

Church Planters Basic Training



"I will build my church, and the gates of Hell shall not prevail against it"

Matthew 16:18

The Effective Church Group
EffectiveChurch.com

Table of Contents

Introduction to Church Planting	1
Church Planter’s Personal Assessment.....	11
Determining Your Church’s DNA.....	32
Designing Your Ministry Plan.....	46
Mobilizing Your Teams.....	58
Developing Your Strategy	68
Drawing a Crowd	87
Assimilation.....	95
Finances	105
Operational Issues	118
Detailing Your Ministries.....	127
Creating Indigenous Worship	148
Expanding Structure of Small Groups.....	155
First Impressions.....	166
Launching Public Services	171
Questions That Need to be Answered Before Planting.....	177

Introduction to Church Planting

Introduction to Church Planting

Preface

Here is what you need to know as we get started with basic training

1. You will find repetition is intentionally used throughout this Basic Training. Take notice when this happens: that content is of greater importance than the rest (though all of it's important).
2. We will do a presentation at the beginning of each section; we will have Q&A; and then you will spend time on the exercises
3. When you finish each section you have three choices:
 - You can take a break on your own
 - You can talk with the two of us
 - You can compare notes with other potential planters

The Problem Planters Face

1. Average plant starts with 40 people and grows to 80
2. Seven years later plateaus at 90
3. 40% aren't financially viable at year four

This is why basic training is so important!

Our Stories

Bill Easum

1. I restarted a church in 1969 and stayed for 24 years
2. What I learned that first year:
 - Church planting can be a lonely journey unless you see it as a team sport
 - Every planter needs a coach. There weren't any when I started and I made lots of mistakes
 - The less time spent at church or in the office the better
 - You have to find the key to the community. In my case it was weekday childcare.
 - You have to take the mission to the community
 - Only one thing matters – getting more butts in the seats. As long as I focused on this everything went well.

Bill Tenny-Brittian

1. I planted churches in Dothan, AL; Atlanta, GA; and Seattle, WA
2. I've coached church planters ever since
3. What I learned as a church planter:

Introduction to Church Planting

- Successful planters are a little bit (!) arrogant
- The #1 skill a successful planter needs is networking
- Lack of planning will kill a church plant – but over thinking will too
- The denomination is good intentioned ... but keep in mind what's paved with good intentions
- The obsession with leadership development and discipleship will hinder your growth
- Most pastors are ill-suited to be successful Church Planters

Why Church Plants Are So Important

1. Church Plants produce considerably more adult baptisms
 - Southern Baptist churches baptized 3.4 people per 100 members whereas new plants baptized 11.7 per 100
2. Church Plants grow 21 times faster than established church.
3. Church Plants speak best to the next generation
4. In 1940 there was one church for every 430 people: today it is one for every 6,194
5. Church Plants reach across cultural barriers better than established churches
6. Church Plants aren't bogged down in old baggage that accumulated over the years
7. It's easier and more effective to start a new church than it is to turnaround an existing church: "No one is young enough to successfully turn around a church" – Aubry Malphurs
8. Church Planting was Apostle Paul's choice

Church Plants Aren't Easy

1. 99% survive year one
2. 92% survive year two
3. 81% survive year three
4. 68% survive year four
5. The typical plant does not pass 100 by its fourth year

Yet another reason why Basic Training is so important!

The Fore Core Processes That Grow Churches

1. You have to invite
2. You have to retain them
3. You have to disciple them
4. You have to send them back out into the community

When you begin the plant you must focus 80% of your time on #1 and #2. In time you can shift more focus to discipleship. We'll come back to this later.

Introduction to Church Planting

The Key To A Successful Church Plant

There is one telling statistic that you should burn into your head: 75% of successful, growing church plants had more than 100 people attend their first public launch.

Introduction to Church Planting

Action: Read the following true story and make notes of the things the planter did.

The First Year: A Real Life Story

I began the church mid August 1997, and immediately began to go door to door to ask people if they wanted to join a new church that was starting.

Two weeks later, we had our first core group meeting on a Tuesday night with five people. I told them that this was not a small Bible study, but this would one day be a church of thousands. My wife later told me I sounded crazy, but I'm glad I said this because people knew what to expect right from the beginning.

We met on Tuesdays for a few weeks then I shifted it to Sundays and held it in different people's homes. I chose the nicest and largest homes of the people we had because I wanted to set a tone of quality. But get this – our largest home in our core group was 1500 square feet!

During our time together, I taught some high-felt need so that the people would want to come back. One reason churches do not launch larger is because the core group does not grow because the pastor/church planter always talks about what they are “gonna do” but don't ever let the people sample it early. I began to teach as if there were a bunch of people in the hopes that visitors to the core group would fall in love with the teaching rather than in love with what they “thought it would be like one day.”

My sermons would include a brief practical, inspiring word, followed up with a plea for everyone to bring someone next week, so that they could “enjoy the life-change we were already enjoying.”

All week I would meet with the different men in the group, challenge them to commit to the church by serving, bringing people and giving. We did not pass an offering plate, but we did put a small bucket labeled “Offering” in the middle of the donut table at all core group meetings. I mentioned it briefly each week and would always bring my tithe check to put in the bucket, so people saw me give. This may seem basic but it's a big deal. Remember, at this point there is no culture set other than what the church planter is doing, so be visible in what you do that you want your people to emulate!

On Mondays I would call all visitors, and also send out a small card I created on my laptop and printed off my little HP printer, and mailed to everyone in our database.

Introduction to Church Planting

The card would look something like this:

Don't Miss this weekend's core group meeting!
"How to Massively Improve Your Life in Three Simple Steps!"

The topics were very "self-help" sounding to attract and keep the unchurched coming. I mailed these reminder cards out every week without exception for the first six months! They were so effective, that for our smaller campuses, we are going back and doing these now, sixteen years later.

I also did something I hated but knew I had to do: I created a database of potential outside supporters of our church, and mailed them a monthly newsletter, to raise money for the fledgling church start. The addresses were basically our "marriage invitation" database from four years earlier, plus additional names of anyone I knew. I was bold and asked everyone I met if I could add his or her name to this database.

I also made five calls a day and had my best friend call me every day to hold me accountable to these calls: I would ask five different people or churches to support us every day. These two moves: the database letters and phone calls made the difference financially the first year. With this money, I did four mailers the first year, and blanketed our community! Every mailer was a big jump in attendance for us and created buzz in our community.

I also preached exclusively other preacher's sermons instead of wasting my time in writing sermons. I preached mainly old ones I did before moving to town (that had good response), Rick Warren's sermons, and Ed Young's sermons. I would print up sermon note sheets (fill-in the blank style) for the audience, even in core group, and at the bottom of the note sheet if I was using someone else's sermon, it would say "message outline from Rick Warren." This did two things: it freed me up to focus on getting people there every weekend, and it also taught me how to preach better, by emulating some of the greats.

We met in core group in homes from September 1997 to December 1997. I also was on a manhunt for a worship leader. I found my guy in Skip Mozisek, out of Victoria, Texas. He was a volunteer band member in a similar style church of what I was trying to start. I sold him on the vision and paid him \$1,200 a month with the promise to bring him on full time when we could. We also paid for his gas to and from Victoria to Corpus Christi. This by the way was A LOT of money to me but I knew music was the most important part other than the sermon, and I wanted to set the tone strong from the first day, which he did.

We then raised about \$22,000 in cash and spent it all on 200 chairs and a sound system (\$6,000), children's equipment (\$2,000), and blew the whole remaining money on a giant 70,000 piece mailer which cost \$14,000! I figured this was the

Introduction to Church Planting

biggest risk of my ministry life, and I wanted to do my part in faith and ask God to do his part by rewarding that faith step!

We went from a core group meeting of around thirty-six people, to 236 people in our first public service, meeting in a new elementary school, strategically located in the middle of a new home development.

At that first Sunday, I preached my guts out, had lots of humor and challenged people to come back next week by telling them “This is the beginning of a church that will change our city forever. If you want to be a part of this, then join us.” The next week we dropped to 175, which we felt wasn’t bad at all! The national averages are to drop in half.

The lowest we ever got after that was that summer, 130 on July 4th weekend. By September, we were over 200 people and off to the races.

I also tried to do lunch at least three times a week with different men who I thought had leadership potential. At those lunches I would joke around with them, but by the end of the hour I would look them square in the eye and ask them to help me “change the world.” Most of them said, “I’m in.”

That first year, I also spoke as often as I could at all Christian clubs on the college and high school campuses, and offered from the stage to anyone who would have me “to come do a free talk to your sales staff, staff meeting, etc. and I won’t talk on God, but instead give practical inspiring advice that will help your organization.” This proved to be effective too in connecting with lost people.

On mailer weeks (when they advertised a new series) I created a concept I call “a meeting campaign.” I would line up as many meetings with large groups and speak to them all; I would write a message (or steal it) and give three points, and always say, “... if you want to know the final point, you gotta come this weekend to my church.” Then I would give them a mailer.

Also, the weekend before the mailer were mailed, I would ask everyone at church to stand up, and take the two extra mailers we had provided them in their bulletins and hold them up. I would preach the message up to this point and then shift it to the need to change the world, by bringing someone to church with him or her. I would then ask them to hold those mailers up as I prayed the following:

“God, we begin this new series on ... next week. Holy Spirit, please, right now, lay on our hearts a friend or family member to invite this weekend ... as God gives you a name, please remember that is your Holy Spirit assignment. God, now please give us the name of a co-worker or neighbor to bring to church with us ... as God gives you another name that is your assignment this week too. Thank you God that we can bring someone to church this week and be a part of changing his or her life. In Jesus Name, Amen.”

Introduction to Church Planting

Then I would finish the service out and have everyone stand at end of service on the way out and say “as you go, I charge you in the name of Jesus to do as Acts 1:8 says and do the work of an evangelist and bring those people back next week with you. Don’t bring your excuses ... bring your friends.”

I would then regularly stop in the middle of the sermons, at least once a month and share a two minute “vision” of why we exist as a church.

We also added a service three months in at Easter and held it even through the summer, as to not lose ground, and added another service by our one-year anniversary. We then added services non-stop from that day on, getting up to seven services at our one campus (this is long before multi-site). Even with multi-site today, I still recommend church planters do lots and lots of services, at least five before building or buying any new buildings.

Introduction to Church Planting

1. What 28 key things did the planter do?

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Introduction to Church Planting

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2. Would you have done anything differently?

3. What key learning did you come away with that you want to incorporate into your plant?

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4. What size do you think your plant will grow to? _____

Introduction to Church Planting

Notes

Church Planter's Personal Assessment

Church Planter's Personal Assessment

Two Types of Successful Planters

1. Those who plant and hand it off after reaching 150–200 in worship.
2. Those who plant and stay. This model usually results in larger and more productive plants.

Why I Should Plant a Church

1. The entire message of the New Testament is about Church Planting
2. I can't live without doing it. My passion for the lost overrides everything else. If you can do anything else, do it.
3. There are too few churches in the world of us to win the world to Christ. Forty-one churches are closed every day.
4. For the first time in decades more churches were planted last year than were closed.

Why I Shouldn't Plant a Church

1. I can't get along with other Christians.
2. I want to be in control.
3. I have no other options.
4. I want to prove your own worth.
5. I'm afraid of hard work.
6. I don't like to be lonely.
7. I don't have a really thick skin.
8. I've been unable to be successful in any other church setting.

Am I Cut Out to Plant?

1. Am I flexible?
 - What if I had to find another location overnight?
2. Am I an original thinker?
 - What can you do better than your mother church
3. Am I driven by a vision and passion for the lost?
 - What do you think about when you wake up?
4. Is my spouse totally onboard?
5. Do I have a clear vision of what my plant will look like and who it will reach?
6. Do I regularly talk with others about his or her relationship with Christ?
7. Do I relate well with the unchurched?
 - Do the unchurched relate well with me?
8. Do I find it easy to build relationships?
9. Am I committed to evangelism?
10. When I speak do others listen?

Church Planter's Personal Assessment

11. Am I connected?
 - To people in the area
 - To a core group who will stand by me
12. Does personal or missional criticism roll off my back like water on a duck?
13. Can I overcome the urge to blink when confronted?
14. Can I handle opposition with grace and power?
15. Do I spend most of my time with potential leaders and never listen to the whiners?
16. Do I always address conflict head on?
17. Do I have the guts and the commitment to see the project through?
18. Am I willing to make the hard decisions no one else wants to make?
19. Can I fire someone and get a good night sleep?
20. Am I a self-starter?
21. Can I motivate others to use their gifts?
22. Do I have the spiritual gifts needed to plant?
23. Do I constantly ask God to double my harvest?
24. Do I have the ability to attract and keep great people?
 - Do I have the ability to release those I thought were great, but proved otherwise?
25. Do I take regular time to care for myself?
26. Do I have an abundant prayer life?

The Critical Spiritual Gifts Needed

1. Apostleship – The ability to take people to places they have yet gone with little fear of what might happen.
2. Leadership – The ability to motivate others to join a mission that will bring fulfillment to them as well as to those being reached.
3. Evangelism – No fear of sharing one's faith with strangers.
4. Preaching - Can communicate God's message in a way that people can hear it.
5. Very low gift of Mercy – I do not mind making the hard decisions even if it negatively affects some people.
6. Discernment – The ability to see beyond the exterior or even what a person may think of himself.

What Have I Done In The Past

1. What have you done in the past is a good barometer of what you will do in the future.
 - How many people have I led to Christ?
 - Have I built anything from scratch?
 - Do I have a history of raising money?

Church Planter's Personal Assessment

2. My Strengths and Weaknesses

- I function with excellence and can multiply other leaders
- I am confident and can train others.
- I am confident but I do not develop others.
- I am somewhat confident but could use some help.
- I have little confidence or experience in this area of ministry.

3. Why Should Denominations Support Plants?

- Because of the 3% rule
- Because it is the Jesus way of doing things
- Because they still have the money
- But beware: The longer the subsidy the less likely the plant is to do well
 - Two to three years is tops
- Fund based on the inverted pyramid. You don't need as much money at first – instead, use the bulk of the funding at launch.

Church Planter's Personal Assessment

Action: What Type of Planter Do I Want to Be?

1. One who hands off to another person?
2. A founding pastor who stays long term?

Why?

Church Planter's Personal Assessment

Action: My Motivations for Church Planting

1. What is my motivation for planting a church? Rate the following 1–5 with 5 being the strongest

- Compassion for the lost 1 2 3 4 5
- Need for more churches 1 2 3 4 5
- Desire to expand God's Kingdom 1 2 3 4 5
- Burden to reach a particular culture 1 2 3 4 5
- Can't get along with other Christians 1 2 3 4 5
- Do my own thing or be in control 1 2 3 4 5
- I have a personal or theological agenda 1 2 3 4 5
- Desire to preach 1 2 3 4 5
- Nothing else is open to me 1 2 3 4 5
- I sense it is easier than an established church 1 2 3 4 5

2. Which are your three strongest motivations for church planting?

3. Any negative motivations you need to deal with?

4. Are there any positive motivations you need to develop before planting?

5. If so, how will you go about developing them?

Church Planter's Personal Assessment

Action: Am I Cut Out to Be a Church Planter?

- | | |
|--|-----------|
| 1. I'm extremely flexible | 1 2 3 4 5 |
| 2. I'm an original thinker | 1 2 3 4 5 |
| 3. I'm driven to reach the lost | 1 2 3 4 5 |
| 4. When I speak others listen | 1 2 3 4 5 |
| 5. I am connected to people in the area and to my core group | 1 2 3 4 5 |
| 6. I never give up on a project till its done | 1 2 3 4 5 |
| 7. I make the hard decisions no one else wants to make | 1 2 3 4 5 |
| 8. I can hire and fire ineffective people and not lose sleep | 1 2 3 4 5 |
| 9. I have a clear vision of my plant and who it will reach | 1 2 3 4 5 |
| 10. I regularly talk with people about their relationship with Jesus | 1 2 3 4 5 |
| 11. I am a self-starter | 1 2 3 4 5 |
| 12. My spouse is totally onboard with me planting | 1 2 3 4 5 |
| 13. I relate well to the unchurched | 1 2 3 4 5 |
| 14. I find it easy to build relationships | 1 2 3 4 5 |
| 15. I am committed to evangelism 100% | 1 2 3 4 5 |
| 16. I can motivate people to use their gifts | 1 2 3 4 5 |
| 17. I have the spiritual gifts to plant | 1 2 3 4 5 |
| 18. Criticism rolls off my back like water on a duck | 1 2 3 4 5 |
| 19. My call sets every aspect of my ministry and not the church | 1 2 3 4 5 |
| 20. I constantly ask God to double my harvest | 1 2 3 4 5 |
| 21. I have the ability to attract and keep great people | 1 2 3 4 5 |
| 22. I take regular time to care for myself | 1 2 3 4 5 |
| 23. I have an abundant prayer life | 1 2 3 4 5 |
| 24. I spend more of my time with potential leaders | 1 2 3 4 5 |
| 25. I always immediately address conflict head on | 1 2 3 4 5 |

Which Areas Are My Strengths? – List the Numbers

Which Areas Point Up My Weakness? – List the Numbers

Church Planter's Personal Assessment

Action: Ridley's 13 Essential Characteristics of an Effective Church Planter

Rate your level of competence in each of the following with 5 being the strongest. Give one or two examples to support this evaluation.

