

# THE STORY

POWERED BY  
ZONDERVAN®

## Preparation Timeline

### PREPARING YOUR LEADERS (To be completed anytime 8-12 weeks out)

Establish your vision

Hold Vision Meetings

Recruit a team

### PREPARING YOUR CHURCH

7 Weeks Out: Create the website, plan the book distribution

6 Weeks Out: 40 Days of Prayer, plan the promotion, order your books

5 Weeks Out: Plan the launch

4 Weeks Out: Announce to the church, recruit group hosts

3 Weeks Out: Leader orientation

2 Weeks Out: Recruit group participants

1 Week Out: Distribute books

Campaign launch weekend

### WEEKS 1-31

Ministry leaders teach *The Story*

Team meets monthly