. In short, it’s a whole new way of doing church!

In the following pages, you will discover a recommended Day 41 pathway that is intentionally designed to help you assess your current position in relationship to the five purposes for a church, and then to move forward—over time—to become progressively more purpose driven and aligned to fulfill God’s Great Commission and Great Commandment in the geographic and demographic setting in which He has placed you.

DAY 41

A DEFINITION

Day 41 is more than just a literal day after the 40 DOP.

We define Day 41 as the twelve-month period after a 40 DOP

campaign, during which a church harnesses its momentum from the

campaign and takes the next step toward becoming a purpose driven church. We know this can be a challenge for a pastor and the church leadership if they have not contemplated, prayed about, and planned for life after the campaign. So let's start by breaking down our Day 41 definition into its parts:

- **Day 41 is the twelve-month period after a 40 Days of Purpose**

campaign: Day 41 is not strictly defined as an event in time,

like the 40 Days of Purpose campaign. Rather, it is a twelve-month transitional season during which a church embraces a new paradigm of ministry. These twelve months are a critical time for the mindset of the pastor and his leadership team to change, for new direction to evolve, and for unity to solidify.

- **Day 41 is the twelve-month period after a 40 Days of Purpose campaign, during which a church**

harnesses its momentum from the campaign: Churches experience the benefit of aligning everyone on the same page during the 40 days of the campaign. The spiritual fruit from this alignment is found in changed lives, restored relationships, and authentic surrender to God, with a desire to live a life of purpose, ministry, and mission. The new mindset between the pastor and his leadership team fosters a desire in the congregation to capture the energy, unity, and spiritual passion generated by the campaign and use it to springboard the church toward becoming more purpose driven.

WHAT IS DAY 41?

Day 41 is the twelve-month period after a 40 DOP campaign, during which a church harnesses its momentum from the campaign and takes the next step toward becoming a purpose driven church.

■ **Day 41 is the twelve-month period after a 40 Days of Purpose campaign, during which a church harnesses its momentum from the campaign and takes the next step toward becoming a purpose driven church:** Purpose Driven Ministries is not a denomination, nor a church affiliation. Foundationally, it is a philosophy of ministry, but it is not a prescriptive program that, once installed, self-generates. As a philosophy of ministry, it needs to be wholeheartedly embraced by senior leadership, infused relationally into the minds and hearts of key lay leaders and influencers, and then communicated and integrated into all corporate and individual ministries of the church. The strategic questions that evolve over the twelve months in Day 41 include:

- What is God's vision for our church from here?
- How can we become very purposeful in our church's mission, in our staffing and growth, in our structure, and in how we balance all five purposes for the local church?
- How can we be more outward focused and clear in our desire and intention to fulfill the Great Commission and Great Commandment?
- How can we build purpose driven small groups that are balanced in the five purposes?

Purpose Driven Ministries intends to help you and your church succeed in your transition toward becoming a purpose driven church. We will do so by providing a variety of tools, training, strategies and coaching to help you move from where you are to where God wants to take you.

DAY 41

A RECOMMENDED

TWELVE-MONTH PATHWAY

Where you go after the 40 DOP initiative depends on an honest and accurate assessment of you (the pastor), your leadership team, your small groups, and your church as a whole.

How do you, your leaders, small groups and your entire church align with the five purposes? Are you balanced? Is your church stronger in some purposes and weaker in others? Purposeful movement into the future begins with these “Where are we now?” assessment questions.

When using a map for directions, you first identify your starting point. Similarities exist for our individual and corporate lives: intentional movement into the future starts with an accurate assessment of current realities, in this case how you and your church interface with the five biblical purposes. Before you determine where you’re going, you must have an accurate assessment of where you are.

Numerous assessment tools exist for local church use. For our Day 41 purposes, we have selected three:

- (1) *How Purpose Driven Is Your Church?* A questionnaire for you to ascertain the degree to which your church is purpose driven can be found on page 25 of this book.
- (2) *Seven Helpful Lists*, introduced earlier as the *Four Helpful Lists Matrix*, which you can use with your 40 Days of Purpose Leadership Team to debrief after the campaign can be found in Appendix C on page 66.
- (3) *Individual and Corporate Health Assessment*, in Appendix D on page 71, will help you gain an objective assessment of your church in relationship to the five purposes studied in *The Purpose Driven® Life*. This assessment is written for an individual, but can be distributed to your entire church, collected and compiled into a church-wide analysis of the five purposes.



On the next page, we recommend a twelve-month pathway for Day 41, applied to you (the pastor), your leadership, small groups, individuals, and entire church. Note that we are assuming that the purpose driven paradigm is fairly new to you and your leadership team. Obviously, if you are farther down the road toward infusing the five purposes into your church, you would chart an individualized Day 41 course that helps your church advance its purpose driven strategy.

The pathway also recommends tools or resources for you and your leaders to access and utilize in your growth process. You can access these tools at **www.purposedriven.com** or at **www.pastors.com**. Included in the pathway is training made available to you in live events and/or recorded events. Some training components are available to you free of charge in English (with other languages soon to come) on the Day 41 webpage at **www.purposedriven.com**. We are planning to launch a Purpose Driven Ministries church-to-church mentoring community in the United States, which will also be accessible on the Purpose Driven website. We hope to establish similar communities in other countries as the network develops.

It's our desire to help you identify your needs and then to make solutions easily accessible. We will continue to refine and update our systems as we grow with each other. For now, we encourage you to study the twelve-month recommended pathway on the next page, and the pathway explanations that follow. Tap into the tools, training, strategies and coaching that will help you fulfill God's vision for you and your church.

DAY 41 A RECOMMENDED TWELVE-MONTH PATHWAY

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12						
PASTORS	PERSONAL RETREAT FOR PRAYER, REFLECTION, AND VISION CLARITY																	
	<p>BASED ON DISCOVERIES FROM PERSONAL RETREAT DEVELOP A PLAN FOR ONGOING PERSONAL RENEWAL AND VISION CLARIFICATION</p> <p>READ THE PURPOSE DRIVEN® CHURCH, BY RICK WARREN, AND ASK: HOW PURPOSE DRIVEN IS OUR CHURCH? LISTEN TO THE PURPOSE DRIVEN CONFERENCE ON CD OR TAPE AND CONSIDER THE APPLICATIONS TO YOUR CHURCH ALSO, CONSIDER READING <i>TRANSITIONING</i>; BY DAN SOUTHERLAND AND CONSIDER HIS PROCESS FOR IMPLEMENTING CHANGE IN YOUR CHURCH</p> <p>LISTEN TO “PREACHING FOR LIFE CHANGE” SERIES WITH THE OPTION TO UTILIZE AND PERSONALIZE SERMONS AVAILABLE AT WWW.PASTORS.COM</p>																	
	REVIEW C.L.A.S.S. AND IMPLEMENT 101																	
LEADERSHIP SMALL GROUPS	READ THE PURPOSE DRIVEN CHURCH ; STUDY BIBLICAL BASIS OF 5 PURPOSES; USE S.W.O.T. ANALYSIS			PASTOR MEETS ONE-ON-ONE WITH LEADERS AND INFLUENCERS FOR BUY-IN ON 5 PURPOSES, THEN MEET AS A GROUP			ATTEND PDC CONFERENCE WITH LEADERS AND INFLUENCERS (OR WATCH PDC ON VIDEO)			LEADERSHIP RETREAT TO PRAY AND PLAN ABOUT BECOMING A PD CHURCH (IMPLEMENT THE 12 ON-PURPOSES)								
	KEEP HOST HOME GROUPS ALIVE WITH VIDEO-BASED SMALL GROUP CURRICULUM, STARTING WITH <i>THE PURPOSE DRIVEN LIFE SMALL GROUP SERIES</i> (40 WEEKS). ALSO CONSIDER <i>FOUNDATIONS</i> , AVAILABLE AT WWW.PASTORS.COM , <i>DOING LIFE TOGETHER</i> , <i>THE PASSION</i> , <i>JAMES</i> , AND <i>I THESSALONIANS</i> ARE AVAILABLE AT WWW.PURPOSEDRIVEN.COM																	
INDIVIDUALS	LEADERSHIP TRAINING 1 FOR SMALL GROUP LEADERS			LEADERSHIP TRAINING 2 FOR SMALL GROUP LEADERS			ENCOURAGE INDIVIDUALS TO REPEAT PDL, SHARE IT WITH OTHERS, AND START NEW SMALL GROUPS											
	CHURCH WIDE SURVEY ON THE FIVE PURPOSES																	
CHURCH WIDE	40-DAY CAMPAIGN																	
	CHURCH WIDE SURVEY ON THE FIVE PURPOSES																	

Note: For a more detailed explanation of a specific pathway read the chapter associated with it.

WHAT'S NEXT FOR THE PASTOR?

COMMENTARY ON THE TWELVE-MONTH
PATHWAY FOR PASTORS

Inherent in Purpose Driven's love for God's church is a commitment to pastors. We believe the pastoral office is established by God, and one should only enter it with a deep sense of calling. We also believe pastors are called to lead, and that foundational to a pastor's leadership is his ability to influence others.

Consequently, the pastoral track in the twelve-month post-campaign pathway focuses on the senior pastor's ability to clarify God's vision for the church and to lead the process of change. If the pastor is not deeply convicted about the purpose driven paradigm of ministry, then it will fade away. But if consensus is built by imparting the vision to key influencers, then the success of transitioning to a purpose driven paradigm of ministry increases exponentially.

Everyone's story and journey is unique. We are all in process. Pastors are no exception—each one is growing as a leader with their own unique leadership development experiences combined with their unique personalities, and each has their own unique blend of spiritual gifts and natural talents. Your story is unique too. And if you are convicted as the senior pastor to lead your church to become purpose driven, not program driven, then you will need to chart your own course with the guidance of your Leader, Jesus Christ, and the help of your leadership team—whatever its structure might be. Whether you have dabbled in the purpose driven paradigm to some degree and want to implement it more extensively, or if the 40 DOP was your first exposure to this thinking, the process of change starts with you.

In fact, real change that affects the structure of your church begins with renewal, and any corporate and structural renewal begins with you. Rick Warren teaches four kinds of renewal and emphasizes that if they do not occur in the following order, you may lose your job trying to bring renewal.



1. Personal renewal. Personal renewal comes when your heart warms up to Jesus Christ, and you become more aware of the presence of Christ and the filling of the Holy Spirit in your life. People call it many things—the deeper life, the Spirit-filled life, consecration, and rededication. What one calls it is insignificant, but church renewal always has to start in the lead pastor's heart before it moves into the hearts of other leaders and eventually into the hearts of the people. If you try to change your church without personal renewal in the hearts of the people, it will not last.

2. Corporate renewal. Corporate renewal follows personal renewal. How do you know when your church is experiencing corporate renewal? People begin to love each other and make things right with one another. Restitution is made, sin is confessed, and barriers are broken down. There's warm fellowship in a church that's been corporately renewed. Rick Warren highlights another simple sign of corporate renewal: the singing gets better! People sing better when their church is alive and when they sense the presence of God in a service.

The first two kinds of renewal, personal and corporate, occur in many churches, but little comes from it because they don't move into the third and fourth levels of renewal. Too often churches grow to 200 or 250 and then shrink back down. They often experience this up-and-down cycle repeatedly, and it can feel like there's some kind of glass ceiling prohibiting them from exceeding the 300 barrier. Typically, the reason for this is that they do not move into purpose and structural renewal.

3. Purpose renewal. The renewal of purpose emerges when a church begins to realize they exist for a greater mission than just to have a good time and feel good. They begin to realize they have a mission and an objective to fulfill. It's when people say, "We're not here to have a little Bless-Me group. We're on a mission and we're here for a reason."

4. Structural renewal. When there is personal, corporate and purpose renewal, growth is inevitable. But when a church starts growing, it will eventually need to make organizational

changes because new wine will burst old wineskins. If you insist on keeping the old wineskin, you will stifle the growth. This happens in thousands of churches. Structural renewal is essential for lasting change. But there is a catch: *You can't start with the fourth kind of renewal.* If you attempt to change your structure without experiencing personal, corporate and purpose renewal, then, as Rick humorously emphasizes, you may get your head chopped off! People don't like to change unless God has first warmed their hearts and prepared them for change.

The suggested twelve-month pathway for pastors for Day 41 suggests that you start with a personal retreat and plan for ongoing renewal, and that you study, pray about, evaluate, and process the five purposes that are central to the purpose driven paradigm. Following are detailed explanations of each component of the suggested pathway for pastors during the twelve months of Day 41.

■ **Personal Retreat:** Vital to leading change and implementing vision in a local church is the clarity and conviction in which you understand and communicate God's heart for the future of your church. A personal retreat with ample time to disconnect from the busyness of ministry so that you can quiet yourself, draw near to your Father, and allow His Holy Spirit to clarify future direction will birth and anchor His vision in your mind and heart. Some core questions for prayer and reflection include:

- Are you committed to lead your church through a transition process? This process could take years. Are you committed to see it through? If you are not committed to stay at your church, then do not proceed with a transition process.
- What is your response to the five purposes in *The Purpose Driven® Life* for a follower of Christ?
- Have you embraced these five purposes personally? Are you moving toward more balance in your own life in regards to the five purposes?
- What is your response to the five purposes in *The Purpose Driven Church*?



