



**UNSUBSCRIBE**

# Launch Reference Guide



# About The Launch Reference Guide

## Purpose of this guide

This guide provides Small Group Leaders & Coordinators clear, step-by-step instructions for successfully facilitating the “Unsubscribe” Sermon Series starting August 24. Its purpose is to ensure all campuses and leaders are efficiently prepared, minimizing technical difficulties and maximizing the effectiveness of the Sermon Series. By following these guidelines, campuses can create a seamless and productive experience for all participants.

## What You’ll Find in This Handbook

- ◉ **Lobby Set Up** Materials & Display Suggestions
- ◉ **Host Briefing Materials** Materials for the “Unsubscribe” Series
- ◉ **Host Briefing** Equipping and Training New Group Host
- ◉ **Reporting** Reporting & Group Attendance
- ◉ **Next Steps** Beyond The Sermon Series

# SMALL GROUP COORDINATORS

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## Campus Materials

- Unsubscribe materials available on 07/21.
- Campus Materials are the following:
  - Unsubscribe Banner
  - 8.5 x 11 Posters & 11 x 17 Posters
  - Unsubscribe Promo Cards
  - Lanyards for (Small Group Leaders, Coaches & Coordinators, Campus Staff, Volunteers.
  - Unsubscribe T Shirt for (Campus Pastors & Small Group Coordinators)
  - Unsubscribe Inquiry Sign Up Sheet (This is for people who inquire, but may not have committed to starting a Small Group). Use this sheet for follow-ups.
  - Sermon Series “Unsubscribe” Kits

## Lobby Set Up

- “Unsubscribe” lobby set up the week before July 27.
- Lobby Display is from 7/27 - 08/24
- Determine the best area to set up your banner and display so that it receives maximum visibility.
- Campus lobbies should have the following materials on display:
  - Retractable Banner
  - Unsubscribe Promo Card
  - 8.5 x 11 Flyer in clear frame

## Unsubscribe Kick-Off

- The “Unsubscribe” sermon series officially starts on 08/24
- 08/24 All Campus Pastors & Small Group Coordinators will wear the “Unsubscribe” T Shirt.
- Host Briefings will end on 08/24. No additional “Unsubscribe” new group leaders will be added to the group roster.
- Current Small Group Leaders will pause their current curriculum and teach the Sermon Series Alignment for 6 weeks. They will return to their regular small group curriculum for the remaining weeks, 10/5 - 11/23.
- The “Unsubscribe” series will end on 09/28
- The Small Groups Semester will end on 11/23

## Host Briefing Materials

- At the Host Briefings, members of the Small Groups Team should have the following:
  - Sermon Series Kits
  - Sermon Host Script
  - Small Group Host Lanyards (worn by Small Groups Team)
  - Unsubscribe T Shirt (worn by Small Groups Team)
  - I’m interested in Hosting A Small Group Cards
- Physical sign up sheet if preferred
- Video access to show Host Briefing Video



## Host Briefings

- Offer Host Briefings every Sunday after each service, starting 07/27 through 08/24. These briefings are approximately 15 to 30 minutes.
  - Announcements will direct interested new Group Leaders to the lobby area or Host Briefing area after each service.
  - Host Briefings are a 15-minute information session for people to inquire and register for their Sermon Series “Unsubscribe.”
  - Use your Host Briefing Script if needed.
  - Host Briefings should be hosted by members of the Small Group Team at your campus.
  - After the Host Briefings, ask anyone if they are interested in hosting an “Unsubscribe” Small Group.
  - If they are interested, fill out the “I’m Interested In Hosting A Group Card.”
  - Provide them with an “Unsubscribe” kit.
  - Write the Small Group Coordinators' and/or Coaches' name and contact information in their Host Briefing Guide.
  - Let them know you will follow up with them a week or two before the Sermon Series starts on 08/24.
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## Small Groups Fair

- The Small Groups Fair is 08/17 & 08/24 . Your campus can decide to do one week or both weeks.
- Small Groups will set up as usual. Small Group Leaders can explain that we are doing the “Unsubscribe” Sermon Series as a church body for the first 6 weeks and will resume their regular curriculum the remaining 6 to 7 weeks.
- We strongly encourage Small Group Leaders, Coaches and Coordinators to invite new people to their group by using the “Group Invite Cards.” Invite them to join your existing group to study the “Unsubscribe” series if they are not hosting their own group.
- The Small Group Coordinator should have a main sign up station for anyone interested in hosting a “Unsubscribe” group. Have them sign up and invite them to the next Host Briefing date.