1. Has A Visioning capacity

- Project into the future beyond the present 1 2 3 4 5
- Develop a theme which highlights the vision and philosophy of ministry 1 2 3 4 5
- Persuasively sell the vision to the people 1 2 3 4 5
- Approach challenges as opportunities rather than obstacles 1 2 3 4 5
- Cope effectively with non-visioning elements 1 2 3 4 5
- Do not erect artificial walls or limits either overtly or subconsciously 1 2 3 4 5
- Establish a clear church identity related to the theme and vision 1 2 3 4 5
- Believe in God's capacity to do great things 1 2 3 4 5

Visioning Capacity Score: _____

Examples:

Church Planter's Personal Assessment

2. Intrinsically motivated

- Has a desire to do well and a commitment to excellence stick-to-itiveness and persistence 1 2 3 4 5
- Has initiative and aggressiveness 1 2 3 4 5
- Has a willingness to work long and hard 1 2 3 4 5
- Is a self-starter with a willingness to build from nothing 1 2 3 4 5
- Has a high energy and vitality level ... physical stamina 1 2 3 4 5

Intrinsic Motivation Score: _____

Examples:

3. Creates ownership of ministry

1. Help people to "buy in" and feel responsible for the growth and success of the church 1 2 3 4 5
2. Gain commitment of the people to the vision 1 2 3 4 5
3. Establish a congregational identity 1 2 3 4 5
4. Avoid stereotyping of congregation by imposing unrealistic goals for which it cannot claim ownership 1 2 3 4 5

Empowerment Ability Score: _____

Examples:

Church Planter's Personal Assessment

4. Relates to the unchurched

- Communicate in a style that is understood by the unchurched 1 2 3 4 5
- Understand the "psychology" or mentality of the unchurched 1 2 3 4 5
- Move and function in the "personal space" of the unchurched without fear 1 2 3 4 5
- Quickly get to know the unchurched on a personal level 1 2 3 4 5
- Break through the barriers erected by the unchurched 1 2 3 4 5
- Handle crises faced by the unchurched 1 2 3 4 5

Relating to the Unchurched Score: _____

Examples:

5. Spousal cooperation

- Has an explicit agreement regarding each partner's respective role and involvement in ministry 1 2 3 4 5
- Has explicit rules regarding the use of home as an office 1 2 3 4 5
- Evaluate the consequences of ministry demands upon the children 1 2 3 4 5
- Function as a team with spouse through individual and collective action 1 2 3 4 5
- Model wholesome family life before church and community 1 2 3 4 5
- Agree upon and share the ministry vision 1 2 3 4 5
- Deliberately plan and protect private family life 1 2 3 4 5

Spousal Cooperation Score: _____

Examples:

Church Planter's Personal Assessment

6. Effectively builds relationships

- Responds with urgency to expressed needs and concerns of people 1 2 3 4 5
- Display Godly love and compassion to people 1 2 3 4 5
- Get to know people on a personal basis 1 2 3 4 5
- Make others feel secure and comfortable in one's presence 1 2 3 4 5
- Is not judgmental or prejudicial to new people 1 2 3 4 5
- Appreciate and accept a variety of persons 1 2 3 4 5
- Spend quality time with present parishioners without overstepping them for new people 1 2 3 4 5

Relationship Building Score: _____

Examples:

7. Committed to church growth

- Believe in church growth as a theological principle 1 2 3 4 5
- Appreciate steady and consistent growth without preoccupation with the quick success factor 1 2 3 4 5
- Committed to numerical growth within the context of spiritual and relational growth (more and better disciples) 1 2 3 4 5
- Recognize that non-growth is threatening and self-defeating 1 2 3 4 5
- Establish the goal of becoming a financially self-supporting church within a specific period of time 1 2 3 4 5
- Not prematurely falling into a ministry of maintenance 1 2 3 4 5
- See the church project within the larger context of God's kingdom 1 2 3 4 5

Church Growth Commitment Score: _____

Examples

Church Planter's Personal Assessment

8. Responsive to community

- Understand the culture of the community 1 2 3 4 5
- Identify and assess community needs 1 2 3 4 5
- Respond to community needs on a priority basis such that resources are most efficiently used 1 2 3 4 5
- Determine successes and failures of other organized religious attempts to respond to community needs 1 2 3 4 5
- Does not confuse what the community needs with what the church wants to offer 1 2 3 4 5
- Acquire and understand the character and "pulse" of the community 1 2 3 4 5
- Adapt the philosophy of ministry to the character of the community 1 2 3 4 5

Community Responsiveness Score: _____

Examples:

Church Planter's Personal Assessment

9. Utilizes giftedness of others

- Release and equip people to do the task of ministry 1 2 3 4 5
- Discern spiritual gifts in others 1 2 3 4 5
- Match the gifts of people with ministry needs and opportunities 1 2 3 4 5
- Delegate effectively in areas of personal limitation 1 2 3 4 5
- Avoid personal overload by delegating effectively 1 2 3 4 5
- Does not prematurely assign ministry assignments before people are adequately equipped 1 2 3 4 5
- Does not place unwarranted restrictions on other's spiritual giftedness 1 2 3 4 5

Gift Utilization Score: _____

Examples:

10. Flexible and adaptable

- Cope effectively with ambiguity 1 2 3 4 5
- Copw effectively with constant and abrupt change 1 2 3 4 5
- Adapt oneself and one's methods to the uniqueness of the particular church planting project 1 2 3 4 5
- Shifting priorities and emphasis during various stages of church growth 1 2 3 4 5
- Does "whatever" is necessary "whenever" necessary 1 2 3 4 5

Adaptability Score: _____

Examples:

Church Planter's Personal Assessment

11. Builds group cohesiveness

- Develop a nucleus group or groups as a foundation 1 2 3 4 5
- Quickly incorporates newcomers into a network of relationships 1 2 3 4 5
- Engages others in meaningful church activity 1 2 3 4 5
- Monitor the morale of people 1 2 3 4 5
- Utilizing groups effectively 1 2 3 4 5
- Deal with conflict assertively, constructively and tactfully 1 2 3 4 5

Networking Score: _____

Example:

12. Resilience

- Experience setbacks without defeat 1 2 3 4 5
- Ride the ups and downs of attendance 1 2 3 4 5
- Expect the unexpected 1 2 3 4 5
- Rebound from loss, disappointments and failure 1 2 3 4 5

Resilience Score: _____

Example:

Church Planter's Personal Assessment

13. Exercises faith

- Possesses a conviction regarding one's call to church planting ministry 1 2 3 4 5
- Believes in God's action 1 2 3 4 5
- Has expectation and hope 1 2 3 4 5
- Has a willingness to wait for answers to specific prayer requests 1 2 3 4 5

Faith Score: _____

Example:

Adapted from [Dr. Charles Ridley](#) (A leading pioneer in church planting assessment),
Indiana University, Bloomington, IN

Church Planter's Personal Assessment

Action: My Evaluation

My Score _____

Score Needed To Be Ready To Plant _____

What Areas Did I Not Excel In And How Will I Address Them:

Church Planter's Personal Assessment

Action: What Have I Done in the Past?

What you have done in the past is a good barometer of what you will do in the future. Rate the following on past performance

- I consistently personally lead people to Christ 1 2 3 4 5
- I have built at least one ministry from scratch 1 2 3 4 5
- I have a history of raising money 1 2 3 4 5
- The Churches I have pastored have all grown 1 2 3 4 5

Give examples of each:

Church Planter's Personal Assessment

Action: The Critical Spiritual Gifts Needed

Apostleship

1. I never worry when people criticize me 1 2 3 4 5
2. I find great enjoyment in doing new things 1 2 3 4 5
3. I understand leadership principles and can help leaders in other congregations develop new styles of transformational change 1 2 3 4 5
4. I challenge people with the truth even in the face of rejection or pressure. 1 2 3 4 5
5. I challenge people with the truth even in the face of rejection or pressure 1 2 3 4 5

Leadership

1. I often motivate people to be more than they thought they could be 1 2 3 4 5
2. I can guide others to achieve goals and/or change systems in such a way they feel they are lead by the Spirit. 1 2 3 4 5
3. I am a big picture thinker and effectively share vision with others 1 2 3 4 5
4. I don't mind making the hard decisions others don't like making as the mission is being accomplished. 1 2 3 4 5
5. I am a big picture thinker and effectively share vision with others 1 2 3 4 5

Evangelism

1. I'm always sharing with others what God has done for me 1 2 3 4 5
2. When I share my personal story people often respond positively by accepting Jesus Christ. 1 2 3 4 5
3. I have a consuming desire to reach non-Christians 1 2 3 4 5
4. I share with others so they can see what God has done in my life 1 2 3 4 5
5. I have the ability to make disciples who go and make disciples 1 2 3 4 5

Church Planter's Personal Assessment

Preaching

1. I am able to communicate in a way that people experience God 1 2 3 4 5
2. I routinely motivate other apply the biblical truths to their everyday lives. 1 2 3 4 5
3. I will challenge the congregation in order for them to grow 1 2 3 4 5
4. I enjoy studying God's word and sharing my findings with the congregation 1 2 3 4 5
5. I normally preach series 1 2 3 4 5

Discernment

1. I read and study a lot in order to improvement my understanding of the Bible. 1 2 3 4 5
2. I enjoy acquiring and mastering ways of seeing things, which aids others on their spiritual journey. 1 2 3 4 5
3. I routinely see things in others that they do not see in themselves. 1 2 3 4 5
4. I have great confidence that my insights and experiences, when shared with others bring changes in their attitude and actions 1 2 3 4 5
5. I have the ability to discover new revelations for myself through reading and experiencing human behavior. 1 2 3 4 5

Mercy

1. I find it hard to terminate a staff person. 1 2 3 4 5
2. When faced with a choice between pastoral care and evangelism I usually choose pastoral care. 1 2 3 4 5
3. Even though a person has failed miserably I can still see some goodness in them. 1 2 3 4 5
4. I will go out of my way to avoid conflict 1 2 3 4 5
5. When I look back over the past year I spent more time taking care of people than transforming them. 1 2 3 4 5

Church Planter's Personal Assessment

Action: My Strengths and Weaknesses

- | | |
|--|-----------|
| 1. I function with excellence and can multiply others. | 1 2 3 4 5 |
| 2. I am confident and can train others. | 1 2 3 4 5 |
| 3. I am confident but I do not develop others. | 1 2 3 4 5 |
| 4. I am somewhat confident but could use some help. | 1 2 3 4 5 |
| 5. I have little confidence or experience in this area of ministry | 1 2 3 4 5 |
| 6. I give spiritual leadership | 1 2 3 4 5 |
| 7. I regularly cast vision | 1 2 3 4 5 |
| 8. I model evangelism daily | 1 2 3 4 5 |
| 9. I can give overall leadership to the small group ministry | 1 2 3 4 5 |

Action: My Evaluation

1. Which of the above will have to be done by me at first?
2. I need to recruit ministry partner and/or team members in the following areas:
3. Which ministry areas am I willing to do for one to two years?

Church Planter's Personal Assessment

Action: Complete the following

Date Completed	Action Item
	I have spent more than 10 hours in prayer seeking God's answer as to whether I am called to be a planter.
	I am convinced God is calling me to plant.
	I have a clear picture of what my plant will look like.
	I understand and affirm my motivations for planting.
	I'm comfortable I have the right Spiritual Gifts.
	My scores suggest I'm cut out to be a planter.
	My past experiences suggest I will do well as a planter.
	My scores on the Ridley chart suggest I can plant.
	I have identified my strengths and weaknesses.
	I have identified my primary responsibilities.

Church Planter's Personal Assessment

Notes

Determining Your Church DNA

Determining Your Church's DNA

A Church's DNA consist of Mission, Vision, and Value Statements

1. **Mission Statement:** Explains why a church exists
Example: *We exist to be backyard missionaries*
 - Is it short enough to go on a t-shirt?
 - Reduce it to three words for a mission motto
 - Invite, Grow, and Go
2. **Vision Statement:** How a church makes backyard missionaries
Example: *We are committed to growing unchurched people between age of 20–40 into backyard missionaries for Jesus Christ through indigenous worship and small groups that multiply and raise up leaders.*
 - Does it identify your ministry focus group?
 - Does it clarify the needs you seek to meet?
 - Does it identify Key ministry areas?
3. **Value Statement:** Sets the boundaries in which the church and its people behave.
Example: *We value multiplication, teams, inclusiveness, diversity, prayer, and social justice.*
 - Core Values are not
 - Theology
 - Favorite programs
4. A planting pastor needs to have all of the DNA in place before even gathering a launch and/or core team. DNA includes mission, vision, values, constitution, charter, and articles of incorporation or whatever you think you will need or your denomination requires.

Then, and only then, cast your vision and invite a team that resonates with those values to join you. Those who gather a crowd and then try to settle the DNA are seldom as effective as those who do this basic work first.

Invite people to join you on a specific rather than a generic journey. We know from studies and experience that young adults like to become part of something that is going where they want to go.
5. Mission, Vision, and Values must be shared to be effective.
 - A top down approach doesn't work
 - Your launch team must own them as much as you do
 - Does it identify your ministry focus group?
 - Does it clarify the needs you seek to meet?
 - Does it identify Key ministry areas?
6. Hints in determining your Values:
 - What am I most passionate about?

Determining Your Church DNA

- How do I spend my time, energy, and money?
 - What do I want the church to be known for?
 - Make a list and then reduce them to a maximum of seven
7. Your elevator speech
- You need a thirty second or less pitch that tells a new acquaintance what difference your church is going to make

The Culture Problem

- Mission, vision, and values are measured by behavior
 - If our behavior isn't consistent with the M.V.V. then we develop a culture that is different and unintended
- Culture trumps Mission, Vision, and Values
 - What kind of culture do you want to create?
 - Culture is created by how you think and act

The Church Planting Problem

- The average church starts with an addition and scarcity culture
 - "If we can just each 200" Rather than "How soon can we plant a second and third church?"
- The effective church asks how many we've sent rather than how many we've accumulated

The Solution

- To plant with a micro and macro passion from the beginning.
- Example: The Vine
 - Not a bigger and better church but a multiplication of churches

Determining Your Church DNA

Action: Your Mission, Vision, and Values

Developing Your Mission Statement

(Remember a Mission Statement tells *why* the church exists)

1. Reflect on appropriate Scriptures concerning the purpose of the church.

2. From these passages identify key words that describe why the church exists.

3. Draft a potential Mission Statement for your church that explains why it exists.

4. Evaluate your Mission Statement draft.
 - a. Does it resonate in your gut?
Yes/No
 - b. Would you be proud to share it with your neighbor?
Yes/No
 - c. Does it identify your target ministry?
Yes/No
 - d. Does it speak to their needs?
Yes/No

5. Take time to pray and search the Scripture for guidance in developing your M.V.V.

6. Write your final Mission Statement

Determining Your Church DNA

Action: My Newspaper Article

Write a newspaper article describing your church five years from now. Include size, key ministries, and what difference the church has made in the community and/or individual lives. This is what Jim Collins calls your BHAG – it will become the foundation for your vision casting. The more clarity you have, the more clearly you'll be able to describe the church in the future. This is NOT the assignment to scrimp on. Don't just give it your best. Give it better than your best.

Determining Your Church DNA

Developing Your Vision Statement

(Remember a Vision Statement tells how a church carries out its mission)

1. Write out the Vision Statement that will give guidance to your ministry.

2. Evaluating your Vision Statement

- Is it what your heart desires?
- Is it enduring?
- Is it succinct?
- Is it memorable?
- Is it believable?
- Is it energizing?