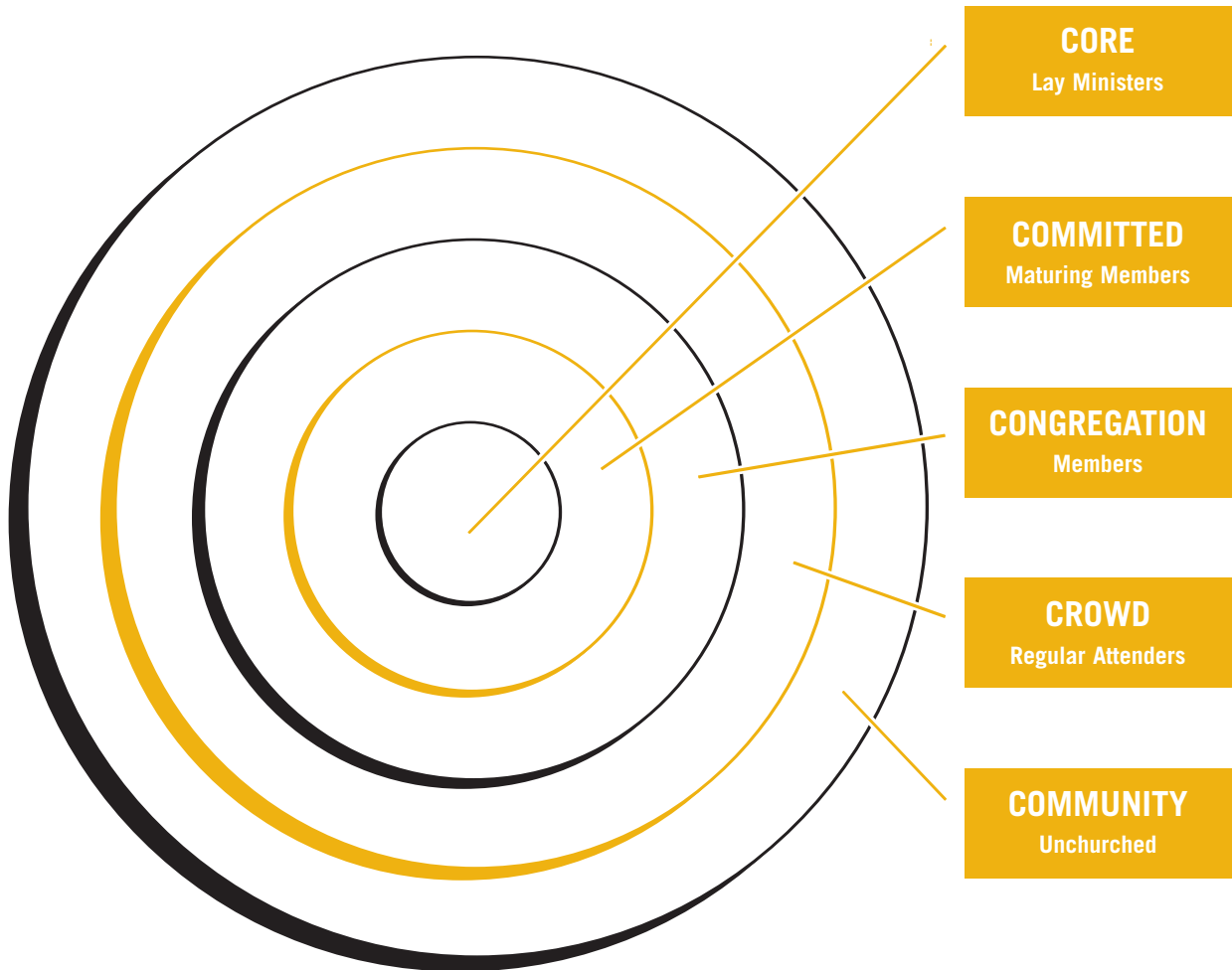
- Do you think that these five purposes are biblical and comprehensive?
- Have you embraced these five purposes as the model of church life? As the model for your church?
- Are you committed to implementing the five purposes in your church?
- Do you have a clear vision for your church? What does God desire for your church to be and become? What is His clear purpose for your church?
- Do you have a picture in your mind of what your church might look like in the future? What it might feel like to a new visitor? What the activity and corporate culture of it might be down the road?
- What is right, wrong, confused, and missing currently with you and your leadership team? (Utilize “The Four Helpful Lists Matrix” on page 11 that you used to debrief 40 DOP with your leadership team.) Do they respect your leadership and follow you? Do you have authority to lead a change process? Who are the key influencers that, if on board, would strengthen your communication and vision-casting to others?
- What level of resistance do you have from leaders and the church in relationship to the five purposes?

You may want to journal your thoughts and responses to these and other questions, so you can capture the essence of your journey and have a record of God’s promptings and leading. The purpose is to hear from God, to ask Him what His vision is for your church, and to inquire as to the validity of the five purposes. Once God’s vision is clear in your mind and heart, you have something to communicate. Proverbs 29:18 says, *“If people can’t see what God is doing, they stumble all over themselves; but when they attend to what He reveals, they are most blessed”* (Msg).

So begin your transition process by carving out time and space in your schedule to detach from the

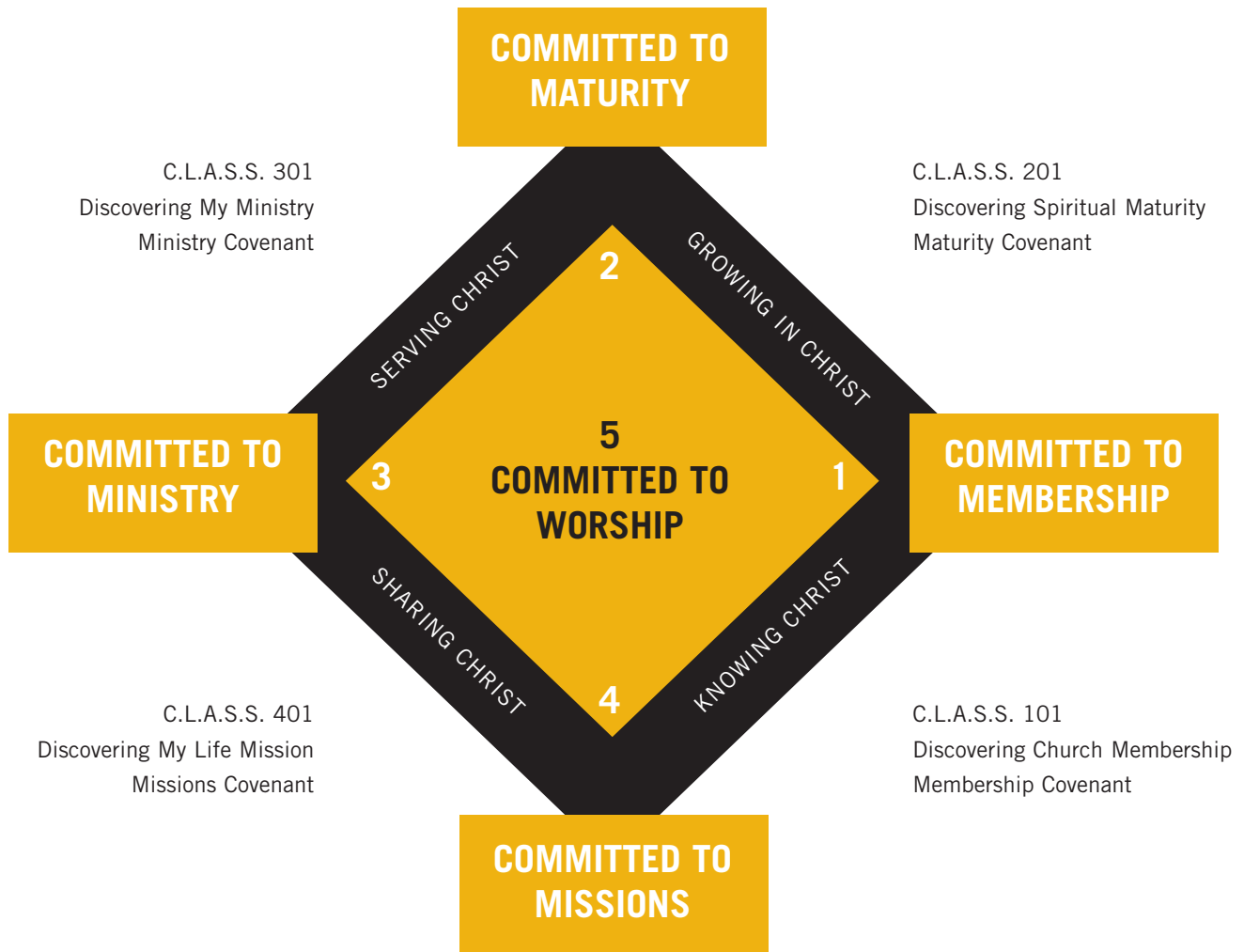
busyness of your current pace. You'll be glad you did. Nothing will refresh your thinking, heart and soul as making time to pray, write, and clarify God's vision and calling for your life and your church.

- **Ongoing Personal Renewal:** Continue the process of the personal retreat by regularly scheduling breakaways to nurture your spiritual life and calling before God, and to pray about the unfolding vision that God has for His church. This is vital to leading and implementing appropriate change. In addition to renewing and securing direction for the future, these times strengthen your identity and calling to lead, especially in the face of criticism and obstacles. You may want to include selected key leaders in some of these mini-retreats for the purpose of praying together, sharpening ideas, and expanding the brainstorm capacity beyond your own thinking.
- **Read *The Purpose Driven® Church*, by Rick Warren:** We suggest that you read and reread *The Purpose Driven Church*, by Rick Warren (Zondervan, 1995) after the 40 DOP experience. Studying this book will challenge your thinking, incite creative ideas, and drive you to scripture to assess Rick's teaching on the five purposes for the New Testament church. You will find the outline of *The Purpose Driven Church* in Appendix B. Rick utilizes a number of helpful diagrams and charts in his book, but two are central in the purpose driven paradigm. Each circle on the next page represents a different level of engagement, ranging from very little commitment (the largest circle) to a very mature commitment.² This diagram depicts an outward-in philosophy of understanding where people are and how to reach them effectively with the Gospel.



The second central diagram in *The Purpose Driven® Church* is “The Life Development Process,” shown on the next page. It configures the five purposes into a diamond and charts the life development process of educating, training, and guiding people through a strategic pathway that balances the five purposes in their lives and in the church as a whole. Again, Rick thoroughly explains this diagram in *The Purpose Driven Church*, and your study of it will prompt you to perhaps adopt it, edit it, or tailor it to your church context and culture.

THE LIFE DEVELOPMENT PROCESS



As you study and digest *The Purpose Driven® Church*, at some point you will want to analyze and discern to what degree your church is purpose driven. We have discovered in our research that some churches claim to be purpose driven because they teach C.L.A.S.S., yet they may only be teaching 101 and 201. (See page 65 for the content of C.L.A.S.S.) Being purpose driven involves much more than offering C.L.A.S.S. To be fully purpose driven starts with a conviction and clarity of purpose, moves to strategy, and affects everything from structure, to budgeting, to growth, to how things are programmed and how the church calendar is monitored. The questionnaire on the next page is designed to help you discover just how purpose driven your church is currently.

HOW PURPOSE DRIVEN IS YOUR CHURCH?

DEPTH	#	THE 12 "ON PURPOSES"	YES	NO
PURPOSE DRIVEN FOUNDATION LAID	1.	Do you have a purpose statement that describes, in your own words, your commitment to building the church around the five New Testament purposes of worship, evangelism, fellowship, discipleship, and ministry?		
	2.	Do you use a purpose driven strategy to fulfill your purpose statement? While using a variety of terms, a Purpose Driven strategy brings people to Christ and into membership in His family, builds them up to maturity, equips them for ministry in the church, and sends them out on a life mission in the world in order to bring glory to God. The purpose driven strategy is based on two vital assumptions: 1) people grow best when you allow them to make gradual commitments; and 2) you must ask for commitment in specific ways, such as using covenants.		
	3.	Do you build from the outside-in , rather than from the inside-out? It's far easier to turn a crowd into a core, than it is to turn a core group into a crowd. Purpose driven churches build a healthy multidimensional ministry by focusing on one level of commitment at a time.		
	4.	Do you organize around a purpose driven structure , which ensures balance and gives equal emphasis to all five New Testament purposes? Purpose driven churches are team-based, rather than hierarchical in structure. They organize around purpose-based teams (at least five—one for each purpose) composed of lay leaders and staff, with each team responsible for a specific purpose and target group (such as the community, the crowd, the congregation, the committed, and the core).		
PURPOSE DRIVEN IMPLEMENTATION	5.	Do you program by purpose ? Purpose driven churches have at least one program for fulfilling each of the five purposes and each of the corresponding constituencies. They evangelize the community, gather the crowd for worship, fellowship in the congregation, disciple the committed, and equip the core for ministry and mission.		
	6.	Do you staff by purpose ? Every purpose has its own champion. Purpose driven churches begin by finding volunteers to lead and serve on each purpose-based team, and develop full-time, paid positions as needed.		
	7.	Do you preach by purpose ? Messages and series are planned to ensure the congregation receives a balanced emphasis on each of the purposes.		
	8.	Do you form small groups on purpose ? The purpose driven DNA is implanted in every cell of the body of Christ. Each small group helps the members fulfill each of the five purposes in their lives. The goal is to help every believer live a purpose driven life.		
	9.	Do you calendar by purpose ? The purposes are the determining factor in deciding what events are scheduled. Every event must fulfill at least one of the five purposes or it isn't approved.		
	10.	Do you budget by purpose ? Every expenditure is categorized by the purpose it relates to.		
	11.	Do you build by purpose ? Buildings are seen as ministry tools, not monuments. They must serve the purposes, and never become more important than the purposes.		
PURPOSE DRIVEN EVALUATION	12.	Do you evaluate by purpose ? Purpose driven churches regularly ask: Are we balancing all five purposes? Is there a better way to fulfill each purpose?		

■ **Review and assess the *Purpose Driven® Church Conference* on tape or CD:** Hearing Rick Warren speak on the five purposes will help you connect to his story and contemplate potential applications to your church. Beginning to process the material at this point, prior to exposing your key influencers to it, will stir your thinking and heart as you prayerfully think about appropriate applications. Visit www.pastors.com to review and/or purchase the audio conference version. You will find an overview of the *Purpose Driven Church Conference* content in Appendix B as well as a list of questions used in follow-up workshops to help you process and apply the content from the conference.

■ ***Transitioning*, by Dan Southerland:** If you sense a need to gain insight into how to lead and manage change in your church, we recommend you study *Transitioning* by Dan Southerland.

This book will help you identify and prioritize the elements in your church that need to be changed and then how to infuse, communicate, implement, and manage the change process.

You'll notice from the Table of Contents for *Transitioning* that Southerland encourages a pastor to gain a clear and compelling vision from God for His church and then to understand the process of planting it within leadership for growth in the future. The principles found in this book are relevant to the Day 41 pathway and will help you lead your church toward the purpose driven paradigm. Southerland successfully

transitioned a church into a purpose driven church, and many of his illustrations relate to churches transitioning to the purpose driven model.

TABLE OF CONTENTS FOR
TRANSITIONING BY DAN
SOUTHERLAND

Step 1: Preparing for Vision

Step 2: Defining the Vision

Step 3: Planting the Vision

Step 4: Sharing the Vision

Step 5: Implementing the Vision

Step 6: Dealing with Opposition

Step 7: Making Course Corrections

Step 8: Evaluating the Results

■ **Listen to *Preaching for Life Change*.** As the staff of Purpose Driven Ministries has met face-to-face with pastors nationwide to listen to their stories and their response to the 40 Days of Purpose initiative, pastors often state that their preaching was the first thing to change after the



campaign. Pastors who have successfully transitioned from a program driven model to a purpose driven model have indicated overwhelmingly that the easiest thing that they changed was their style of preaching. Part of this incentive comes from the people's positive response to their messages over the 40 DOP. Of course, this issue is one of the most personal to a pastor, and questions surface like: "Are you asking me to sacrifice biblical exposition for a new method?" Or, "What if that is not my style of preaching or teaching?" Understanding these and other questions you might have, our intention is to bring to your awareness resources that might aid in your preaching, to the degree you desire them.

