

# CHURCH PLANTING

Are you planting a church or thinking about it? I serve on a church planting committee with World Wide Missionary Evangelism. Maybe we can help? We are also planting contextualized churches with The Blended Church. Here is some info to get you started.

<https://we-connect.tv/>

## STRATEGIC VISION

### PRAYER

- Spend time in prayer to hear and see God's vision for this new church.
- Develop a clear sense of God's call for this new church.

### DETERMINE THE TARGET GROUP

- Identify the area/geographical scope new church.
- Determine the initial target group for this new church (ex. young families, millennials, Hispanics, etc.)
- Complete a thorough demographic study of the target community, thinking through the ministry implications of your research. Outreach.org will conduct a study free of charge.
- Spend time in various places within the target area.
- Talk to people about life in the area.
- Talk to them about needs that exist and churches that currently exist.
- Have the launch team participate in this, not as a group but as individuals, then gather together and share.

### Self-evaluation:

- Do I fit as a leader, pastor, or missionary to this group in this place?
- Why do I want to serve here, are there any selfish motives for planting in this area?

### CONFIRMATION

- We have received confirmation from mentors, elders, pastors, and friends to pursue the vision.

## STRATEGIC PLAN

### CONFIRMING THE NEW CHURCH'S PHILOSOPHY OF MINISTRY

- Develop a clear; specific and measurable mission statement that captures the essence of your vision for this church.
- Referring both to your mission and the target group summary, write a list of ministry priorities to keep your efforts focused.
- Determine what general style must characterize our ministry in order to effectively reach your target group.
- Develop Flow Chart
- Write a Statement of Faith

### DEVELOP THE NEW CHURCH'S ACTION PLAN

- Prayerfully develop a general 2-year plan, which includes goals and objectives that help us fulfill your purpose. Each goal and objective is specific, measurable, and faith-stretching.
- The necessary resources for each objective have been defined.
- Responsibilities have been appropriately delegated for implementing the plan.

#### STRATEGIC TEAMS ORGANIZE YOUR PRAYER TEAM

- Develop a substantial prayer team (1 person per desired attendee on launch day or something like that) who will pray regularly for the new church.
- Establish plans to communicate with the prayer team on a regular basis.

#### ARRANGING THE FINANCIAL TEAM

- Determine the best way to raise support while starting this church and have begun to implement this strategy.
- Have a long-term financial goal for this church to be self-supporting. If you are supported by individuals, another church, or church planting organization, the exact amount of support and its duration has been clearly spelled out in writing.

#### ASSEMBLING ADDITIONAL LEADERS FOR THE STAFF TEAM

- Determine the needed staff positions and the preferred spiritual gift mix and passions
- Begin to aggressively pursue the needed staff positions.

#### FEDERAL/ LEGAL AND CORPORATE ACTIONS

- Secure an EIN from Federal Government 1-800-829-0115.
- Begin the 501(c) (3) process for nonprofit organizations with the IRS. Get forms online from [www.irs.gov](http://www.irs.gov).
- Obtain Form 8718, Form 8821, Form 1023 (long Form).
- Determine (temporary) Board of Directors (may be Overseers)!
- Write By-Laws and Articles of Incorporation.

#### STATE LEGAL AND CORPORATE ACTIONS

- Incorporate in the state (see the State Corporation Commission).
- Register with the state Department of Revenue for income tax.
- Check on state sales tax exemption/refund laws.

#### LAUNCH TEAM DEVELOPMENT

- Communicate the vision for the new Church to the sending congregations.

#### ENROLL COMMUNITY FOR THE LAUNCH OF THE NEW CHURCH

- Meet with community group.
- Meet with local city officials.
- Meet with other local pastors.

#### ENROLL LAUNCH TEAM FOR LAUNCH OF NEW CHURCH

- Assemble the growing launch team for regular meetings to communicate vision and update progress.

#### MAKE CONTACTS WITH THE UNCHURCHED

- Develop and implement an effective outreach strategy tailored to the target population.
- Make contact with every home in our target population.
- Create high-quality brochures/business cards to give to people we meet in the community.
- Follow up with the open and responsive contacts and helping them find their way back to God.
- All members of the launch team are engaged in connecting with people who are far from God.
- People are becoming followers of Christ.
- Newcomers to the launch team are encouraged to share the vision with their friends and family.

