



KINGDOM MAN

GUIDE TO THE CAMPAIGN

The Kingdom Man campaign guide is a way to help your church begin to answer societies call for men of God. This comprehensive guide will walk you through the beginning to marketing, preparation, and producing a sermon series that will equip the men, women, and families in your church with scripture focused lessons and applications for everyday life. It contains the following components:

- A six-week study of Tony Evans Kingdom Man for all groups within your church
- A six-week preaching series based on Kingdom Man
- Bible study curriculum for members in home and Sunday school study

THIS STUDY WILL:

- Encourage church members to cry out for the kingdom men within the congregation;
- Equip the men to answer their destiny in becoming a kingdom man;
- Strengthen women to demand or hold out for the kingdom man they dream of;
- Prepare people, families and churches to transform the local community.

WHAT:

This campaign includes the following components:

- Kingdom Man Campaign Guide
- Kingdom Man Member Guide
- Six-week sermon outlines
- Six video vignettes for use with sermon series DVD

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- Powerpoint presentation template for implementing notes and study points into sermons or class

Marketing Pack includes:

- Web graphics in various sizes: (94x94), (225x187), (546x67), (425x203)
- Full size poster
- Front and back bulletin

WHO:

The material is written for adults who are crying out for the men, husbands and fathers in their homes and communities as well as for men in general to better themselves. A plague of fatherlessness is sweeping the nation and infecting every aspect of culture and society from education to crime. Among the groups who may choose to study this book are:

- Sunday School classes or Small Groups
- Discipleship groups
- Men's fellowships
- Outreach/Mission groups
- New believers
- Women's groups
- Church leadership (elders and deacons)
- Church staff

WHERE:

The material can be studied and incorporated just about anywhere. The member guide accompanying the campaign can be used and distributed, as well as the videos and sermon studies in order to facilitate discussion. Churches, coffee houses, living rooms, fellowship halls, and backyards are all viable locations.

WHEN:

You can study Kingdom Man at any time you want to do so. However recommended times include:

- Sunday morning

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- Sunday night
- Weekend or weekday evening
- Retreats and revivals

This study can be conducted at anytime during the calendar year, however it is suggested that it is done during an open six-week period for the entire series. You may want to think about planning the six-week study around a finale event like a social outreach, fellowship gathering, or weekend retreat. You may want to request Dr. Evans to come and address your group at this finale event either in person or via Skype.



HOW TO IMPLEMENT THE KINGDOM MAN KIT

The following is a plan for implementing the Claim Your Destiny campaign guide. This plan is not in any way meant to be prescriptive. It provides a description as well as suggested use and function of the various components. Feel free to adapt and plan to that which best fits your own church context.

For the Kingdom Man experience you will need:

- **KINGDOM MAN CAMPAIGN KIT** – The Kingdom Man Leader Kit contains a copy of the Kingdom Man Member Guide, a DVD with six vignette style videos to incorporate into the sermon series. This kit is designed with the following in mind:
 - Culturally sensitive topic– open to Christians and seekers alike, this study addresses the problem with society of fatherlessness and the lack of God-centered leaders.
 - Leader as guide and facilitator– The leader guide facilitates the learning experience instead of teaching the content. The sermons add to the discussion of members using the study guide.
 - Story driven application- Video vignettes provide a break away from the natural speaking format and add an additional way to allow the message to sink in.
- **KINGDOM MAN CHURCH RESOURCES** – Sermon ideas, outlines, and passages will help to lead the progression of the six-week study in your church. The video vignettes are designed to be implemented as part of a sermon introduction or transition between worship and sermon.

The sermon outlines serve as a beginning to implementation of the Kingdom Man campaign within the church, however they also provide a great way to facilitate and add to discussion within your small group, Sunday school classes, and discussions.

- **KINGDOM MAN STUDY GUIDE** – This member book contains a six-week study that provides individual study as well as discussion group questions. Each day the member will learn and grow in what it means to be a kingdom man or cry out for the kingdom men in their lives.



SCHEDULE

SIX-EIGHT WEEKS BEFORE:

- Begin to customize sermon outlines to fit your church context and preaching style.
- Order necessary materials.
- Worship planning team begins planning appropriate songs, video, drama, activities, and so forth to fit with each week of the sermon series.

FOUR WEEKS BEFORE:

- Begin marketing and promotion using the included graphic package.
- Distribute materials to leaders to familiarize them with it.
- Begin to pray how God would use this study to change the church and impact the community.

TWO WEEKS BEFORE:

- Distribute member guide and make available for purchase.
- Bible study leaders begin enlisting help from members to match their opportunities.
- Consider/decide on refreshments, greeters, name tags, and so forth.

ONE WEEK BEFORE:

- Make final preparations for initial Kingdom Man sermon.
- Continue to announce, promote, and tease the upcoming series.
- Have worship bulletins/inserts printed.

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AFTER THE STUDY:

- Kingdom Man study groups have their concluding meeting.
- Determine next study steps in your church. The following are additional Lifeway Study guides by Tony Evans that will help to support and strengthen your church:
 - Victory in Spiritual Warfare
 - Its Not Too Late (Coming Fall 2012)

You'll also find information on these studies and many more at www.lifeway.com.