Determining Your Church DNA

Developing Your Value Statement

(Remember your values form the boundaries in which people can take action)

Evaluate how you feel about the following values according to

1= Strongly Disagree
2=Disagree
3=Neutral
4=Agree
5=Strongly Agree

Visioning Faith and Prayer

- | | |
|-------------------------------------|-----------|
| 1. Priority of Prayer | 1 2 3 4 5 |
| 2. Cultivating God's vision | 1 2 3 4 5 |
| 3. Goal Setting | 1 2 3 4 5 |
| 4. Involvement in Spiritual Warfare | 1 2 3 4 5 |

Effective Pastoral Leadership

- | | |
|-------------------------------------|-----------|
| 1. Modeling Vision and Values | 1 2 3 4 5 |
| 2. Creating Ownership of ministry | 1 2 3 4 5 |
| 3. Motivating and Mobilizing people | 1 2 3 4 5 |
| 4. Handing off Most Ministry | 1 2 3 4 5 |

Culturally Relevant Philosophy of Ministry

- | | |
|--|-----------|
| 1. Clarity of Vision and Direction | 1 2 3 4 5 |
| 2. Understanding Target Group | 1 2 3 4 5 |
| 3. Flexibility in Methodology | 1 2 3 4 5 |
| 4. Pragmatic Way to Evaluate Effectiveness | 1 2 3 4 5 |

Celebrative Indigenous Worship

- | | |
|-------------------------------------|-----------|
| 1. Priority of Contemporary Worship | 1 2 3 4 5 |
| 2. Priority of Preaching | 1 2 3 4 5 |
| 3. Vertical worship over horizontal | 1 2 3 4 5 |
| 4. Priority of Decisions for Christ | 1 2 3 4 5 |

Determining Your Church DNA

Disciple Making

1. Commitment to making disciples 1 2 3 4 5
2. Commitment to the Lordship of Christ 1 2 3 4 5
3. Compassion for the Poor and Oppressed 1 2 3 4 5
4. Priority to reach the lost and unchurched 1 2 3 4 5

Expanding Network of Small Groups

1. Priority of healthy relationships 1 2 3 4 5
2. Priority of healthy communities 1 2 3 4 5
3. Life Change Happens Best in Small Groups 1 2 3 4 5
4. Ministry is Mostly Done by Lay People 1 2 3 4 5
5. Priority of Obeying the "One Another" Commands 1 2 3 4 5

Developing and Resourcing Leaders

1. Encouraging Environments to Raise Up Leaders 1 2 3 4 5
2. Empowering Leaders to Take Action 1 2 3 4 5
3. Systems for Coaching and Encouraging 1 2 3 4 5
4. On-going Mentoring and Training of Existing Leaders 1 2 3 4 5

Mobilizing Believers Around their Spiritual Gifts

1. Ministry should be structured Around Spiritual Gifts/Interest 1 2 3 4 5
2. Priority of Helping People Find their God-Given Place in Ministry 1 2 3 4 5
3. Empowering People to Discern and fulfill their passion 1 2 3 4 5

Effective Programs

1. Disciple Making Should Be Focused Around Felt Needs 1 2 3 4 5
2. Programs Should be Evaluated Regularly 1 2 3 4 5
3. Annual Goal Setting and Budgeting Process 1 2 3 4 5
4. Removal of All Growth Barriers 1 2 3 4 5
5. Consistent Stewardship Emphasis 1 2 3 4 5

Starting Churches that Reproduce

1. Kingdom Trumps Local Church 1 2 3 4 5
2. Commitment to Church Planting 1 2 3 4 5
3. Priority of Reaching the Lost and Unchurched 1 2 3 4 5
4. Network with Likeminded Groups to Multiply Churches 1 2 3 4 5

Determining Your Church DNA

Action: My Evaluation

1. In which areas do I have the strongest core values? List them

2. Does my behavior reflect these values?

- If Yes proceed
- If No reevaluate your responses

3. In what areas do you need to develop stronger convictions?

3. Create 5–10 statements that reflect your core values.

Hints in determining your values.

- What am I most passionate about? List five things

- How do I spend my time, energy, and money? List the five things you spend most of your time on

Determining Your Church DNA

- For what do I want the church to be known?

2. From the above responses list 5–10 core values.

-
-
-
-
-
-
-
-
-
-

3. Reduce your values to a maximum of seven.

-
-
-
-
-
-
-
-

4. Are these values demonstrated in your actions and behaviors? If so transfer them to the Mission, Vision, and Values page.

Determining Your Church DNA

5. Keep in mind the culture trumps Mission, Vision, and Values so which do you want?
 - A culture of addition
 - A culture of multiplication

6. Describe how you will cultivate a culture of _____
 - What personal actions and behaviors must you demonstrate to develop that culture?

Determining Your Church DNA

Action: My Mission, Vision, and Values

Write out each of the statements in final form.

My Mission Statement

My Vision Statement

My Values

Determining Your Church DNA

Action: My Elevator Speech

In 30 seconds or less describe how you will explain to someone why they should join your journey

Determining Your Church DNA

Date Completed	Action Item
	1. I understand what is meant by Mission, Vision, and Values
	2. I have developed my Mission, Vision, and Values Statement
	3. I feel comfortable that my actions will foster the M, V, V
	4. I feel comfortable with my decision of what culture I want and that my behavior with foster it
	5. I have written my newspaper article and feel good about it
	6. I have developed my Elevator Speech

Determining Your Church DNA

Notes

Designing Your Ministry Plan

1. Keep in mind that only four processes grow a church
 - Invite
 - Retain/Connect
 - Disciple
 - Send Them Out
2. Determine your target audience.
 - Don't make the mistake of thinking you can reach everyone.
 - Do a thorough demographic study to determine your target audience. You can spend a lot of money on demographic survey or you can go to Zipskinny.com and get a down and dirty version. Or you can use Percept or MissionInsight for a more thorough examination of your chosen area.
 - Spend time driving or walking through the area. Take note of the kind of houses and cars. Meet as many people as possible over a six-month period.
 - You must understand who they are and how they think and feel.
 - Hint: If you don't love these people and have a passion for reaching them you will likely fail.
 - Define the age and/or cultural group you are trying to reach.
 - What are their primary felt needs?
 - What media and medium best speaks to them?
 - What makes your plant able to reach them?
 - What ministries will meet their needs?
 - What skills do you bring to the table that will assist in reaching them?
 - What skills are missing?
3. Fewer ministries done well are better than multiple ministries done okay.
4. What 3–5 ministries will best involve and disciple them? These should come from your Vision Statement
4. What metrics will I use to measure the plant's effectiveness? For instance:
 - Attendance
 - Small Groups
 - Adult Baptisms
 - People in Service
 - People Given Away
 - Number of Plants
 - Increase in Finances
 - Number of Tithers
 - Giving to Missions
 - Increase in Leaders
 - Helping the Poor
 - Other: _____

Designing Your Ministry Plan

5. Developing a Ministry Flow Chart
 - Shows how ministries of the church interrelate
 - Shows the pathways for people to become involved
 - Shows the pathway to leadership

Action: Define Your Target Audience

1. Our target audience is (age/s, marital status, income)

2. What are their primary felt needs?
 -
 -
 -
 -
 -

3. What media and medium best speaks to them?

4. What type of music do they prefer?

5. What is it about your plant that makes you think you can reach them?

6. What skills do you bring to the table that will assist in reaching them?
 -
 -
 -
 -

7. What skills are missing?

Action: Designing Your Ministry Plan

1. What 3–5 ministries best involve and disciple your target audience? Keep in mind that fewer ministries done well is better than multiple ministries.

-
-
-
-
-

2. How will you allocate funds to each of these ministries?

-
-
-
-

a.

3. Who will be responsible for each of these ministries?

-
-
-
-
-

Designing Your Ministry Plan

4. Organize them into a logical sequence from market place to mission field

-
-
-
-
-

5. What level of commitment is required for each? 1 is highest, 10 is lowest.

-
-
-
-
-

Action: Develop Three-Year Goals for Each of the 3–5 Key Ministries Areas Identified in Your Vision Statement.

1. Ministry Area

-
-
-
-
-
-

2. Ministry Area

-
-
-
-
-
-

3. Ministry Area

-
-
-
-
-
-

Designing Your Ministry Plan

4. Ministry Area

-
-
-
-
-
-

5. Ministry Area

-
-
-
-
-
-

Action: How Will You Evaluate the Effectiveness of These Ministries?

(Using the Ministry Number from above, circle the corresponding number indicating the measurement you'll use. Example: If Ministry Area #2 is Recovery Groups and you'll track the number of groups and the attendance in the groups as indicators of their effectiveness, circle the 2's next to the Attendance and Small Groups.)

- Attendance 1 2 3 4 5
- Small Groups 1 2 3 4 5
- Adult Baptisms 1 2 3 4 5
- People Sent Out To Community 1 2 3 4 5
- People Given Away to Plant 1 2 3 4 5
- Number of Plants 1 2 3 4 5
- Increase in Finances 1 2 3 4 5
- Number of Tithers 1 2 3 4 5
- Giving to Missions 1 2 3 4 5
- Increase in Leaders 1 2 3 4 5
- Helping the Poor 1 2 3 4 5
- Other 1 2 3 4 5
- 1 2 3 4 5
- 1 2 3 4 5
- 1 2 3 4 5

Action: Designing Your Ministry Flow Chart

1. Organize your 3–5 key ministries in the order in which you expect people to become involved in the church from the market place to mission field.

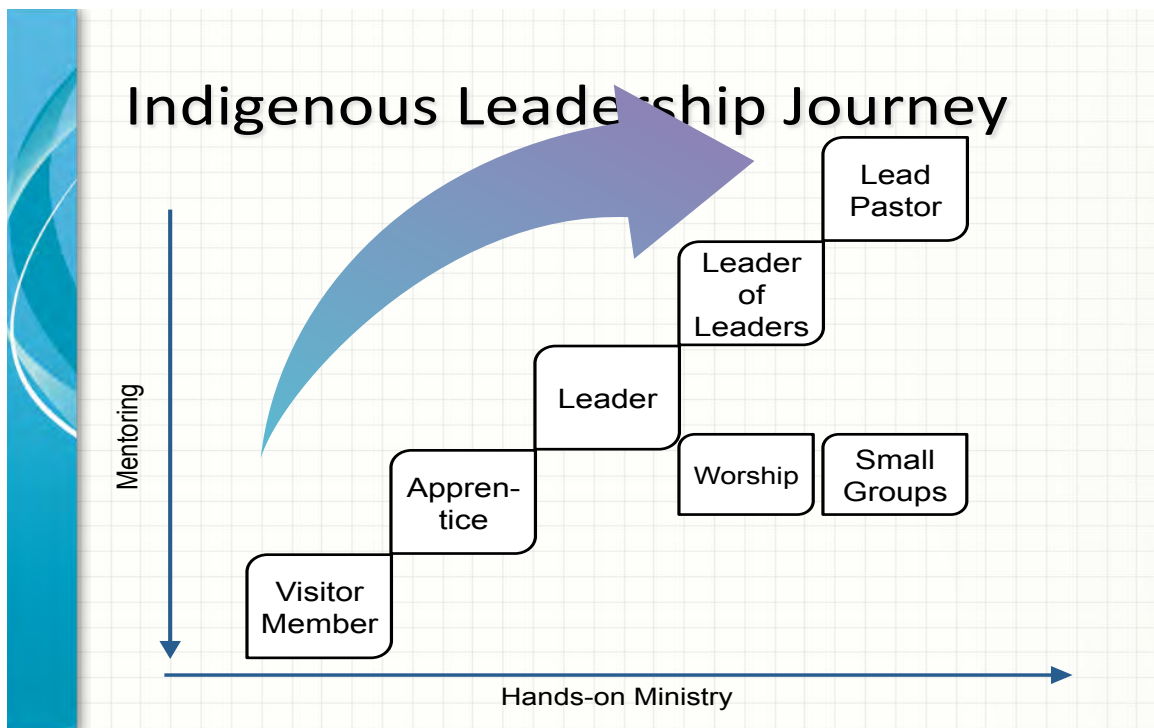
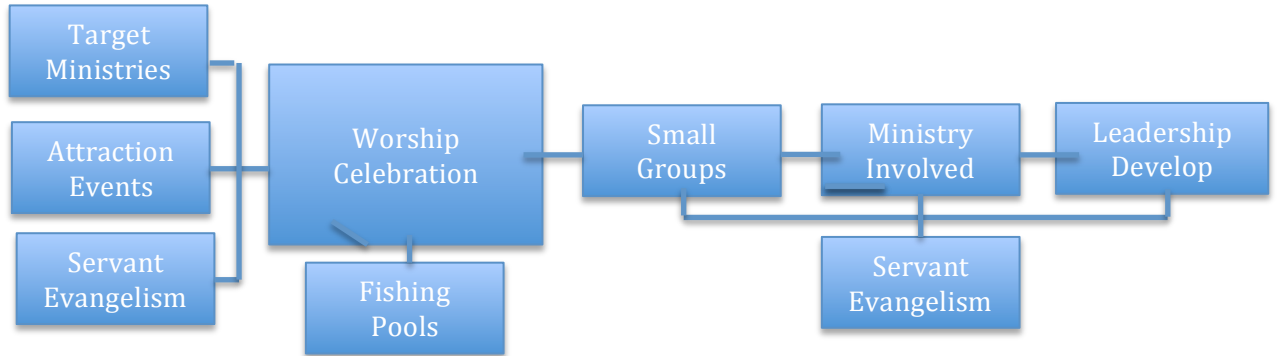
-
-
-
-
-

2. What level of commitment is required for each

-
-
-
-
-

3. What will be our method of determining how to move people along?

Sample Flow Charts



Designing Your Ministry Plan

Date Completed	Action
	1. I have prayerfully thought about my choices
	2. I have completed a demographic study of the area
	3. I have decided on a target audience
	4. I have walked the community and talked to neighbors
	5. I feel I have the behavior that will reach that audience
	6. I have decided on the media and medium to reach them
	7. I have designed my Ministry Plan
	8. I have chosen 3-5 ministries that will reach them
	9. I know how I will evaluate these ministries
	10. My Ministry Flow Chart is done

Notes

Mobilizing The Team

Mobilizing Your Teams

You Need Two Teams

1. Launch Team
 - Fast growing churches have a core group of 26-75
2. Intercessory Team
 - Can't have too many members

The Launch Team

1. Inner core – Ministry Partners
2. Outer core – Team Members
3. Difference is the level of commitment and ability to multiply.

Inner Core – Ministry Partners

1. The Peter, James and John
 - Are as called to the plant as the planter
2. Share the same DNA
3. Willing to tithe
4. Totally committed to you
5. Totally committed to helping news of the plant to go viral
 - They invite everyone they meet
 - The best member is a recently converted person with a used car salesman passion for Christ
6. Totally committed to multiplying everything
7. Take total ownership of the plant
8. Function with excellence
9. Can train others

Outer Core – Team Members

1. Capable
2. Available
3. Responsive
4. Responsible
5. Enthusiastic
6. Teachable

Inner Core Ministry Partners

1. Recruiter/Evangelist – You need an outgoing, magnetic personality
2. Worship Leader – able to plan, lead, and involve others

Mobilizing The Team

3. Children's Leader – Able to plan, lead, and recruit others
4. Shepherd – Highly relational and cares for the people
5. Strategist and Organizer – Puts the needed systems in place
6. Mobilizer – Helps plan events to involve people
7. Financial – Designs and implement systems to help the flow of ministry

Planter's Role on the Team

1. Sets the agenda and direction
2. Gives spiritual leadership and vision casting
3. Promotes team building and supervision
4. Models evangelism
5. Leads the small group ministry

Preparing to Invite Inner Core

1. They must agree with
 - Core values
 - Mission and vision statement
 - Ministry style and model
 - Planting strategy
2. They should be clear on their spiritual gifts
 - Time availability
 - Length of service
3. Sense of calling
4. Capacity to train others
5. History of sharing faith and multiplying leaders

Preparing to Invite Outer Core Team Members

1. This is an ongoing assignment until public launch
2. The more you have the better
3. They are included in all events and any informal worship you may do along the way
4. They are not included in the Ministry Partners business meetings

Preparing to Invite Intercessory Team Members

1. Every planter should have a prayer life
2. Every planter should be committed to develop a prayer ministry
3. Every planter should be committed to forming a Prayer Team
4. Pray that God will send you intercessors for you and your family.
5. Make a list of anyone who has
 - Said they will pray for you
 - Who call and ask for prayer requests

Mobilizing The Team

- Who you know to be people of prayer
- 6. Invite them to join your Intercessory Team
 - Get clear on expectations. This includes confidentiality and how much communication will occur between planter and team
- 7. Pray for them by name
- 8. Communicate with them monthly
 - Share answers to prayer
 - Tell them about special needs
- 9. Touch base annually to see if they are still actively praying for you

Mobilizing The Team

Action: Evaluate Where I Am In Gathering My Inner Core Ministry Partners

How to Rate Personal Development

5 = Functions with excellence and multiply leaders

4 = Competent and can train others

3 = Competent, but does not develop others

2 = Somewhat competence but could use some help

1 = Little competence or no expertise in this area

Role	Name	Personal Development	Date Completed
Evangelist			
Worship Leader			
Children's Leader			
Shepherd			
Organizer			
Mobilizer			
Financial/ Business			

Mobilizing The Team

Action: Evaluate Where Am I Developing My Outer Core

How to Rate Personal Development

5 = Functions with excellence and multiply leaders

4 = Competent and can train others

3 = Competent, but does not develop others

2 = Somewhat competence but could use some help

1 = Little competence or no expertise in this area

Action: Identifying Your Outer Core

Name	Potential Role	Personal Develop

Mobilizing The Team

Action: Make a List of Anyone Who Has:

- Said they will pray for you
- Who call and ask for prayer requests
- Who you know to be people of prayer
- Who ask if you have had answers to your prayers

List:

Mobilizing The Team

Action: Make a List of Your Personal Prayer Needs

List:

Mobilizing The Team

Action: How and How Often Will I Communicate with the Prayer Team?

Action: How Will I Transmit the Prayer Needs to the Prayer Team?

