



THE NUTS & BOLTS OF CHURCH PLANTING

Tools Required

1. [Calling](#) to start a church

A Church Planter is a [Pastor](#), but a Pastor is not necessarily a

[Church Planter](#)

[Good](#) ideas never build strong churches

[God](#) ideas build strong churches

John 15:5

“... Whoever lives in me and I in him shall produce a large crop of fruit. For apart from me you can’t do a thing.”

- Jesus

2. [Character](#) and [Authenticity](#) to sustain growth

[Poor character](#) will be the derailment of a [strong skill set](#)

3. [Leadership](#) Capacity

A Pastor can maintain a church, but it takes [a leader](#) to start a church

“Would-be entrepreneurs believe in what I call the fatal assumption: that knowing how to do the technical work means you know how to build a business.”

– Michael Gerber, *The E-Myth*

4. [Vision](#) for the city

“Throughout history people have used cities to build great churches, we’re going to use this church to build a great city.” – Tim Keller





God prepares you for a place, and a place for you.

5. A Committed Launch Team

Start a church with launch team not core group.

6. The Right location

Start in a Place where you fit the culture .

You will reach who you are.

You will not necessarily reach who you want.

7. Money

People give to vision, not need.

“The one who casts the vision must be able to fund the vision.” – Rick Warren

8. Resiliency





Secrets of Church Planting

1. Love everyone, but [move with the movers.](#)
2. Learn from [practitioners](#) not [personalities.](#)
3. Understand the principle of [scaffolding](#) .
4. Don't focus on numbers, focus on [trends.](#)
5. Enlist a [coach for the journey.](#)
6. Fight your way [to the fringe.](#)
7. Don't surrender [the vision.](#)



STEP 1



PREPARING TO LAUNCH A NEW CHURCH

1. Develop a clear vision for the church.

“The most pathetic person in the world is someone who has sight, but no vision.”
Helen Keller

- Vision is God-given

Jeremiah 33:3

“Call to me and I will answer you and tell you great and unsearchable things you do not know.”

- Vision is a picture of what the future church will look like.

“To create visions, leaders must be preoccupied with the future.”

James Kouzes & Barry Posner

Ephesians 3:20

God can do anything, you know—far more than you could ever imagine or guess or request in your wildest dreams!

- Vision ripples through the church

Proverbs 29:18

Where there is no vision, the people perish...

“Vision & uncertainty are inseparably linked.” – Andy Stanley

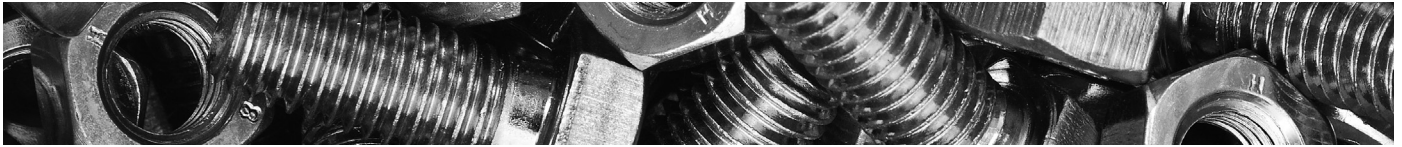
As a church planter, you must lead where you have never been before.

- Vision leaks

“Vision doesn't stick; it doesn't have natural adhesive. Instead, vision leaks.”
Andy Stanley

The leader must recast the vision every month in an established church, and everyday in a new church.





2. Determine the why behind the what

- Why a new church?
- Why in this city?
- Why now?
- Why you?

3. Write a Simple Purpose Statement

- Short
- Clear
- Memorable

The LORD answered me: “Write down the vision; write it clearly on clay tablets so whoever reads it can run to tell others. “
Habakkuk 2:2

“Forget mission statements; they’re long, boring and irrelevant. No one can ever remember them – much less implement them.”

Guy Kawasaki – The Art of the Start

- The exercise of creating a Purpose Statement is more for you than your people.

