

UNCOMMON MARRIAGE

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Event Planning Guide

Why build a campaign around Uncommon Marriage?

You know that the stresses and demands of daily life have left many couples in your church feeling stretched thin—maybe even disconnected and discouraged. You want to offer them practical help in building lasting, healthy marriages. How can you remind married couples that marriage is a gift from God, worth investing in and celebrating every day?

You understand that the singles in your church are bombarded by conflicting messages from our culture about what marriage means and whether it's worth aiming for. You want to encourage the singles who hope to be married one day to hold out for a committed, Christ-centered relationship. How can you convince them that marriage is honorable and that the time to begin preparing for a future spouse is now?

The Uncommon Marriage Church Campaign may be the answer. This month-long event will give you and your church the opportunity to walk alongside Super Bowl winning—coach Tony Dungy and his wife, Lauren, as they provide an inside look at how they have navigated the ups and downs of over thirty years together. In addition to telling their own story, Tony and Lauren reveal the principles they've found essential to building a long-lasting, God-honoring relationship.

Embark on the Uncommon Marriage Church Campaign and help your congregation discover the answer to these critical questions:

What uncommon wisdom about marriage can I find in my Bible?

What are the secrets to staying in sync with my spouse?

Why does my spouse frustrate me—and how can I learn to appreciate him or her instead?

What are the secrets to working as a team so family life runs more smoothly?

What does committed love look like anyway?

What can I do to make my spouse feel heard—and get what I need too?

What should we do when my spouse and I disagree about a major decision?

How can my spouse and I serve others while setting appropriate limits and boundaries on our time and relationship?

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In other words:

What will it take to make my marriage uncommon?

Uncommonly committed

Uncommonly strong

Uncommonly close

Visit www.coachdungy.com for more information

An Uncommon Campaign

When Tony Dungy led the Indianapolis Colts to victory in Super Bowl XLI, one of the first people to rush to his side was his wife, Lauren. That was fitting, considering how closely the two had worked together, first in Tampa Bay and then in Indianapolis, to model a strong, Christ-centered marriage to NFL players and coaches, as well as the wider communities where they lived and worked. Their commitment to encourage other couples to persevere in the marathon called marriage is as strong as ever.

That's not to say that the road to success was always easy—either on or off the field. Tony and Lauren have had to navigate differing expectations and personalities, career changes, heavy work-related demands, and personal heartache during their thirty-plus years together. In their book *Uncommon Marriage*, they reveal both the highs and the lows, and illustrate how their faith has been vital to their committed relationship.

Together the following materials will provide your church with a turnkey system and all the resources needed to lead your congregation through a month-long series of teaching and small group study on building a strong, God-centered marriage:

Uncommon Marriage (hardcover, \$24.99—recommended; available everywhere books are sold)

Uncommon Marriage Bible Study with tips for leaders (softcover, \$9.99—recommended; available everywhere books are sold)

Sermon notes for five messages written by Dr. Richard Allen Farmer, the Dungys' former pastor, former dean of the chapel at Gordon College and Taylor University, and current motivational speaker and musician

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- Free downloadable discussion guides for men's and women's groups
- Free downloadable video trailer featuring Tony and Lauren Dungy to launch the program for the church
- Five free downloadable thematic videos to set up each week's sermon/small group topic
- Free downloadable bulletin insert
- Free downloadable sample e-mail letter for pastor's use
- Free promotional artwork and posters

These resources are designed to appeal to couples of all ages and stages. They can be used in a variety of settings.

Kicking Off Your Campaign

Ten Weeks Before

- Orient staff and leaders, providing materials for their review, casting a vision for the campaign, and asking them to join you to pray for God's guidance during the campaign.
- Determine a campaign budget, deciding whether to include costs for publicity, refreshments, and books.
- Determine whether publicity materials will be directed to your church family only or to your wider community.
- Discuss how to incorporate and acknowledge the needs of never married, divorced, and widowed congregants in this campaign.
- Assemble a leadership team, which may include a small group coordinator, publicity coordinator, and prayer coordinator.

Eight Weeks Before

- Recruit small group hosts or discussion facilitators if needed.
- Continue praying for the campaign, leaders, and participants.

Six Weeks Before

- Set up a registration table where participants can sign up for a small group and/or order materials. Sign-up materials might include questions regarding participants' preferred

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location, day, and time.

- Order copies of *Uncommon Marriage* and *Uncommon Marriage Bible Study*. See page XX of this guide for information on discounts for multiple-copy orders.

Four Weeks Before

- Begin promoting the campaign using video trailer, bulletin inserts, and e-mail from pastor, all available for free download and customization at www.coachdungy.com.
- Encourage congregation to consider those friends and neighbors they would like to invite.
- Begin distributing books.
- Continue praying for the campaign, leaders, and participants.

One Week Before

- If new small groups or classes are forming, consider having host/facilitators call group members to introduce themselves.
- Be sure logistical details for classes and small groups are communicated, including meeting times, locations, and start date.
- Continue praying for the campaign, leaders, and participants.

First Sunday of Campaign

- Enable participants who haven't yet gotten resources to pick them up on the way in.
- Celebrate campaign launch from the pulpit or through special music or skit.
- Pray together as a congregation for a successful series.

Wrapping Up the Campaign

- Consider holding a time of celebration with your leadership team and small group facilitators. As appropriate, share stories of couples or singles who were encouraged or changed as a result of the campaign.
- Follow up with visitors to your church during the campaign within a month of its conclusion. Through a phone call or letter, thank them for coming and provide information on what your church can offer them and their families. Find out whether they have specific questions or needs your church can help address.
- Look for ways to provide ongoing opportunities for couples and singles to apply what they've learned and discovered. That might include future small group studies for married

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couples and singles, social events, or references from the pulpit about certain principles that were covered during the campaign.

Uncommon Marriage Church Campaign Resources

Sunday Morning Service	Sunday Morning Class/Bible Study/Small Group
<ul style="list-style-type: none">• Thematic videos• Sermon notes• <i>Uncommon Marriage</i> book	<ul style="list-style-type: none">• <i>Uncommon Marriage Bible Study</i> with tips for leaders• Reproducible discussion guides (for men's or women's groups)• <i>Uncommon Marriage</i> book

Free, downloadable promotional materials
<ul style="list-style-type: none">• Video trailer featuring Tony and Lauren Dungy to launch the campaign• Bulletin insert• Sample e-mail letter for pastor's use• Promotional artwork and posters

Visit www.coachdungy.com to view all resources

Information on Bulk Orders of
*Uncommon Marriage and
Uncommon Marriage Bible Study*
Available at 1-800-323-9400!