Mobilizing The Team

Action: The Plant's Prayer Needs

Date Requested	Specific Need	Date Answered

Notes

Developing Your Strategy

Introduction

1. A shotgun approach to church planting usually results in a failure. It requires a strategy.
2. Most planters have vision and passion but few know how to execute a strategy. This session will help you develop a strategy that results in an effective church plant.
3. Consider the Rolling Model of Planning



Take a Hard Look at Your Ministry Area

1. What needs jump out at you?
2. What do you see God doing in the area?
3. Where are the most frequented watering holes?
4. Who are the power brokers and how is it structured?
5. Write a profile of the target area.
6. Identify 50 reasons why someone would want to attend your church.

Building an Effective Strategy

1. Clarify the style of ministry you feel will reach the area.
2. Select an appropriate name for the church.
3. Determine your church planting method.
4. Develop your strategy action plan.
5. Do a reality check – is what you're building going to match and work?

Decide On the Church's Name

1. Does it reflect the surrounding area without limiting it to that area?
2. Is it memorable?
3. Is it marketable?
4. Does it use Christianese or Insider words?

Developing Your Strategy

What Makes Your Church Distinctive?

1. Is it the style of worship?
2. Is it the kind of ministries you're going to do?
3. Does it have to do with dress type?
4. Will it be the location?

Decide On a Church Planting Model

1. Pioneering: Starting a new church from scratch.
2. Branching: Hiving off group from the parent church.
3. Adopting: Embracing groups and or churches that approach you.
4. Partnering: Cooperative venture between one or more churches.
5. Revitalizing: Takeover and restart at the same site.
6. Transplanting: Selling and relocating church
7. Other:

Decide On the Style of Ministry

1. Worship
 - Order of worship
 - Length of services
 - Choreographed or loose
 - Expected audience response
 - Traditional or indigenous
2. Music
 - Style – indigenous or traditional
 - Length
 - Choir
 - Band
 - Instruments preferred
 - Special music
3. Preaching style
 - Series
 - Expository or topical
 - Cognitive or experiential
 - Low-key or emotional
 - Length of message
 - Data or experiential
4. Group structure
 - Small groups
 - Children's ministry

Developing Your Strategy

- Youth groups
 - Other groups
5. Evangelistic strategy
 - Walk the isle
 - Type of outreach
 - Assimilation approach
 - Fishing pools
 - Type and number of fishing pools each year
 6. Expected style of dress

Determine the Four Types of Systems You Will Need (Sample)

1. Inviting Systems
 - Marketing
 - Networking
 - Church Sponsored Events
 - Leveraging Community Events
2. Connecting Systems
 - Worship
 - Hospitality
 - Follow-Up
 - Small Groups
3. Apprenticing Systems
 - Small Groups
 - Mentoring
 - Leadership Development
4. Sending Systems
 - Servant Evangelism
 - Local Missions Involvement
 - Wider Missions Involvement

Developing Your Strategy

Action: Determine the Style of Ministry

Describe your preferred style of ministry in the following areas:

1. Worship
2. Music
3. Preaching
4. Group Structure
5. Evangelistic Strategy

Developing Your Strategy

Action: Why Should People Be Involved

List 50 reasons why people should be involved in your church.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____

Developing Your Strategy

- 22. _____
- 23. _____
- 24. _____
- 25. _____
- 26. _____
- 27. _____
- 28. _____
- 29. _____
- 30. _____
- 31. _____
- 32. _____
- 33. _____
- 34. _____
- 35. _____
- 36. _____
- 37. _____
- 38. _____
- 39. _____
- 40. _____
- 41. _____
- 42. _____
- 43. _____
- 44. _____

Developing Your Strategy

45. _____

46. _____

47. _____

48. _____

49. _____

50. _____

What insights have you gained from this exercise?

Reference: Pastor’s Planning Workbooks, Part 2, Charles E. Fuller Institute of Evangelism and Church Growth

Action: Name Your Church

List ten possible names for your church.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

If you are unsure, why not ask four or five unchurched people which name resonates best with them.

Once you have decided on a name you will need to have someone design a logo that expresses the church.

Developing Your Strategy

Action: What Makes Your Church Distinctive

1. Describe one or two things that will make your church distinctive and why you think so.
2. Will this speak to your location?

Developing Your Strategy

Action: Decide On Your Method of Planting

1. Use the following worksheet to decide on your method of planting.

Method	Description	
Pioneering	Starting new church from scratch	1 2 3 4 5
Branching	Hiving off core group from the parent church	1 2 3 4 5
Adopting	Embracing groups/churches from approach for help	1 2 3 4 5
Partnering	Cooperative venture between several churches	1 2 3 4 5
Revitalizing	Takeover and restart at the same site	1 2 3 4 5
Transplanting	Selling and relocating church to new site	1 2 3 4 5
Other		1 2 3 4 5

2. Which method is your choice?

Developing Your Strategy

Action: Developing Your Action Plan

1. Brainstorm important milestones during the first three years. A dummy list is included.
2. Arrange the milestones in a time-oriented sequence.
3. Does each milestone have sufficient lead-time for implementation?
4. Which of these tasks can be delegated?
5. Determine the resources necessary for the accomplishment of each milestone including budget, materials, and resources.

Developing Your Strategy

Action: Strategic Planning Milestones

*(The following list has not yet been put into order ...
adapt, adopt, add, subtract, and place into a sensible order)*

1. Inner Core Selected
2. Outer Core Begun
3. Mission Statement Completed
4. Vision Statement Completed
5. Values Statement Completed
6. Target Audience Selected
7. Core Ministries Selected
8. Church Name Selected
9. Logo Created
10. Model of Ministry Completed
11. Cash Flow for First Year Completed
12. Worship Philosophy Complete
13. Start Date Confirmed
14. Site Selection Accomplished
15. Set Up/Take Down Leader Selected
16. Site Set Up Crew Secured
17. Assimilation Plan Developed
18. Demographics Completed
19. Bank Account Established
20. Worship Leader Hired
21. Marketing Plans in Place
22. Intercessory Team Formed
23. Postal Address Done
24. Bulk Permit Secured
25. Liability Insurance Secured
26. Church Structure in Place
27. Software Selected
28. Define What Opening Day Looks Like
29. Website Up and Running
30. Join Chamber of Commerce
31. Phone Line and Number
32. Equipment for Worship
33. Develop List of Marketing Ideas
34. Design and Order Business Cards
35. Set Up Payroll For Staff
39. Prepare By-Laws
40. Budget for First Year
41. Financial Procedures in Place
42. Worship Equipment Secured
43. Children's Workers in Place
44. Worship Team in Place
45. First Donor Mailing Done
46. Small Group Leaders Trained
47. Curriculum for Small Groups Done
48. Small Group Philosophy Completed
49. Equipment for Nursery
50. Equipment for Children's Ministry
51. New Small Groups Established
52. New Christian Follow-Up in Place
53. Newcomers Class Process
54. Newcomers First Class Scheduled
55. Worship Services for First Month
56. Outreach Events Planned
57. Second Donor Mailing Done
58. Key Ministry Leaders in Place
59. Leadership Training in Place
60. Newsletter/Email Schedule
61. Follow Up for Outreach Planned
62. First Sermon Series Outlined
63. Marketing Materials in Place
64. Preliminary Worship Date
65. File for Non-Profit
66. Obtain Sales Tax Exemption
67. Equipment Required at Site
68. Pre-Launch Plan

Developing Your Strategy

Action: Critical Milestones

You've spent time prioritizing the important milestones. Now, let's identify the critical milestones that if you fail to implement in a timely fashion your plant has less chance to meet your expectations. **Place a check on the ones that are complete, an X on ones that you haven't started, and a ? on those that are in progress.**

Conception Phase

1. Verify your leadership role _____
2. Establish your MVV _____
3. Clarify your ministry style and flow _____
4. Design your ministry strategy _____
5. Clarity about the purpose of your church and its uniqueness _____
6. Ministry flow established _____
7. Style of worship decided on _____
8. Assimilation plan in place _____
9. Decision on what roles do you need to fill _____
10. Funding in place for minimum of two years _____
11. Target audience and area clarified _____
12. Clarity about the size launch you expect in two years _____
13. Spend 90% of your time recruiting _____

Prenatal Phase

1. Begin fishing pools _____
2. Gather a your inner and outer core group commensurate with the size church expected _____
3. Embed your MVV and purpose of the church in core leaders _____
4. Clarity on core groups purpose _____
5. Develop leaders for small groups _____
6. Prepare systems and train leaders _____
7. Develop your budget _____
8. Find a part time worship leader _____
9. Find a children's leader _____
10. Plan and implement 4-6 pre-launch services _____
11. Grow each pre-launch service by 20-25% _____
12. Begin marketing three weeks before public launch _____

Developing Your Strategy

- | | | |
|--------------------------|---|-------|
| | 13. Prepare a small group for every 20 people on public launch day | _____ |
| | 14. Establish monthly outreach events | _____ |
| Birth Phase | 1. Launch public worship | _____ |
| | 2. Launch Children's ministry with worship, not Sunday School | _____ |
| | 5. Implement follow up strategy | _____ |
| | 6. Develop monthly marketing and fishing pools | _____ |
| | 7. Establish weekly outreach events | _____ |
| | 8. Continue spending 80% of your time recruiting | _____ |
| | 9. Good reputation begins | _____ |
| Growth to Maturity Phase | 1. Expand the number of Missional small groups | _____ |
| | 2. Expand leadership base | _____ |
| | 3. Develop and expand 3-5 key ministries | _____ |
| | 5. Remove any non-effective ministries | _____ |
| | 6. Financially self-sustaining in 2 years | _____ |
| | 7. Continue to add numbers to initial worship group | _____ |
| | 8. Refine and adjust the strategy plan | _____ |
| | 9. Until you reach 500 in worship spend half of your time on recruiting | _____ |
| | 10. Reputation continues to grow | _____ |
| Reproduction Phase | 1. Get congregational buy-in | _____ |
| | 2. Determine Parenting strategy | _____ |
| | 3. Mobilize leaders for campuses | _____ |
| | 4. Secure finance for new campus | _____ |
| | 5. Continue to build momentum | _____ |

Critical Milestones 18-24 months after launch

1. Outsiders perceive the church is growing.
2. Reputation is building.
3. A growing group of totally committed people is emerging.
4. Adjustments are made in the strategy so you can better reach the mission field.
5. Things that don't work are discarded and new plans are put in place.

Developing Your Strategy

Action: Are You Content With Where You're At?

Action: If Not, Where Do You Need to Focus Your attention?

Developing Your Strategy

Action: Design Your Systems

Outline the kind of inviting system you would put in place to triple the first time visitors.

Outline the kind of connecting system you would put in place to retain 50–75% of the first time visitors.

Developing Your Strategy

Outline the kind of discipling system you would put in place to raise up disciples who go and make disciples.

Outline the kind of system you would put in place to weekly send out X number of disciples into the world in a way that they will bless people, bless themselves, and create visibility for the Kingdom and the church.

Developing Your Strategy

Describe how you would staff the church to make these four systems thrive.

Notes

Drawing a Crowd

Various Strategies for Raising a Crowd

There are many ways to raise a crowd. Deciding on a method that will work in your area is crucial to success. Nothing is more important to the success of your plant. You will find that it is best to use several of the following strategies.

Outreach Basics

1. One contact is seldom enough. It usually takes six to stick.
2. Making a list of potential people and repeated contact is crucial to success.
3. Deciding on your method of reconnecting people is crucial.
4. Expanding your list on a weekly basis is crucial.
5. You must spend 90% of your time building the list.

Telemarketing

1. Making 20,000 calls to discern needs and make contact.
2. Results in 2,000 on your mailing list.
3. Results in 200 in first service.
4. This model may attract a crowd but you don't know what you're getting.
5. Weeding out and extra pastoral care may be needed.
6. You could use the same method going door-to-door.

Networking

1. Build a core group through informational meetings and public events.
2. Committed core members invite their friends.
3. Follow-up is made on those who show interest.
4. Is a good method during the private worship phase.

Small Groups

1. Start out with a small group in pastor's home from people you have met.
2. Each of the group members are encouraged and trained to invite their networks.
3. When the group outgrows the pastor's home you either multiply the group or find a bigger place.
 - Benefits of finding a bigger place – the pastor keeps solid connecting and private worship can easily be included.
 - Benefits of multiply the groups – leaders tend to emerge faster.
4. Careful not to allow the small group to become a clique.
5. This is the best method if it is used in conjunction with one or more of the other strategies.

Drawing a Crowd

Parent Church

1. Find the pastor then gather a small group to send out to the new area.
2. The church planter is allowed to share vision and ask people to join in.
3. Make sure you weed out any known trouble makers in the Mother Church.
4. The benefits of this strategy – both money and expertise of the mother church.

Direct Mail

1. This model must have a minimum of three separate mailings to at least 20,000 homes. A mailing should go out three weeks prior, two weeks prior, one week prior. It is crucial you speak with someone at the Post Office for some guidance for how much lead-time each mailing needs to meet this criteria.
2. Like telemarketing, you never know who is going to show up so you must be careful to weed out any trouble-makers.
3. The mailers must be off-the-wall and three to four times larger than a postcard.
4. It is essential that the last mailing invite people to hear a series rather than attend church.
5. It goes without saying that the mailers should be quality.
6. If using mailers from a company like Outreach Marketing, be sure the same mailer hasn't been used in the area before.
7. This model bombs in some areas because of overuse so you should have some feel for how often the area has received direct mail from new churches.

Social Media Mission Trip

Preparation:

1. Create a Facebook Profile Photo that includes the details of the event for everyone to see. See Facebook for current image sizes. Save the image as a .jpg file.
2. Create a Facebook Cover Photo that includes a catchy image as well as the details. Again, save the image as a .jpg file.



Drawing a Crowd

The Social Media Mission Trip:

3 Minutes: Have everyone change their Cover Photo and Profile Photo.

8 Minutes: Have everyone video record an invitation to the event for all their friends. Have them post it and tag all their local friends.

10 Minutes: Have everyone post on their local friend's wall and/or invite them to the event.

7 Minutes: Have everyone start conversations with their friends on Facebook's Instant Messenger app with "What are you doing next [Sunday]?" and then invite them to the event.

2 Minutes: Call one person on the phone and invite them to the event.

Adapted from Pull by Bob Franquiz

Role of the Planter

1. Pray that God will send new people your way.
2. Pray that God will keep your eyes open for new people.
3. Develop a missionary mindset among your core team.
4. Help your people see the harvest – take them with you on some of your time in the community.
5. Encourage your people to invite, invite, invite. This is where most planters fail.
6. Pray that God will have your path cross with an "Influential" – someone who had deep networking roots. Similar to how the Apostle Paul sought out the highest dignitaries who had influence.

Fishing Pools

1. Special Attraction Events are opportunities for your core team to invite their friends
2. You need at least two –three of these a month
3. The goal is for Christians and unchurched people to mingle

Servant Evangelism

1. Unlike Fishing Pools, these are events done out in the community.
2. You need to work toward one of these a week by the time you are three months away from launch.

Drawing a Crowd

Action: Which Method Will Work Best In Your Area and Why?

Method	Advantages	Disadvantages
Telemarketing		
Networking		
Small Groups		
Parent Church		
Direct Mail		
Social Media		

Drawing a Crowd

1. Which methods are more suited to your ministry area and why?
2. Which method or method or combination of methods will you use?
3. What will be your role in helping the core group build relations with unchurched people?

Drawing a Crowd

Action: Make a List of Large Attraction Events (20-500 people)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Action: Make a List of Small Attraction Events (5-15 people)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Drawing a Crowd

Action: Which of the Above Lists Will Work Best In My Area?

Notes

Assimilation

"The first 100 people who join determine the next 300."
Bill Easum

If you remember the four core processes, you know that raising a crowd is just the beginning. Once a crowd is assembled, they must make a connection with the Body of Christ or you lose them over the next few months. So Assimilation to the point of feeling part of the Body is essential to success.

Recruiting People

1. The first group of people usually includes
 - Mavericks
 - Entrepreneurs
 - Malcontents
 - Idealist – looking for the perfect church
2. You must be prepared to turn people away.
 - If they cause trouble
 - If they try to change the direction of the church
 - Bil Cornelius story
 - Pray this prayer "Lord send those you want us to reach and keep away those you don't want us to reach." Francis Schaeffer
3. Make sure you have, at a minimum, 10 conversations a day with potential members.
4. Set aside regular times to have these conversations at least five days a week.
5. Prepare professional looking literature about the journey you are asking them to join you on.
6. Don't take rejection personally. Remember it takes six attempts to have one positive response.
7. Never assume "No" means "No," just "not yet."
8. Train your core team to develop their elevator speech – something people can recite when asked what they are about. Should be able to do this in less than a minute.
9. Keep the following mantra in mind when talking with a non-Christian – *"Listen to **their** story, before you share **your** story, on the way to **THE** story."*

Assimilating Them Into the Body

1. People have to be handed off to some other part of the Body or the planter becomes the church to the new person. The following is an example of how a family might be handed off:

The Jones family joined the Church. Here is their journey over time.