#### FUNDRAISING

- Create an initial budget for salaries, facility rental, administration, marketing, and equipment.
- Communicate the goal for self-sufficiency to supporters and sponsoring churches.
- Develop marketing pieces to communicate vision, mission, and strategy to potential donors.
- Schedule one on ones with individuals to seek lead gifts.
- Preparing a letter to be sent out to friends, family, and network contacts to cast vision and ask for support.
- Seek support from church planting organizations and sponsoring churches/networks.
- Plan fundraisers (silent auctions, concerts, etc.) to share our vision with the community and ask for support.
- Establish a follow-up system for pledges providing them with an easy way to give regularly (envelopes, labels, etc.)
- Fundraising is something that church planters tend to be afraid of, but should be viewed as one of the greatest single opportunities.

#### PERSONAL NETWORKING AND ACCOUNTABILITY

- Establish relationships with other church planters.
- Establish mentoring relationships with coaches, pastors, and church planters.
- Join online communities for church planters.

### **MINISTRY TEAMS DEVELOPMENT**

- Worship
- Children's Church
- Youth
- Creative Teams, etc.

#### FORMULATE PRELIMINARY PLANS FOR THE FIRST YEAR

- Formulate a preliminary 1-year plan for every ministry team.
- Establish the number of ministry teams needed to start this new church.
- The ministries are designed in light of the felt needs of our community.

#### MOBILIZE THE SENDING CHURCH(S) IN PREPARATION FOR THE LAUNCH

- Communicate the ministry team needs to the sending church.
- Ask for commitments to serve at the new church.

### **ADULT SMALL GROUP DEVELOPMENT**

#### FORMULATE PRELIMINARY PLANS FOR FIRST YEAR

- Formulate a 1-year strategy for adult small groups that includes launching a new church.
- Set a goal for the number of adult groups desired to launch this new church.

#### LOGISTICS

- Obtain a PO Box or other official church address.
- Obtain office space or other suitable location for operations.
- Establish church phone number.
- Establish church email address.
- Establish church management software (3CMS, CMS, etc.)
- Seek out administrative solutions.
- Open a checking account Apply for a bulk mailing permit.

#### MAKE LARGE EQUIPMENT PURCHASES

- Instruments, projection screen and computer, sound system, audio duplicating machine, trailer and vehicle to pull it, platform decoration, nursery furniture, tables, and chairs, if needed.

## **PUBLIC CELEBRATION SERVICES**

### **LOGISTICS OF TIME AND LOCATION**

- Plan celebration services to establish enough momentum for an effective service to occur.
- Secure an easy to find location with adequate space for celebration services, parking, and children/student ministry space.
- The facility is accessible to all who might attend.
- Physical barriers that might affect the disabled have been remedied.
- The facility has adequate restrooms, drinking fountains, etc.
- The structure is clean and safe in all areas.
- The facility accommodates our celebration services well in terms of acoustical quality and available electrical outlets.
- The city (including the fire marshal) has permitted us to operate in these facilities.
- The facility is large enough to accommodate vigorous growth for at least one year.
- Adequate storage is available.
- The needed transportation has been acquired.
- A positive working relationship has been established with the landlord (if necessary).

### **CLASSIC MARKETING**

- Design a marketing strategy to reach the maximum number of un-churched people.
- Determine your target area and are using the best available marketing strategy to invite people to our first public service.
- Press releases have been sent to announce the beginning of a new church in the community.
- Place ads in the newspaper and other pertinent local media to invite the community to our first public celebration service.
- Institute a follow-up strategy to generate public awareness of our presence and identity.
- Produce a supply of high-quality brochures to make available at the first public service.

### **DIGITAL MARKETING**

- Make connections to networks of people on Facebook, casting vision and asking people to join the mission.
- Have the launch team use Facebook to cultivate existing relationships.
- Create an event on Facebook, Myspace, Twitter, etc. to communicate the launch of the new church.
- People are invited to join the new church on launch day.
- Other digital means have been fully explored (Twitter, podcasting, blogging, etc.) to put forth the mission of the new church with clarity and excellence.
- Photos of the launch team and the story of the new church are readily available.
- A church website has been built and a strategy to maintain and add content has been implemented.
- Alternative websites/blogs have been established to further the mission of the new church. (ex. [www.serveplainfield.org](http://www.serveplainfield.org), [www.community412.org](http://www.community412.org), [www.answersforwomen.net](http://www.answersforwomen.net) )
- Staff members blog regularly, Launch team too if possible.