Preaching for Life Change is a Rick Warren conference on DVD, audiotape, videotape or CD available at www.pastors.com. In this resource, Rick teaches on the purpose of preaching, how to craft your messages to make the Bible accessible to the unchurched, how to preach for commitment, and how to preach for changed lives.

Additionally, you will find numerous sermon series along with note outlines, with full permission to edit and personalize as you please. In Appendix B, you will find an example of how Dave Holden, pastor of Lake Gregory Community Church in California, developed a three-year sermon plan and introduced C.L.A.S.S. to his church as their life development educational system. His plan creatively illustrates how these resources can help you preach and plan on purpose. His plan is one way to implement a transition pathway. If you have developed something like this or have created a different pathway, we are interested in reviewing it and possibly sharing it with others.

- **Review C.L.A.S.S. and Implement 101:** C.L.A.S.S. stands for Christian Life and Service Seminars and is central to the PD paradigm. Rick explains the strategic context and structure of C.L.A.S.S. in *The Purpose Driven® Church*.³ Relevant to Day 41, it is important to understand that C.L.A.S.S. is not a new program to try to insert into your existing church structure. C.L.A.S.S. is a life development process that will help your people: (1) understand the biblical basis of each purpose, beginning with fellowship, and moving into spiritual growth, ministry,



missions, and worship; (2) discover how each purpose is integrated and offered uniquely by your church; and (3) commit personally to live each purpose progressively.

As you review the material for *C.L.A.S.S.*, you will begin to make appropriate applications to your church. Rick gives you the full right to edit, personalize, and apply the material to your church. What he teaches in *C.L.A.S.S* represents how Saddleback has used the life development process. You are free to determine how to edit and apply it to your people.

Most pastors have discovered that it is reasonable to implement Class 101 in this first year of transition (see Dave Holden's model in Appendix B on page 62). As the Life Development Process diagram (page 24) illustrates, Classes 101-401 move a person from membership, to maturity, to ministry, to missions. *The Class Deluxe Kit* available at www.pastors.com is taught by Rick and guides you through the four classes with content, notes and outlines for you to edit, adapt, print and use in your own *C.L.A.S.S.* program. In Appendix B, you will find the outline for *C.L.A.S.S.* Notice the depth of content and systematic approach to engaging individuals in each purpose and guiding them towards a commitment at each step. Again, we encourage you to study *C.L.A.S.S.* yourself during the Day 41 window before you present it to your leadership and staff.

WHAT'S NEXT FOR LEADERSHIP?

COMMENTARY ON THE TWELVE-MONTH
PATHWAY FOR LEADERS

Leadership structures and teams differ in each church. Deacon or elder boards, denominational and affiliation structures and single pastor-led structures decorate the landscape of leadership scenarios. In each case, the health of relationships between the senior pastor and the leadership team determines the path

and pace at which change can take place. In light of these differing structures, you may need to customize the suggested Day 41 path for your leaders, to fit your structure. To prime your thinking, consider taking your leadership team through the following Day 41 components.

- **Read *The Purpose Driven® Church* and Study the Biblical Basis of the Five Purposes:** Through our research, pastors indicated the value of asking the top leaders in their church to read and study *The Purpose Driven® Church*, by Rick Warren. Typically, the senior pastor met one-on-one with these key influencers, shared his excitement about the content, gave them the book, and asked them to prayerfully read it over the following months. Often, pastors led their leaders in a biblical study of the five purposes and guided them toward their own conclusions. You may want to use the verses and insights on pages 5–7, in addition to your own, to lead them in a similar biblical study. Ask questions like: What currently drives our church? And, what do we want to drive our church? Most churches tend to focus on only one purpose, as illustrated in the following table. You may want to discuss these insights and options with your leadership team.



MOST CHURCHES TEND TO FOCUS ON ONLY ONE PURPOSE

Paradigm	Primary Focus	Pastor's Role	People's Role	Target	Key Term	Central Value	Tools Needed	Source of Legitimacy
Soul Winning Church	Evangelism	Evangelist	Witnesses	The Community	Save	Decisions for Christ	Visitation & Altar Call	Number Baptized
Experiencing God Church	Worship	Worship Leader	Worshippers	The Crowd	Feel	Personal Experience	Music & Prayer	"The Spirit"
The Family Reunion Church	Fellowship	Chaplain	Family Members	The Congregation	Belong	Loyalty & Tradition	Fellowship Hall & Potluck	Our Heritage
Bible Classroom Church	Edification	Instructor	Students	The Committed	Know	Bible Knowledge	Notebooks & Overheads	Verse-by-verse Teaching
Social Conscience Church	Ministry	Reformer	Activists	The Core	Care	Justice & Mercy	Petitions & Placards	Number of Needs Met

THE PURPOSE DRIVEN CHURCH PHILOSOPHY ENSURES BALANCE⁴

Paradigm	Primary Focus	Pastor's Role	People's Role	Target	Key Term	Central Value	Tools Needed	Source of Legitimacy
Purpose Driven Church	Balance All Five	Equipper	Ministers	All Five	Be & Do	Christ-like Character	Life Development Process	Changed Lives

Once your leadership team believes that the five purposes are biblical and transferable into all cultures and contexts, then you have a core team of ambassadors to influence others in your church with the new paradigm and thinking. Remember, vital to your Day 41 journey is your ability to unify a like-minded and single-hearted leadership team. Allow your key leaders to study the biblical basis of these purposes and reach the same conclusion you have. Your guidance and patience will strengthen and solidify the transitioning process as change moves outward.

■ **Seven Helpful Lists:** You used an abbreviated form of this tool in your 40 Days of Purpose debrief on page 11. Tom Paterson adds three more questions for an advanced assessment tool of seven categories. With your leadership team, apply these seven questions to each component and facet of ministry and administration in your church. For example, what do you discover when you submit your weekend service to these questions? Or your children's and youth ministries? Your small groups? Sunday School? Your staff administration? The culture of your church? For a detailed explanation of these questions see Appendix C on page 66-67.

1. WHAT IS RIGHT? A chance to *optimize*.
2. WHAT IS WRONG? A chance to *correct*.
3. WHAT IS CONFUSED? A chance to *clarify*.
4. WHERE ARE THE VOIDS? A chance to *fill*.
5. WHERE ARE WE SUCCEEDING? A chance to *reinforce*.
6. WHERE ARE WE FAILING? A chance to *reposition/regroup*.
7. WHERE IS THE LEVERAGE? A chance to *multiply* good outcomes.

■ **One-on-One Meetings and a Group Meeting with Key Influencers:** Not all people in positions of leadership are necessarily leaders in reality. Pastors of successful purpose driven transitions identify the key influencers in their church regardless of position, understanding that their support and influence is critical once the new vision is communicated publicly. After a church's key leaders have read *The Purpose Driver® Church* and studied the biblical foundation of the purposes, it is important to meet one-on-one with these influencers to ask them for their buy-in and help in leading the church through the necessary changes in the future. A group meeting with both the leaders and the influencers often culminates these one-on-one meetings and unifies the entire team. Momentum increases and so does the potential for a right-hearted and successful planning process.

Clarence Stowers, Senior Pastor of Mars Hill Baptist Church in Chicago, Illinois led his church through transition. His change pathway is diagrammed in Appendix C on page 68. Notice in Stowers' case that he spent the first year meeting with his key influencers. He identified the top 35 "Platinum Leaders" in his congregation, met with them one-on-one and shared his vision. He asked them to read *The Purpose Driven® Church* and to prayerfully measure it against scripture. Stowers determined that if he and the Platinum Leaders were unified with the future vision, then their ability to persuade the "Gold and Silver Leaders" would increase exponentially. He classified his "Gold Leaders" as the up-and-coming "Platinum Leaders." The "Silver Leaders" were in positions of leadership, but not necessarily effective influencers. Within one year, Clarence Stowers had unified 110-120 leaders with the purpose driven vision. Over the next two years, Mars Hill Baptist implemented *C.L.A.S.S.* 101-401. For more information on Mars Hill Baptist Church visit their website at www.marshillchgo.org and note their personalized Day 41 webpage. Note that Clarence's timetable on implementing *C.L.A.S.S.* differs from Dave Holden's timetable in Appendix B. This again illustrates that the purpose driven paradigm is not a formula with a prescriptive timetable. Rather, leaders of successful transitions adapt the core thinking of the five purposes into their unique setting, adjusting the strategic steps and timeline to their needs.

- **Attend a *Purpose Driven Church Conference*:** Once all key influencers agree on the biblical nature of the five purposes, attending a *Purpose Driven Church Conference* strengthens the team, exposes them to other churches on the same pathway, and encourages and inspires key leadership with the vision of the purpose driven paradigm. Many pastors emphasize the critical timing of taking a team to the *Purpose Driven Conference* stating that a rightly-timed attendance can exponentially further the vision. Visit www.purposedriven.com for upcoming *Purpose Driven Church Conferences*. Or visit www.pastors.com to review and purchase the conference on DVD, videotape, CD, or audiotape.



■ **Leadership Retreat:** With an aligned and unified leadership team to plan for the future, a leadership retreat potentially consolidates all the discoveries from both the *The Purpose Driven® Church* book and conference and then applies the strategic thinking and planning to the 12 characteristics of a purpose driven church. (See Appendix C for *The 12 Characteristics of Purpose Driven Churches* on page 69). We developed these 12 characteristics from our research, and Rick addresses most of these attributes in “*Applying Your Purposes*,” chapter eight of *The Purpose Driven Church*.⁴

Leadership retreats can become a highlight for you and your team, especially when you blend an emphasis on spiritual renewal, having fun together, and advancing your purpose driven strategic planning. Make sure that you plan ahead and integrate your leadership retreats into your annual church calendar. You may want to ask each leader to read or reflect on content pertinent to the retreat focus. With good preparation, unity among your team, and prayerful, advanced planning, your leadership retreats can become an important and significant time in transitioning your church toward your vision.

WHAT'S NEXT FOR SMALL GROUPS?

COMMENTARY ON THE TWELVE-MONTH
PATHWAY FOR SMALL GROUPS

The impact of small groups (or host home groups) on churches during and after 40 DOP is by far the most radical and visible of the effects of the campaign.

The number of small groups in churches during their 40 DOP campaigns increases by an average of 102%.

Many churches that had no small groups prior to the campaign now have dozens. This increase is cause to rejoice for the time being. However, unless a local church understands the momentum and importance of community life within their new small group numbers, this momentum can be lost, and if not appropriately harnessed, can backfire. Therefore, it is important in the twelve months following the 40 DOP to have vision, training, and content in place to keep these groups thriving. The following pathway suggests how to do so.

- **Resource small groups with video-based curriculum:** The value of the 40 DOP format for small groups was the “plug and play” philosophy inherent in the small group approach and structure. To host a group you only needed friendliness, a VCR, and the ability to push the “play” button. Typically, if a church asks a person or couple to lead a small group, they encounter more resistance than excitement. Why? Because most people do not feel qualified to lead a small group. However, in asking a person or couple to host a small group and simply use a videotape or a transcript of the lessons to guide the time and study, you will encounter a greater willingness to open up homes and reach out to the unchurched. Now that 40 DOP is over, if you are wondering what resources you can utilize to keep your small groups gathered and focused, we recommend that you consider continuing to use video-based small group curriculum tools. We offer the following curriculum at www.purposedriven.com or www.pastors.com.

- ***The Purpose Driven® Life Small Group Series (40 weeks)***: A common statement after the 40 Days of Purpose campaign is that people wish that they could go back through *The Purpose Driven Life* at a slower pace. *The Purpose Driven Life Small Group Series* is designed to lead a small group through one chapter from the book each week. Fifteen-minute video messages by Rick Warren open each study, and specially-written small group study guides take the group through a time of reflection and application. A group can proceed through the entire 40 weeks of material consecutively or by focusing on one purpose at a time (5-7 weeks per section).
- ***Foundations***: This resource focuses on eleven core truths to build your life on, including: The Bible, God, Jesus, The Holy Spirit, Creation, Salvation, Sanctification, Good and Evil, The Afterlife, The Church, and The Second Coming. Taught by Pastor Tom Holladay and Kay Warren, *Foundations* is designed to help you see the world from God's perspective. It teaches followers of Christ how to filter everyday experiences through the truth of God's Word. In addition to being a video-based small group curriculum, *Foundations* also includes a teacher's guide, participant's guide, and a PowerPoint CD. An audio teaching CD is optional. *Foundations* is designed to equip a pastor or teacher to teach the content, or for a small group leader to guide others through the material. (Saddleback Church currently requires any person interested in leadership to first complete *Foundations*.)
- ***Doing Life Together***: This was the first small group curriculum developed around the purpose driven paradigm. Six studies guide you through connecting with God's family, growing like Christ, developing your S.H.A.P.E. to serve others, sharing your life mission every day, and surrendering to God's pleasure. *Doing Life Together* is based on the five purposes in *The Purpose Driven Church*. Since it was developed before *The Purpose Driven Life* book, it does not guide you through the forty days of content that you experienced in



the campaign (as *The Purpose Driven® Life Small Group Series* does). If you are choosing between these two, we recommend that you start with *The Purpose Driven Life Small Group Series* and encourage your small groups to use it over the next year after the 40 Days of Purpose campaign.

- ***The Passion: The Purpose and Person of Jesus Christ: The Passion of the Christ*** movie was an unprecedented outreach opportunity for your church and small groups. The overwhelming truth of the crucifixion as portrayed in the film stirred a lot of emotions and questions from Christians and seekers alike. Questions like: Who was this Jesus? Why did He die? Did it really happen this way? What happened next? And what does it mean for me? This small group study allows everyone, from seekers to mature believers, to discuss their thoughts and feelings about the film, and to find answers to their questions. It is a tremendous opportunity to invite unsaved friends and loved ones to your small group. This three-week video-based curriculum is built on the purpose driven model, and features video teaching by pastors Lance Witt and Tom Holladay, with an introductory video message by Rick Warren.
- ***Book of James, Volumes 1 & 2, and Book of 1 Thessalonians, Volumes 1 & 2***: Engage your small groups in an enriching verse-by-verse study of the book of James or the book of 1 Thessalonians using these video-based curriculum options. Each volume includes a teaching video or DVD containing six lessons. The Book of James is taught by Rick Warren, and 1 Thessalonians is taught by Pastor Lance Witt. The accompanying study guide for each volume is based on the purpose driven model for small groups.
- ***Self-Produced Small Group Video Curriculum***: Some churches in the purpose driven community have chosen to write their own curriculum, film their own teaching videos, using their pastoral teaching staff, and even create their own daily devotionals. Now that you have seen how the format works in your 40 Days of Purpose small groups, you may wish to do the same.