## Setting Up Groups & Reporting

- Small Group Coordinators will add new Group Leaders to Planning Center weekly after Host Briefings.
  - Set Up “Unsubscribe” New Groups Leaders as: **First Initial, Last Name - Unsubscribe.**
  - Small Group Coaches & Leaders will make contact with new Group Leaders to help them launch their groups between 08/10 - 08/23
  - Small Group Coordinators and Coaches are responsible for training the new Group Leaders on using the groups page for attendance.
  - Small Group Coaches & Coordinators will make contact with new Group Leaders for continued support and assistance as needed throughout the Sermon Series.
  - NOTE: Sermon Series new Group Leaders are not considered actual Faith Small Groups. These groups are independent of the Small Groups Ministry and not visible on the Faith Is Here website.
  - Small Group Leaders will take weekly attendance on their Groups website page.
  - Small Group Coordinators will report their group's attendance for the 6 weeks to the Discipleship - Central Team on 09/10 and 10/1
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## Next Steps

- Small Group Coordinators & Coaches start the conversation with new Group Leaders regarding hosting their own Small Group after the series between 09/14 - 09/28.
- If a new Group Leader wants to continue to teach a Small Group after the sermon series, they will need to go through the regular Small Group Leader process beginning 09/28 - 10/12.
- See **New Group Leader Processing Procedures** on page 7-8 of this guide.



# Processing New Group Leaders

Step 1. New Group Leader Process starts on 09/01/2025

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Step 2. Go to [faithishere.org](http://faithishere.org) website

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Step 3. Click on Next Steps, then “Groups”, then “Start a Group and fill out the form.

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Step 4. The Small Group Coordinator should respond to an applicant’s inquiry form within 48 hours. Reach out to applicant via email, introducing yourself.

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Step 5. After your initial introduction with the applicant, send them an email with the Small Group Leader requirements within 48 hours after your initial contact. (Template resource will be available by 9/15/2025).

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Step 6. Send an email informing the applicant that they will receive a background request from the Checkr. Please ask them to complete within 3 days.

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Step 7. Once the applicant has completed the background check, Growth Track, and the Group Leader Training, they are eligible to begin their Group.

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Step 8. If cleared, a green shield with a check mark will appear on the person’s Planning Center Profile.

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Step 9. Once a cleared background check has been received, send a congratulations email to the applicant letting them know they have been approved to lead a Small Group. (Template resource will be available by 09/15/2025)

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Step 10. Applicants can choose from our pre-selected group curriculum. Please see our policy on self-published curricula. (Resource available by 09/15/2025)

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Step 11. The Small Group Coordinator or Coach will meet with the new Group Leader or Leaders and walk them through the Small Group Planning Guide to set them up for success. (Resource available by 09/15/25)

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# SMALL GROUP LEADERS

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## Next Steps for Small Group Leaders

- Small Group Leaders can prepare for the “Unsubscribe” Sermon Series by communicating with their current group attendees about the Sermon Series and how it will work for their group this upcoming semester.
  - Small Group Leaders can reach out to previous group members and invite them to join them for the “Unsubscribe” series.
  - Small Group Leaders should be prepared to set up for the upcoming Small Groups Fair on 08/17 and/or 08/24.
  - We encourage Small Group Leaders to use the “Unsubscribe” cards to invite non-group members for the upcoming Sermon Series.
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## Unsubscribe Materials

- Small Group Leaders will be able to pick up their “Unsubscribe” materials at their campus beginning the week of 08/04. Your Small Group Coordinator or Campus Admin will provide the materials.
  - Small Group Coordinators should have a designated place for current Small Group Leaders to pick up their materials every Sunday before or after the Host Briefing session.
  - For Additional Sermon Series supplies, please contact [kaye@faithishere.org](mailto:kaye@faithishere.org)
  - Small Group Leader Materials:
    - Unsubscribe “ Curriculum Booklets
    - Video Download Instructions
    - Hosting Guide
    - Attendance Sheets
    - Lanyards “ Hello, My Name Is”
    - Lanyards “ Small Group Host”
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## Reporting Requirements

- Take weekly attendance and upload to your group's page as normal.
  - Keep track of "new" group members.
  - Keep track of prayer requests.
  - Submit your report weekly to your Small Groups Coordinator.
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## Small Group Central Team Support

- The Discipleship - Central Team will offer continued support throughout the Sermon Series.
  - If you have additional questions, please contact [kaye@faithishere.org](mailto:kaye@faithishere.org).
  - Small Group Coordinators will receive guided weekly informational emails up to offer continued support.
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## Additional Materials Available 07/28

- Brief Hosting Schedule Sheet
- Sign Up Sheet for Host Briefings
- Sign Up Sheet for New Group Leaders
- Sign Up Sheet for interested New Group Leaders
- Process for New Group Leaders after the sermon series.



# Thank You !

Your enthusiasm for leading others doesn't go unnoticed, and it's a vital part of what makes our small groups thrive. The impact you'll have on individuals, helping them to connect and grow, is immeasurable.

We are incredibly grateful for your willingness to step into these leadership roles and for embracing the responsibility that comes with it. Thank you for being such an integral part of our team and for your eagerness to empower and uplift those around you.

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## Contact Information

**Phone** 843-873-9128

**Website** [www.faithishere.org/unsubscribe](http://www.faithishere.org/unsubscribe)

**Email** [kaye@faithishere.org](mailto:kaye@faithishere.org)

