

How to get started

Get your senior pastor and leadership on board.

This is probably too obvious to mention, but getting this on their radar will make all the difference! Having the senior pastor share why this is important during a worship service will help guarantee success. How about bringing the staff on a mini-plunge? We can adjust the Plunge into a shorter format if desired.

Identify the 1-3 small groups you know would love to do this.

Ask them, as a favor to you, would they be willing to be the church “guinea pigs” and test out this experience. Once they go on the Plunge then let them share their experience with the entire church during a service.

What about your staff and leadership team? We could customize a shorter Plunge for them. Consider unofficial small groups {like the worship team} and invite them to try it out.

One church told us they were going to send their mission committee on the first Plunge; traditionally their emphasis has been more overseas and this would help them to focus on needs at home.

Ask each group leader, face-to-face, to participate.

Ask the leader to make a commitment in a face-to-face meeting. If you send them an email then you’ll probably be disappointed in the participation level.

The words “as a personal favor to me” work well; you obviously have a lot of credibility with the group leader. If they know it is important to you it will make your request more imperative.

Pick two dates and start promoting.

Two dates give people two choices.

- Even if a group is split between the two dates they will have plenty to talk about and compare notes when they get back to their regular small group time.

- It's okay to have several small groups go together; we'll break up into their small groups for discussion.
- You only need 10 people; 20 for two dates.

Use a multi-prong recruitment approach.

Ask each group leader to participate, use our promo materials.

Send a post card to each small group member.

Start talking from the pulpit about the Plunge and the dates.

After the first group goes, celebrate to encourage other small groups.

We'll provide you a DVD of their experience that you can show in church.

Have them share their experience in front of your church.

Post the video on your church website. Publish the link in your church bulletin or newsletter.

Send the video link out in your church email or other communications.

Ask the small group leader to place a quick phone call to other small group leaders to encourage them to take their group.