Some of these resources are foundational to helping your groups balance the five purposes in their groups (*The Purpose Driven® Life Small Groups Series* and *Doing Life Together*). These resources help infuse the purpose driven thinking and living into the culture of your small groups; they act like the purpose driven operating system for your groups. Other small group resources, like *Foundations*, *The Passion*, and Bible-book studies are applications of this purpose driven operating system.

■ **Small Group Leadership Training:** In our research, pastors indicated their concern with training individuals who led the host home groups during the 40 DOP initiative. Questions like: “Are these individuals qualified to continue leading?” “Can they lead beyond the ‘plug and play’ approach inherent in the 40 DOP?” “Do you have any training material for us to use for these leaders?” The answers to these and other similar questions, are answered in the Leadership Training tracks 1 and 2 that Saddleback uses to train its small group leaders. Leadership Training 1 was offered to you as a part of your free-of-charge Day 41 kit. It can be downloaded on the Day 41 webpage, (<http://www.purposedriven.com/content.aspx?typeID=2>), utilizing your campaign director password. Leadership Training 2 will be available on the Day 41 webpage at a later date. You are free to edit this training material, adapt it to your church, and use it to train, equip, structure and build your small group ministry. In addition, *The Purpose Driven Church Conference* offers general and break-out sessions in how to integrate the five purposes into your small groups. These training events and tools will assist you in developing your small group ministry vision, training your leaders and equipping them with helpful resources.

■ **A Note About Sunday School:** Numerous churches have contacted us about what they should do with their Sunday School structure and classes after 40 DOP, especially for those churches who have not had a small group structure and ministry before the campaign. After discovering that they could gather and reach more people by utilizing homes, compared to the limitations of space in the church building, some have continued to offer both Sunday School and small groups. Additionally, churches have discovered that the Sunday School dynamic was not maximizing the

potential of leadership available in their church due to limitations of classes offered on a Sunday. Conversely, expanding and/or transitioning their Sunday School into a vibrant small group ministry tapped into and released a greater pool of leadership and teachers gathered in multiple homes throughout the week.

We understand that decades of Sunday School history prohibits radical and/or immediate change in this area of ministry. As you evaluate your situation, consider the advantages of home groups over Sunday School. Rick Warren notes at least six in the *Purpose Driven Church Conference*.

Churches have discovered that the Sunday School dynamic was not maximizing the potential of leadership available in their church due to limitations of classes offered on a Sunday.

1. In home groups, you have more time to accomplish your purposes.
2. Home groups have a better atmosphere for real fellowship to happen.
3. Home groups are infinitely expandable. A new host home group is a new classroom.
4. Home groups are geographically unlimited. As your church grows, people will drive longer distances to attend. Home groups can extend to wherever your people live.
5. Home groups are good stewardship. Your people pay for the utilities and the mortgage of the space, whereas your church pays these expenses when you have to build more Sunday School space. Additionally, Sunday School uses valuable parking space on Sundays.
6. Home groups are reproducible worldwide.

WHAT'S NEXT FOR INDIVIDUALS?

COMMENTARY ON THE TWELVE-MONTH
PATHWAY FOR INDIVIDUALS

As mentioned in the small group track, individuals commonly state that they would like to go through *The Purpose Driven® Life* book at a slower pace.

We encourage pastors to lead their people to do so.

Individuals may do so at their own pace or within their

small group or may choose to start a new small group to do so. Because *The Purpose Driven Life* message encourages followers of Christ to share their faith and reach out to the unchurched and unsaved, we encourage individuals to share *The Purpose Driven Life* book with their friends and consider going through it again with them.

As recommended in the previous small group section, *The Purpose Driven Life Small Group Series* is a useful tool to guide an individual through this process.

Other churches have compiled recommended resources for each of the five purposes. For example, you might recommend a classic devotional like *My Utmost for His Highest*, by Oswald Chambers, and place it in the following recommended resource grid under the spiritual maturity purpose. Following this kind of resource recommendation for individuals, you would develop your own list of resources and training for fellowship, discipleship, ministry, evangelism and worship. Use the following grid to help you build your own list of resources to recommend to your people. This list is not intended to be comprehensive, nor does it intend to promote Purpose Driven products; it only intends to present an example of how you might build your own grid of recommended resources for individuals in your church. As your list grows, your people will begin to recommend other resources to add to your lists.



CUSTOMIZED RESOURCE GRID FOR INDIVIDUALS IN YOUR CHURCH				
LIST OF RESOURCES ON FELLOWSHIP	LIST OF RESOURCES ON DISCIPLESHIP	LIST OF RESOURCES ON MINISTRY	LIST OF RESOURCES ON MISSIONS	LIST OF RESOURCES ON WORSHIP
<ul style="list-style-type: none"> ■ <i>Connecting</i> by Larry Crabb ■ <i>Relationships</i> by Les & Leslie Parrott ■ <i>The Relationship Principles of Jesus</i> by Tom Holladay ■ <i>Fresh Start with God</i> by Gerald Sharon & Brad Johnson ■ Etc. 	<ul style="list-style-type: none"> ■ <i>My Utmost for His Highest</i> by Oswald Chambers ■ Daily devotionals at www.pastors.com ■ <i>The Purpose Driven Life Scripture Keeper Plus</i> ■ <i>Personal Bible Study</i> by Rick Warren ■ <i>How People Change</i> by Henry Cloud & John Townsend ■ <i>Celebration of Discipline</i> by Richard Foster ■ Numerous Study Bibles ■ Etc. 	<ul style="list-style-type: none"> ■ <i>Now, Discover Your Strengths</i> by Marcus Buckingham & Donald Clifton ■ <i>The Church of Irresistible Influence</i> by Robert Lewis ■ <i>Living The Life You Were Meant To Live</i> by Tom Paterson ■ Etc. 	<ul style="list-style-type: none"> ■ <i>The Case For Christ</i> by Lee Strobel ■ <i>The Case For Faith</i> by Lee Strobel ■ <i>Inside The Mind of Unchurched Harry & Mary</i> by Lee Strobel ■ <i>Becoming A Contagious Christian</i> by Bill Hybels ■ Etc. 	<ul style="list-style-type: none"> ■ <i>Songs for a Purpose Driven Life</i> CD ■ <i>Songs for a Purpose Driven Life</i> Songbook ■ <i>Planned for God's Pleasure</i> gift book ■ <i>The Tabernacle: Living in God's Presence</i> by Kay Warren ■ Multiple Worship CDs ■ <i>The Way of a Worshiper</i> by Buddy Owens
RESOURCES THAT APPLY TO ALL FIVE PURPOSES				
<ul style="list-style-type: none"> ■ <i>The Purpose Driven® Life Book and the Purpose Driven Life Journal</i>, by Rick Warren ■ <i>Daily Inspiration for The Purpose Driven Life</i>, by Rick Warren 				

WHAT'S NEXT FOR THE WHOLE CHURCH?

COMMENTARY ON THE TWELVE-MONTH
PATHWAY FOR THE WHOLE CHURCH

Church-wide assessment in each of the five purposes: We have created a church-wide assessment tool that a local church may use to discover how their congregation measures up against the five purposes, located in Appendix D on page 70. Several churches in

the PD community have already done this, using their own tool, and have learned which purposes they were weak in as a congregation. Subsequently, they strategically emphasized a weak purpose in their next calendar year (through the focus during the weekends and in small groups). For example, Central Christian in Las Vegas, Nevada surveyed their congregation with a tool similar to the one in Appendix D. They realized that they were weak in the area of “service.” So they developed a campaign called “40 Days of Service,” and used it to help their people apply their God-created S.H.A.P.E. to areas of ministry (see their website at www.centralchristian.org). A survey like this could be used on an annual or every-other-year basis to help leadership plan accordingly.

Subsequent 40 Day campaigns: As the pastoral and leadership team gather to plan for the subsequent years of transitioning to the PD paradigm, many churches immediately put another 40 day campaign on their church calendar for the next year. *We recommend only one campaign per year.* More than one a year diffuses the effectiveness of the campaign and turns it into more of a program than an effective way to reach new people and align the church. Some churches have written their own campaigns with themes that addressed specific discipleship needs in their congregation. At Saddleback Church, we are piloting the next in a trilogy of campaigns, of which *40 Days of Purpose* is the first. The second is *40 Days of Community*, which helps people take the purposes discovered in their personal lives and live them in community—in their church, their small group, and their local community. Visit www.purposedriven.com for more details and to register for *40 Days of Community*. The third campaign in the trilogy will teach churches to take the purposes globally, using the delivery vehicle of small groups to help solve the giant problems plaguing our world today.

WRAP UP

IT'S A JOURNEY—TAKE ONE STEP AT A TIME

Effective leaders latch onto a clear and compelling vision for the future and

then build and lead a team of people to get there. It's true in business, and it's true in ministry. The pathway toward any vision is always filled with unforeseen obstacles and victories. Plateaus, peaks, and valleys color the landscape of any adventure. Maps can point the way, but they cannot warn of every dip, rut, bridge or curve in the road of the journey. Oswald Chambers said,

“God does not give us overcoming life; He gives life as we overcome. The strain is the strength. If there is no strain there is no strength. Are you asking God to give you life or liberty and joy? He cannot, unless you will accept the strain. Immediately, when you face the strain, you will get the strength...God never gives strength for tomorrow or for the next hour, but only for the strain of the minute” (My Utmost For His Highest).

We hope that in the midst of reading this Day 41 guidebook, the main thing did not get lost in the details. The main thing in the Day 41 pathway is your relationship with God, your Father. Are you connected to Him? Are you hearing His voice and following His lead one obedient step at a time? Of course, His promise is to guide you, walk with you, and strengthen you each step in this journey. C.S. Lewis said, “In commanding us to glorify Him, God is inviting us to enjoy Him.” That is the bottom line: to love God and enjoy Him all the days of our life on earth.

Our prayer for you, as leader and pastor of your people during this Day 41 experience, is that you will know His vision and purpose for you and your church. We pray you will follow His lead as He guides you to communicate the vision, infuse it into your leadership, and build a team that grows through strains and triumph. May God Himself equip you and strengthen you with joy, love, faith and grace—all to His glory.

DAY 41 STORIES

TRINITY CHURCH: LANSING, MICHIGAN DENOMINATION: NON-DENOMINATIONAL WEEKEND ATTENDANCE: 3,000

Ever have the feeling that your church has a lot of good stuff going on, but that nobody is exactly sure why? Something about Jesus and the Great Commission . . . It's the feeling that the right hand not only doesn't know what the left hand is doing, but also didn't know it had scheduled the fellowship hall for the same night as your big event!

Brad Mitchell had that feeling when he became senior pastor of Trinity Church in March 2002. "There were a lot of good ministries, but they were unconnected," he says. "I didn't want us to be encapsulated—having a number of independent isolated ministries that were kind of like separate para-churches under the umbrella of the local church. I didn't want it to be like in the time of Judges, where everyone did as they saw fit."

Brad wanted a big picture to set the standard, pace, and direction for the smaller pictures. "I just sensed a real need to bring a unifying focus factor and purpose into this ministry," he says.

Enter Purpose Driven Ministries. The concept wasn't new to the former Willow Creek Community church staff member. "I had never been to Saddleback before 2002," he says, "but I'd read *The Purpose Driven Church* years ago, and so I had all of our elders read it and we went through the book together, and they just loved it. That was one of the first things I did when I came on staff. Then, I took a number of people with me to the *Purpose Driven® Church Conference* at Saddleback, and that's where the 40 Days of Purpose was introduced.

"And so I kind of—on a whim, honestly—bought the package because I didn't know what I was going to preach that Fall anyway." It was a sort of fallback option that met an observed need, a Spirit-led, accidental/intentional convergence of I'm-not-sure-what-I'll-preach and this-looks-like-something-we-need. "There was nothing real spiritual about the process I went into," Brad says, "and I've told that to our congregation. It's fun to see how God uses even that kind of thing for huge spiritual gain." Brad isn't a formula kind of pastor, and his elders aren't formula-focused, either. They bought into the purpose driven paradigm because it was scriptural. "It was not that it was some new formula," Brad says. "It was that it was God's formula put together in a very understandable, systematic way for the local church."



Trinity is a 52-year-old church with a history of stability. Known for its sound Bible teaching, the church is near Michigan State University. Brad says a snapshot of Trinity is beginning to look more like a snapshot of Lansing after many years of tilting toward the academic, coat-and-tie set. There is also a strong international community at Trinity, with 15-20 nations represented on any given Sunday. Growth of 20 percent or more the past couple of years and a move to a 30-acre campus a little farther from the university has helped change the make-up.

The 40 Days of Purpose Campaign in the Fall of 2002 moved Trinity from being a church with small groups to being a church of small groups. “God used it in a way that brought Him a lot of glory and connected a bunch of people,” Brad says. “We connected 800 people into small groups on one Sunday—and with 87 percent retention rate after the 40 Days. That brought us from 20 percent to 80 percent total involvement of our church in small groups.”

Last Fall, Trinity devised its own 40 Days of Transformation around John Ortberg’s book *The Life You’ve Always Wanted*. Another 600 people were connected into small groups. “It really turned out to be a tremendous spiritual win for the kingdom,” Brad says.

In Trinity’s experience, people who identify a common purpose are quicker to arrive at a common plan, but it doesn’t have to end up with common results. Brad says that 40 Days of Purpose prepared the congregation to buy into the purpose driven paradigm. “It was like, ‘Man, if this makes sense for me personally, of course it would make sense for the church.’ So making a transition toward anything purpose driven was smooth, really smooth.”

“You wouldn’t expect that transition to come easily and smoothly for a congregation of this size, but it has. Now maybe I’m blind and there are things I haven’t seen or there are bumps down the road—and I would expect that there will be—but as far as the key values of the five main purposes, that has been very easily accommodated in our congregation.”

