

## 2019

### AUGUST/SEPTEMBER

- Pastor Package available on CTGA website
- Final Live Pastor Briefing Events
- Begin pre-order of *What's After Life?* booklet
- Your church campaign coordinator assigned

### OCTOBER/NOVEMBER

- Preach teaser sermon designed to create interest in campaign and set up expectations to prepare/participate in campaign in 2020
- How to conduct effective campaign training Events
- Meet-up facilitation guides for leaders posted to website
- Social Media assets for church use available on website
- Continue pre-ordering for *What's After Life?* booklet
- Soft launch of *WhatsAfterATX.org* - public-facing campaign website
- Church Coordinators provide any open "meet-up" location times and dates to CTGA for website posting

## 2020

### JANUARY/FEBRUARY

- *What's After Life?* booklets delivered
- Public Marketing Campaign begins!
- Last chance to preach teaser sermon
- Churches promote campaign internally, urging everyone to get equipped for conversations!
- Church members start conversations and share *What's After Life?* booklets with neighbors and friends
- Churches recruit/train meet-up leaders

### MARCH

- SXSW Expert Panel Discussion (TBD)
- Public "Mars Hill" style presentation plus Q&A (TBD)
- NDE Webinar Conversation

### APRIL

- Easter Kick-off of **What's After ATX** Sermon Series (4-6 weeks)
- Easter kick-off of meet-up groups (4-6 weeks)

### JUNE

- Follow-up discipleship begins! New to Jesus/ New to Church community groups