4. Create a List of Core Values.

- Values will define the church’s culture and its uniqueness among the other churches in your area.
- Core values are the non-negotiables of the church.

Sample Core Values:

- Every Member is a Minister.
- People Matter to God.
- God is honored in Excellence.
- The Message will never change, but the methods must.
- Committed to growing larger and smaller at the same time.
- Real Christ-followers Grow.
- Teaching is for life change.
- Focusing on the things that unite us, not the things that divide us.



- Values are not what we say, but what we do.
- Values are the filter through which we do ministry and make decisions.

“Is what’s written on the wall happening down the hall?”
Andy Stanley

5. Define your target group as a church.

“If you aim at nothing, you’ll hit it every time.” – Zig Ziglar

- Targeting is not exclusive, it is effective in reaching more people for Christ.
- Understand the unchurched Community.

**The more you know about
a person, the easier it is to
reach them.**

Do a demographic analysis of the area.

Matthew 4:19

“Come, follow me,” Jesus said, “and I will make you fishers of men.”

Pick your target group based on:

- Who You Are [Likes attract likes]
- Who Lives in the Area
- Include which Ethnicities, Language-Groups, Age-Groups, etc. are in your target group

6





- The purpose of a Target Group is to maintain the course when different and conflicting agendas emerge among the people who join your church.

Target groups should determine music style, advertising style, etc.

6. Recruit a Launch Team not a core group.

A New Church Plant needs a committed team to launch. God does not use lone individuals; He builds teams.

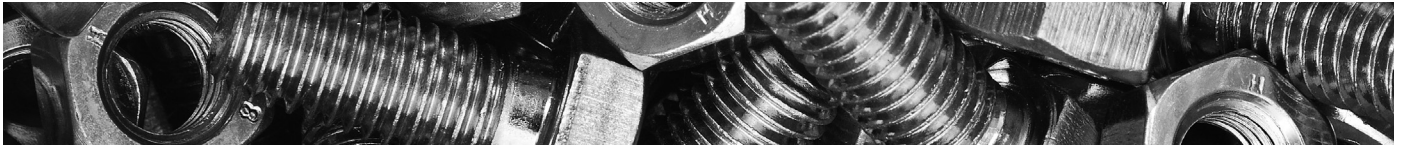
Luke 10:1

After this, the Lord chose seventy-two others and sent them out in pairs ahead of him into every town and place where he planned to go.

How To Recruit A Launch Team

- Ask God for the co-workers you need.
- Remember that if God has called you to start a church, He is also speaking to others about the church. Your responsibility is to find them.
- Share your VISION and strategy with as many people as possible. Watch their reaction to the vision. It will tell you who God has prepared.
- Identify the Key Staff positions you will need to lead the essential teams needed to succeed.
- Identify the natural leaders who could recruit and lead their own teams.
- Put the “Big Ask” on those you want to serve as your “staff.”

- Take Them Out to Lunch (or equivalent).
- Share your Vision with passion.
- Tell them what you need (list the specific ministry).
- Tell them why you believe God can use them in this ministry.
- Ask them to pray about it. Challenge them to ask God if He is in this.
- Set a date (one week) to follow up to receive their reply.



7. Write Out a Church [Master Plan](#).

Most Church Planters plan to fail because they [fail to plan](#).

- You will greatly increase the probability of success by [writing out](#) a carefully-planned church planting proposal, much like a business plan for a start-up company.

“The plans of the diligent lead surely to advantage, but everyone who is hasty comes surely to poverty.” Proverbs 21:5

- A Master Plan helps with partner recruitment and [fundraising](#).
- A Master Plan helps with team [recruitment](#).

What should be included in a Church Master Plan?

- 1) Purpose statement
- 2) Vision for church
- 3) Core Values
- 4) Demographic study of community
- 5) Strategy to reach and retain
- 6) Launch needs
- 7) First year time line
- 8) First year budget

BIG IDEA • WHAT NOW?



Handwriting practice lines consisting of 25 horizontal lines spaced evenly down the page.