Nevertheless, Brad says it is wise to go slowly. He thinks it will be several more years before all the silos have merged, before all processes are purpose driven. Trinity has implemented classes 101 through 401, with adaptations. It uses Willow Creek’s “Network” curriculum for class 301 and “Becoming a Contagious Christian” for class 401.

“We are purpose driven,” Brad says, “but we don’t want to be a Saddleback or a Willow Creek. We’re about being Trinity, just the best Trinity we can be.” www.trinitywired.com

“We connected 800 people into small groups on one Sunday—and with 87 percent retention rate after the 40 Days. That brought us from 20 percent to 80 percent total involvement of our church in small groups.”

HERITAGE CHURCH: DUBLIN, VIRGINIA
DENOMINATION: ASSEMBLIES OF GOD
WEEKEND ATTENDANCE: NEAR 300

Pastor Mike Brummitt discovered if you want to drive a church on the road to purpose, fill it up with the factory-recommended fuel and hang on for the ride. Mike signed Heritage Church up for the 40 Days of Purpose Campaign in Fall 2002. “That was like strapping a rocket onto the purpose driven model for our church,” he says, “because we were able to take it to a totally different level.”

Mike became pastor of Heritage in September 2000 and, heeding his own advice, immediately began steering the church toward the purpose driven paradigm. Before God called him to Heritage, Mike was trying to help Assemblies of God churches in the denomination’s Appalachian District learn and implement the purpose driven model of ministry. He worked for four years in the district office as Youth and Christian Education Director.

“That was my training for this pastorate,” he says, “because we worked with a model that the Assemblies called ‘We Build People,’ which was basically translating what Rick Warren had done at Saddleback over into the Assemblies.”

“When we were first introduced to the model, we were overwhelmed by the tremendous potential to help our churches actually get on the road to doing something with intent and with purpose—intentionally making disciples. In a lot of churches that I’ve been involved in through the years, if there was an operating system, it was haphazard: whoever showed up and whatever happened, hopefully somebody would grow up in Jesus. That doesn’t work real well. I’ve seen a lot of disciples not produced.

“So when my wife and I came to Heritage, we believe we heard a mandate from the Lord that this local church was here to make disciples. And when we stand before Him and answer for this pastorate, that’s what He’s looking for—people who have been developed into disciples.”

Heritage was a traditional church of about 150 people, but with a “contemporary flow and very much open to new direction” when the new pastor arrived in 2000. It had, however, recently experienced a split.

“We spent the good part of the first two years just loving our people and trying to promote healing,” Mike says. “At the same time, we were pointing people in the direction that we felt the Lord wanted to take them. And that was going down a road filled with purpose, having each person develop intentionally as a disciple—helping them find a ministry, helping them discover the fact God wants them to continue to grow in their relationship with him.”

The vision casting and gradual introduction culminated in 40 Days of Purpose. “Soaking in purpose for 40 days



together gave us so many wins,” Mike says. People connected the dots, bought into the vision, and wanted to know more. Small groups, a brand-new concept for Heritage, absorbed 196 people.

Mike remembers the Sunday afternoon he entered his office “so filled with emotion I had to tell somebody something.” He wrote an e-mail message to Rick Warren, not knowing if anybody would ever read it, “but it made me feel better.” He wrote: “You don’t have any idea what you’re doing for me as a pastor . . . Thank you for making the joy we have pastoring this great church even greater by catapulting us forward in momentum. Because of the campaign, we are farther down the road after two years of ministry than I thought we would be in five.”

Heritage is planning another 40 Days of Purpose Campaign this Fall. This past February the church launched its own program, 40 Days of Freedom, with devotional curriculum written by Christi Brummitt. The campaign cemented the value of small groups, when 235 people joined during this time.

In 20 years of ministry, Mike says Heritage has been his “biggest joy, seeing God do some incredible things. And the most exciting thing is to see people’s lives changed.”

“To quote Rick, as the church gets larger, it’s got to get smaller,” Mike says. “In the scope of things, 300 people is not a big church, but 300 people can’t connect on Sunday morning. There’s no real place for them to get into each other’s lives outside of small groups. So that’s why we’re trying to pour on the steam, to make sure that happens from now on.”

Located in a rural area of southwest Virginia, the church sits between a couple of cornfields and cow pastures, but less than an hour’s drive from Roanoke and two universities, Virginia Tech and Radford. Heritage is a regional church that draws factory workers and business professionals, farmers and students, and people of all ages.

In 20 years of ministry, Mike says Heritage has been his “biggest joy, seeing God do some incredible things. And the most exciting thing is to see people’s lives changed.”

The first Sunday of 40 Days of Purpose, 12 people made decisions for Christ, and several of them immediately connected into a small group. A man named Jimmy came to church for the first time. “He surrendered his life to Christ on the spot that Sunday morning,” Mike says. “He called the church three times in a two-week period to tell me his life is so radically changed that everybody around him is noticing the difference.”

“That’s the thing that puts wind in our sails, seeing lives changed. Purpose Driven helps us take those people who give their lives to Christ and keep them moving in a direction that makes sure they grow and are discovering what God has for them.” www.heritagechurch.net

CHANDLER CHRISTIAN CHURCH: CHANDLER, ARIZONA

DENOMINATION: NON-DENOMINATIONAL

WEEKEND ATTENDANCE: 2,500

Roger Storms was called to Chandler Christian Church to lead in a new direction. Founded in 1926, this traditional church had many wonderful people, but had undergone a leadership trauma and had no real direction. “Like many churches, they simply were meeting each week, because that is what churches were supposed to do,” Roger says.

Attendance, which had never exceeded 200, was barely over a hundred when Roger became pastor in 1988.

Today weekend attendance surpasses 2,500.

It certainly helps that the city of Chandler, 25 miles southeast of downtown Phoenix, is one of the fastest growing communities in America. But in the past 15 years, everything about Chandler Christian Church, other than its commitment to biblical teaching, has changed. Adopting the purpose driven model has the church looking outward at a largely unchurched mission field of young, two-income families.

Chandler kicked off 2003 with
40 Days of Purpose.
The campaign doubled the
number of small groups.

Roger Storms was Chandler’s youth minister in the late 1970s before leaving to serve other congregations and then returning as pastor. He was deeply influenced by Joe Ellis and his books, *The Church on Purpose* and *The Church on Target*. Dr. Ellis referred him to Saddleback Church as an example of success. Using Saddleback’s

philosophy, Roger and his leadership team began developing a Purpose Driven vision, purpose, and structure. Chandler’s mission today is “to help everyone develop an ever-deepening relationship with Christ through this, His church.”

To aid in accomplishing this mission, the church is committed to the following five purposes:

- **Membership:** To connect people to Christ and the community of Christ (Acts 2:38-42).
- **Maturity:** To grow followers of Christ to maturity (Colossians 1:28-29).
- **Ministry:** To help believers find significance, purpose, and fulfillment through ministry (Ephesians 4:11-16).
- **Mission:** To inspire believers to fulfill the Great Commission in our community, country, and world (Acts 1:8).
- **Magnification:** To lead people in expressing love, joy, appreciation, and commitment to God (John 12:32).



Chandler kicked off 2003 with 40 Days of Purpose. The campaign doubled the number of small groups. “We cleared the calendar and did everything wrapped around the campaign,” says Don Anderson, Chandler’s executive pastor. “People still talk about it—it was the best experience any one of us on staff has ever experienced within a church from a program standpoint.”

Children’s minister Boomer Roland and the children’s ministry staff wrote 40 Days of Purpose curriculum and take-home material for children, which encouraged the entire family to participate both at home and at church.

“Rick Warren is gifted at making complex things simple, so campaign materials translated real well for kids,” Don says. “Many parents would read *The Purpose Driven® Life* chapters to their kids, so they did it as a family devotional activity.”

“We keep hearing that our families loved being able to study the same materials and talk over the same concepts, even though obviously from different depth levels. Everyone was discussing the same Bible verses, memorizing the same verses, and talking about the same purposes.”

Don says the community has come to expect big things of Chandler’s largest church. After September 11, the church sponsored the community’s prayer and memorial service. The annual carnival on Halloween pulled nearly 5,000 people to the church campus in 2003. Last year two “Project: Serve Chandler” community days commissioned more than 800 adults and children to practice random acts of kindness in Jesus’ name, such as washing police cars, visiting nursing homes, picking up roadside trash, and handing out free bottles of water at city parks and shopping areas.

These major functions and bridge events like a Jerry Lucas “Learning That Lasts” seminar, and a John Maxwell leadership series make it easy for members to invite unchurched friends to come check out Chandler Christian Church.

“We want to be a church known for loving people and leading them to Jesus,” Roger says. “That means meeting people where they are, considering their needs and wants, and leading them to develop an ever-deepening relationship with Christ.” www.chandlercc.org

CALVARY CHURCH: ST. PETERS, MISSOURI
 DENOMINATION: EVANGELICAL FREE CHURCH OF AMERICA
 WEEKEND ATTENDANCE: 2,700

More than 12 years ago, a 45-year-old congregation had just moved into a new facility in the suburbs of St. Louis and was looking for a fresh start to go with a beautiful building. Calvary Church called a pastor who could lead the way outside the walls and into the community.

“The leadership team really seemed open to reaching out to penetrate the community with the love of Christ,” says Dave Michelson, senior pastor. “But it was a slow, methodical changing of the ship—a move from very traditional to more contemporary.”

Dave acknowledges that the first two years were extremely difficult. It took time for people to understand that God had a greater purpose for the church than just fellowship among the saints.

It took time for people to understand that God had a greater purpose for the church than just fellowship among the saints.

“We tried to discover why we were here and what we were trying to do,” he says. “We came up with some different ideas of what that meant, and the church began to grow and develop. People came to know Christ and others grew deeper in their walk with God. We really started to see some change. Understanding your purpose is like a

compass that helps to navigate where you’re going.”

The first step Dave took was to lead the church in developing a purpose statement. Previously, nothing had been written about what the church valued or sought to accomplish. They determined that they existed “To reach people who do not normally attend church and to make fully devoted followers of Jesus Christ among those who do.”

“We needed a starting point, and that was it,” Dave says. “One of the things I care about is that the church knows where it’s going. If you don’t know where you’re going, you don’t know how to get there.”

Calvary didn’t want only the pastors to do the ministering. They wanted pastors to equip people to do the ministry. “We started hiring ‘equipping pastors’ versus ‘doing pastors’,” Dave says. “That has worked really, really well.”

Church members elaborated on their purpose statement by verbalizing a goal to accept people with the unconditional love of Jesus and ensure they understand that people do not need to get their act together to come to church. They would present the Bible in a relevant fashion, concentrating on application to daily life. They would reach out with sensitivity with the message of Christ, and they wanted people to discover and use their God-given spiritual gifts.



After collective brainstorming, the church organized their purposes in six specific areas:

- **Developing intimacy**—to love God with all of our heart, soul, mind, and strength.
- **Experiencing community**—to give care and support, encouragement and prayer to God's family.
- **Building maturity**—to become fully-devoted followers of Jesus Christ in word and action.
- **Accomplishing ministry**—to serve unselfishly those in the church community and the world.
- **Sharing eternity**—to share the love of Jesus with our lives and our lips to as many as possible.
- **Demonstrating generosity**—to give generously of ourselves and our possessions to God and to others.

“We needed focus and direction and renewal,” Dave says. “We needed a vehicle to evaluate ourselves and a way to define success and establish goals and objectives. Purpose gives you a reason to live and exist. We now know why we’re here, and that helps us know what to do.”

Calvary has adapted the Purpose Driven Diamond for their Growth Series Classes and added spiritual mentors to help people understand Scripture, serve in ministry, and share their faith.

“I think that will be a future trend in the church, that people need mentoring because they didn’t grow up in the church, they don’t know the Bible, and sometimes they’re embarrassed to go to a class,” Dave says. “So we offer the classes, but we’re doing more one-on-one and small group mentoring. We’re seeing more transformation, not just education.”

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Dave says Calvary’s 40 Days of Purpose Campaign during the Fall of 2002 was the single greatest tool the church has used during his twelve years there. Attendance at weekend services grew by 250 to 300 people during the campaign, 125 people joined small groups, and 225 signed up to begin serving. By the time the campaign ended, 110 people had been baptized.

“What’s exciting to me is not just what happened then but what has happened since,” Dave says, noting that in the year following 40 Days, the church added 250 new members. “It’s not all 40 Days, but it was a great catalyst.”

With purpose, Calvary Church is reaching out to its community of mostly white collar, well-educated Americans who don’t yet know about Jesus. “We have a sense of where we’re going and what we’re trying to do,” Dave says.

Dave believes more churches need to stop and assess their purpose in order to be effective in the coming years of ministry.



“Most churches know where A is—it’s right where they’re sitting,” he says. “But they don’t have any idea how to go to the next level where B is. Purpose Driven helps you move from A to B and then to C and D. It gives you an understanding of direction and an understanding of how to use resources and make decisions.”

“Quite frankly, if you don’t understand your purposes, it’s hard to be successful in the church. We’ve discovered time and time again that when we live out our purposes, God brings multiple blessings.” www.calvarymidrivers.org



IGLESIA EL BATÁN, QUITO, ECUADOR
DENOMINATION: CHRISTIAN AND MISSIONARY ALLIANCE
WEEKEND ATTENDANCE: 1,800

Luis Estévez Naranjo is a man with a vision. He's working not only to change lives within the fellowship of Iglesia El Batán, but also to see the gospel transform Ecuador and all of Latin America.

This vision is more than a prayer request for national revival. Luis has a plan in place to train leaders through the 40 Days of Purpose campaign and equip them for positions of national leadership. He puts it this way: "A healthy person produces life; a healthy church changes societies. This is the moment to transform the world with the precious gospel of Christ."

God gave Luis this vision before he learned about Purpose Driven Ministries. Iglesia El Batán was born in a house in 1974. Over the next 25 years the church grew steadily, outgrowing two buildings along with starting three new churches. The church is part of Encuentro con Dios (Encounter with God), a movement whose goal is to start churches that will impact cities through evangelistic campaigns. As part of its mission, Iglesia El Batán became a national voice in moral and ethical issues.

Luis became senior pastor in 1999. "At the beginning of my work as the pastor of the church, I spent a year searching for God in prayer and Bible study," Luis says. "By the end of the year God revealed His vision. We were to be a new society that impacts our cities, our nation, and Latin America with the gospel."

Out of this vision grew a simple, three-fold mission: Denounce injustice, save the lost, and help those in need. Luis shared the mission with the church, but he soon discovered the congregation needed to deal with some spiritual problems before proceeding. Once those were dealt with, Luis faced another question: how to accomplish the vision God had given.

