

# CAMPAIGN GUIDE

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Welcome to Life is Calling! This six-week campaign is designed to help each member of your church get clear on “why they are here”—their unique, divine design.

The Life is Calling campaign is powered by Younique, a discovery and life-design process that equips your church to activate each person’s life calling by bringing unprecedented clarity on their special assignment from God. All of the campaign materials use the Younique process and tools, which provide a solid foundation for each piece and ensure that all the materials work together for an integrated church experience.

### CAMPAIGN MATERIALS

- **6 sermons**, one for each week of the campaign
- **Small group discussion questions** designed to go deeper into the concepts presented in the sermon outlines

## WHAT’S INCLUDED?

Included is everything you need to facilitate a successful campaign as well as samples of materials that help your church take what they learn to the next level.

### PROMOTIONAL MATERIALS

- A **bulletin insert** outlining the campaign and encouraging everyone to join in
- An **invite card** that your members can use to invite others to be a part of the Life is Calling journey
- A **small collection of ads** (both print and digital) which can be used to promote the campaign
- A set of **email graphics** that can be used in promotional emails to your members, reminding them of the upcoming campaign and encouraging them to sign up
- **Web and social media graphics** to be used on your website and social media channels All of these elements can work together to encourage maximum participation by the people who are a part of your church.

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### RECOMMENDED

#### YOUNIQUE: THE BOOK

We strongly recommend that you encourage every member of your congregation to purchase a copy of *Younique: Designing the Life God Dreamed for You*. This book gives much more detail and context to each week of the campaign and provides practical tools your members can use to understand and articulate their unique calling. Each sermon specifies pages from the book that listeners can read to go deeper on the topic of that week's message.

Every member of your congregation has a unique calling from God that is knowable and nameable. The *Younique* book will give them the tools they need to do both.

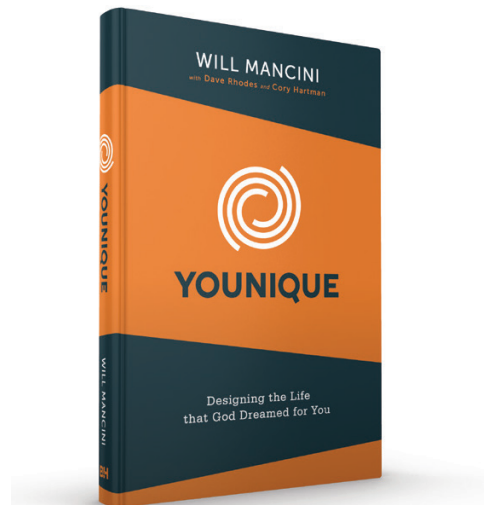
#### Life is Calling Book Bulk Order Discount:

\$10/book when purchasing at least one case (24 books or \$240 + tax, S&H)

To take advantage of this bulk discount, email us at [info@futurechurch.co](mailto:info@futurechurch.co).

Every member of your congregation has a unique calling from God that is knowable and nameable.

You can purchase individual copies of *Younique* at [futurechurch.co/store](http://futurechurch.co/store).



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## RECOMMENDED

### THE PRIMER

For groups that really want to get the most out of this campaign, we recommend that they go through the Younique 6-Week Primer ([lifeyounique.com/primer](http://lifeyounique.com/primer)).

It is an easy and accessible way to understand and engage gospel-centered life design, and it provides an opportunity for participants to experience the highlights of the full Younique journey with others.

You can purchase more copies of the Primer at [lifeyounique.com/store](http://lifeyounique.com/store).



# CAMPAIGN GUIDE

## TIPS FOR A SUCCESSFUL CAMPAIGN

### PLAN IT OUT.

- Identify the best time of year for a six-week campaign. Many churches find that early in the calendar year is a good time, because it provides something special to invite Christmas guests to, it launches the New Year, and it wraps up before the Lent/Easter ministry season begins.
- Give yourself enough time to get small group leaders on board for a focused, six-week campaign. Talk to them about the value of a spiritual growth campaign like Life is Calling.
- A campaign such as this is a great time to launch new small groups. Especially with the tools included in the Primer, a new small group leader will have all they need to be successful during the six-week campaign.

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## TIPS FOR A SUCCESSFUL CAMPAIGN

### TALK IT UP.

- Let the congregation know weeks in advance that this campaign is coming. Cast vision for how it will benefit them personally as well as the church as a whole. Imagine together the multiplied impact of a church filled with people who understand their unique, divine design and are motivated to live it out!
- Use the promotional materials to facilitate a communication blitz through all of your communication channels, encouraging people to sign up for a six-week Life is Calling small group (if they aren't already in a regular small group). Also, encourage every member of your congregation to purchase the *Younique* book so that they can more fully understand the journey and tools that are at the heart of the campaign.
- Approach this campaign much the same way you would for a capital campaign. Meet with key leaders one-on-one or in small groups to encourage them to be a part of the campaign and to become ambassadors for it. There is something supernatural that happens when a community of faith focuses on one thing together for a 40-day period of time. Leverage that momentum for all its worth!

