



Administrative Guide

A 40 Day Experience: EKG, The Heartbeat of God is a pastor-led, six-week, seven-session, local-church strategy enabling a congregation to

- affirm the church body's kingdom purpose and focus on specific ministries;
- reach people for Christ through open groups in church or home settings;
- start or enhance Sunday School classes or small groups;
- reach people for worship.

A 40 Day Experience: EKG, The Heartbeat of God speaks profoundly to a church or community because it

- provides a framework for what it means to be God's people in God's kingdom;
- offers topical sermon outlines, worship and promotional helps on this CD-ROM and at www.lifeway.com/a40dayexperience;
- focuses churches on a vital aspect of spiritual growth for a specific period of time;
- can help bring revival to a church or community;
- creates evangelism opportunities as believers, aided by the topics and approach, join God at work by inviting friends and neighbors.

A 40 Day Experience Resources

The first resource for the **A 40 Day Experience** line of resources is an individual member handbook, *Extreme Love*, based on the greatest commandment—to love God and to love your neighbor.

The second resource, *Know Fear*, is about facing life's six most common phobias. This handbook is built on the Ed Young Jr. Broadman & Holman book by the same title. The *Know Fear Leader Kit* contains the *Know Fear* hardback, handbook, a DVD to supplement small-group sessions, and a CD-ROM with sermon outlines, sermon transcripts, and this administrative guide.

EKG, The Heartbeat of God is the third resource. It is based on the Broadman & Holman book, *Empowering Kingdom Growth: The Heartbeat of God*, by Ken Hemphill. It is supported by the *EKG, The Heartbeat of God Leader Kit* which contains the *Empowering Kingdom Growth* hardback, a copy of the member handbook, a DVD with videos to supplement each small-group session, and a CD-ROM with sermon outlines, sermon transcripts, worship helps, promotion items, and this administrative guide.

To order, go to www.lifeway.com, call 1.800.458.2772, or visit your LifeWay Christian Store.

Sunday School and Church Growth Strategy

These resources will be promoted for use as an intentional focus strategy in Sunday School or as an undated option for adults. Churches often find it effective and economical to use one of

the LifeWay dated curriculum lines in conjunction with **A 40 Day Experience** to complete a 13-week quarter of curriculum. Any of the 40 Day resources can also be used with a church's small-group ministry to grow the church.

A 40 Day Experience General Characteristics

Small-group sessions in this 40 Day Experience are designed with these characteristics:

- Open to anyone who wants to participate. Questions and content assume that both Christians and seekers, church members and potential members, will participate together in these sessions.
- Insight driven. Many Bible study groups are content driven: participants learn from reading and hearing a teacher-leader. By contrast, in **A 40 Day Experience** resource the sessions are insight driven. That means insights about the Scriptures, applications, and questions are valued from all participants and should be encouraged. Everyone has the same handbook with icons that point out whether the interactive parts can be expected to help members know one another, apply biblical truths to life, understand Scriptures and their background, or invite them to pray. Participants in the group learn from one another in the small-group sessions, often bringing additional insights from the daily devotionals.
- Designed so the leader can be a member of the group, and any group member can be the leader. Because the small-group process in this resource does not depend on someone to prepare and share information, less advance preparation is needed. The leader is a guide and facilitator.
- A brief introduction frames the topic of each session. Invite someone in the group to read it aloud, or invite participants to read silently down to the first activity icon and then do the activity. Continue this pattern through the rest of the session.
- Small icons, or symbols, lead learners through the small-group sessions from one interaction to another. The icons help key the learner to the purpose of the interaction, whether that may be getting to know other members better or applying Scripture to life.

The Leader's Role

- To get to know members of the small group—Trust tends to build in the small group throughout the 40 days. The leader's knowing and being sensitive to group members will ensure that everyone in the session can be comfortable. If your group members don't know one another well and a particular question might cause awkwardness, encourage members to write their responses. Then call for volunteers to respond aloud.
- To encourage everyone to participate—The quietest member may have the deepest insights but share them only with encouragement or after everyone else has spoken. On the other hand, if some members tend to dominate the sessions, the leader may need to interrupt politely and say, "Thanks for adding to the discussion. I want to be sure we get to hear from some of the others who might be ready to contribute."
- To be comfortable with silence—Allow participants time to think. Encourage others to speak. The leader's responsibility is not to step in and share insights or content as much as it is to create a comfortable environment for all to participate.
- To affirm all learners—Because the content is insight driven, all members should be affirmed when they respond. When members do not see a passage of Scripture the same way or have not had the same experience, they can learn from one another.
- To prepare by reading the session and devotionals and watching the DVD (when available)—The leader should go over the materials before the session. Be sensitive to

what God might do in the group. Don't lecture. Pray for the Holy Spirit's leadership.

- To plan the flow of the session so that all parts are covered—Each session has multiple parts, beginning with material that introduces the topic and helps participants begin to interact. For instance, a corresponding *EKG* DVD segment (found in the *EKG Leader Kit*), featuring author Ken Hemphill, provides 8-10 compelling minutes of focused, biblical teaching on the topic to help facilitators lead and enrich group discussion. Have a time frame for moving the group through the session.