This question was rolling around in his mind when Luis attended Billy Graham's international conference in Amsterdam in 2000. There, in a special workshop, he heard Rick Warren talk about how to become a purpose driven church. Luis had his answer. He took the material back to his church and started the process of interconnecting God's five purposes with his vision for El Batán. The pastoral team took part in the Purpose Driven Conference in Guayquil, and later visited Flamingo Road Church in Miami to observe how to make the transition.

Over the next year El Batán's leaders applied what they'd learned. They changed their ministries into purposes; changed their budget to reflect their new priorities; incorporated their thoughts about worship, fellowship, discipleship,



ministry, and evangelism into every aspect of the church; and communicated the purposes to the entire church body. Small groups are the key component of the process. Luis and his pastoral team prepared small group leaders who helped create a net that would promote discipleship. And the plan has worked. Last year, the church's first full year after making the transition, 280 people were baptized.

Throughout the process, the vision to transform their world with the gospel has grown stronger. "The church has worked with high-risk city neighborhoods, with prostitutes, street children, poor people, all while keeping in mind

"When reviewing the 40 Days material, I realized these are the principles for a healthy church and everything a Christian must know."

our mission of denouncing injustice, redeeming the lost, and helping those in need," Luis says.

El Batán has also begun to impact political leaders on local and national levels. "God has motivated me into a revolutionary process trying to move the city using the gospel as a transforming tool,"

Luis says. "We are going to take the production centers of the country by spiritual explosion."

A key part of Luis' strategy to launch this spiritual explosion is the 40 Days of Purpose. "When reviewing the 40 Days material, I realized these are the principles for a healthy church and everything a Christian must know," Luis says. They launched the campaign in January 2004 and watched as church attendance jumped to 1,800, over 500 more than a year earlier. The church sold more than 2,000 copies of *The Purpose Driven® Life* and formed 170 small groups. Five hundred people came to Christ during the campaign.

Luis now plans to use the material to train leaders, not only for the church, but also for key positions of responsibility within the nation of Ecuador. Newly trained leaders will also help El Batán reach its goal of starting new purpose driven churches that will join them in changing their world.

"Latin America is a real spiritual source, even though we face difficult political, social, and economic problems," Luis says. "I think through Purpose Driven, God has given us an excellent tool to develop healthy churches with the power of changing our reality. Now more than ever, we need God's blessing on our vision."



DUNEDIN CITY BAPTIST CHURCH
DENOMINATION: BAPTIST UNION OF NEW ZEALAND
WEEKEND ATTENDANCE: 850

In its long history, Dunedin City Baptist Church (known in the city as DCBC) has seen pastors come and go, programs succeed and fail, and attendance rise and fall. When Trevor Geddes came as pastor in 1985, “fail” and “fall” was a fair description of the church.

Founded in 1863 as Hanover Street Baptist Church (renamed Dunedin City Baptist Church in 1991), the church had declined to around 100 attendees, faced internal conflict, and lacked a vision statement. Trevor, brand-new to full-time ministry after he left a physics career to study at the New Zealand Baptist Theological College, guided four years of growth and adoption of a vision statement based on Isaiah 54:2-3:

Enlarge the place of your tent,
Stretch your tent curtains wide,
Do not hold back;
Lengthen your cords,
Strengthen your stakes.
For you will spread out to the right and to the left;
Your descendants will dispossess nations
And settle in your desolate cities.

God had used that scripture to show Trevor his future was in ministry, not physics. He later learned those verses were the basis of a sermon by William Carey that launched the modern missionary movement.

Hanover Street Baptist Church seemed ready to reclaim its past glory as a missions-minded congregation. The church grew to about 450 and then, hampered by space, started three other congregations, including one for Chinese believers and seekers.

Despite this burst of growth, decline followed again. By the end of the 90's, the central congregation averaged less than 400. “Worse still, the number of converts had declined,” Trevor says. “In 1996 we had sold the historic building that had been home base with a vision to ‘spread out to the right and the left,’ but it wasn’t happening.”

Trevor had reached “crisis time,” he says. “I could no longer tolerate leading a church that saw so few finding

Christ, while at the same time Christianity was in sharp decline in New Zealand.” He was ready to resign a failure, when a pastor from outside Dunedin challenged him to consider what needed to change in the church.

“As a result I presented a paper outlining the steps that I saw as unavoidable if things were to turn around,” Trevor says. “Only deep and radical change could turn us into a church that fulfilled Jesus’ call to us and significantly reached lost New Zealanders.”

Says Trevor, “This began a time of great pain. Most of the leadership supported me, but there was a lot of unhappiness.”

“At the end of the year, God had challenged me one Sunday as to whether I was willing to lose people from the

“Everything hung on that vote. I did not want to remain in leadership if the church did not fundamentally change, and the church had no worthwhile future unless it changed.”

church. I had said yes. He had then asked if I was willing to lose half of the people. I had again said yes. And we lost many as we went on this journey. But we had a foundational commitment to do whatever was necessary to see people coming to Christ as never before.”

That year, Trevor was due for study leave and had asked a prominent Christian leader how he thought he should spend it. “Go to

Saddleback Church,” the leader had advised. Although he knew nothing about Saddleback, except that it was somewhere in America, Trevor made plans to go to a conference at the end of July.

“In July, after all those changes in the church had been underway for a few months,” Trevor says, “we had a members’ meeting with only one motion: ‘The members approve of what the leadership has done.’ Everything hung on that vote. I did not want to remain in leadership if the church did not fundamentally change, and the church had no worthwhile future unless it changed.”

The motion was passed unanimously. “I felt the church had given us a blank sheet of paper and said, ‘Redesign us!’ We had left behind one era. We knew the future had to be very different, but we didn’t know what it would look like and had almost no idea what the next steps were.”

The next week, Trevor and his wife, Helen, took their blank sheet of paper and boarded the plane for the Purpose Driven Conference at Saddleback.

“The moment the conference began, we knew we were in the midst of a life-changing moment for us and our church,” Trevor says. “It wasn’t so much that we chose Purpose Driven, but it seemed to be choosing us! What Rick said in a way seemed so obvious—he seemed to be saying what I knew so well. But the difference was here



was a church that was *doing* the obvious. They had found a way to achieve what we all know we should be doing.

“Two things stood out for me, beyond the purpose driven structure. One was how much Saddleback stressed God loves us. It came out of everything they did. And the second was how Rick led. As I watched and listened, I think I began to really understand what ‘permission giving’ leadership actually meant. At that point, I began to see a path ahead opening up for our church.”

When Trevor and Helen returned to Dunedin, the last thing they wanted to do was to tell the church, “This is what we must do.” Instead, Trevor wanted members to be fully a part of choosing their future direction. Helen and Trevor invited 55 key people to their home over a series of weeks to take them through the conference. “I made the commitment that I would not express my opinion about what we should do till they had expressed theirs,” Trevor says.

“The first night we broke them into groups and asked them to discover God’s purposes for our church from Scripture. Then for the next eight weeks we went through the conference. At the end they unanimously concluded we ought to do this as a church, and I had kept my word and not expressed an opinion!”

Within a year DCBC was purpose driven. “I do not think you can normally take a church into a purpose driven structure at the rate we did,” Trevor cautions, “but this was God’s timing for our church. We had been thoroughly humbled. We had accepted that only radical change could work and had already dismantled much of our structure. There were many who were skeptical of the outcome initially, but the results won them over.”

“I do not think you can normally take a church into a purpose driven structure at the rate we did,” Trevor cautions, “but this was God’s timing for our church.”

Those results start with the transition from being inward-focused and driven by personal preferences, to being outward-focused with Jesus’ concerns as the driving force. After surveying the community, the church began seeker-friendly Discovery services on Sunday mornings.

“Seeker services have had bad press generally in New Zealand,” Trevor says, “and church leaders dismiss the concept, so we had no idea if they would work in Dunedin. To our delight, our people soon began bringing unchurched people to these services and before long we were seeing regular first-time commitments.”

“Of course, such services are only one arm of outreach for a church, but we found they had a huge impact within the culture of our church with the priority of reaching lost people being proclaimed at every such service. Also our services became increasingly known in the community, and today some come who have no personal contact with a



member of our church but have heard about DCBC and its Discovery services.

“Seeing people becoming Christians regularly is powerfully motivating for Christians, especially in a community like ours where the number of Christians is low and there is a general belief that reaching unchurched people is too hard. Our people began to see that this is not true, and began to develop other initiatives to reach lost people. People who had never attempted to share their faith with others began asking their workmates and friends to services. Ministries among the unchurched have started, and special events have been run from street-level to city-wide. Our church has been gaining profile in the city.”

Outside of the city, too. DCBC organized the Purpose Driven Conferences in Dunedin and Auckland in 2002, and churches throughout New Zealand have sent teams to Dunedin seeking advice about leadership structure and evangelism. With DCBC being the first New Zealand church to do 40 Days of Purpose in June 2003, Trevor fields several inquiries a week from churches interested in a campaign.

DCBC has stretched wide the curtains of its tent. In fact, Trevor says, further study of the church’s foundational scriptures, Isaiah 54-55, has led to developing the concept of being a “church without walls.”

“Historically, the church keeps retreating from its role to be a community that spreads out and at the same time draws in the secular community, and instead walls itself in and makes its own life its primary focus,” Trevor says. “For the past eight years we have held our services in hired venues. Being a ‘church without walls’ meant embracing this as an essential part of who we are seeking to be. It also means in our personal lives we seek not to wall ourselves off from our neighbors or colleagues, but to open our lives to them. And it means on a wider scale, we see the need to embrace the world beyond Dunedin as part of our call too.” www.dcbc.co.nz



FOUR HELPFUL LISTS EXAMPLE FROM FOCUS GROUP IN PITTSBURGH

WHAT WENT RIGHT? (OPTIMIZE)	WHAT WENT WRONG? (CHANGE)	WHAT WAS CONFUSED? (CLARIFY)	WHAT WAS MISSING? (ADD)
<ul style="list-style-type: none"> ■ The campaign was team led and implemented ■ Putting the “zero” behind the goals stretched our faith ■ Weekend + Small Group + Individual = Everyone on the same page ■ Unity and alignment ■ Daily studies ■ Marketing notes and helps ■ Step-by-step process ■ Resource-spawned new ideas ■ Free books for all visitors to our church ■ The programming help ■ Children and youth components ■ “Christ the King” curriculum ■ Video small-group curriculum ■ Track for youth and adults ■ E-mails from Purpose Driven ■ Sermon insert notes ■ Fairs for the outreach ■ The price is right ■ Place of prayer ■ Storyboarding campaign 	<ul style="list-style-type: none"> ■ Do not do more than one campaign per year ■ Too much content for 40 Days ■ Need shorter sermons for the campaign ■ Printing delays made it hard to plan ■ Cannot make modifications with Adobe® 	<ul style="list-style-type: none"> ■ How do we fit this format into the Sunday School format? ■ What is the line between the Ministry and Missions Fairs? 	<ul style="list-style-type: none"> ■ Components in the campaign for youth and children

RESOURCES FOR THE PASTOR

OUTLINE FOR *THE PURPOSE DRIVEN® CHURCH*, BY RICK WARREN

Part One: Seeing The Big Picture

1. The Saddleback Story
2. Myths About Growing Churches

Part Two: Becoming a Purpose Driven Church

3. What Drives Your Church?
4. The Foundation for a Healthy Church
5. Defining Your Purposes
6. Communicating Your Purposes
7. Organizing Around Your Purposes
8. Applying Your Purposes

Part Three: Reaching Out to Your Community

9. Who is Your Target?
10. Knowing Whom You Can Best Reach
11. Developing Your Strategy

Part Four: Bringing In a Crowd

12. How Jesus Attracted Crowds
13. Worship Can Be a Witness
14. Designing a Seeker-Sensitive Service
15. Selecting Your Music
16. Preaching to the Unchurched

Part Five: Building Up the Church

17. Turning Attenders into Members (Congregation)
18. Developing Mature Members (Committed)
19. Turning Members into Ministers (Core)
20. God's Purpose for Your Church

GENERAL CONTENT OF THE AUDIO VERSION OF THE *PURPOSE DRIVEN CHURCH* CONFERENCE

1. Building a Purpose Driven Church: Establishing a Foundation for Growth
2. Targeting Your Community for Evangelism: Understanding Who You Are Trying to Reach
3. Attracting a Crowd to Worship: How to Design Seeker-Sensitive Services
4. Building Your Congregation: Turning Attenders Into Members
5. Developing Mature Members: Moving People from Congregation to Committed
6. Empowering Your Core for Ministry: How to Turn an Audience into an Army
7. Purpose Driven Small Groups: How to Implement the Five Purposes in Small Groups
8. Structuring Your Church on Purpose: How to Organize Your Church for Growth
9. Leading Your Church Through Change: Understanding the 10 Components of Change
10. Authentic Leadership: The Type of Leader God Uses



The following questions align with the general sessions, or seven modules, of *The Purpose Driven® Conference*. The staff at Purpose Driven Ministries often use these questions in follow-up workshops. Pastors regularly comment about their usefulness in helping them process the content taught by Rick Warren and apply it to their unique church setting.

MODULE 1

1. What does it mean for your church to Evangelize? Fellowship? Disciple? Minister? Worship?
2. Which of the five purposes is strongest in your church? Weakest?
3. What are some of the barriers that hinder growth?
4. What do you do to communicate your greatest strength?
5. What could you do to increase the communication of your weakest purpose?

MODULE 2

1. For existing churches, which one of the five purposes are you going to start on? Why? For church plants, which of the five purposes are you going to start on? Why? Begin to think about the prioritization of implementing the purposes in your church.
2. How will you educate your people annually through all five purposes?
3. How will you rotate your purposes annually? Use a calendar and keep in mind Christian and secular holidays and festivals.
4. In year one, name a program for each purpose. Based on the calendar, what will your programming look like? Again, keep in mind all secular and non-secular holidays.
5. How will you structure your teams to serve the implementation of the purposes in your church?

MODULE 3

1. What is your ministry or serving area? Define it in certain terms geographically (i.e. your city limits, the periphery around your church location; how far does your target live from the church?).
2. What do they do for a living? (i.e. majority of your people, professional, educated, uneducated, farmer)
3. What is their background? (i.e. family life, religious background, age)
4. What do they know, right or wrong, about the Gospel of Jesus Christ?
5. Based on questions 1-4, define your evangelistic target.
6. What is the approach to this evangelistic target?
7. What types of people are currently attending your church? Use questions 1-3 to describe the people coming to your church.

