**21 Days of Prayer Opt-In Text Campaign**

**Roll-Out Doc, 12.15.21**

Communication:
Exec 12/20
Leadership Team Email 12/20
Individual Teams Per Exec Preference After 12/20

**Bottom line:** 21 Days of Prayer opt-in text campaign gives guests the opportunity to receive 21 Days of text messages that include the daily prayer prompts, encouragement, and equipping around prayer (morning prayer, prayer guide, etc.). We will also include specific calls to action towards on-going prayer with Prayer Night and potential to join the DreamTeam.

**Details:**

* 160 characters or it turns into 2 texts for Android or we are charged more – use this judiciously
* Every day links to a prayer
* Link after text message (always puts links after)
* 7 am every morning

**Values:**

* Embed relationship into it and personal, feels real and not a mass text
* Sporadic fasting encouragement included with prayer
* Invite them to be part of something beyond the weekend service and/or having loose connections with others who are doing or seeing the same thing i.e. Morning Prayer provides a loose connection
* Each content investment is thinking: why is this for you? what is the investment of this in your life?

**Text Content –** 160 characters or it goes to 2 texts with Android and cost is 2 texts for us

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| When Opt-In before Jan 10: Return Text immediatelyWhen Opt-In after Jan 10 | 21 Days of Prayer is for you! (link to webpage) Expect a daily prayer, inspiration & bonus content too. Add us to your contacts & together, we'll seek God first starting 1/10.You are joining hundreds taking part in 21 Days of Prayer, glad to have you! Expect a daily text with the prayer for the day and bonus content too. Add us to your contacts and let’s go!!!  |
| Opt-In Text 2 (24 hours before begin) | 21 Days of Prayer starts tomorrow! Fasting to help turn your focus to God too? There are multiple ways, and it’s ok to start small. (link) |
| Day 1 | Day 1-21 Days of Prayer: There isn't a formula to talk with God, but prompts can help guide us. Want to pray with others? Join Ben 7:30a M-F. Let's go!!! (link to prayer and include Morning prayer CTA in image?) |
| Day 2 | Day 2-21 Days of Prayer. Whether you're praying, or praying & fasting, consider using the prayer and verse throughout your day. Set a reminder and pray it again. (Link to prayer) |
| Day 3 | Day 3-21Days. Today is about commitment to God. Have a child in your life? Our parent resource helps you pray for them too. (link to parent resource) (link to prayer) |
| Day 4 | Day 4-21Days. Prayer is not just a habit to build, but a way to pursue relationship with God. Link to prayer |
| Day 5 | Day 5–21Days. You did it-5 days of prayer! Keep it up (or jump back in) and remember, you don’t have to go it alone. Pray with Ben & others at 7:30am M-F (Link) |
| Day 6 (longer than 16) | Day 6-21Days. Why fast? To place your focus on more on God. Put social media down. Instead pray this prompt today. (link to prayer) |
| Day 7 | Day 7-21Days. Remember who you are praying to - the Creator of all things, and he is good. He wants to hear from you. Pray today |
| Day 8 | Day 8-21Days. Week 2! A way to take prayer into your every day is to ask others – “how can I pray for you?” Then pray. Today's prayer is (image) |
| Day 9 | Day 9-21Days.Today’s Prayer is to live confidently. Is something stirring in you for more? Try adding our PrayFirst Guide, or the LivingItOut M-F devotional.  |
| Day 10 | Day 10-21Days Have you missed a day or two? Meant to pray and now feel guilty that you didn’t? Don’t! Jump right back in. Start right here. Today’s prayer |
| Day 11 | Day 11-21Days. Can we pray for you? Day or night, tell us how (https://my.cedarcreek.tv/Page/233) and when you check the allow comments box our team will respond too. Today’s prayer  |
| Day 12 | Day 12-21Days. Have you noticed our prayers include some of God’s words from the verse? It's another powerful way to pray. Pray today for (include title or link) |
| Day 13 | Day 13-21Days. Not every moment of prayer is the same. At times you'll feel distracted, frustrated, or like it isn’t working. Keep going. God is listening. (link to prayer) |
| Day 14 | Day 14-21Days. Prayer is not our last resort, it’s our first response. Today’s prayer is to worship him. (link to prayer) |
| Day 15 | Day 15-21Days. Final week! We’re praying for you and let’s finish strong! Reminder, you can join in with Ben & others who are praying too, M-F at 7:30a HERE |
| Day 16 | Day 16–21Days. Prayer and fasting increases our awareness of God. Hungry? Feel like giving up? That’s a physical reminder of your deep need for him. (image) |
| Day 17 | Day 17-21Days. Prayer is the difference between the best you can do and the best God can do. Pray now! (Link to prayer) |
| Day 18 | Day 18-21Days. Are you seeing prayer impact your relationships, work, family-every area of your life? Most importantly, your relationship with God? Tell us! (link to story link here and today’s prayer always link from Day?) |
| Day 19 | Day 19-21Days. Prayer is not the least we can do, it’s the most we can do. Here’s today’s prayer.  |
| Day 20 | Day 20-21Days. Consider connecting with God at Prayer Night. 1 hour. Nothing weird. We promise. Next one is Mon Feb 7. Pray this prayer today. |
| Day 21 | Day 21-21Days. We did it! Day 21! Let’s celebrate what God has done. Break your fast, pray this final prayer, & let us know how God worked in your life. (link to story and link to prayer) |
| BONUS - Feb 3 | Are you missing 21 Days of Prayer? Did you love to pray? We have prayer teams who love to pray too. Meet them THIS weekend for breakfast on us and see if serving on that team is for you. THIS Sunday, 10:15 for breakfast in the GrowthTrack rooms. Sign up HERE - Jason how can we do this? |
| BONUS Feb 6 | You can experience God in a new way at Prayer Night tomorrow night. We promise nothing weird - check it out (link to recap video) and join us tomorrow night at 7pm. |

Potential Follow-Up Ideas:

* Squawkbox – When do we want to engage this group and thinking about prayer? For example, National crisis – text them, how can we help them; what do now? What do now?
* Prayer Night each month, every so often? Invite and describe it, a place to get quiet, mindful of God, non-anxious space in an anxious world, etc.. recap video
* Sequential opt-in campaign, re-engagement rate – prayers from LIO go to this group? Just the prayer portion?