THE GOSPEL PROJECT

When you get it,
IT CHANGES EVERYTHING.

LAUNCH GUIDE
FOR DIRECT LINKS TO RESOURCES, GO TO GOSPELPROJECT.COM/LAUNCH
If you are about to launch The Gospel Project, one of the things you will need to do is communicate to your leaders. If you are a pastor, make sure you communicate well with your staff team for a smoother launch. If you are a small group leader, we encourage you to talk with the leadership of your church in order to keep everyone on the same page. Here are a few suggestions for leading up and leading down to communicate your transition to The Gospel Project.

**Identify Your Reason for Switching to The Gospel Project**
The desire to switch to or begin using a new Bible study curriculum or material usually arises out of a need (where another curriculum is lacking) or a vision (a leader desires to shepherd the people's growth in certain areas). As a leader, it is important to think through this “need” or “vision” with sensitivity and wisdom.

- Perhaps The Gospel Project has all the components you’ve been looking for in a curriculum. If this is the case, let those around you know why.
- Perhaps The Gospel Project has the theological framework that most closely aligns with your ministry, church, or the desires of your groups.

**Communicate With Your People About The Gospel Project**
Before you do anything, become intimately familiar with The Gospel Project. The people you lead or lead with will also need to become familiar with The Gospel Project. Here are some essential questions and answers to share:

- **What is the mission of The Gospel Project?**
  The Gospel Project exists to point preschoolers, kids, students, and adults to the gospel of Jesus Christ on every page of Scripture.

- **What is the purpose of The Gospel Project?**
  We believe that the whole Bible works together to tell a single story: God’s plan to redeem His people through His Son, Jesus Christ. Through weekly group Bible studies and additional resources, The Gospel Project shows participants of all ages how God’s plan of redemption unfolds throughout Scripture and still today, compelling them to join the mission of God.

- **What is the intended outcome of The Gospel Project?**
  - Help people grasp the gospel story of the Bible by tracing major themes and essential doctrines throughout all of Scripture.
  - Help churches develop a gospel culture where the gospel saturates every experience, where doubters becomes believers who become declarers of the gospel.
  - Help move people to gospel mission in which their daily lives declare the gospel in work and deed.

- **What are the indicators that The Gospel Project is working?**
  - People will be captivated by the gospel story of redemption.
  - Church culture will become saturated by the gospel
  - People will live on gospel mission at home and around the world.
How to Effectively Get People on Board with The Gospel Project
Once the church leadership has decided to switch to The Gospel Project, it is important to begin communicating the change well before the change ever takes place. If you are a pastor or leader, begin meeting with those that the decision will affect most. If you have several teachers, it may be important to host a meeting where you present The Gospel Project. Here are some resources that can help you cast a vision.

Step 1: Introduce
We encourage you to introduce these elements in a meeting and follow up with your leaders via email.

- The Gospel Project Promotional Video
- The Gospel Project Kids Promotional Video
- The Gospel Project Intro and All-ages Study Plan
  All-ages Study Plan (PDF)
- Download 4 Free Sample Sessions
- The Gospel Project Core Values
- 99 Essential Doctrines
- A Meeting Agenda: Introducing The Gospel Project (see pg. 9)
- 1.1 Email: Introducing The Gospel Project
- 1.2 Email: What The Gospel Project Will Help Us Accomplish

Step 2: Train
These elements can be introduced in a meeting or through email. If you decide to send them via email, follow up with a phone call to encourage your leaders to look at the materials, clarify anything that needs to be communicated, and answer any questions they may have.

- The Gospel Project Training Videos
- Detailed Schedule for the Quarter (these will need to be developed according to the church calendar)
- Teach through a The Gospel Project session
- 2.1 Email: Preparing To Teach The Gospel Project (pg. 5)
- 2.2 Email: The Schedule For A Class or Small Group (pg. 6)

Step 3: Promoting
These elements should be communicated to the leaders right before the launch.

- Introducing The Gospel Project to the Congregation (promo video, pastor talking points, bulletin insert)
- Introducing The Gospel Project Additional Resources
- 3.1 Email: Introducing Your Class or Small Group to The Gospel Project (pg. 7)
Pre-Written Emails for Launch Guide
Step One: Introduce

Email 1.1: Introducing The Gospel Project!

Leaders/Teachers,

This coming semester, we will begin using The Gospel Project in our groups. We are excited about this opportunity to deepen our understanding and application of the gospel in every area of our lives.

Welcome to The Gospel Project.

It has been said that it is possible to know all the Bible stories and still miss the Bible story: the story of redemption through Jesus Christ. The Gospel Project is designed to walk participants of all ages through Scripture in order to understand how all Scripture testifies to the gospel of Jesus Christ.

I have attached a link to download a sample session from The Gospel Project for you to read over and become familiar with the format of the material. Also, make sure you attend The Gospel Project training event below. During this time you will receive training and other beneficial insights on using The Gospel Project in your group.