MODULE 4

1. Based on your evangelistic target, is the style of music performed at the worship service the same style of music they listen to for enjoyment?
2. What is the secular name of that style of music they listen to when they are not at church? (i.e. rock, pop, classical, etc.)
3. If you have multiple styles of music represented in your church, what are they? What are the secular names of those styles?

4. What fears about Christianity does your evangelistic target have? What fears do they have about coming to a service?
5. What are the needs of your evangelistic target when they come to your service?
6. What is a typical order of service?
7. Is the preaching presented in a simple way that is interesting and understandable? Listen to it through the ears of your targeted audience.
8. Based on what you do and the way you do it (style of worship, order of service, the sermon, etc.), does it bring the unbeliever closer to coming to know Christ or does it push him away? How can you respond to them as Jesus did in love? Be sure that as you design your seeker sensitive service, you must always ask:
 - Am I showing love to the people in my service?
 - Am I presenting God's word in a simple way that is interesting and understandable?
 - Am I relating the Bible to the needs that the people have in the service?
9. What are ways you can be sensitive to the fears your evangelistic target may have in your service?
10. What changes could you make in your order of service to fit the needs of your evangelistic target?
11. What are the ways you can be sensitive to the needs of the unbeliever?

MODULE 5

1. What is the emotional climate of your church? Is the emotional climate toward visitors warm and friendly or cold and shallow? How do you measure the emotional climate?
2. What is the value of membership in your church? What do you expect from your members right now?
3. What are the plans for assimilation of new members into your church?
4. What does God expect from the members of your church?
5. How can we make being a part of this church family more meaningful?
6. How can we ensure that members feel loved and cared for?
7. What services or ministries could we offer our members?
8. Do you have a membership covenant? If yes, what is it? If no, review questions 2 and 4.
9. How is my church creating opportunities for people to build relationships with each other?

MODULE 6

1. What is your church doing to develop spiritual habits or disciplines?
2. What are the most important habits for a Christian to grow?
3. What are different ways your church can teach those habits?

MODULE 7

1. What is the biblical basis for lay ministry?
2. In your church, who does the ministry and who does the administration?
3. How can you help people discover their S.H.A.P.E.?
4. How are you helping people find ministries God purposed for them to be involved in?



DAVE HOLDEN, LAKE GREGORY COMMUNITY CHURCH

Year-One Goals: This is the Fellowship (101) Building year. Establish a prayer ministry, counseling ministry, note writers to respond to communication card requests, baptism class, New Believers Gift Packs, New Believers' Class and ongoing outreach. Also, start strategizing for possible changes to Sunday School and how to handle the soon-to-be exploding children's ministries and nursery.

Week #	Key Calendar Highlights	Individual Sermon Topics (Available from Pastors.com)	Sermon Series Topic	Notes
1		The Marks of a Mature Person	DEVELOPING FAITH THAT WORKS	<ul style="list-style-type: none"> This series demonstrates the deep study and exegesis that goes into preparing Purpose Driven messages, and it shows the power of preaching for life change. This series allows the preacher and church to experience a new style of sermon.
2		How to Profit from Your Problems		
3		How to Make up Your Mind		
4	Super Bowl	How to Win Over Temptation		
5		How to be Blessed by the Bible		
6		How to Treat People Right		
7		How to Have Real Faith		
8		How to Manage Your Mouth		
9		How to Relate Wisely to Others		
10	Valentine's Day	How to Avoid Arguments		
11		How to Quit Playing God		
12		How to Face Your Future		
13		How to be Wise with Your Wealth		
14		How to Develop Patience		
15		How to Pray About Your Problems		
16		Clearing Up the Confusion		
17		Where to Get Guidance		
18		God's Purpose for My Problems		
19		God's Guidelines for Decisions	BUILDING YOUR MARRIAGE	<ul style="list-style-type: none"> This is a great series to follow Easter and build on the visitor's commitment to your church. Family series always draw a crowd.
20	Easter	What Difference Does Easter Make?		
21		God's Original Design	ACHIEVING THROUGH BELIEVING	
22		The Great Cover-Up		
23	Mother's Day	Love That Lasts a Lifetime		
24		The Stages of Marriage		
25		'Til Debt Do Us Part		
26		How to Storm-Proof Your Marriage		
27	Father's Day	What Faith Can Do for You		
28		You've Got to Have a Dream		
29		How to Reach Your Dreams		
30		What Do You Expect?		
31		What to Do When You Need a Miracle	PRAYER CAN CHANGE YOUR LIFE	
32		How to Face Your Fears		
33	July 4	God's Strategy for Your Success		
34		Keep On Believing	QUESTIONS I'VE WANTED TO ASK GOD	
35		Prayer Can Change Your Life		
36		The Five Conditions of Answered Prayer	WHAT EVERY CHRISTIAN NEEDS TO GROW	<ul style="list-style-type: none"> Give away Bibles. Teach on reading Bible & quiet times E-mail devotionals
37		How to Pray About Your Problems		
38		How to Receive an Answer from God		
39		What is God's Will for My Life?		
40	Summer Party	What is God Really Like?	BUILDING BETTER RELATIONSHIPS	<ul style="list-style-type: none"> This ends the year with a push for good relations through the holidays and a good start for the New Year.
41		How Can I Hear God Speak to Me?		
42		How Can I Change My Life?		
43	Back to School	How to Get More From Your Bible	BUILDING BETTER RELATIONSHIPS	
44		How to Make Contact With God		
45		All in the Family		
46		How to Invest Your Life		
47		Letting Go of Your Past		
48	Thanksgiving	How to Increase the Value of Your Relationships	BUILDING BETTER RELATIONSHIPS	
49		How to Improve Your Hearing		
50		How to Develop Lasting Friendships		
51	Christmas	How to Relate Wisely to Others		
52		How to Become a More Loving Person		

All series available at www.pastors.com.

DAVE HOLDEN, LAKE GREGORY COMMUNITY CHURCH

Year-Two Goals: This is the Discipleship (201) and Ministry (301) year. Establish a required Leadership Training Class for unity and focus. Launch C.L.A.S.S. 201 and 301. Plan ahead for new staffing and new budgeting processes to invest your money in a purpose driven way.

Week #	Key Calendar Highlights	Individual Sermon Topics (Available from Pastors.com)	Sermon Series Topic	Notes
1		How to Enjoy the People in Your Life	HOW TO ENJOY THE REST OF YOUR LIFE (PHILIPPIANS)	<ul style="list-style-type: none"> This is another “book study” that helps to show that PD preaching is biblical and practical at the same time. Convince them here again.
2		How to Be Joyful No Matter What		
3		How to Reduce Conflict with Others		
4	<i>Super Bowl</i>	God’s Part—My Part in Changing Me		
5		Conquering Complaining		
6		God’s Model for Manhood		
7		How to Maintain Your Joy		
8		Succeeding in Life		
9		A Strategy for Managing Stress		
10	<i>Valentine’s Day</i>	The Secret of a Satisfying Life		
11		God’s Promise to Meet Your Needs		
12		How to Face Incredible Odds		
13		Seeing With the Eyes of Faith		
14		What to Do When Your Ship is Sinking		
15		How God Turns a Little Into a Lot		
16		What God Knows About You		
17		Where is God When You Need Him?		
18		God’s Power in Your Life		
19		Our Unchanging God	BREAKING FREE (THE SEVEN DEADLY SINS)	<ul style="list-style-type: none"> This is a good time to introduce regular and ongoing communion services. Communion will complement this study. Keep them quarterly on Sundays and monthly on Wednesdays.
20	<i>Easter</i>	The Amazing Grace of God		
21		Letting God be God		
22		Can God be Trusted?		
23	<i>Mother’s Day</i>	Let God Love You		
24		Why Do I Do What I Don’t Want to Do?		
25		The Cure for Your “I” Problem		
26		How to Break an Addiction		
27	<i>Father’s Day</i>	Breaking Free from Debt		
28		Avoiding Fatal Attractions		
29		Putting an End to Procrastination		
30		Defusing Your Anger		
31		Breaking Free from Competition		
32		What’s a Family For?		
33	<i>July 4</i>	How to Restore Harmony in Your Home		
34		Raising Kids Without Raising Your Blood Pressure		
35		Hope for Hurting Parents		
36		The Worth of Your Work		
37		Finding a Job You Can Love	ADVANCING YOUR CAREER	
38		How to Win at Your Work		
39		Coping with Cranky Co-Workers		
40	<i>Summer Party</i>	How to Not be Obsessed with Your Work		
41		In Search of Excellence		
42		How God has Made You Unique		
43	<i>Back to School</i>	Unwrapping My Spiritual Gifts		
44		Living Your Heart’s Desires		
45		Defrost Your Frozen Assets	HOW TO MAKE YOUR LIFE COUNT	<ul style="list-style-type: none"> Now it is time to get through the holidays and look to the New Year!
46		You’ve Got Personality		
47		Employing Your Experience		
48	<i>Thanksgiving</i>	It’s Your Choice!		
49		The Secret of Greatness		
50		Succeeding in Spite of Your Circumstances	CHRISTMAS	
51	<i>Christmas</i>	Possessing Your Future		
52		How to Tell God That You Love Him		

All series available at www.pastors.com.



DAVE HOLDEN, LAKE GREGORY COMMUNITY CHURCH

Year-Three Goals: This is the Missions year. The purpose driven mindset should be firmly established in leadership and the church at the end of year three.

Week #	Key Calendar Highlights	Individual Sermon Topics (Available from Pastors.com)	Sermon Series Topic	Notes	
1		What it Means to Have Faith	FACING LIFE WITH FAITH		
2		Expecting the Best			
3		Facing Your Fears			
4	Super Bowl	The Key to Pleasing God	BUILDING GREAT RELATIONSHIPS (1 COR.13)		
5		Life's Greatest Aim			
6		The Power of Patience			
7		Bringing Out the Best in Others			
8		Reducing Rivalry in Relationships			
9		Getting Ego Out of the Way			
10	Valentine's Day	How to Give and Get Respect			
11		How to Manage Your Anger			
12		Recovering From Resentment		■ Now is the time to launch an official Small Group Ministry —Use <i>Doing Life Together</i>	
13		Telling the Truth to Each Other	ANSWERING LIFE'S TOUGHEST QUESTIONS		
14		The Habits of a Loving Heart			
15		What is the Point of Life?			
16		How Can I Be Happy?			
17		How Can I Make the Most of My Time?			
18		Why Isn't Life Fair?			
19		What Happens When I Die?			
20	Easter	How Much Money is Enough?			START CLASS 401
21		Why Should I Work so Hard?		■ Make short- and long-term mission trips available.	
22		How Do I Face the Future?	CONFRONTING OUR CULTURE		
23	Mother's Day	Maintaining Your Spiritual Strength			
24		How to Outsmart Your TV			
25		Trivial Pursuit			
26		Escaping Materialism			
27	Father's Day	The Solution to Self-Centeredness		■ Begin planning for 40 Days of Purpose.	
28		How in the World Will I Live?	GETTING A GRIP ON LIFE (PROVERBS)		
29		Wise Up!			
30		Mastering My Mouth			
31		Surviving My Schedule			
32		Taming My Temper			
33	July 4	Managing My Money	40 DAYS OF PURPOSE		
34		Cultivating My Friendships			
35		How to Earn the Respect of Others			
36		Don't Waste Your Life			START 40 DAYS CAMPAIGN
37		What on Earth Am I Here For?			
38		You Were Planned for God's Pleasure			
39		You Were Formed for God's Family			
40	Summer Party	You Were Created to Become Like Christ			
41		You Were Shaped to Serve			
42		You Were Made for a Mission	ESSENTIALS OF 21 ST -CENTURY LIVING		
43	Back to School	Celebration Sunday			
44		Where Do We Go from Here?			
45		The Five Essentials of Life			
46		Living By Grace			
47		You've Got to Get Connected			
48	Thanksgiving	How to Connect to People			
49		Building Your Life on a Solid Foundation			
50		Using the Bible to Make Decisions			
51	Christmas	How to Invest Your Life		■ Use this series to wrap up any loose ends.	
52		Fulfilling My Life Mission		■ Offer C.L.A.S.S. 101-401, Wed. nights, and more to close out the year.	
				■ Capitalize on the residual effects of 40 Days of Purpose.	

All series available at www.pastors.com.

THE CONTENT OF C.L.A.S.S.

(CHRISTIAN LIFE AND SERVICE SEMINARS)

101 DISCOVERING CHURCH MEMBERSHIP	201 INTRODUCTION TO SPIRITUAL MATURITY	301 INTRODUCTION TO YOUR SHAPE	401 DISCOVERING MY LIFE MISSION
<p>Session One:</p> <ul style="list-style-type: none"> <i>The Saddleback Strategy:</i> Including the Four Circles of Commitment and the Ten Core Values of Saddleback. <p>Session Two:</p> <ul style="list-style-type: none"> <i>The Saddleback Structure:</i> A detailed analysis of why and how Saddleback is structured. <p>Session Three:</p> <ul style="list-style-type: none"> <i>The Saddleback Statements:</i> Including Saddleback's purpose statement, statement of faith, and lifestyle statement. <p>Session Four:</p> <ul style="list-style-type: none"> <i>Our Salvation:</i> Including what it means to be a Christian, the importance of baptism, the meaning of the Lord's Supper, Saddleback's affiliation, and what it means to be a member of Saddleback. 	<ul style="list-style-type: none"> <i>Facts about Spiritual Maturity.</i> <i>How to get a "grasp" on your Bible:</i> Including how to hear, read, study, memorize, meditate, and apply God's Word. <i>The habit of Daily Time with God:</i> Including the purpose of a daily quiet time, how to have one, and how to overcome problems in having one. <i>The habit of Prayer—Talking to God:</i> Including how to revitalize your prayer life, how to praise God, and how to keep prayer journals and records on prayer. <i>The habit of Tithing—Honoring God with my giving.</i> <i>The habit of Fellowship—Participating in God's Family.</i> <i>How to Start and Maintain Good Habits.</i> 	<p>Introduction:</p> <ul style="list-style-type: none"> What the Bible says about ministry and its place in the Body of Christ. <p>Discovering How God has Shaped Me for Ministry:</p> <ul style="list-style-type: none"> <i>S—Spiritual Gifts:</i> What the Bible says about them, their purpose, cautions with them, and how to discover your gifts. <i>H—Heart:</i> Monitoring your heartbeat and discover what motivates your heartbeat. <i>A—Abilities:</i> Applying your abilities in ministry. <i>P—Personality:</i> Discovering and applying your personality to ministry. <i>E—Experiences:</i> How your life experiences have prepared you to minister to others. <p>Saddleback Ministry Opportunities: Including how to get plugged into ministry at Saddleback.</p>	<p>Session 1: Discovering My Mission</p> <ul style="list-style-type: none"> God's Purpose in Creating Us Jesus' Mission Why Jesus' Mission Must Matter to Me <p>Session 2: Sharing the Message</p> <ul style="list-style-type: none"> Part 1: My Testimony Part 2: The Good News Communication Tips: How To Share Christ More Effectively <p>Session 3: Fishing in My Mission Pond</p> <ul style="list-style-type: none"> 5 Keys to Spiritual Fishing How People Come to Christ How to Build a Bridge of Friendship <p>Session 4: Becoming a World-Class Christian</p> <ul style="list-style-type: none"> What on Earth is God Doing? Saddleback's Global Vision How to Get in On What God is Doing What it Takes to be On Mission with God
<p>Commit to the Membership Covenant (Move on to 201)</p>	<p>Commit to the Maturity Covenant (Move on to 301)</p>	<p>Commit to the Ministry Covenant (Move on to 401)</p>	<p>Commit to the Mission Covenant</p>



FOR LEADERSHIP

The *Seven Helpful Lists* is a leadership tool designed by Tom Paterson, a highly-regarded strategic process thinker and

facilitator. These seven questions will assist you in obtaining accurate perspectives which is vital to effective leadership and planning.