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## TIPS FOR A SUCCESSFUL CAMPAIGN

### DO IT ALL.

- You will get the most out of the campaign if you don't pick and choose from the campaign like a menu. Rather, engage with all of it—the sermon outlines, the discussion questions, the Primer, the *Younique* book, and the promotional materials.
- By leveraging all of the different elements of the campaign, your congregation will be aligned and focused on understanding and articulating their unique, divine design. This will create vision-based momentum throughout your congregation.
- We even recommend pausing some other “normal” church activities during this time to allow people the opportunity to focus on the Life is Calling campaign. For example, some small groups may not normally meet every week, but they should during the campaign. It is essential to create some margin for people in other areas of church participation so that they can meet every week to get the most out of the campaign.

By leveraging all of the different elements of the campaign, your congregation will be aligned and focused on understanding and articulating their unique, divine design.

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## TIPS FOR A SUCCESSFUL CAMPAIGN

### KEEP IT GOING.

- There are several ways to leverage the momentum of Life is Calling after the campaign is complete. For example, if a small group opts to do the sermon-based small group questions during the campaign, they could opt to engage with the Primer after the campaign has ended.
- You could send a team member to become a certified Yunique Coach, which equips them to facilitate the complete 24-week Yunique Life Plan Journey in your church. The Life is Calling campaign is designed to introduce the concepts and give people a taste of gospel-centered life design. The full Yunique journey walks people through a step-by-step process for going deep into their unique, divine design and articulating each key piece of the puzzle.
- However you choose to do it, use the tools and terminology of gospel-centered life design in your ongoing vision and mission. If you want to mobilize people to serve and lead toward your mission, you need to unleash the power of their unique, God-given design. The *Yunique* book, Primer, and complete Yunique journey are crafted to help you do just that.

Use the tools and terminology of gospel-centered life design in your ongoing vision and mission.

# CAMPAIGN FAQ

## FREQUENTLY ASKED QUESTIONS

**Does every member of our congregation need to purchase a *Younique* book?**

It is recommended for each person to have their own copy of the *Younique* book. This will give them the tools and deeper context for the concepts introduced in the campaign

**Does every small group need to do the 6-Week Primer during the campaign?**

Not necessarily. Some groups may prefer to use the small group discussion questions that are directly connected to the sermon outlines. However, to get the most out of the experience, we recommend the Primer.

**Can we change the sermon outlines and still do the campaign?**

Of course. We have provided sermon outlines to make it as easy as possible for you to implement the complete campaign. If you choose to preach your own messages during the campaign, just follow the general topic of each week and the campaign will still work well. Of course, that will mean that you will need to produce your own sermon-based small group discussion questions as well.

**Should we require all of the small groups and Bible studies to go through the campaign?**

Require is a strong word. Usually when people are “required” to do something, it’s not something that is going to benefit them (or be enjoyable, for that matter). Rather than communicate that it is “required,” we would communicate to small groups that it is “strongly recommended” so that the entire church can go through the process together. This will require some vision casting and extra effort on the front end of the campaign, but it will be worth it in the long run.

**How do we purchase more Primer packages?**

Simply visit [lifeyouunique.com/primer](http://lifeyouunique.com/primer) and click on the button near the bottom of the page that says “purchase the Primer.” Don’t forget—the Primer is also available on Right Now Media.

**How do we purchase more *Younique* books?**

The easiest way to purchase the *Younique* book is at [futurechurch.co/store](http://futurechurch.co/store). If you’re interested in a bulk purchase, email us at [info@futurechurch.co](mailto:info@futurechurch.co).



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## FREQUENTLY ASKED QUESTIONS

Could one of the core Younique team members to speak at our church during the campaign?

Visit [lifeyounique.com](http://lifeyounique.com) and complete the contact form on the “Let’s Talk” page. Someone from our team will connect with you directly regarding scheduling and fees, which vary based on whom you would like to speak.

Who would come to speak if we brought someone in?

You could choose from Will Mancini (cofounder of Younique and author of *Younique*), Dave Rhodes (cofounder of Younique), or Kelly Kannwischer (CEO of Younique). You can find out more about them at [lifeyounique.com/youunique-team](http://lifeyounique.com/youunique-team).



**Will Mancini**  
Cofounder of Younique  
Author of *Younique*  
Founder of Future Church Co.



**Dave Rhodes**  
Cofounder of Younique  
Cofounder of Future Church Co.



**Kelly Kannwischer**  
CEO of Younique  
Cofounder of Future Church Co.

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