- The mom discovered Burks while surfing the internet one Sunday.
- They found the information Center in front of the church.
- Inside the church the greeters made them feel special.
- During worship they were given time to fill out a Contact Card where they noted they were First-Time visitors.
- Their kids were led to the children's area.
- The worship was exciting and resonated with their spirit.
- That afternoon, the pastor dropped by to thank them for coming and to drop off a honey pot that had the church's name and URL on it. He declined their invitation to come in, but he left his card and let them know if they had any questions or would like an extended conversation he'd be happy to speak with them.
- During the visit the pastor learned that the couple had a teenage son and a ten-year-old daughter so he handed their names to the youth and children's director for them to call.
- On Wednesday, they received a hand-written card thanking them for attending and inviting them to return for the ____ sermon series that was upcoming.
- From the brochure the pastor left them the couple learned about several events going on at the church and decided to attend the Valentine's Dance where they met some new friends.
- When they returned to the church the greeter recognized them and called them by name.
- After their third visit someone invited them to a small group meeting in their neighborhood.
- About that time the teenage son was invited to go on a youth outing.
- After several small group meetings they wanted to take part in the xyz mission.
- The kids kept telling them about what they were learning and some of the friends they had made.
- After a few weeks they were invited to the pastors home for an informal get acquainted party to meet the staff and hear the vision of the church.
- One year after their first visit they approached the pastor about becoming a member.
- Two years later the father was leading his own small group he had invited from his networks at work.
- And the cycle continued.

Assimilation

2. If guests are not assimilated by the congregation, but are there solely because of their relationship with the pastor:
 - The new person expects personal attention to continue from the pastor.
 - The growth of the church is hindered because one person can handle just so many people – most studies show 75–125 people.
 - The new person doesn't make the required relationships for most people to remain part of the church.
 - The new person's spiritual growth and leadership development is stymied.
3. People grow in their faith by forming relationships with other Christians.
4. Provide care and support without draining the planter.
5. Significant relationships move people to the next level of commitment.
6. Extended relationships in the congregation links people with others achieve tasks one person couldn't achieve.
7. Most churches find that most assimilation occurs in two ways:
 - Small groups
 - Service projects

**Action: How Will We Connect People in the New Church
With Each Other?**

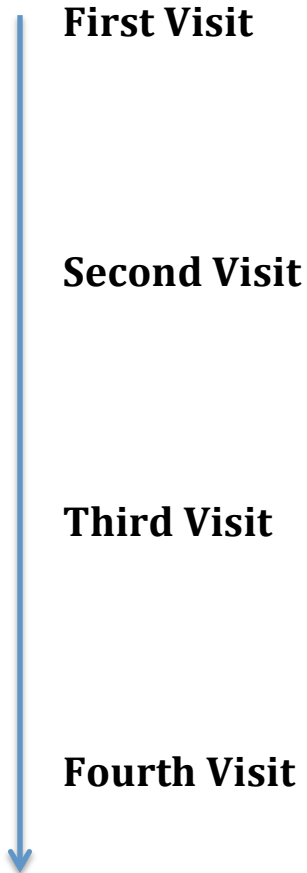
**Action: What Relationships Do I Already Have that Have
Shown Interest In the New Church?
List Them.**

**Action: Who Are the Next Ten People I Need to Have a Recruiting Conversation With?
List them.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Action: Who has Recruiting Skills In My Church?
List Them.**

Action: Describe Your Flow Process.



**What Will You Do With Those Who Come Once (Or More)
But Then Miss Three Weeks?**

Action: Tracking the Process of Assimilation

Duplicate this tracking tool for each contact or adapt a Customer Relationship Management (CRM) app.

Name	Day Phone
Address	Evening Phone
Email	Mobile Phone

Assimilation and Spiritual Journey Example:

- 1. Follow-Up: First Visit _____
- 2. Follow-Up: Second Visit _____
- 3. Low-Commitment Event Attended _____
- 4. Mission Project Participant _____
- 5. Church Ministry Volunteer _____
- 6. Small Group Participation _____
- 7. Welcome Class/Event Attended _____
- 8. Significant Relationships in Church _____
- 9. Trusted Christ _____
- 10. Baptized _____
- 11. Joined Church _____
- 12. Discovery Class Complete _____
- 13. Joining _____
- 14. Serving _____
- 15. Inviting _____
- 16. Leadership Potential Identified _____
- 17. Leadership Training Attended _____

The goal is for every new person to make 7 friends in the first 90 days

Action: Assimilation Details

Make sure you have an answer for each of these questions.

1. How will visitors be identified in a non-threatening way?
2. How will we get contact information (addresses, emails, phone numbers)?
3. How will visitors be welcomed?
4. How can we be sure each visitor is greeted by at least three people each Sunday?
5. How will visitors be followed up on?
6. Who will do visitor follow-up?
7. How often will they be contacted?
8. What is their next appropriate level of involvement?
9. How and when will they become involved in further ministry?
10. When will we discontinue follow-up?

Notes

Finances

Church planters who can raise most of their own support are the most likely to be successful. So make this a high priority even if your denomination is funding most of the plant.

Basic Keys To Raising Money

1. Money follows vision. You need a vision larger than any amount anyone could give. The people who can give the most seldom give to a budget; they give to results they can see.
2. Don't ask for too little.
3. Money comes from relationships – the more you have the more money you can raise.
4. Ask a lot and ask boldly
5. Encourage launch team to tithe. If they can't at the moment, stress stepping up to tithing.
6. Model giving by telling them publicly what you are doing. Don't be afraid to do this.
7. Have a button on your website for electronic giving.
8. Provide options for electronic debiting (e.g., bank drafts).
9. Put a QR code in your newsletter, bulletin, and in funding letters that links to your giving platform.
10. Provide a means to give by debit/credit cards. (Square, PayPal, and others offer a device that connects to a phone or tablet)
11. Make sure you know the difference between those who are just giving out of their abundance and those who are giving out of their scarcity.
12. Use stepping up to tithing for those who cannot tithe at the beginning.
13. Make teaching about stewardship a regular part of ministry from the beginning.
 - Launch Team
 - Newcomer Classes
 - Membership Class
 - Preaching
 - Small Groups
 - Premarital Sessions
 - Seminars
14. Send out a letter to everyone you have ever known. You will need to solicit 100–200 people or groups to get adequate funding.
 - List all friends, relatives, colleagues that you have a relationship with.

Finances

- Send out an exciting visionary letter about what you are doing and what you expect to see happen in the next five years.
- Tell them you will be calling them within the next few days to set up an appointment.
- Keep appointment to 30 minutes.
- Ask for an amount based on your knowledge of them (look at their house).
- See Example letter on next page.

Finances

Dear

As you know God is leading me to start a new church in the _____ area. I am already gathering the team for this journey.

To accomplish this goal, I must raise \$50,000–\$75,000 in addition to the support I already have from the mother church (or denomination or sponsoring agency if you have one).

Please consider making a one-time gift to our project. Prayerfully consider the enclosed card and return it by ____ [*3 weeks from the expected arrival date*]. Thanks so much for considering this and God bless your decision.

[Sign your name and give your email and website if you have one. Enclose a card with several options. Most important amount is in the second box (highest percentage of people check this box, no matter what). Give Options.]

\$250 ____

\$500 ____

\$1,000 ____

I can give a monthly gift of _____ for the next _____ years.

Other: _____ [*let them fill in the blank*]

I (we) cannot participate at this time _____.

Finances

Example letter to people you know who could give very well:

Dear _____,

As you know, I am starting a church in the _____ area and am in the process of raising the funds for this adventure.

I'm asking you to consider a contribution of \$5,000 for this work of God.

We are able to make a gift of \$5,000 _____.

We would love to make this gift, but we can't at this time. However, we can give \$_____.

15. Write a personal thank you note as soon as you receive any gift. At the three-week mark, write a general letter to everyone and report on the results to date. After six weeks write a final letter to everyone who has given, reporting on the final results of the campaign. Repeat this process yearly and, when appropriate, expand it to the emerging congregation.

Details About Money

1. Two signatures on each check.
2. Two people collect and count the money.
3. Lock money away until counted.
4. Give copy of deposit slip to bookkeeper.
5. Enter donor information in appropriate tracking software (SeraphimSoftware.com, Quickbooks, etc.)
6. Bookkeeper doesn't sign checks.
7. Cross train so no one person is indispensable – especially your treasurer.
8. Conduct annual audit.
9. Establish separate bank account, not yours.
10. Develop a check request system
 - a. Routine expenses need no approval.
 - b. Budgeted items approved based on funds available.
 - c. Non-budgeted items ALWAYS need approval. A check request must be completed for every non-budgeted.
 - d. Do not write checks without approved check request. See sample

Sample Check Request

Person submitting request _____ Date: _____

Check payable to _____ Amount _____

Name: _____

Address: _____

For: _____ Date paid _____

Approved by: _____ Check # _____

Donor Records

- 1. Create a donor record for each donor.
- 2. Enter every contribution weekly in your tracking software (Quickbooks, etc.)
- 3. At the end of the year, send each donor a tax deductible receipt or record of their gifts. Be sure to include a list of achievements during the year.

Sample Donor Record

Donor Name: _____

Address: _____ **Donor #** _____

Date	Amount	cash/check/bank/kiosk	Purpose
-------------	---------------	------------------------------	----------------

Income and Expense

1. You should have some idea of what will be coming in each month and what will be going out.
2. Trim your expenses or raise your income as needed.
3. Plan your cash flow by saving funds or delaying expenses as needed.
4. See example

Sample Budget

	Month 1	Month 2	Each Month
Beginning Balance	_____	_____	
Income:			
Offerings	_____	_____	
Special Gifts	_____	_____	
Others	_____	_____	
Others	_____	_____	
Total Revenue	_____	_____	
Expenses:			
Example A	_____	_____	
Example B	_____	_____	
Total Expenses	_____	_____	
Program			
List of all programs	_____	_____	
Operational			
List them starting with salaries	_____	_____	
Ending Balance	_____	_____	

Action: Support Raising Strategy

1. How much money will I need to begin the plant? Estimate the amount needed in each category for your first two years.

	1 st Year	2 nd Year
Planter Salary Package		
Salary		
Insurance		
Benefits		
Education		
Coaching		
Start Up Costs		
Equipment/Supplies		
Printing/Advertising		
Internet Presence		
Facilities Deposit		
Other		
Monthly Operation		
Rent		
Insurance		
Phone/Utilities		
Marketing		
Program/Materials		
Other Salaries		

Finances

2. Which sources of funding will I have? Don't depend on just one source.

	1 st Year	2 nd Year
Denominational		
Churches		
Grants		
Tithes/Offerings		
Monthly Donor Support		

Action: Reviewing Our Financial Systems

Issues

Actions

- 1. Our basic financial policies are in place _____
- 2. Who will open the bank accounts _____
- 3. Who makes financial and budget decisions for now _____
- 4. Who will collect the funds _____
- 5. Who will count the funds _____
- 6. What financial software tracking/budgeting software will we use _____
- 7. Who will maintain the giving records _____
- 8. Who will deposit the funds _____
- 9. Who will approve check requests _____
- 10. Who will write checks and track expense and cash flow _____
- 11. What two people will sign checks _____
- 12. Who will prepare monthly financial reports _____
- 13. How often will pastor review the financial reports _____
- 14. Who is responsible for the annual audit _____
- 15. How much petty cash will be kept in office _____
- 16. Who will be responsible for petty cash _____
- 17. What will be the procedure for authorizing and making purchases _____

Action: Write Your Own Donor Letters

Notes

Operational Issues

Find the Right Meeting Place

Begin looking from day one. Do not put this off.

1. A visible location
2. Plenty of parking
3. Worship space for you hopeful launch numbers
4. Adequate space for children
5. Remember you can only use 80% of any space.
6. Storage space
7. Acoustics and lighting
8. Availability at times other than Sunday morning
9. Costs
10. Will the space be attractive to your target group?

How to Locate Facilities

1. Survey all possibilities
2. If facilities are at a premium consider hiring a Realtor or pay someone you know to do the search.
3. After compiling the list, drive by and look at each site at various times of the day/evening.
4. Narrow the list down to 5-10.
5. Send a letter to the person responsible for renting the space.
6. Follow up with phone call or personal visit.
7. Determine if the space fits your needs and is available.
8. Secure a one-year lease with a renewable option.
9. Permanent facilities are seldom needed before year 5-6.
10. Building prematurely often stunts growth.

Operational Issues

Organizational Issues

1. You must measure critical metrics to ensure your plants stays on course. Deciding what these metrics are and how well you monitor them will determine the success of the plant.
2. Hire an attorney to help you get your 501c3 tax non-profit and tax exempt status if you're not already covered by your denomination.
3. You will need to get a tax ID number before you send out letters to potential donors.
4. If you have staff, you have to do payroll tax, FICA, and other Federal/State insurance programs. Again consult an attorney to see what you need.
5. Check into what amount you need for liability.
6. Set up your housing allowance, health insurance, and reimbursement policy for out of pocket expenses.
7. Don't spend a lot of time worrying about organizational or by-law issues. You can get to most of these after you see the plant mature.
 - *Remember, Form Follows Function. If you create a restrictive structure, the church plant will struggle.*
8. Keep by-laws as simple as possible. The following are the basic issues that need to be covered:
 - Receiving and dismissing members.
 - Hiring and firing staff: you should keep control of this your entire ministry.
 - Selecting and removing governing board: don't appoint or nominate official leaders until you cross the 200 worship barrier.
 - Approving goals and budget: recommended this be done by planter till crossing over the 200 worship barrier.
 - Buying and selling property.
 - Dissolving the organization.

Action: Finding a Meeting Place

1. What are our *essential* needs for a worship location?

2. What would be nice to have but not essential?

3. What are all the possible meeting places your can think of?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Operational Issues

4. Determine the top 5 locations. List them in the example below.

Location	Appropriate Environment	Worship Capacity	# of Classrooms	# of Parking Spaces	Cost

5. Estimate the number of children you expect the first year.

Ages 0-1 _____
 Ages 2-5 _____
 Grades 3-2 _____
 Grades 4-6 _____

6. Will you use classroom or worship style? Worship style requires less number of classrooms but larger space. _____

Classroom Style Requirements

Ages 0-1	12-15 per classroom	30-35 sq. ft. required	1:4 teacher ratio
Ages 2-5	16-20 per classroom	30-35 sq. ft. required	1:5 teacher ratio
Grades 1-3	25-30 per classroom	30-35 sq. ft. required	1:6 teacher ratio
Grades 4-6	25-30 per classroom	25-30 sq. ft. required	1:8 teacher ratio

Worship Style Requirement

Ages accommodated depends on the size of the room
 Will still need a nursery
 Worship leaders required: 3-4
 Required teacher ratio 1:10

Action: Evaluating the Meeting Space

- | | |
|---|-----------|
| 1. Is the facility easy to find | 1 2 3 4 5 |
| 2. Is the facility near the target group | 1 2 3 4 5 |
| 3. Is the facility attractive to our target group | 1 2 3 4 5 |
| 4. Is there adequate space for worship | 1 2 3 4 5 |
| 5. Is there adequate acoustics | 1 2 3 4 5 |
| 6. Is there adequate sound | 1 2 3 4 5 |
| 7. Is there adequate lighting | 1 2 3 4 5 |
| 8. Is there an appropriate place for children | 1 2 3 4 5 |
| 9. Are there adequate and attractive space for children | 1 2 3 4 5 |
| 10. Are chairs and tables available | 1 2 3 4 5 |
| 11. Will we have to have our own sound system | 1 2 3 4 5 |
| 12. Is there adequate parking | 1 2 3 4 5 |
| 13. Is the facility available in addition to Sunday | 1 2 3 4 5 |
| 14. Is there on-site storage space | 1 2 3 4 5 |
| 15. Can a reasonable cost be negotiated | 1 2 3 4 5 |

Operational Issues

Action: Tracking the Metrics Sample

Year	Worship	Children	Groups	Offering	Baptisms	New Members
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						

Organization Issues Checklist

1. We have an attorney or CPA for guidance _____
2. We have completed the non-profit and tax exempt status _____
3. We have completed the necessary federal and state tax forms _____
4. We have arranged for appropriate payroll withholdings _____
5. We have adequate personal and corporate insurance _____
6. We have sought counsel about my personal tax status as a
pastor _____
7. We have determined the metrics that will guide us _____
8. We have determined our initial church leadership structure _____

Operational Issues

Action: Bylaws Worksheet

Issue	Person Responsible	Procedures to Follow
Provisional Leadership		
Receive/Dismiss Members		
Disciplinary Policy		
Hire/Fire Staff Policy		
Set Goals and Budget		
Buy/sell Property		
Temporary Bylaws		
Dissolve Organization		

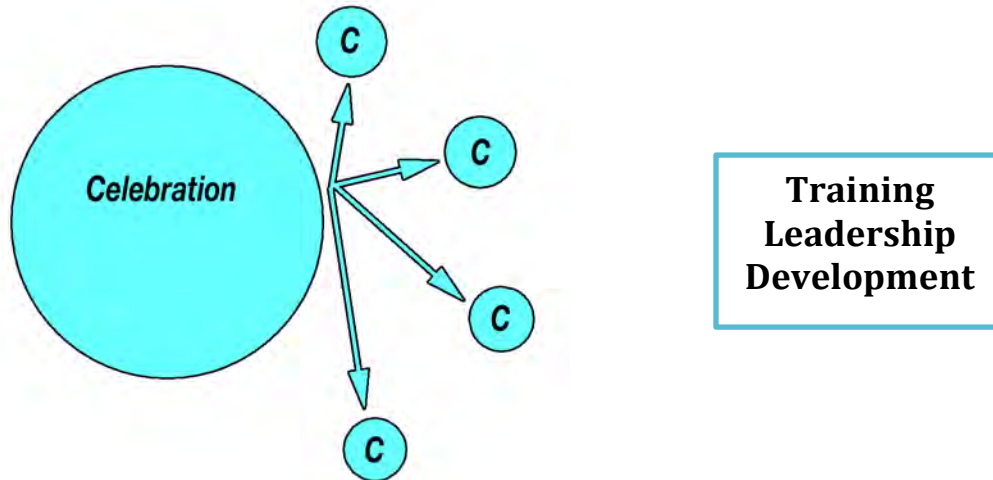
Notes

Detailing Your Ministries

Models of Ministry

There are several different forms of ministry. Look these over.

