

A CALL TO
PURITY
WEEKEND

EVENT
PLANNING
GUIDE



2010 Edition

Table of Contents

WEEKEND OVERVIEW AND COMPONENTS	3
Role and Purpose	3
Weekend Schedule – Men	4
Weekend Schedule – Women, if applicable	5
Weekend Location	5
Worship.....	6
Sunday Services.....	6
Love Offerings.....	6
Weekend Materials	6
Conference Package.....	7
Weekend Follow-up.....	8
KEYS TO A SUCCESSFUL WEEKEND	9
Senior Leadership Support	9
Prayer and Spiritual Preparation.....	9
Dedication of Church Staff.....	10
Involvement of Small Groups.....	12
Effective Weekend Promotion.....	12
WEEKEND PROMOTION AND IMPLEMENTATION	13
Promotional Tools and Materials.....	13
Other Promotional Services.....	13
Participant Registration and Fees	13
Promotion and Implementation Schedule.....	14
APPENDIX A – Men’s Sessions.....	16
Session 1: Understanding the Real Problem.....	16
Session 2: Understanding our Enemy.....	16
Session 3: A Personal Testimony	16
Session 4: Understanding True Repentance	16
APPENDIX B – Women’s Sessions	17
Session 1: A Personal Testimony	17
Session 2: Purity Today as Women.....	17
Session 3: Walking In Purity	17
Session 4: Understanding True Repentance	17
APPENDIX C – Frequently Asked Questions	18

On behalf of the entire staff of Pure Life Ministries (PLM), thank you for taking a stand for the purity of your congregation. We realize that the Lord has placed a burden on your heart for this issue, and we welcome the opportunity to partner with you in this spiritual battle that is raging in our churches. We appreciate your determination to hold fast to the power to overcome and live pure that is found alone in our Lord, Jesus Christ.

The culture around us is inundated with sexual content and imagery that it is constantly screaming at Christians through television, the Internet, in our schools and even infiltrating our churches. By hosting an *A Call to Purity Weekend*, you are declaring the biblical standard for purity and calling your church into a life of holiness that is pleasing to God.

We have designed this Event Planning Guide to equip you and your church to prepare for and promote the *A Call to Purity Weekend* to your congregation. Our experience in conducting hundreds of these events has been compiled into the organization and promotional recommendations reflected in this manual.

For this reason, you should consider the step-by-step processes and procedures contained in this Leader's Guide as the only proven way we know of to assure that this *Weekend* is a life-changing event for your church.

WEEKEND OVERVIEW AND COMPONENTS

Role and Purpose

At an *A Call to Purity Weekend* we bring the message of truth, hope and purity that God has planted in our ministry and nurtured for 25 years. Our purpose is to re-ignite a passion for Jesus and the power of His Cross. It is at the Cross—and the Cross alone—where power can be found to resist the sexualized culture in which we live.

This *Weekend* will awaken your church to the schemes of the enemy. It will be a call to your church family to return to God's image of purity and holiness.

This life-changing *Weekend* prepares Christians to:

- Live pure amid the unclean atmospheres all around us
- Honor God with their thoughts
- Make needed life changes
- Protect their homes from ungodly influences
- Restore broken relationships

This package is priced at \$30 and includes all of the following:

The Walk of Repentance (Bible Study)

The Walk of Repentance is a simple, straightforward discipleship tool that focuses on the basics of the Christian life. Each week of this easy-to-use 24-week curriculum has a theme, addressing the challenges of the Christian life one step at a time.

Intoxicated with Babylon (Book)

Intoxicated with Babylon serves as a sobering wake-up call to every Christian to the spiritual realities of the world in which we live. This book will provoke sincere believers into making a fresh commitment to God and inspires a renewed hunger for holy, separated living.

Irresistible to God (Book)

There is much within the human heart that exalts itself against God and keeps Him at a distance. *Irresistible to God* offers a roadmap out of the pit of pride and into the green pastures of humility where intimacy with God unfolds.

God's Call to Repentance (CD Audio)

Repentance is the indispensable heart-condition of every true believer. This 4-part series draws from the lives of King David and King Saul to contrast the life-changing impact of true repentance.

Weekend Follow-up

The *A Call to Purity Weekend* invariably produces deep repentance and an awakened commitment to God's standard of purity among attendees. To help encourage and sustain this commitment, each participant automatically receives the most applicable resource, and the accompanying workbook, in conjunction with his or her registration.

The workbooks can be used for individual study but also provide an easy-to-use curriculum for group study. In addition, a Leader's Guide for *At the Altar of Sexual Idolatry* is provided to help the group leader disciple men through the important truths contained in this ground-breaking book.

If there is a discipleship or small-group structure already in place at the church, these purity studies should be implemented through that structure. Alternatively, special groups of *Weekend* attendees can be established, and we find it best to announce the formation of those groups at the event itself, including the date/time of the first meeting.

