

The 40-Day Feast — Ideas & Suggestions

The Key

The 40-Day Feast is intentionally different from most church programs. Your role is not to manage people, track progress, or control outcomes. Your role is simply to issue the invitation and keep the encouragement before them.

You don't shepherd this by policing reading schedules or assigning daily portions. You shepherd it by modeling hunger— sharing what you're reading, what God is showing you, and how the Word is feeding your own soul.

Give the challenge.
Remind them of the table.
Let the Holy Spirit do the work.

Resources

Find resources at [ThreeThirtyMinistries.com/courses/the-40-day-feast](https://www.threethirtyministries.com/courses/the-40-day-feast), including:

- A poster-sized chart showing estimated reading times for each book of the Bible, promo
- Promotional images

Promotional Blurbs

The following short blurbs can be included in a sermon, posted individually to social media, used as an email campaign, sending three each week to challenge your church family to be a part of The 40-Day Feast. Simply copy and paste or edit as you desire.

Introduction

We're about to begin something we're calling a 40-Day Feast. And I want to say something right at the beginning so nobody misunderstands this...

This is not a challenge to make you feel spiritual.
This is not a program to prove your devotion.
This is not a religious box to check.

This is an invitation to the table.

Because God did not give us His Word as a burden — He gave it as a way to know Him.

Jesus said in John 5,

“You search the Scriptures... and these are they which testify about Me. Yet you will not come to Me, that you may have life.”

Did you hear that?

You can read the Bible... and still miss Him.

The goal of Scripture is not information.

The goal is relationship.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

We Can Study Food and Still Starve

You can read recipes.

You can watch cooking shows.

You can talk about food.

But if you never eat — you starve.

Spiritually, many believers are doing the same thing.

We know Bible stories.

We hear sermons.

We listen to podcasts.

But personal time in the Word? That daily feeding? That quiet meeting with God? It gets pushed aside. And we wonder why we feel spiritually weak, dry, or distant.

The 40-Day Feast is not about becoming more religious.

It's about sitting down at the table with Jesus.

Jeremiah 15:16 says,

“Your words were found, and I ate them, and Your word was to me the joy and rejoicing of my heart...”

Not a chore.

Not an obligation.

A joy.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

Scripture Is Where We Meet a Person

The Bible is not mainly a book of rules.
It is the revelation of a Person.

Every page whispers His name.

In Genesis, He's the promised Seed.
In Exodus, the Passover Lamb.
In the Psalms, the Shepherd.
In the Gospels, the Savior.
In Revelation, the coming King.

When you open the Word, you're not opening a textbook — you are stepping into a meeting place.

If Bible reading does not lead us to Jesus and a life lived with Him, we are missing the purpose of the Bible.

That's why this is a feast. Because we're not just reading pages — we're meeting a Person who loves us.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

Feeding Yourself Is a Sign of Growth

1 Peter 2:2 says,
“As newborn babies, long for the pure milk of the Word, that you may grow.”

Babies must be fed.
But babies are not meant to stay babies.

There is a stage where someone else spoon-feeds you spiritually. That's beautiful. That's necessary. But growth means learning to feed yourself.

The church teaches you.
Your pastor feeds you.
Sermons encourage you.

But the church cannot replace your personal time with God.

You cannot live off last Sunday's message.
You cannot survive on someone else's devotion.
You cannot build deep roots on secondhand faith.

Secondhand faith leads to shallow faith.
Personal time in the Word builds deep roots.

This feast is about growing up spiritually — not in pride, but in strength.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

The Word Fuels Love, Not Legalism

Let's be clear.

We don't read the Bible to impress God.
We don't read the Bible so He won't be disappointed.
We don't read the Bible to earn anything.

We read because we love Him.

When you love someone, you read their messages.
You treasure their words.
You want to hear their voice.

The Bible is not a rulebook first — it is a love letter.

Legalism says, "Read or God will be upset."
Love says, "I can't go long without hearing His voice."

Duty produces burnout.
Love produces hunger.

The goal of these 40 days is not to create pressure — it's to awaken desire.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

The Word Is Where Strength Comes From

You cannot stand on promises you don't know.

When storms come — and they will — emotions won't hold you up. Culture won't hold you up.
Opinions won't hold you up.

But the Word hidden in your heart will.

A starving believer is weak.
A Word-fed believer is steady.

This feast is spiritual training. Not to impress God — but to build spiritual strength.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

Christ at the Center

The Bible calls Jesus the Word made flesh.

So when we open Scripture, we are drawing near to Him.

This is not about reading more pages.
This is about walking with a Person.

Not “I have to read today.”
But “I get to sit with Jesus today.”

So as you walk through this 40-Day Feast, don’t come with guilt.

Come hungry.

Come expectant.

Come to the table not saying, “I have to do this,” but, “I get to meet with Him.”

This is not about finishing a reading plan.

This is about knowing Him more.

Lord, we don’t want a religious habit — we want a living relationship. Give us hunger for Your voice. Make Your Word sweet to us. Let this season not be about checking boxes, but about knowing You more deeply. Draw us to the table, day after day. In Jesus’ name, Amen.

Join us for the 40 Day Feast—Reading a book of the Bible every day for the 40 days leading up to Easter.

Short Promo Statement

God did not give us His Word to burden us but to bring us into relationship — Scripture is where we meet Him.

Share From Your Life

Throughout the week, post or share with your church family which books of the Bible you’re reading and how it is impacting you.

Weekly Follow-Up

Each week ask:

- “What have you noticed about God?”
- “What truths are repeating?”
- “Where has Scripture corrected or encouraged you?”

Simple Scripture Text

John 5:39–40 — “You search the Scriptures, because you think that in them you have eternal life; and these are they which testify about Me. Yet you will not come to Me, that you may have life.”

Jeremiah 15:16 — “Your words were found, and I ate them. Your words were to me a joy and the rejoicing of my heart...”

1 Peter 2:2 — “As newborn babies, long for the pure milk of the Word, that with it you may grow...”

Optional Illustration Ideas

- The Love Letter Illustration — Imagine ignoring a letter from someone you love.
- Spiritual Malnutrition — A person may look fine but be weak inside.
- Gym vs Table — We don’t get strong by watching workouts or reading menus.
- Phone Battery — Sunday charges us, but daily time keeps us alive.