

Timelines

Believe it or not, you're ready to start your messaging campaign. Now, this isn't an excuse to start procrastinating. The longer you wait to get started, the less likely you are to be successful. Even worse, you'll give that old "Doubter" an opportunity to start tempting you into complacency again.

Remember: we're told in Proverbs 20 that sluggards do not plow in season, so when harvest time comes, they look but find nothing. Don't allow yourself to become a living example of this lesson - because it's your entire ministry that will forgo a bountiful harvest.

Getting Started

To get started, you need to begin by creating a timeline for yourself and the campaign. This campaign should not be something you begin two days after deciding to change your strategy. Remember that you need time for clarifying your message, getting team buy-in, identifying key performance indicators and spreading the message.

For this, you should give yourself **two to four weeks** for preparation. Then once you get started, take **four weeks** to execute the plan. You can create deadlines for future campaigns that go longer than this, but when starting out, four weeks is a good target. And once your plan is complete, give yourself **one week** to celebrate its success.

Have a Specific Plan

When you create this timeline, though, don't consider it a simple overview. Make sure your timeline lays out and coincides with your specific plan. It only takes seven weeks to change *everything* at your church, so stop doubting right now. Start dominating.

If you're having difficulty creating a messaging strategy for your timeline, consider starting by communicating an inspiring idea and then following up often. This will allow you to reach multiple people, multiple times, and in multiple ways. And don't worry if you're still having a little difficulty. The DonorWERX Communications Plan provides ready-to-use messaging for your ministry.

If you want to better understand this process — or even just need an example — review the provided timeline before moving on to the next lesson. It will give you clarity on *exactly* what a timeline should look like.