- Video messages inviting people to join the mission are recorded and passed around via YouTube and Facebook.

#### LEADERSHIP PROCEDURES

- Write short-term ministry agreements for leaders who are developing ministries with specific goals and timetables for each area of ministry.
- Develop interoffice forms (Ministry Report, Expenditure Request, reimbursement Request, copy requests, etc.)
- Develop logos for areas of ministry.
- Develop forms connection Cards, Ministry Team cards (volunteer interest), and Honor Code of ethics.

#### CHILDREN'S CHURCH

- Children's Ministry
- Forms (application, accident report, activity consent, medical authorization, etc.)
- Registration system, tags or wrist-bands
- Purchase children's curriculum
- Design brochures for each area of Children's Ministry
- Worship - Get CCLI license
- Develop a band Start weekly worship practice, create song lists

#### SERIES DEVELOPMENT

- Decide on your first series, get a theme, and start brainstorming ideas.
- Also, think of future series you would like to do for the first few months.

#### SIGNAGE AND IN-HOUSE MATERIALS

- Order outdoor directional signs
- Get a large outdoor banner for the front of the building
- Information to pass out with a Grand Opening bulletin
- Invitation to the Newcomer's Reception (3-4 weeks from the launch)
- Invitation to a membership class (sometime after the Newcomer's Reception)
- Create visitor brochures and connection cards
- Prepare giveaways to pass out during the service
- Lanyards for workers Offering envelopes and buckets/baskets

### **WELCOME CENTER**

#### PREPARE THE WELCOME CENTER AND STOCK WITH INFORMATION SUCH AS:

- Visitor brochures
- Connection cards
- Bulletins Invitations to Newcomer's Reception
- Membership Class Invites
- Facility Map
- Prayer and Testimony Cards
- Ministry Team Cards
- Message Request Cards
- Business Cards

#### Church Planting Books and websites

- "Launch" - Nelson Searcy/ Kerrick Thomas
- "EssentialChurch" - Thom Rainer
- "Doing Church as a Team: The Miracle of Teamwork..." - Wayne Cordeiro
- "Sticky Teams: Keeping Your Leadership Team and..." - Larry Osborne

- "The Forgotten Ways: Reactivating the Missional Church" - Alan Hirsch
- "Ignite: How to Spark Immediate Growth in Your Church" - Nelson Searcy
- "Axiom: Powerful Leadership Proverbs" - Bill Hybels
- "Servolution: Starting a Church Revolution through..." - Dino Rizzo
- "Fusion: Turning First-Time Gues..." (Paperback) - Nelson Searcy

### **ARC training through ChurchPlanter.tv**

We want you to be the first to know about the launch of a new training website called ChurchPlanter.tv. This will give ARC ability to resource more church planters. We have taken the teaching from Church Planters Roundtable (CPR) and put it online. Recommend your friends to get teaching from Billy Hornsby, Rick Bezet, & Peter Haas @ ChurchPlanter.tv. Now church planters wanting to receive ARC Training can go online at half the cost of going to a live CPR.

<http://www.churchplanters.com/templates/System/details.asp?id=39726&PID=756826>

### **Recommended Reading**

1. PlantingGrowingChurches for the 21st Century, Aubrey Malphurs, 2d edition, (Baker Book House, 1998). The most comprehensive book on church planting on the market.
2. Church Planting: Laying Foundations by Stuart Murray, (Herald Press, 2001). Murray does an excellent job of laying a sound theological foundation for church planting and combining that foundation with practical issues.
3. Planting New Churches in a Postmodern Age, Ed Stetzer, (Broadman, 2003). Excellent resource with lots of web references.
4. Purpose Driven Church, Rick Warren, (Zondervan, 1995).
5. Church Planting Movements: How God is Redeeming a Lost World by David Garrison.
6. Organic Church: Growing Faith Where Life Happens by Neil Cole, (Jossey-Bass, 2005). This is an expression of the house church movement occurring in America.
7. Rediscovering Church, Bill & Lynne Hybels, (Zondervan, 1995). This book could be subtitled, "What not to do in church planting."
8. Starting High Definition Churches by Ron Sylvia. This book details how to plant a purpose-driven church.
9. Starting A New Church by Ralph Moore, (Regal Books, 2002).
10. Church Planting Land Mines by Tom Nebel and Gary Rohemyer, (ChurchSmart Resources)