Planning

Planning is crucial to the success of any event. *A 40 Day Experience: EKG, The Heartbeat of God*, like all 40 Day Experiences, is intended to be led by the pastor, while church staff and other leaders complete the planning team. The following is a description of suggested roles for planning *A 40 Day Experience*.

- **Pastor:** The pastor is the primary person to motivate and encourage the church to get involved in *A 40 Day Experience* study. The pastor also develops sermons each week that can be based on the outlines and sermon transcripts found in 40 Day resources and at lifeway.com/a40dayexperience. The pastor is responsible for initiating the event planning and seeing that session facilitators are enlisted to serve and share the vision.
- **Prayer Coordinator:** The prayer coordinator is responsible for calling people to pray for God to work through the 40 Day study. Form a prayer team called “40 for 40” involving 40 people committed to pray together weekly for God to work through *A 40 Day Experience: EKG, The Heartbeat of God* event. Here are some suggestions for the “40 for 40” prayer team.
 - ~ Explain the vision for EKG.
 - ~ Make prayers specific for your congregation and community.
 - ~ Have members write down between group prayer times how they see God answering prayers.
 - ~ Break into smaller prayer groups or prayer chains of four to five people.
 - ~ Assign prayer responsibilities for each small group involved in the study.
 - ~ Connect each week through the end of the event.
- **Small-Group Coordinator:** This person serves a vital function and may be a minister on the church staff, Sunday school director, or simply a volunteer with good organizational skills. The small-group coordinator
 - ~ enlists and orients facilitator/leaders for all of the small-groups;
 - ~ orders materials and distributes them to leaders;
 - ~ serves as a resource to the leaders during the 40 Day Experience.
- **Media Coordinator:** The media coordinator assists the pastor, participants, and promotion person, by making *A 40 Day Experience: EKG, The Heartbeat of God* media friendly. These are some suggested roles for the media coordinator.
 - ~ Use the *EKG Leader Kit* CD-ROM to produce banners, posters, worship bulletins and worship bulletin inserts. Weekly information provided can be used with bulletins or adapted for promotional fliers.
 - ~ Use the promotional videos from the EKG DVD or create your own to show on Sunday morning or place ads on local media. Feature church member testimonies.

- ~ Use short clips from the DVD or create short videos for use in worship.
 - ~ Update the church Web site to include **EKG** information, testimonies, updates, and promotion.
 - ~ Create/adapt PowerPoint® presentations to accompany the pastor's sermon.
- **Promotion Coordinator:** The promotion coordinator is responsible for letting the church and community know about *A 40 Day Experience: EKG, The Heartbeat of God*. Creativity is a plus as the promotion coordinator paints a picture of the exciting adventure of this 40 Day Experience and increases curiosity as to what the event will contain. Excellent promotion resources are included on the CD-ROM in the *EKG Leader Kit*. These include:
 - ~ *A 40 Day Experience: EKG, The Heartbeat of God* banners, a poster, and art and logos adaptable for notices to inform the church and community of the event.
 - ~ *A 40 Day Experience: EKG, The Heartbeat of God* worship bulletin insert.
 - ~ *A 40 Day Experience: EKG, The Heartbeat of God* bookmark that can be duplicated for members and used to invite lost and unchurched friends in the community.
 - ~ Covenant cards (personal, family and church-wide) for participants to use as reminders that they are involved in a kingdom effort and should faithfully participate with others in small-group Bible sessions, worship services, and maintain their daily devotions.

SUGGESTED CALENDAR FOR EKG CAMPAIGN PLANNING

3 months before

- Initiate planning through pastor-led team.
- Conduct the planning meeting.
- Select the dates of *A 40 Day Experience: EKG, The Heartbeat of God*.
- Prepare the budget. Be sure to include items such as planning, promotion, media, leader kits for all leaders, small-group *EKG* member handbooks, copies of *Empowering Kingdom Growth: The Heartbeat of God*, which inspires and informs this congregational approach, and any other resources needed.
- Create the planning calendar (like this one).

2 months before

- Prayer Coordinator establishes team and begins praying.
- Small Group Coordinator enlists necessary small-group leaders/facilitators and hosts.
- Begin working on promotion/media.
- Determine *A 40 Day Experience* schedule (kickoff Sunday, any related ministry projects, possible closing celebration).
- Planning team schedules training/orientation for small-group leaders/facilitators.
- Order materials.

6-8 weeks before

- Music minister begins looking for appropriate praise choruses/hymns. Check resource ideas on www.lifeway.com.
- Drama ministry begins creating, finding appropriate skits. Drama and other worship helps are included on the CD-Rom in the *EKG Leader Kit*.
- Hang countdown calendar in sanctuary.

4 weeks before

- Begin promotion.
- Begin planning launch event/service.
- Distribute materials to leaders

2 weeks before

- Distribute member books/make available for purchase.
- Small-group leaders begin enlisting help from members to match their opportunities.
- Consider/decide upon refreshments, greeters, attendance keepers, name tags, etc.

1 week before

- Make final preparations for launch Sunday.
- Place commitment cards in every Sunday School class/every seat in sanctuary.
- Continue to distribute learner guides.
- Pastor continues to announce/promote in service.
- Pastor preaches a preliminary/preparatory sermon.
- Have **A 40 Day Experience** worship bulletins/inserts printed.