

FOR PASTORS AND CHURCH PARTNERS

Contend Sunday. The playbook.

One Sunday. One text. Your church saying the same true thing as a few hundred others in the same stretch of weeks. Pick launch week (Sunday, October 11 or October 18, 2026) or any Sunday after. The book releases Tuesday, October 13.

THE ASK

1

Preach Jude 1:3.

Open the Word and don't soften the call. No livestream tie-in, and no moment you have to engineer.

2

Put the book in their hands.

Thirty seconds from the stage and a code on every handout. Drift is quiet. Reading is how people stop.

THE TEXT

"Beloved, although I was very eager to write to you about our common salvation, I found it necessary to write appealing to you to contend for the faith that was once for all delivered to the saints."

JUDE 1:3

THE BIG IDEA

The faith was once for all delivered. This generation either contends for it or watches it drift. Most people don't walk away from the faith. They drift from it, quietly, one unguarded inch at a time. Contend Sunday is a church deciding, out loud, not to.

TWELVE ITEMS

Half of these are done if you said yes. The rest take about two hours.

DECISIONS

- 01** Pick your Sunday and put it on the church calendar. Launch week or any Sunday after.
- 02** Tell your team the date and the text. Jude 1:3. Worship, hosts, kids, production.
- 03** Read the book before you preach it. You can't preach what you haven't read. Get it at contentdbook.com.
- 04** Decide the book moment. Who says the thirty-second line, and when. Right before the benediction works.
- 05** Decide how people will get the book. A QR code at the door, a table in the lobby, a link in your app, or copies you've ordered ahead.
- 06** Reply to the email that sent you this with your church name and your Sunday, so the team can count you among the partner churches.

THIS WEEK (ABOUT TWO HOURS)

- 07** Print the sermon notes handout for every seat. Letter and A4 versions are linked on the last page. 10 MIN
- 08** Load the five slides (title, Beloved, Contend, Snatch, close) into ProPresenter or whatever you run. 15 MIN
- 09** Post the announcement graphic now and the countdown graphic the week of. 15 MIN
- 10** Send one email or text to your people: "Sunday we're contending. Bring someone who's drifting." 15 MIN
- 11** Print the bulletin insert and the response card. Beige versions are built for paper. 10 MIN
- 12** Brief your hosts and group leaders with the one-page leader guide, and name who follows up with the people who respond. 30 MIN

THREE WEEKS OUT, IF YOU WANT THE FULL RUNWAY

WHEN	WHERE	WHAT	KIT FILE
T-21 • Mon	Feed + email	Announce the date.	cs-announce · white/cs-promo
T-14 • Mon	Feed	Two weeks out.	cs-count-2wk
T-13 • Tue	Feed + story	The book, with the QR code.	cs-cover
T-7 • Mon	Feed + email	One week out. Everyone names the one person they're bringing.	cs-count-1wk
T-4 • Thu	In the room	Leader guide to hosts, response cards on seats, bulletin printed.	cs-leader · cs-card · cs-bulletin
T-2 • Sat	Feed + text	This weekend. One text blast to the church.	cs-count-weekend
T-0 • Sun	Story + screens	This Sunday. Slides 1 through 5 in the room.	cs-count-sunday · cs-slide-1 to 5
T+1 • Mon	Feed	Recap: the book again, for the people still deciding.	cs-cover

The message, the moment, and the thirty seconds that put the book in the room.

JUDE IN THREE MOVEMENTS

01 • Beloved (Jude 1). Identity before the assignment. You fight from security, not for it. Jude calls them kept and loved before he tells them to fight.

02 • Contend (Jude 3). The holy strain of holding on while the world lets go. The faith was delivered once, for all. Our job isn't to improve it. It's to hold it.

03 • Snatch (Jude 22 and 23). Hard on the drift, tender with the drifter. A rescue, not a debate. Somebody in your room is the one who needs snatching, and somebody else is the one who can reach them.

The handout walks your people through the same three beats, labeled The Drift, The Charge, and The Stand, with space to write one thing they heard, one person they're carrying, and one thing they'll do this week.

THE CONTEND MOMENT

Before the close, give the room one beat to name what they're contending for. A card, a text-in, or a prayer. Let them commit. Then pray over the room. The response card in the kit is built for this.

THE BOOK MOMENT (30 SECONDS, FROM THE STAGE)

"Today's message stands on a book. Pastor Philip Anthony Mitchell wrote **CONTEND** because most people don't walk away from the faith. They drift from it.

It's eight chapters, one a night for eight nights. Scan the code on your handout or go to contendbook.com. Read it this month, then come find me and tell me what it did."

Say it once, plainly, and move on. The QR code on the handout, the bulletin insert, and the closing slide all go to the same place.

IF YOUR PEOPLE WANT COPIES

Buying for your whole church? Reply to the email that sent you this with what you're planning, and the team will help you find the best way to do it.

FOLLOW-UP INSIDE 72 HOURS

Everyone who filled out a response card hears from a real person by Wednesday. Not a newsletter. A pastor, a host, or a group leader, with a book in hand if you have copies.

Read it together. Keep contending together.

THE NEXT EIGHT WEEKS: READ THE BOOK, A CHAPTER A WEEK

You don't need a homemade curriculum to keep this going. The book is built for groups. Every chapter ends with a Takeaway Truth and The Contender's Charge, a one-line assignment for the week. Read a chapter, talk through the Takeaway Truth, and hold each other to the Charge. Eight chapters over eight weeks, with every person holding the actual book.

The chapter-a-week rhythm is how your groups keep contending long after the Sunday.

FOR YOUR GROUPS

More is coming.

The team is building more for small groups, and partner churches hear about everything first. For now the assignment is simple: get every person a book and read it together.

Reply to the email that sent you this with your church name and your Sunday, so the team can count you and keep you posted.

EVERYTHING IN ONE PLACE

THE BOOK

contendbook.com

SERMON NOTES HANDOUT, LETTER

church.contendbook.com/files/sn-l-FwstapbYkw.pdf

SERMON NOTES HANDOUT, A4

church.contendbook.com/files/sn-a-h536VPatBA.pdf

SUNDAY SERVICE KIT: SLIDES, BULLETIN, RESPONSE CARD, LEADER GUIDE (20 MB)

church.contendbook.com/files/CONTEND_Sunday_Kit_Service.zip

SOCIAL KIT: ANNOUNCEMENT, COUNTDOWNS, BOOK POSTS IN FIVE SIZES (50 MB)

church.contendbook.com/files/CONTEND_Sunday_Kit_Social.zip

THIS PLAYBOOK

church.contendbook.com/files/contend-sunday-playbook.pdf

THE TEAM

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ONE QUESTION BEFORE YOU CLOSE THIS

What would change in your church if your people heard "contend for the faith" the same week the book lands?

STANDING ALONGSIDE YOU AND YOUR CHURCH.

THE CONTEND TEAM, ON BEHALF OF PHILIP ANTHONY MITCHELL