1. Celebration to Cell



Pros

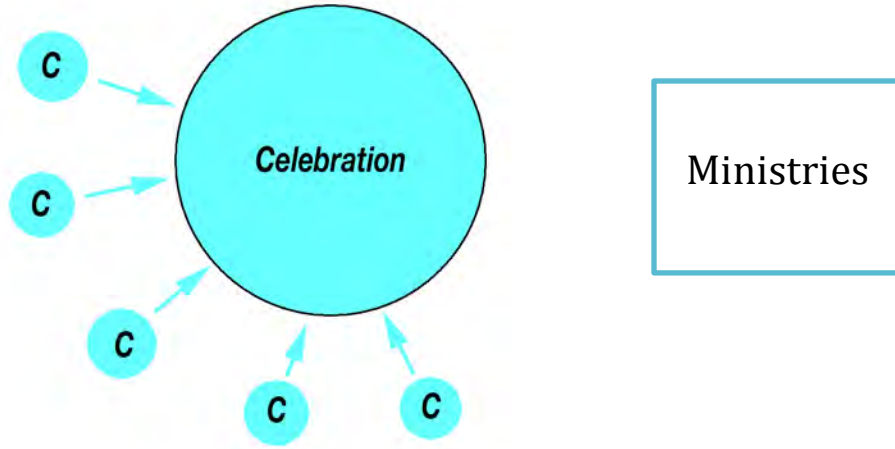
- Celebration emphasis is attractive to our performance culture.
- The cells provide strong care system.
- Intentional outreach.

Cons

- Difficult to move people from celebration to cell without significant bridge builders.
- Difficult to move people from cells to leadership without a strong apprenticeship process in place.
- As the church grows there is need for deeper teaching in addition to cell groups.

Detailing Your Ministries

2. Cell to Celebration



Pros

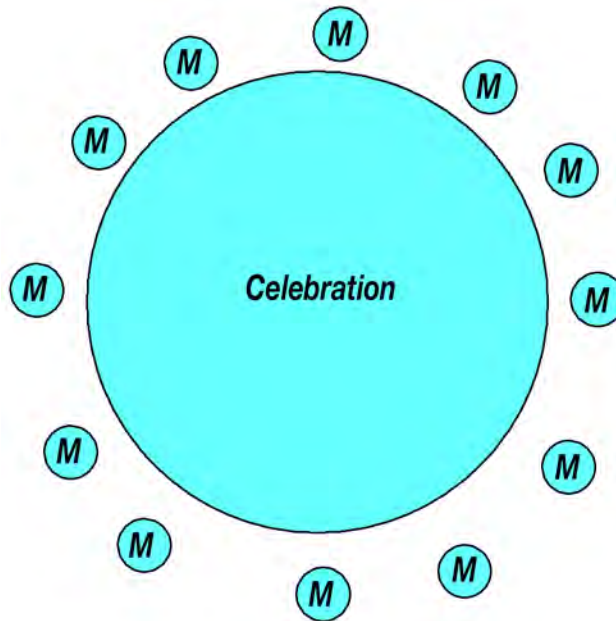
- Evangelism begins in the cell.
- Relationships are formed in the cell before they are lost in the crowd.
- The celebration must continue to be a fishing pool for new cell members.

Cons

- American culture is drawn to bigness, and both fears and desires intimacy.
- If the celebration is not a priority, it can lead to mediocrity.
- It is sometimes difficult for cells to meet the diversity of needs.

Detailing Your Ministries

Program Based Ministry



Pros

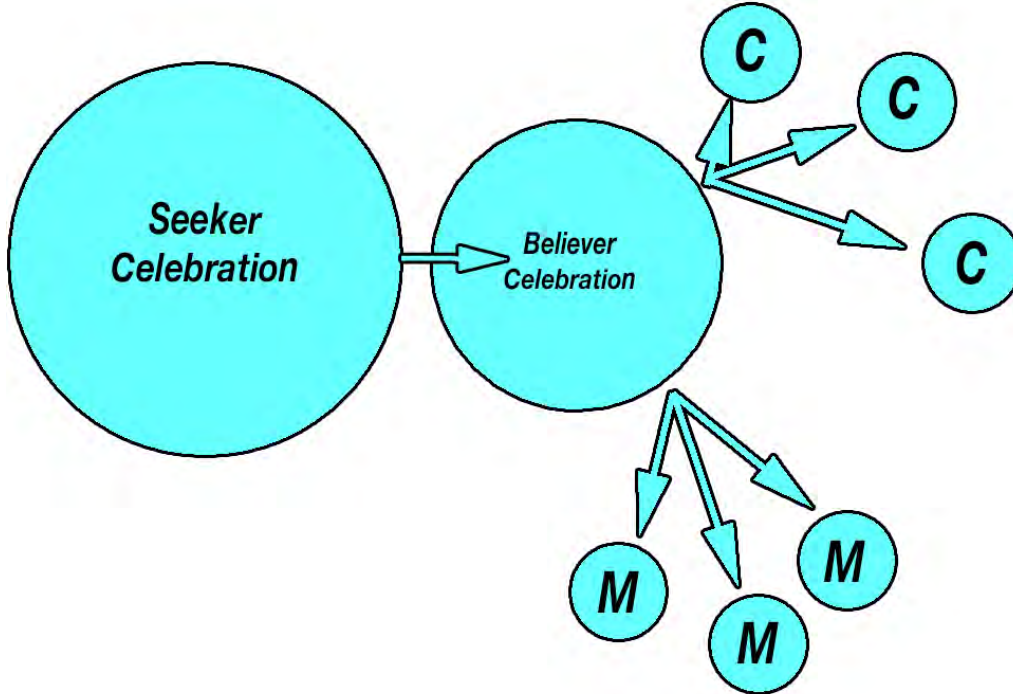
- There are many places for people to plug in.
- There are many places for people to lead.
- It looks as if a lot of ministry is happening.

Cons

- Only one or two ministries really assimilate people.
- Members become consumers and move between ministries.
- Leaders and families burn out from too many responsibilities.

Detailing Your Ministries

Seeker Driven



Pros

- Reaching the lost is the highest priority.
- Services are generally excellent and exciting.
- High community awareness and visibility.

Cons

- Long-term drain on leaders and resources.
- The most expensive model.
- It's good for seekers to see Christians worshipping.
- Participation in seeker service, believer service, cell groups and ministry team may be too much to ask.

Detailing Your Ministries

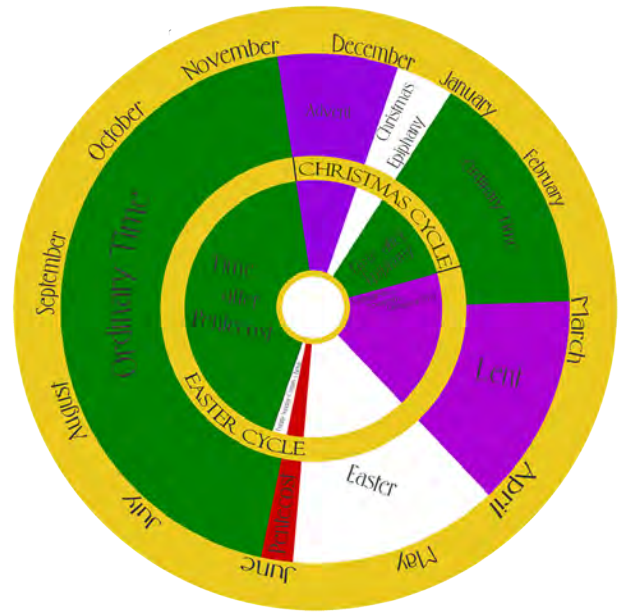
Church Calendar and Lectionary Based

Pros

- Stable form of ministry.
- There is little confusion.
- The model is easy to control.

Cons

- Extremely boring and out of touch with an unchurched culture.
- Emphasis is on committees and boards and holding office.
- Spirituality is apparently measured by how many times a week members go to church.



The Four Core Processes Model



Pros

- This model is designed to take the person from the mission field and return them back into the mission field.
- This model is designed to take people from consumers to missionary followers of Christ.
- This model focuses on the way Jesus meant us to understand the word “disciple”; therefore mentoring and role modeling are keys to its success
- This model produces more leaders than any other model because it expects all program staff to be apprenticing four people at all times.
- This model can be used in conjunction with all the above models.
- This model is considered by 21st Century Strategies to be one of the best models so we will focus on it.

Cons

- This model requires the Pastor to give up most ministry in favor of the priesthood of the believer.
- This model requires the staff to be equippers not doers, a difficult transition for most staff.
- If apprenticing is not a priority this model will not work.

Notes for All Core Processes

- All staff is expected to hand off as much ministry as they can without harming the congregation.

Detailing Your Ministries

- Staff and key leaders are expected to LEAD – not do ministry. The only exception is when they are mentoring someone in order to hand off the ministry.

The Inviting Core Process

1. Evangelism is at the core of all the church does so it should always be front and center – Jesus said, “Go make disciples.”
2. Planter should be spending 90% of time working the networks and training the core launch time to invite their friends.
3. Set a goal of everyday meeting 10 new people and giving invitation to attend.
4. Work your FRAN network – Friends, Relatives, Associates, Neighbors.
5. Other than personal invitation the Inviting Ministry includes
 - Marketing
 - I Love My Church Day
 - Your Website
 - Church events you, your teams, and even guests can invite others to
 - Leveraging community events – taking part in community events where the church can get into the spotlight, create excellent impressions, and make personal connections for networking purposes.

The Connecting Core Process

1. There are four steps that guests take to connect with the church:
 - They connect with the “church” (something resonates)
 - They connect with acquaintances
 - They connect with a friend
 - They connect with the church’s mission
2. Connecting with new visitors and guests is the number one job of congregational members.
3. Worship needs to be the best you can do.
 - Intentionally encouraging people to sign the connect card is crucial.
 - This is the first place you spend money.
4. There are three moments of connection based on worship.
 - Before worship
 - During worship
 - After worship
5. Follow up is essential if you want first time visitors to return.
 - People are less likely to return if they don't hear from the church within 24 hours.
 - Every new guest should be monitored for three months.

Detailing Your Ministries

6. Small Groups are the number one way to help people connect with other members.
 - Assimilation
 - Multiplication
 - Discipleship
7. The better the hospitality the more likely a first timer is to return.
 - First timers return at an average rate of 15%.
 - Churches that are hospitality aware see the rate climb to 50-75%.
 - The pastor should be available to greet new people before and after service.
 - Hire someone to oversee the setup and take down if you are renting.

The Disciple/Apprentice Core Process

1. Apprenticing is much more than Christian Education.
 - Apprenticing is not a data dump where the more you know the better a Christian you are.
 - Apprenticing is learning a trade – the trade is to live like Jesus lived.
 - You are the curriculum. People watch how you behave and what you do more than what you say.
2. The apprentice model
 - I do; you watch; we talk.
 - You do; I watch; we talk.
 - You do with someone else; someone else watches; you talk.
 - Someone else does; they watch; they talk.
3. Mentoring is assisting someone to move from delegation to empowerment
 - Here's something I want you to do; keep me informed every step of the way
 - Here's something I want you to do; keep me in the loop.
 - Here's something you need to do; come see me if you have problems.
 - Based on who we are you decide what needs to be done but I'm here if you need me.
4. Apprenticing works off a farm system.
 - Consider the church to be like a baseball team.
 - Players, Scouts, Apprentices, Mentors, and Coaches,
 - The emphasis is on the team playing well together.
5. Discipleship Classes
 - Introduction to the church.
 - Discipleship 101
 - Spiritual gifts and placement
 - *These are no Sunday School classes for adults*

Detailing Your Ministries

The Sending Process

1. Anonymous mission in the name of the church is unfaithful to Gospel – *“in the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven. If no one knows who did the good deeds, then there is no opportunity to acknowledge God’s hand.”* Matthew 5:16
2. The Trifecta of outreach events.
 - The event must bless those being served.
 - The event must bless those who are serving.
 - The event must create visibility for the church.
 - Most churches try to do too many events that don't create visibility.
3. Servant Evangelism is the most effective way to do broad based outreach.
4. The more often and regular you do these public events the more the church will grow in time.
5. Avoid sending a check to a mission without sending one of your missionaries.
6. Two key points about the send process.
 - You must search out the gaps in the community and fill them. As Wayne Cordeiro puts it *“Find the keys to the city and your church will grow.”*
 - Use the gap to leverage outreach and growth.

The Basics of Any Model You Choose

No matter what model you choose there are basic ministries that must be established. They may appear different in each model but they will always point to the same goal – for people to look, think, and behave like Jesus.

1. A consistent and strong outreach and evangelism emphasis with a goal of increasing the first time visitors and baptizing new converts.
2. Worship that is exciting, uplifting, indigenous to the community, and points to Jesus.
3. An assimilation model that results in people connecting with the church long enough to disciple them.
4. New Comers Orientation.
5. A healthy and warm place to meet new friends.
6. Public enemy number one is conflict.
7. A small group system that provides a place to grow as well as to invite your friends.
8. A children’s ministry that is indigenous to the target group.
9. A leadership development model.
10. You may or may not need a youth program at first.

Detailing Your Ministries

11. Each of these ministries needs an effective launch team.

Children's Ministry

1. Parents look for three things:
 - A safe, secure, happy environment.
 - The knowledge that their child was cared for and he or she enjoyed the experience.
 - Proof that they learned something.
2. Do your best to configure the children area where the parents cannot enter.
3. Make sure that every parent registers even if they are well known.
4. Tag each child in some way so that you can match the child and the parent. You never know what couple got separated during the previous week.
5. Make sure all new children are warmly welcomed and introduced to the other children.
6. Recruit and train the teaching staff
 - Use class helpers as a leadership farm system.
 - Show teachers and potential teachers the resources and tools provided to make them effective.
 - Whatever model you choose, classroom or concert, keep in mind that most adults do not have an over abundance of time.
 - Make sure the teachers know that just memorizing Bible verses is not enough. Kids need learning activities, story telling, Q & A time, and life application guide. Remember that children today are using computers long before they read. Five-year-olds are more tech savvy than most 65 year-olds.
 - Make sure you follow any state or federal teacher requirements.
7. The Nursery is one of the most important rooms in the church.
 - The room and all toys and equipment must be wiped down after each service.
 - Parents need to be given a brochure on how the nursery is cleaned.
 - Every diaper should be changed before parents pick up their child.
8. If your teachers have to miss worship because of leading a class go out of your way to ensure they get special pastoral care.
9. Follow up on each child each month.
 - Send a letter to the family welcoming them and inviting them back.
 - Send a birthday card to the child on their birthday.
 - If a child has been inactive for more than six weeks try to contact the family to see why.

Detailing Your Ministries

Philosophy and Style of Children's Ministry

1. Children's Sunday School – Bible teaching and learning activities.

Cons

- Takes multiple classrooms, tables and chairs.
- Takes multiple teachers.
- Takes teachers a lot of time to prepare.
- Is most expensive model because of the amount of building space it requires.

2. Children's worship – creative, interactive, story telling, videos and small groups and worship.

Pros

- Stimulates the children with a variety of senses.
- Takes fewer adults to pull it off.
- History shows it's the way children learn best.

Cons

- If not careful it can become little more than entertainment and show.
- Takes larger rooms.
- Requires special equipment such as projection system, and sound.

3. Creative arts life application – puppets, drama, video, media.

Pros

- Stimulates the children with a variety of senses.
- It's one of the basic ways children learn.

Cons

- It takes multiple teachers.
- It takes multiple classrooms, tables, and chairs.
- It takes a lot of resources.

4. Children's small groups – relationships, sharing, and Bible study with an adult.

Pros

- Provides relationships with other children.
- The focus is more personalized.
- Leaders don't have to spend as much time preparing.

Cons

- It takes multiple leaders.
- It takes multiple rooms.
- Care has to be taken to avoid the groups becoming boring.