What is Right? (optimize)	What is Wrong? (correct)	What is Confused? (clarify)	Where are the Voids? (fill)	Where are we Succeeding? (reinforce)	Where are we Failing? (regroup)	Where is the Leverage? (multiply)

What is Right? What is the good news? As Tom Paterson says, “Opportunities whisper at us and problems shout.” Start with the positives that are often ignored. We can optimize them if we get them in our perspective. Notice how your leadership team is really going to have to think about this list. We start with the positives because we are more willing to face up to what is wrong if we are “built-up” a bit first. As the song says, “Accentuate the positive, eliminate the negative.” The sequence is correct.



What is Wrong? In this list, we might hear the voice “Stop it!” We might discover hard evidence that our people are telling us something is wrong, and we cannot fix what we do not own up to. Many of us may not know that a specific wrong is a wrong. Or, we may know it’s not a plus, but we fail to grasp how utterly wrong this behavior has become.

What is Confused? Your team will debate: is this a wrong, a confusion or a void? Good. Don’t hang up on this too long. Make the best call. If it’s a wrong, we need to stop and fix it because we see a red light flashing. What do we do when we are confused about something? The appropriate answer is to freeze and do nothing because we do not know if it is right or wrong. We are simply confused.

Where are the Voids? Voids are hard to see. A void isn’t right, wrong or confused. It’s a void. Of the lists, this will be the head scratcher. But, your team will come up with the voids in your church. They exist in every organization. It’s a grand discipline to have a process for bringing voids into our vision. Some are great opportunities. Others, once dealt with, will cure the hidden problems.

Where are we Succeeding? When we carefully examine where we are experiencing success, and are taking steps to reinforce that success, we are more likely to keep the good flow going. Perhaps our success resulted from external circumstances and not internal initiatives. If this is true, we had better know it.

Where are we Failing? It’s not good to dwell on the negative. Rather than focusing on weaknesses, as the traditional SWOT (strengths, weaknesses, opportunities, threats) analysis notes, we need to focus on our strengths. Nevertheless, we must face the facts when in some way we are failing in the achievement of our initiatives. We must know why, and we must be prepared to resolve the matter—fast!

Where is the Leverage? Leverage is power. It is the ability to return some multiplier, some factor which gives us a return, which exceeds our investment. We need to determine those factors, or combination of resources, which provide us with leverage and, therefore, growth, return, and an increase in success.

DAY 41 PATHWAY: CLARENCE STOWERS AND MARS HILL BAPTIST CHURCH (CHICAGO, ILLINOIS)

Peer Interviews: Prior to this process, Clarence met with his peers in ministry and made a list of all the mistakes they had made in their ministry to learn from them and to hopefully not repeat their mistakes.

CHANGED PREACHING STYLE: To Principled Centered Preaching		INTRODUCED 101			INTRODUCED 201			INTRODUCED 301			INTRODUCED 401			PDC Conference: Pastoral Management Team—50 Lay Leaders							
YEAR 1				YEAR 2				YEAR 3													
<p>MET WITH ALL PLATINUM LEADERS</p> <ul style="list-style-type: none"> All top influencers, 35 total. The vocal leaders. Divided Platinum into Majors and Minors. Gave them the PDC book and tapes, and asked them to go through them. "I need you on board." Facilitated a Platinum Retreat after meeting with each one. 				<p>MET WITH ALL GOLD AND SILVER LEADERS</p> <ul style="list-style-type: none"> One meeting with Gold & Platinum: 35-40 of the next generation of Platinum leaders. The Platinum Purpose Owners were there. One meeting with Silver, Gold & Platinum, 100 total (Silvers are leaders but not influencers). Clarence laid out Strategic Plan around five purposes to entire group. 				<p>101:</p> <ul style="list-style-type: none"> Grandfathered in existing members. Added 20 new members each month. Went after the de-churched (those who grew up in church but who were not in a church). Approach: "Let's try this out as an experiment." <p>201:</p> <ul style="list-style-type: none"> Gave 201 tapes to a Platinum leader who was a great teacher. He caught the vision and teaches it. Created 40 small groups (started with zero). <p>301:</p> <ul style="list-style-type: none"> Names ministries after long-time members in the church. 				<p>401:</p> <ul style="list-style-type: none"> 465 People went through 401 in the first year, each is now a missions volunteer. 									
110-120 LEADERS ON BOARD AFTER YEAR 1																					
ANNUAL MINISTRY PLANNING RETREATS WITH PASTORAL MANAGEMENT TEAM—50 LAY LEADERS																					
EVERY JANUARY IS "VISION MONTH" WHEN STOWERS GIVES "STATE-OF-THE-CHURCH" MESSAGE																					
TEACHES ON THE FIVE PURPOSES EVERY FEBRUARY AND MAY (A "DOUBLE DOSE" FEEDING ON THE PURPOSES)																					

THE 12 CHARACTERISTICS OF PURPOSE DRIVEN CHURCHES

- They use a **Purpose Driven® strategy** to fulfill their purpose statement. While using a variety of terms, a Purpose Driven strategy brings people to Christ and into membership in His family, builds them up to maturity, equips them for ministry in the church, and sends them out on a life mission in the world in order to bring glory to God. The PD strategy is based on two vital assumptions: 1) people grow best when you allow them to make gradual commitments; and 2) you must ask for commitment in specific ways, such as using covenants.
- They have a **purpose statement** that describes (in their own words) their commitment to building the church around the five New Testament purposes: worship, evangelism, fellowship, discipleship, and ministry.
- The pastor **preaches by purpose**. Messages and series are planned to ensure the congregation receives a balanced emphasis on each of the purposes.
- Most PD churches are **built from the outside-in**, rather than from the inside-out. It's far easier to turn a crowd into a core, than it is to turn a core group into a crowd. You build a healthy multidimensional ministry by focusing on one level of commitment at a time.
- They **program by purpose**. They have at least one program for fulfilling each of the five purposes and each of the corresponding constituencies. They evangelize the Community, gather the Crowd for worship, fellowship in the Congregation, disciple the Committed, and equip the Core for ministry and mission.
- They organize around a **purpose driven structure**, which ensures balance and gives equal emphasis to all five New Testament purposes. PD churches are team-based, rather than hierarchical in structure. They organize around purpose-based teams, (at least five—one for each purpose) composed of lay leaders and staff, with each team responsible for a specific purpose and target group (such as the community, the crowd, the congregation, the committed, and the core).
- They **staff by purpose**. Every purpose has its own champion. PD churches begin by finding volunteers to lead and serve on each purpose-based team, and develop full-time, paid positions as needed.
- They **form small groups on purpose**. The PD DNA is implanted in every cell of the Body of Christ. Each small group helps the members fulfill each of the five purposes in their lives. The goal is to help every believer live a Purpose Driven life.
- They **calendar by purpose**. The purposes are the determining factor in deciding what events are scheduled. Every event must fulfill at least one of the five purposes or it isn't approved.
- They **budget by purpose**. Every expenditure is categorized by the purpose it relates to.
- They **build by purpose**. Buildings are seen as ministry tools, not monuments. They must serve the purposes, and never become more important than the purposes.
- They **evaluate by purpose**. They regularly ask: Are we balancing all five purposes? Is there a better way to fulfill each purpose?



HEALTH ASSESSMENT INSTRUCTIONS

How the Assessment Works:

This health assessment is designed to help you evaluate how well you are balancing the five purposes in your life, and to identify your areas of strength and weakness. The assessment consists of 35 statements that are linked to the five purposes.

Instructions:

Rate yourself on each of the statements using a scale from 0 to 5, with zero meaning the statement does not match you and five meaning it is a very strong match for you.

After you have rated each statement, tally the results by transferring your ratings for each of the statements to the scoring table on this page. Then add up the numbers in each column to find your score for each purpose.

For Leadership: You may choose to collect copies of the individual health assessments in your church and compile a corporate score. This compilation will help you discover strong and weak purposes for your church. Some churches have strategically emphasized, for example, a year of ministry after they discovered that a majority of their people were not using their S.H.A.P.E. to serve the ministries in their church.

HEALTH ASSESSMENT SCORING TABLE

MY HEALTH ASSESSMENT

WORSHIP	FELLOWSHIP	DISCIPLESHIP	MINISTRY	MISSION
1. _____	2. _____	3. _____	4. _____	5. _____
6. _____	7. _____	8. _____	9. _____	10. _____
11. _____	12. _____	13. _____	14. _____	15. _____
16. _____	17. _____	18. _____	19. _____	20. _____
21. _____	22. _____	23. _____	24. _____	25. _____
26. _____	27. _____	28. _____	29. _____	30. _____
31. _____	32. _____	33. _____	34. _____	35. _____

INDIVIDUAL AND CORPORATE HEALTH ASSESSMENT

Date: ____/____/____

		Doesn't Match		Partial Match		Perfect Match	
1. Pleasing God with my life is my highest priority.	1.	0	1	2	3	4	5
2. I am genuinely open and honest about who I am with others.	2.	0	1	2	3	4	5
3. There is little in my character that does not look like Christ.	3.	0	1	2	3	4	5
4. I often think about how to use my time more wisely to serve God.	4.	0	1	2	3	4	5
5. I feel personal responsibility to share my faith with those who don't know Jesus.	5.	0	1	2	3	4	5
6. I am dependent on God for every aspect of my life.	6.	0	1	2	3	4	5
7. I regularly use my time and resources to care for the needs of others.	7.	0	1	2	3	4	5
8. How I spend my time and money shows that I think more about God and others than I do about myself.	8.	0	1	2	3	4	5
9. I am currently serving God with the gifts and passions He has given me.	9.	0	1	2	3	4	5
10. I look for opportunities to build relationships with those who don't know Jesus.	10.	0	1	2	3	4	5
11. There is nothing in my life that I have not surrendered to (kept back from) God.	11.	0	1	2	3	4	5
12. I have a deep and meaningful connection with others in the church.	12.	0	1	2	3	4	5
13. I allow God's Word to guide my thoughts and change my actions.	13.	0	1	2	3	4	5
14. I regularly reflect on how my life can have an impact for the Kingdom of God.	14.	0	1	2	3	4	5
15. I regularly pray for those who don't know Christ.	15.	0	1	2	3	4	5
16. I regularly meditate on God's word and invite Him into my everyday activities.	16.	0	1	2	3	4	5
17. I have an easy time allowing someone who knows me to speak truth to me.	17.	0	1	2	3	4	5
18. I am able to praise God during difficult times and see them as opportunities to grow.	18.	0	1	2	3	4	5
19. I often think about ways to use my God-given S.H.A.P.E. to please God.	19.	0	1	2	3	4	5
20. I am confident in my ability to share my faith.	20.	0	1	2	3	4	5
21. I have a deep desire to be in God's presence and spend time with him.	21.	0	1	2	3	4	5
22. I gather regularly with a group of Christians for fellowship and accountability.	22.	0	1	2	3	4	5
23. I find I am making more choices that cause me to grow when I am tempted to do wrong.	23.	0	1	2	3	4	5
24. I enjoy meeting the needs of others without expecting anything in return.	24.	0	1	2	3	4	5
25. My heart is full of passion to share the good news of the gospel with those who have never heard it.	25.	0	1	2	3	4	5
26. I am the same person at church that I am in private.	26.	0	1	2	3	4	5
27. There is nothing in my relationships that is currently unresolved.	27.	0	1	2	3	4	5
28. I have found that prayer has changed how I view and interact with the world.	28.	0	1	2	3	4	5
29. Those closest to me would say my life is a reflection of giving more than receiving.	29.	0	1	2	3	4	5
30. I find that my relationship with Jesus comes up frequently in my conversations with those who don't know Him.	30.	0	1	2	3	4	5
31. I have an overwhelming sense of God's awesomeness even when I do not feel his presence.	31.	0	1	2	3	4	5
32. There is nothing in the way I talk or act concerning others that I would not be willing to share with them in person.	32.	0	1	2	3	4	5
33. I am consistent in pursuing habits that are helping me model my life after Jesus.	33.	0	1	2	3	4	5
34. I am open about my weaknesses and see them as opportunities to minister to others.	34.	0	1	2	3	4	5
35. I am open to going anywhere God calls me in whatever capacity to share my faith.	35.	0	1	2	3	4	5



1. The biblical study of the five purposes that answered the question “*What drives your church?*” was adapted from “*The Purpose Driven® Church Conference*” notebook titled “*Discovering The Purpose Driven Church Strategy,*” by Rick Warren, 2004, pages 4-8. [1] Rick Warren explains ten of these twelve characteristics in greater detail in the chapter called “*Applying Your Purposes*” in *The Purpose Driven Church* (Zondervan, 1995), 137-152. Two more characteristics have since been added, and the complete list, as seen above, appears on the www.purposedriven.com website under “What is PD?” on the “12 PD Characteristics” page.
2. Rick Warren, *The Purpose Driven Church* (Grand Rapids: Zondervan, 1995), 130.
3. These two tables are a part of the “*The Purpose Driven Church Conference*” notebook by Rick Warren, 2004, pages 12.
4. Rick Warren, *The Purpose Driven Church* (Grand Rapids: Zondervan, 1995), 137-152.
5. *Purpose Driven Life Small Group Series*, Volume 6 (Lake Forest, CA: Purpose Driven Publishing, 2004).



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