

REAL LIFE THEOLOGY CONVERSATIONS

A Guide to Essential Questions and Answers for Family Discipleship

CHURCH CAMPAIGN CHECKLIST

7 Weeks Before Launch Party

- Become or recruit the person who will be the *RLT Conversation* CHAMPION that will help parents be successful at intentional family discipleship!
- Schedule the Launch Party—location, food, tech needs, leadership. (This is an important FIRST THING!)
- Invite the Senior Minister/Pastor/Leader to be present and to deliver the keynote. (It's **VERY IMPORTANT** to have this individual's visible support for the campaign!)

6 Weeks Before Launch Party

- Set up registration and set registration deadline.
- Send a church-wide announcement (website, social media, newsletter)
- Send email invitation for the Launch Party, targeting families with children 9 to 12 years old
- Order *Real Life Theology Conversations* books or instruct participants to order when registering (and bring to Launch Party).
- Determine the type of food that will be provided for the Launch Party.

4 Weeks Before Launch Party

- Play the *RLT Conversations* Promo video in worship service(s). Include date for Launch Party and registration information.
- Promote the *RLT Conversations* Launch Party through all church communication channels.
- Continue to order *Real Life Theology Conversations* books or instruct participants to order when registering (and bring to Launch Party).

3 Weeks Before Launch Party

- Post *RLT Conversations* Promo video on Facebook with registration information.
- Promote *RLT Conversations* Launch Party through all church communication systems.
- Pass out invitation flyers to the church body with an announcement of how to register.
- Continue to order *Real Life Theology Conversations* books or instruct participants to order when registering (and bring to Launch Party).

- Familiarize yourself with the other assets on the renew.org/rltc site that will help you support families over the 52 weeks following the Launch. (These include sectional videos, 52 social media posts, Dad videos, etc.)

2 Week Before Launch Party

- Send out a church-wide email reminding everyone of the Launch Party and registration deadlines.
- Remind the Senior Minister/Pastor/Leader about presenting a keynote and provide the keynote outline and/or full keynote documents (if needed). (Option: keynote video from Dr. Bobby Harrington is also available.)
- Promote the *RLT Conversations* Launch Party through all church communication channels.
- Check on food for the event to make sure everything is set up (food, drinks, desserts, cups, plates, cutlery, servers, etc.)
- Prepare *RLT Conversations* slide deck and videos. See Launch Party resources at renew.org/rltc.
- Secure all tech needs.
- Order *RLT Conversations* books or instruct participants to order when registering (and bring to Launch Party). You might want to order a few extra books for late registrants.

1 Week Before Launch Party

- Send out reminder email to all registrants.
- Double check slide deck and videos.
- Promote the *RLT Conversations* Launch Party through all church communication channels.
- Follow up to make sure food and supplies are scheduled.

Day of Launch Party

- Set up room with tables for families to sit together.
- Set up food serving tables.
- Double check sound, slide deck, and videos.
- Have the *RLT Conversations* books for each family.
- Lead the *RLT Conversations* Launch Party.

Week Following the Launch Party

- Text or email families to encourage them in their *RLT Conversations* journey!

Ongoing Support

- Post social media and videos for each section and conversation throughout the year. These materials could also be emailed or texted to families who have signed up. These materials are located under “Resources for Walking Through the Book” at renew.org/rltc.