An integrated and effective group study and discipleship program can be vital to cementing the truths of the *A Call to Purity Weekend* in hearts, and ultimately bearing much fruit through the lives of attendees.

KEYS TO A SUCCESSFUL WEEKEND

Without exception, pastors and churches decide to host an *A Call to Purity Weekend* out of a deep concern for this issue and how it is affecting their congregation at all levels—men, women, marriages and families. All desire the best possible outcome from the *Weekend*. For this reason, we will list and describe, as best we can, the key components to *Weekend* success. While each is essential, we will cover them in order of importance.

Senior Leadership Support

Effective event communication and promotion begins with senior church leadership. Pastor-led energy and excitement is essential. The more the pastor endorses the *A Call to Purity Weekend* event from the pulpit, the better. Furthermore, as mentioned before, we encourage the pastor to integrate a teaching series on purity that is concluded or kicked off by the *A Call to Purity x63*

Moreover, the entire pastoral staff should treat this conference as something of great value. It is of utmost importance that the senior pastor, associate pastors, and men's and women's leaders support this *Weekend* through action, encouragement and prayer.



Prayer and Spiritual Preparation

Prayer and Spiritual Preparation could certainly be listed first if it were not for the fact that it takes committed senior leadership to place the appropriate priority on prayer as essential preparation for the *A Call to Purity Weekend*.

The outcome of victory and hope for the attendees depends on the spiritual preparation and prayers of the pastoral leadership, the men and women who attend, and the entire church family. We strongly encourage dedicated times of prayer and fasting during the weeks leading up to the *Weekend*. PLM recommends beginning intensive prayer at least a month ahead of time. This should include praying for

those specific individuals who attend the event and continue in some fashion throughout follow-up activities.

Finally, Pure Life Ministries' staff has prayer times each week solely dedicated to our upcoming *Call to Purity Weekend* events. Our staff understands we are in the war alongside host churches.

Dedication of Church Staff

It is critical that senior leadership free up and organize appropriate church staff to make sure all *Weekend* preparation tasks are completed effectively and on time. A clearly defined structure with documented roles and responsibilities should be in place. We recommend that, if possible, two positions be formally assigned with the following major duties:

- **Event Planner**

This position may be the senior pastor, or another full-time church employee with executive authority for this project.

- Responsible for event success on behalf of the church leadership team
- Serves as *Weekend* spokesperson and champion within the host church
- Serves as liaison with partnering churches
- Establishes registration process and fees
- Develops and oversees the *Weekend* budget (see Appendix E for Budget Worksheet)

- **Event Coordinator**

This position is ideally filled with a member of the church staff or a capable volunteer from the congregation who is passionate about Men's and Family Ministry, has good organization skills, and requires minimal oversight to implement the instructions provided in this Event Planning Guide.

- Reports to the Event Planner on this project
- Serves as communication liaison with PLM Coordinator
- Coordinates event registration
- Completes or coordinates tasks outlined in the Promotion and Implementation Schedule (see below)

The PLM Speaking Ministry Coordinator is responsible for the overall logistics at all of our events, and is a vital resource to the host church. Host churches should feel free to call upon our Speaking Ministry Coordinator as the "expert," based on his experience in implementing successful events for churches of all types and sizes. His particular duties include the following:

- **PLM Speaking Coordinator**

- Provides all promotional and registration materials to Event Coordinator
- Oversees host church preparations for compliance with the Event Planning Guide

Phase One - to be completed no later than 8 weeks before the *Weekend* date

- Establish registration fees and process.
- Post event details on church website.
- Send announcement letter with DVD to pastors in the community.
- Meet with local pastor's organizations.
- Get the *Weekend* listed on community, city and county websites and newsletters.
- Decide on media plan and notify PLM.
- Send PLM proposed flight itineraries.
- Send PLM hotel details (name, location, confirmation number).
- Send PLM confirmed Flight Itinerary w/ transportation contact's information.

Phase Two - to be completed no later than 4 weeks before the *Weekend* date

- Schedule conference call with area leaders and PLM.
- Place *Weekend* ads with local Christian newspapers, newsletters, & websites.
- Place the *Weekend* Posters at local Bible colleges and/or university ministries.
- Place the *Weekend* Posters at local community centers, restaurants and coffee shops.
- Select leader(s) for group study following the event.
- Begin dedicated prayer & fasting sessions to prepare for the event.

Phase Three - to be completed no later than 2 weeks before the *Weekend* date

- Distribute Public Service Announcement (PSA) to local Christian radio station(s).
- Complete church bulletin stuffer campaign.
- Cut off early prepaid registration discount.
- Communicate registration numbers to PLM.
- Schedule the PLM speaking team representative on local Christian talk radio.
- Distribute reminder of the event to area pastors.
- Coordinate audio-visual needs for the event.
- Secure an 8 foot table for the PLM bookstore.

Phase Four - to be completed within 1 week following the *Weekend* date

- Ship book table boxes back to PLM via UPS.
- Reconcile any unpaid balances.
- Launch study groups with *Weekend* materials.