Detailing Your Ministries

Youth Ministry

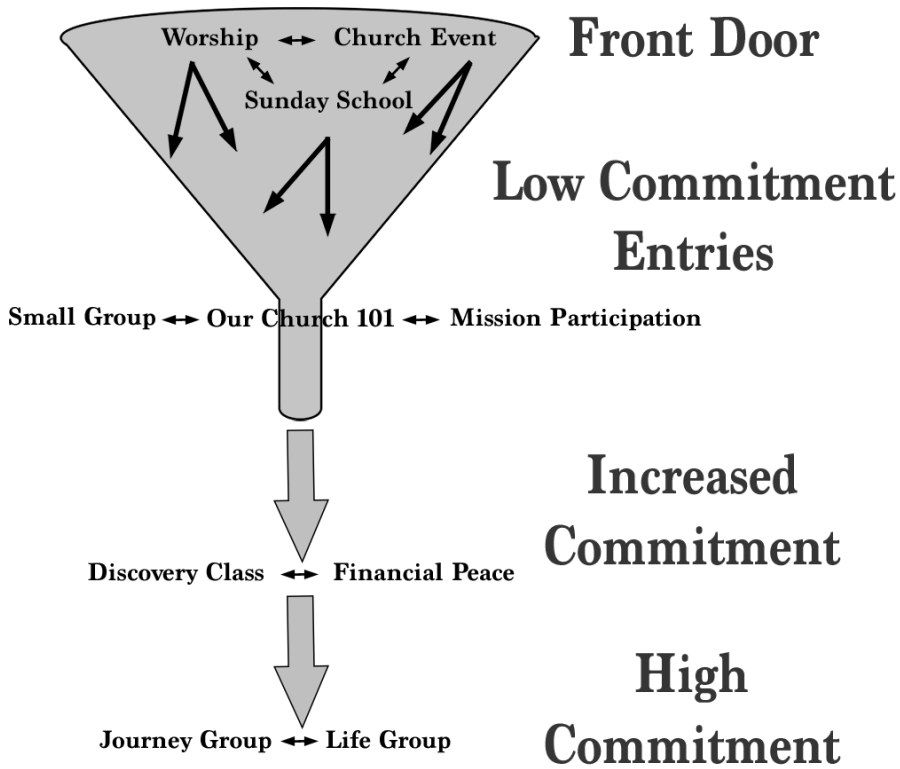
1. If your primary focus is on parents with teenagers you must provide quality youth ministry.
2. It helps if the planter has teenagers.
3. Develop the youth ministry using the same strategies a church planting only with the youth as a target group.
4. Remember, youth are not the future of *your* church. So building a strong youth program without reaching the parents will not grow you church.
5. What parents look for:
 - Teenagers are valued.
 - Teenagers are care for and cultivate peer relationships.
 - Teenagers have social opportunities.
 - Teenagers experience spiritual growth.

New Member Orientation

1. Some form of orienting people to your church will be important.
2. Whatever form you use the objectives need to be:
 - Get to know pastor and any staff.
 - Meet other newcomers.
 - Encourage spiritual growth.
 - Learn about the churches vision, values, and goals.
 - Understand membership commitments and opportunity to join, if desired.

Detailing Your Ministries

The following graphic shows the natural progression of becoming a member



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Detailing Your Ministries

Action: Which Model of Ministry Best Fits Your Mission and Why?

Action: Based On the Model I Choose, What Paid or Unpaid Staff Will I Need?

Detailing Your Ministries

Action: Based On the Model I Choose, If I Want to Be Effective, I Must Consider Three Questions.

1. What will I have to start doing if we adopt this model?

2. What will I have to stop doing if we adopt this model?

3. What help do I need on to accomplish these changes?

Detailing Your Ministries

Action: Determine Your Philosophy of Children's Ministry.

Children's Sunday School _____

Children's Worship _____

Creative Arts _____

Small Groups _____

Action: What Equipment Will You Need for Your Choice of Children's Ministry?

Action: Do We Need A Youth Program?

Y/N

Detailing Your Ministries

Action: What Style of New Member Orientation Will We Use?

1. Class 101 on Sunday morning. _____
2. Informal dessert party at pastors home. _____
3. Class 101 in the evening. _____
4. An overnight weekend retreat. _____

Action: How Will People Be Invited to the Newcomers Class?

Action: Launch Team Development

Intercessors

Prayer Leader _____

1. _____

2. _____

3. _____

4. _____

5. _____

Worship Leader

Team Leader _____

1. _____

2. _____

3. _____

4. _____

Small Groups

Team Leader _____

1. _____

2. _____

3. _____

4. _____

Detailing Your Ministries

Children's Team

Team Leader _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Evangelism Team

Team Leader _____

1. _____
2. _____
3. _____
4. _____

Assimilation Team

Team Leader _____

1. _____
2. _____
3. _____
4. _____

Detailing Your Ministries

Action: Evaluation

Action Item

Date Completed

1. We have determined our initial evangelistic activities _____
2. We have designed an assimilation system _____
3. We have workers for visitor follow-up _____
4. We have developed a Newcomers class of form of follow-up _____
5. We have designed our children's ministry philosophy _____
6. We have mobilizing an good children's ministry team _____
7. We have adequate facilities and resources for children's ministry _____
8. We have assessed the need for short term youth ministry _____
9. We have developed a launch team for each essential ministry _____

Notes

Creating Indigenous Worship

Creating Indigenous Worship

1. Indigenous worship is designed in the language, technology and culture of the target crowd. As such, it connects with both the Christian and non-Christian.
 - It is a relevant, safe place to hear a dangerous gospel.
 - If necessary, it errs on the side of appealing to the unchurched.
 - It removes all barriers, traditions, in-house or religious terminology and behaviors that would turn off either group.
 - It incorporates intentional methods of welcoming and assimilating the unchurched person.
 - Everything the service does is checked to see if it would turn off the unchurched person.
2. Indigenous worship is not the same as a seeker focused service.
 - Seeker focused services targets non-Christians exclusively.
 - Seeker focused services require the church do a believers mid-week service.
3. Today there are three distinct forms of worship

Traditional	Praise	Indigenous
Rational	Emotional	Real
Information	Celebration	Personal Transformation
Knowledge	Discernment	Spiritual Growth
Adult Orientations	Children's Sermon	Adult Orientation
Quiet	Semi-Loud	Extra Loud
Stately	Casual	More Casual
Print	Screen	Computer
Liturgical	Less Liturgical	Food Liturgy
Creeds	Interviews	Testimonies
Organs	Keyboard & Guitar	Percussion Driven
Hymns	Choruses	Secular Songs
Choir	Ensembles	Bands
Explanation of Mission	Motivation for Mission	All About Mission
Faith Telling	Faith Sharing	Faith Experiencing
Bible Reading	Biblical Drama	This is Our Story
Oratory	Sermon Outlines	Strong Content
Directors of Music	Worship Teams	Worship & Tech Teams
Liturgists	Drama	Drama
Educational	Experiential	Participatory
Contented Souls	Yearning Persons	Aching Hearts
Offering in Worship	Personal Decision	Life Covenant

4. Some things you should never do in an indigenous service.
 - Never begin with announcements. Instead, begin with the best music piece you have for that day. Never begin by welcoming people verbally – always open with music or a video.

Creating Indigenous Worship

- Never ask visitors to identify themselves during worship. Instead use some form of registration. They will let you know when they are ready to be known. The best way to run off unchurched people is to ask them to identify themselves in worship.
 - Never mention a long list of ill people during a prayer time or allow people from the congregation to mention someone in need of prayer. Just consider how long the list would be that if your church were twice its size.
 - Never leave them wondering what to do with the message. Always conclude it with a “What now” – and “Think about this this week” is *not* a “what now.” Give them something to *do*.
 - Never use such elements as the “Gloria” or “The Lord’s Prayer” without including the actual words. Never expect them to look it up in the book. The congregation will be finished by the time they find the place. Remember, most of the U.S. today has little to no Christian memory anymore.
 - Never expect first time guests to put money in the offering plate. Instead ask them to put the prayer or registration card in the plate instead of money since they are your guests.
 - Never mix contemporary and traditional elements unless you began the services that way. All it does is make everyone unfulfilled.
5. Some things you should always do in an indigenous service.
 - Make sure the service is done with the unchurched in mind.
 - Always remember that music is as important as the sermon.
 - Avoid dead spots. A dead spot is when nothing happens for 5 seconds or more unless it is planned meditation. Practice your transitions
 4. Worship is the most important thing a church does so make it count and spend your first dollars on your worship before anything else.
 5. Make the signing of the Connection Card a big deal. Give people time to fill it out.
 - Make sure it includes, name, address, email, phone number, age bracket and prayer request.
 - Ask first timers to put it in the offering plate instead of money since they are your guests.
 6. The worship leader or choir director is the first hire you make. Spend a bit more than you can afford if you need to in order to get quality leadership.
 - Look for someone you think has connections in the music arena.
 - Look for someone who has stage presence and knows how to lead worship.
 - Look for someone who knows the difference between an ensemble (all vocalists sing all words with harmonies) and a band (lead vocalist sings all the words, others add echoes, *oohs* and *ahhs*, and may join the chorus).
 - Start your worship rehearsals as soon as you have a band or choir.
 - Strive to make all of the elements flow together around a theme.
 - Make sure your sermons are relevant to the target audience.
 - *Every* message should encourage people to some kind of next step.
 - A good sermon series is one of the best ways to get people to return.

Creating Indigenous Worship

- Good sermon titles and series titles are priceless. They do two things: Pique interest AND provide enough information that a prospective visitor has a good idea whether or not the sermon topic is relevant to them. Avoid the evil brothers Cute and Clever.
- We strongly urge you not to use the Lectionary but if you do be flexible enough to drop it when some major event happens that needs addressing.
 - What is the main point of your message?
 - What are the key concepts you want to leave with people?
 - How does the message relate to the needs of the target group?
 - More sure your illustrations are believable and not canned.
- As you grow, fill up Sunday morning with three services before trying another day or going multi site.

Creating Indigenous Worship

Action: Worship Team Leaders

1. Worship Team Leaders

Singers _____

Band _____

Ushers _____

Greeters _____

Parking Lot _____

Nursery _____

Other _____

2. Production Team Leader

Sound _____

Lighting _____

Set ups _____

Visuals _____

Staging _____

Others _____

3. Refreshment Team Leader

4. Information Booth

Creating Indigenous Worship

Action: How to Prepare Need-filled, Biblical Messages

Pick a theme and text for your opening service and answer the following questions.

1. What is the main point or theme of the message?
2. What are the key concepts that clarify the main point?
3. How does the passage relate to the needs of the target audience?
4. What illustrations would help the target group understand the message?
5. What response do the people need to make?

Creating Indigenous Worship

Action: Details About the Worship Service

1. How will we handle announcements?
2. Where will we place the offering?
3. How will we do the invitation?
4. How will we handle baptisms?
5. Will our style be more concert-driven or participation or both?
6. How will we handle getting connection cards filled in by first timers?

Creating Indigenous Worship

Notes

Expanding Structure of Small Groups

1. Small groups of 6 to 12 people that meet regularly in homes and have a chosen mission are the places where most evangelism, assimilation, and discipleship happen naturally.
2. It's critical that a system is in place to sustain the small groups and cultivate apprentice leaders. But you must be careful not to allow it to become the focus of your attention.
3. Groups must be structured intentionally for multiplication and diversity.
4. The Four Key essentials to effective small groups are:



Components of Small Groups

1. Loving
2. Learning
3. Deciding
4. Doing

Goals Of A Good Small Group System

1. Provide the best context for life change.
2. There is one small group for 75% of the worshipping congregation.
3. Release ministry to the laity.
4. Decentralize pastor care.
5. Frees pastor up to do more evangelism.
6. Allows for unlimited growth with space always available.

Small Groups

How Small Groups Function

1. Teaching how to apply gospel to life.
2. Fellowship.
3. Some provide worship
4. Prayer
5. Ministry
6. Evangelism
7. Outreach

How To Recruit Small Group Leaders

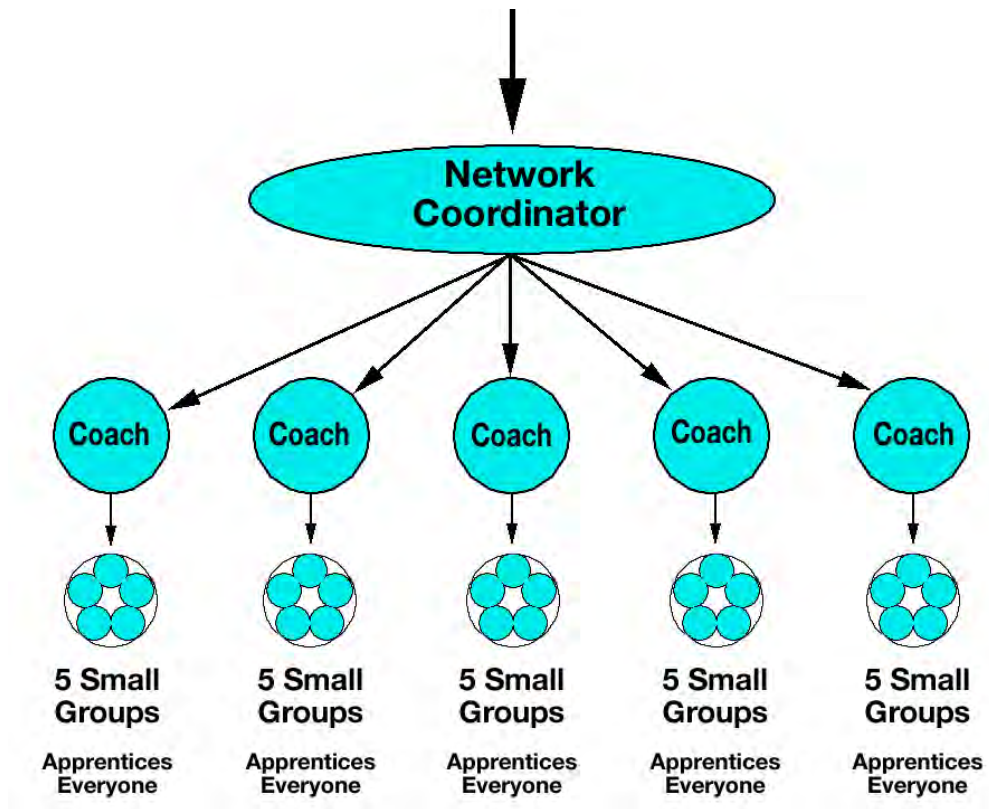
1. Sell the spiritual benefits of the ministry.
2. Help them see in themselves that they can do the job.
3. Let them know you are committed to helping them succeed.
4. Give them a specific assignment.
5. Ask them to pray about it.

Missional Small Groups



Drawn from the Meta System created by Carl George

Overseeing Multiplying Small Groups



Small Groups

How Small Groups Multiply

1. Intentional cultivation of apprentice leaders. Start by apprenticing everyone in your small group as a potential leader. This means everything you do in a small group MUST be replicable, meaning the leader CANNOT be the resident theological expert. If the leader appears to be an expert, no one will feel qualified to step into leadership.
2. Start at least one new small group at least every quarter and increase to monthly as needed.
3. As the system grows, most churches raise up someone to be responsible for discovering and developing apprentices.
4. Close all small groups for approximately one month every year (we recommend August) so that new people can join existing groups when they reform – and current group members can gracefully exit.
5. Formation of fishing pools. As the system grows, most churches raise up someone to be responsible for identifying and scheduling fishing pools.
6. Launching new groups when apprentices are ready. This is the responsibility of each small group leader.
7. Monthly huddle meetings to ensure all is well with the small group and apprenticing.
 - Cheerleading
 - Problem solving
 - Fellowship
 - What personal needs am I aware of?
 - What victories need to be celebrated – all conversions and birthings

Responsibilities of Small Group Leader

1. Organize and lead weekly small group meetings.
 - Increasingly, churches are using the previous Sunday's sermon as the basis for the teaching.
 - The sermon is streamed on the website.
 - The pastor provides a list of 5–7 questions based on the sermon.
2. Provides pastoral care for the individuals and their families – hospitals, etc.
3. Prays for the people in small group.
4. Trains everyone as apprentice leaders.
5. Identifies those apprenticed leaders who are ready to begin their own small group.
6. Regularly attends worship.
7. Faithful in their giving.
8. Each week calls every family in the small group.

Small Groups

Responsibilities of Coach (Pastor in the Beginning, Laity as Church Matures, Paid Staff as the Church Grows)

1. Coordinates all the small group activity under their supervision.
2. Calls each team leader each week.
3. Prays for the team leaders.
4. Coaches and trains small group leaders and apprentices on a monthly basis.
5. Provides pastoral care for team leaders and fishing pool leader.
6. Ensures proper reporting from groups.
7. Facilitates good communication between groups.

Responsibilities of Fishing Pool Leader

1. Identify potential fishing pools.
2. Mobilize leaders to conduct the events.
3. Ensure that the fishing pools include intentional recruitment for small groups.
4. Conduct follow-up from events to incorporate new people into small groups.

Using Spiritual Gifts to Raise Up New Leaders

1. Fewer churches are using spiritual gifts due to young adults wanting to get involved rather than just training for it.
2. If you use spiritual gifts you must have a streamlined system.
3. You will need some form of placement of new people into ministries.

