

## One Book/One Body Campaign Characteristics

### *“Campaign”*

With pre-conditioning and training, coaches, and a clear starting and finishing line, this year long marathon gives everyone a sense of common goal and shared journey--working as a team (One Body) to get as many runners through the course (One Book) as possible.

### *Behavioral vs. Topical or Doctrinal*

Throughout the One Book/One Body campaign your church's participants will encourage one another to stick with the daily behavior of reading one chapter and considering that chapter's personal impact & message. The campaign's purpose is to build unity & fellowship in the “Body” through the shared experience of increasing readership of the “Book” in workplaces & households throughout the week.

### *Primary Source vs. Secondary Sources*

Instead of the words and meditative reflections of popular authors, people will themselves learn to meditate and reflect as they read, discuss, and wrestle to apply the Words of God in their own lives.

### *Everyone a Leader vs. Leader to Everyone*

Rather than small and large groups with one person at the front and only a few talkers talking, the pre-campaign, “Orientation Study” is designed to level the field and get everyone involved (including the entire spectrum of age levels and Bible knowledge levels).

### *Everybody On The Same Page*

“What did you think of today's chapter?”

“I remember reading that...”

“I wonder which of the chapters our pastor will preach on this week...”

From the initial training & sign-up phase to the dated, 365 scheduled readings, unity is stressed through shared experience as God's Word becomes the glue that “makes sticky” every household, committee meeting, or chance meeting at the grocery store. The One Book/One Body campaign puts everyone—literally—on the same page.