Date:

Time:

Place:
Pre-Written Emails for Launch Guide
Step One: Introduce

Email 1.2: What will The Gospel Project help us accomplish?

Leaders/Teachers,

One of the many strengths of The Gospel Project is that it will help our people understand how all Scripture testifies to the gospel of Jesus Christ. In other words, The Gospel Project will help us see that Jesus isn’t just part of the biblical story, He’s the point of the biblical story. Here is what we can expect from The Gospel Project:

• The Gospel Project will help people grasp the gospel story of the Bible by tracing major themes and essential doctrines throughout all of Scripture.

• The Gospel Project will help churches develop a gospel culture where the gospel saturates every experience, where doubters becomes believers who become declarers of the gospel.

• The Gospel Project will help move people to gospel mission in which their daily lives declare the gospel in work and deed.

We hope you are excited about implementing The Gospel Project here at the church. We are praying that God would use The Gospel Project to grip our hearts with the gospel and encourage us to live on mission for Him wherever we are.

Be sure to familiarize yourself with The Gospel Project introductory videos at gospelproject.com and familiarize yourself with the study plans for Kids, Students, and Adults.
Pre-Written Emails for Launch Guide

Step Two: Train

Email 2.1: Preparing To Teach The Gospel Project

Leaders/Teachers,

It is almost time to launch The Gospel Project at our church! The anticipation and excitement is building, and I want you to be as prepared as possible for the first time you lead your group. Below are several training videos that will help you prepare to teach.

The Gospel Project Training Videos

Also, you will want to bookmark the Additional Resources page for Kids, Students, and Adults at gospelproject.com. Here you will find a host of resources for each session to help you prepare and go deeper.
Pre-Written Emails for Launch Guide

Step Two: Train

Email 2:2: The Schedule for The Gospel Project

Leaders/Teachers,

Attached you will find a schedule listing each of the sessions for The Gospel Project study we are about to begin. This will help you stay ahead and plan for others to teach or lead the discussion. (These will need to be developed according to the church's calendar)

Again, you will want to bookmark the Additional Resources page for Kids, Students, and Adults at gospelproject.com. Here you will find a host of resources for each session to help you prepare and go deeper.

As we prepare to launch The Gospel Project at our church, let's pray that the transition would run smoothly and that God would use this material in a mighty way.
**Pre-Written Emails for Launch Guide**

**Step Three: Promote**

**Email 3:1: Email To Group Members (Adults and Students)**

Leaders/Teachers,

Below I have drafted an email that you can send to your group introducing them to The Gospel Project. Feel free to personalize the email; I just want to make sure you have everything you need to communicate with your group.

Group,

We will begin our study through The Gospel Project soon! It has been said that it is possible to know all the Bible stories and still miss the Bible story: the story of redemption through Jesus Christ. The Gospel Project is designed to walk participants through Scripture in order to understand how all Scripture testifies to the gospel of Jesus Christ.

In preparation for our study, I wanted to provide you with a few resources that will not only introduce you to The Gospel Project, but also enrich our study.

- Watch the [introductory video](https://gospelproject.com) at gospelproject.com
- Learn more about the [Core Values](https://gospelproject.com) at the heart of The Gospel Project
- Download [these resources](https://gospelproject.com) to learn more about the [99 Essential Doctrines](https://gospelproject.com), which are the foundation of the curriculum
- The Gospel Project [blog](https://gospelproject.com) and weekly [podcast](https://gospelproject.com) offer great additional insight

To strengthen our time together as a group, it is important that each of you read and reflect on each weekly session. This way, when we gather you will be prepared to contribute to the discussion.
Introducing The Gospel Project Meeting Agenda:

- **Welcome** everyone and thank them for their time.
- **Explain** that the church is going to transition to The Gospel Project. Use the promises of The Gospel Project to help explain why this transition will be good for your church:
  - Help people grasp the grand story of the Bible by tracing major themes and essential doctrines throughout all of Scripture.
  - Help people understand and apply the gospel of Jesus Christ by exploring implications for life in every session.
  - Help move people to mission by demonstrating proper responses to what God has done for us in Christ.
  - **Show The Gospel Project Video** as a visual to help people see the heart behind the studies.
  - **Hand out** a copy of the sample sessions to each attendee and walk them through the basics of the session. Optionally, lead the attendees through the session as if they were members of the group and you were the group leader. This can help them fully understand how the curriculum works as they experience it firsthand.
  - **Show available Training Videos** to help enhance their understanding of the curriculum.
  - **Reiterate** the mission and purpose of The Gospel Project:
    - Mission: To provide Christ-centered curriculum for kids, students, and adults.
    - Purpose: It is possible to know all the Bible stories, and miss the Bible story of redemption through Jesus Christ. The purpose of The Gospel Project is to equip users to understand how all Scripture testifies to the gospel of Jesus Christ.
  - **Take questions.** Use the **Scope and Sequence** for all ages to help answer questions you may get about the curriculum.
  - **Inform** the group of your intended start date and plans regarding the curriculum.
  - **Pray** and dismiss.