Action: If We Don't Use Spiritual Gifts, What Model Will We Use?

**Action: How Will We Recruit New Leaders? Will We Use
Spiritual Gifts or Personal Discernment?**

Action: Read and Reflect on Acts 2:42–47 and Record Your Reflections. Did They Give You Any Ideas for Your Small Group System?

Action: Pastors Weekly Small Group Check List

1. Did all the small groups meet this week?
2. If not, which ones did not?
3. Was there a valid reason they did not meet?
4. Were all lay ministers at the monthly training?
5. If not, who was not and did they have a valid reason?
List on back
6. Did each small group leader turn in a weekly report?
7. If not, who did not and was there a valid reason?
List on back
8. Which small groups are about to multiply?
9. Have any groups gone more than six months without multiplying?
10. If so, which ones and is there any way to help them?
11. Are all lay ministers active in regular worship, small group and giving?
12. If not, who and what help needs to be given?
13. Are there any life transformation stories this week and are they willing to share their story in worship?
14. How could this group improve?

Small Groups

Action: Weekly Small Group Report

L.I.F.E Group Minister _____ DATE _____

E - Evangelism	L - Letter	P - Prayer	Ph - Phone
Pr - Personal Visit	Ho - Hospital		C - Counseling
D - Discipled	A - Area Minister		T - Team Minister

L.I.F.E. Group Number	Total Present	Date	L.I.F.E. Group Minister	Intern Ministers

CODE	PERSON HELPED	CODE	PERSON HELPED
		TOTAL GIVE TO TEAM MINISTER	

Information About Next Weeks L.I.F.E. Groups Meeting

Name of Host	Address	Telephone

Notes

First Impressions

It is impossible to overstate the importance of the first impression people get when they attend worship.

Serious Problem

1. Only 15% of first time visitors return in most churches.
2. Church plants can't survive with those kind of numbers.
3. Shoot for 50% minimum.
4. To do this our first impression must be sterling.
5. First impression for first timers is when they approach the church and turn into the parking lot.
6. Second impression for first timers is when they approach the door and go inside.
7. By this time many have already made up their mind.
8. Barna says, "70% of all people ... make up their mind before pastor gets up to speak."
9. Most churches are very friendly – to its members. Church is a hostile environment for someone with no church experience (a fast growing demographic).
10. Conclusion: If your church thinks it's the friendliest church in town, the odds are seriously against that.

Some Things To Consider

1. What do people expect when they call your church for the first time?
 - To reach a real person – no answering machine. It's better to have the phone roll over to you cell and you answer the phone.
 - Ability to get the service times.
2. What do people see as they approach your church?
 - Is your sign well kept with minimal information?
 - Is your sign "Cute & Clever" or is it a marketing tool? (Cute & Clever don't get people to walk through your doors – ever.)
 - Is the parking lot staffed with friendly helpful personnel?
 - Can people find a parking spot within 600 ft. of a door?
 - Is the way to the Worship Center and Nursery clearly marked?
 - Is the grass cut?
 - Is the exterior of the church appealing?
 - Are they met outside of the exterior door with a friendly greeter who opens the door for them?
3. What people look for when they enter the building?
 - Signage that point the way to:
 - The Restrooms
 - The Nursery

First Impressions

- The Worship Center
 - An Information Center (never call it Visitors Center)
4. What do people want when they enter the Worship Center?
 - A warm atmosphere.
 - Pleasant music.
 - Comfortable seats not on the front seven rows.
 - Symbols they recognize.
 - To be greeted, but not overwhelmed.
 5. What do they want when worship begins?
 - High energy from the crowd.
 - Words they understand.
 - Music that is relevant and appropriate. More than any other factor, and like it or not, music defines you as a church.
 - Clear directions via either a useable worship folder or screen technology.
 6. What do they expect from the worship service?
 - A friendly atmosphere.
 - A good, practical sermon.
 - Prayer.
 - A genuine experience with God.
 7. What do they not want?
 - To be singled out.
 - To be asked to make a donation.
 - To be asked to raise their hands for anything.
 - To have to take part in the singing.
 - To have to shake hands with strangers.
 - To have to take part in any ritual like communion.
 - To have to hold hands with strangers (as some churches do at the end of worship services).

The Nursery

1. Is the Nursery near the Worship Center?
2. Is the Nursery Secure?
3. Is the Nursery Staffed with two unrelated adults who have background checks?
4. Is the Nursery a Safe environment?
5. Is the Nursery Sanitary?
6. Does the Nursery Sizzle?

Restrooms

1. Do both the men's and women's restrooms have a diaper changer?
2. Is there a trash container at the exit door to place used towels in?
3. Are the restrooms clearly marked?
4. Are they stocked with necessities?

First Impressions

5. Are they free from smell?
6. Does the décor and scents/soaps match the gender sign on the door?

First Impressions

Action: How Will You Train Your Hospitality Team?

Action: Track Not Only First Timers but Also How Many Return

Notes

Launching Public Services

Why Church Plants Fail

1. The number one reason church plants fail or remain weak is a premature launch.
 - Don't set the launch date in stone.
 - Don't launch until you have all the ministries fully staffed with committed lay people or paid staff.
 - Don't give in to pressure from the laity or your denomination to have a “real” church.
2. Failure to take seriously cultural and spiritual warfare.
 - More and more communities don't want churches in their area.
 - Expect serious pressures on you and your family. Make plans to safeguard your relationships *before* you start.
3. Designing a church for everyone.
 - Decide on a target audience and stick with it.
 - Don't let new people try to change your course.
4. Outreach ceases after public launch.
 - The members begin to clamor for more attention.
 - You must never lose focus on evangelism.
 - You must keep spending 80% of your time on increasing first time visitors.
5. No plan for the other six days.
 - A process must be in place to connect and mature the new people.
 - Orient them to the church.
6. Fear of talking about money.
 - Talk about money from the beginning.
 - The larger you become the more money you need.
 - Set aside some for a rainy day.
7. Failure of the church to act its age.
 - Trying to be a full service church from the beginning.
 - It's rare to have a youth ministry in the beginning.
 - Don't allow members to push you into starting a ministry you aren't ready for.
8. Formalize leadership and/or charter too quickly.
 - Postpone this for at least 2 years or 200 in worship.
 - You have no idea what they will turn out to be like in two years.
9. Love affair with innovation, and technology.
 - Don't get so caught up in your plan that you aren't willing to adapt as you go.
 - Don't spend all day at your computer.
 - Don't have a love affair with your smart phone.

Launching Public Services

10. Relying on the advice of experts who have never planted a church.
 - Don't be tempted to listen to successful planters. Their situation is not yours.
 - Trust your judgment and focus on indigenous solutions.
 - Make sure you have a coach who holds you accountable and doesn't just shoot the breeze with you. Coaching sessions should be serious strategy, logistics, goal setting, accountability, and leadership debriefing and planning sessions.

Stage One – Preview Services

1. A series of 6–8 monthly meetings, open to people who are invited, and which previews the public service to come.
2. Don't start Preview Services until you're certain you'll have 50–75 in worship.
3. Advantages of a Preview Service.
 - Creates a fishing pool for participants to invite their friends.
 - Because it is monthly it gives the pastor more time to recruit.
 - Gives visitors a non-threatening way to observe what you are doing.
 - Provides a way to work out the bugs and improve the worship.
 - Slowly builds morale and momentum. Each preview service should grow by a minimum of 25%.
 - Alleviates the anxiety of core participants from the feeling they're missing out on regular worship.
4. Things to watch out for.
 - Is each preview service 25% larger than the one before? You can't afford for any of the preview services to be smaller than the one before.
 - How well are our upfront people doing? Inconsistent upfronters creates uncertainty.
 - Do you have the money to pull it off?
 - Is the planter capable of attracting new people on a regular basis?
5. What should happen in between preview services?
 - Follow up first time visitors
 - Finding the next 100 contacts to invite to the next preview service.
 - Increasing your overall list of contacts. Invite, invite, invite.
6. What milestones should be achieved during this phase?
 - Multiple fishing pools.
 - Developing a presence and reputation in your area.
 - 25% growth each time.
 - Financial ownership by the launch team.
 - A worship leader is on board and musicians are increasing.
 - Follow up systems in place.
 - Clear about the kind of ministries that will be needed.
 - Nursery is staffed.
 - Children's Director is hired.

Launching Public Services

Stage Two – Exhibition Stage

1. Contains all the elements of the preview service, but now moves to a weekly meeting at the agreed upon time and day of the public service.
2. Don't start Exhibition until you're averaging over 100 in Preview worship.
3. There is no mass marketing or publicity, only continued word-of-mouth.
4. Milestones to achieve
 - Time and day.
 - Clarity about the connect core process.
 - Baptisms.
 - Apprentice and small group leader training.
 - Critical mass is obtained.
5. Incubation period is 8–10 weeks

Stage Three – The Opening Day

1. Don't launch until you're absolutely sure you'll have more than 200 in attendance.
2. A major marketing push begins in addition to the word-of-mouth
 - Direct Mail
 - Telemarketing
 - Mass media advertising,
 - Social media advertising
3. Invite a Christian celebrity from the area to give their testimony that day.
4. Pick a date when people are more likely to attend a church such as first-of-the-year resolutions, Easter, Back to School Day, etc.
5. Avoid starting on days like Memorial Day, Summer, Labor Day, Thanksgiving Day through Jan 1.
6. Milestones to achieve
 - 200+ on opening day
 - Every ministry covered

Launching Public Services

Action: Possible Equipment Needed For Public Service

Worship Service Equipment	Children's Area
Stage platform	Crayons
Lectern	Markers
Drum kit	Construction paper
Music stands	Glue
2 main speakers and stands	Computer and projector or TV
4 monitor speakers	Old VBS materials repurposed
4 microphone, preferably headset style	
Wireless hand microphone	Refreshments
Microphone stands as needed	Serving tables
Speaker and mic cables	High-top tables for socializing
Snake cable	Chairs (with high-tops, you can nix chairs)
16+ channel board	Coffee makers
Amplifier	Serving trays
Rack	Cups
LCD projector	Sugar & sweetener packets
Laptop computer	Creamer packets
Worship projection software	Coffee stirrers
Projector table	Kool-Aid or other soft drinks
Projector screen	Table covers
Lighting system	Napkins
Sound absorbing equipment	Garbage cans
Communion equipment	
Sandwich signs	Office
Interior signs	Computer
Storage or Portable storage	Printer
	Office software
Nursery Equipment	Financial software
1-2 Pack-n-Plays	Membership tracking software
Changing table/s	Phones (one mobile phone should work)
Baby supply kits	Bookshelves
Receiving blankets	Lamps
Glider-style rocking chair	Chairs
Baby Einstein or equivalent toys	Paper
Baby swings	Letterhead
Lysol-style wipes for sanitation	Envelopes
Hand sanitizer on stand	Bulletins
Parent call system	Business cards
Registration cards	Office supplies
Storage bins	Files and cabinet

Launching Public Services

Final Questions a Planter Must Ask

1. Am I cut out to be a church planter?
2. Am I willing to work 70–80 hours a week the first year?
3. Do I genuinely enjoy being around unchurched people – a LOT?
4. Do I enjoy talking with people about Christ?
5. Am I willing to spend 80% of my time inviting people to join in the church plant?
6. Who will be my coach?

Notes

Questions That Need To Be Answered Before Planting

Questions That Need to be Answered Before Planting

1. What size church do you expect the plant to be in five years?
2. What type of planter are you- planter or founder?
3. Why do I want to plant?
4. Is there any reason I shouldn't plant?
5. Do I have the necessary spiritual gifts?
6. Do I score well on the assessment tests?
7. Did I score well on the Ridley test?
8. What have I done in the past that suggests I will be a successful planter?
9. I have my Vision, Mission, and Values in place.
10. I have developed my elevator speech.
11. I have written a newspaper article announcing my intentions.
12. I've done my demographic study of the area.
13. I've defined my target audience.
14. I've designed my ministry plan and know what money and who will be responsible for each ministry.
15. I've developed my three-year goals for each ministry in my ministry plan.
16. I've decided how I will evaluate the effectiveness of each ministry.
17. I've designed my ministry flow chart.
18. I've walked the community in which I am going to plant.
19. I have my inner circle of my launch team in place.
20. I have the outer circle of my launch team in place.
21. I have my prayer team in place.
22. I've shared with the prayer team my personal prayer needs.
23. I've listed the prayer needs of the plant.
24. I've decided how I will communicate the prayer needs to the prayer team.
25. I've determined the style of ministry for
 - Worship
 - Music
 - Preaching
 - Group structure
 - Evangelistic strategy
26. I've listed 50 reasons people should join my plant.
27. I've decided on a name for my church.
28. I've described my mission field in detail.
29. I can describe one or two things that make my plant distinctive.
30. I've decided on the method of planting I will use.
31. I've developed an action plan for the plant.
32. I've outlined my systems for
 - Inviting
 - Connecting
 - Apprenticing
 - Sending out

Questions That Need To Be Answered Before Planting

33. I understand and have a list of the critical milestones I must meet along the way.
34. I've decided on the outreach method that will be the most effective in my area.
35. I know my role in helping the launch team connect with the unchurched people in the community.
36. I have a list of ten large attraction events (20–500).
37. I have a list of small attraction events (5–15 people)
38. I have a system of how we will connect people in the new church together.
39. I have a list of people who have shown interest in the new church.
40. I have a list of the next ten people I need to have a recruiting conversation with.
41. I have a list of people who have recruiting skills.
42. I have a flow process for new people.
43. I have a system in place for tracking the process of assimilation.
44. I have a check request form in place.
45. I have a donor record card.
46. I have an income and expense form.
47. I have counted the estimated income and expense for the next three years.
48. I have a budget in place.
49. I have a strategy to raise support money.
50. I know my present sources of funding.
51. I have answered the following questions:
 - Our basic financial policies are in place
 - Who will open the bank accounts
 - Who makes financial and budget decisions for now
 - Who will collect the funds
 - Who will count the funds
 - Who will maintain the giving records
 - Who will deposit the funds
 - Who will approve check requests
 - Who will write checks and track expenses and cash flow
 - What two people will sign checks
 - Who will prepare monthly financial reports
 - How often will pastor review the financial reports
 - Who is responsible for the annual audit
 - How much petty cash will be kept in office
 - Who will be responsible for petty cash
 - What will be the procedure for authorizing and making Purchases
52. I have written a letter to send to all donors.
53. I have secured a functional meeting place.
54. I have space for worship, children, and nursery.
55. I have decided on the metrics I will use to determine success and accountability.

Questions That Need To Be Answered Before Planting

56. I have all of the following in place:
 - We have an attorney or CPA for guidance
 - We have completed the non-profit and tax exempt status
 - We have completed the necessary federal and state tax forms
 - We have arranged for appropriate payroll withholdings
 - We have adequate personal and corporate insurance
 - We have sought counsel about my personal tax status as a Pastor
 - We have determined the metrics that will guide us
 - We have determined our initial church leadership structure
57. Our Bylaws are in place.
58. I have decided on the best ministry model for our area.
 - What do I have to stop doing for this to be effective?
 - What do I have to start doing for this to be effective?
 - What do I need help on to accomplish these two changes?
59. I have determined the philosophy for the children's ministry.
60. What equipment will my children's ministry need?
61. I have decided on whether or not to have a youth ministry at beginning.
62. I have decided on how we will orient new people to the church.
63. I have done the following
 - We have determined our initial evangelistic activities
We have designed an assimilation system
 - We have workers for visitor follow-up
 - We have developed a Newcomers class
 - We have mobilizing an good children's ministry team
 - We have developed a launch team for each essential ministry
64. I have my bulk mail permit.
65. I have the metrics in place for when to plant.
66. Set Up/Take Down Leader Selected.
67. Set Up Crew Secured.
68. Worship leader hired.
69. Children's director hired.
70. Children's equipment secured.
71. Marketing plan in place
72. Postal address done.
73. Liability Insurance Secured
74. Worship equipment secured.
75. Children's workers in place.
76. Worship team ready to go.
77. Equipment for worship.
78. Software selected.
79. Website is up and running.
80. Join Chamber of Commerce.
81. Phone Line and Number.
82. Develop List of Marketing Ideas.
83. Design and Order Business Cards.

Questions That Need To Be Answered Before Planting

84. Set Up Pay Roll For Staff.
85. New Small Groups Established.
86. New Christian Follow Up in Place.
87. Newcomers Class Process.
88. Newcomers First Class.
89. Worship Services for First Month.
90. Outreach Events Planned.
91. Key Ministry Leaders in Place.
92. Leadership Training in Place.
93. Newsletter/Email Schedule.
94. Follow Up for Outreach Planned.
95. First Sermon Series Outlined.
96. Marketing Materials in Place.
97. Preliminary Worship Date.
98. Donor mailings in place.
99. File for Non-Profit.
100. Obtain Sales Tax Exemption.
101. Things Required at Site.
102. Pre-Launch Plan.
103. All Equipment Secured.
104. Define What Happens Opening Day.