STEP 2



FINANCES & LEADERSHIP

Raising Money

- Most church planters do not know how to [raise money](#).
Realize that you are an entrepreneur, not just a pastor. You are starting something from nothing and asking people to invest in your new business.

- If you cannot raise money, you cannot [start a new church](#) - plain and simple.

You may love God with all your heart, know the Word of God better than Billy Graham, but if you don't raise the money you won't have a church.

*You **could** start a small group in your home; that's affordable. But if that is your vision, we recommend you go join a local church and start a small group.*

One of the biggest lessons to learn in finances is:

- People give to [vision not need](#).

If you can't cast a vision that captures the hearts of people, you will never have enough money to fund the vision.

"He who casts the vision must be able to fund the vision." – Rick Warren

How To Finance the Plan

When God truly calls an individual to start a church, He is simultaneously speaking to others about funding the church. The Church Planter's job is to find those people and churches.

- Pray for God to supply what the church needs.
- Share your Master Plan which should include your purpose, values, vision, strategy, and budget.
- Make a list of all potential backers and pray about who to contact:





- All the leaders in your denomination in charge of church planting
 - Pastor and/or mission committee of your home church
 - People whom you have ministered to and with. They can often influence mission committees of local churches to adopt your plant as a mission project with funding, prayer support, and mission team help.
 - The Launch Team
 - Family & friends
 - People who have a heart for the area
-
- Ask people to contribute by:
 - Sending them a letter asking them to pray about giving to the project, and letting them know you will be calling them to see how God has impressed them.
 - Calling them, answering their questions and finding out what they believe they are to do.

Sources of funds:

- [Denominations](#) and “association churches” (NAMB, EFCA, AG, etc.)
- [Mother](#) Church Support
- Church Planting [Networks](#) (ARC, Launch, Acts 29, Stadia, Converge, etc.)
- [Partner Church](#) Support
- [Ministers](#) of Missions
- Interested [Donors](#)
- Colleges & Seminary Grants



Building a Team of Financial Partners

In order to build a church that impacts a city, you will need [financial partners](#) .

What financial partners are looking for:

- A solid plan
- A conservative budget
- A proven leader

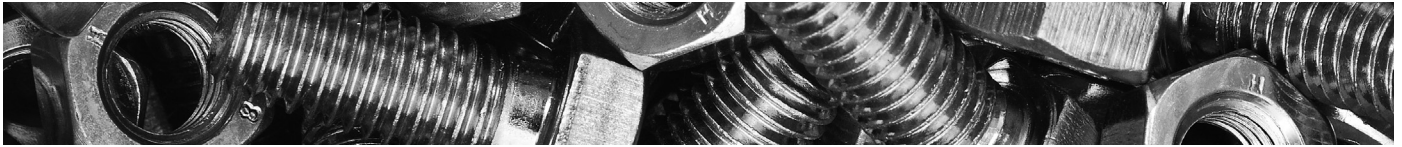
Focus on [churches](#) over [individuals](#) for financial partners.

Build a team of partners with [the mall concept](#)

- Malls secure their anchor stores before they begin construction. Secure the right anchor stores and you will fill in the rest.
- Ask your financial partners for others they know who might be interested in partnering with you. Partners bring prospective partners.

Organize a Partners Vision Meeting

- Host the meeting [at your site](#) .
- Invite key partners and [potential partners](#) .
- **Key Ingredients of a Partners Vision Meeting:**
 - Socialize with other financial partners
 - Vision Tour
 - Business Meeting
 - Fun



Write Out a Budget to include:

- Pre-Launch Costs
- Launch Costs
- Operating Costs

What Are Priorities For Use Of Limited Funds?

1. Marketing your launch events

2. Providing a quality experience at your Sunday services

- Meeting space
- Equipment, signs, chairs
- Printed materials, bulletin, communication cards
- Refreshment
- Quality music

3. Freeing up the time of lead planter

- Office equipment that saves time and money
- Office help
- Planter's salary
- Interns
- Staff (part time before full time)

Support Budget Guideline for First 4 Years:

Support	Year 1	Year 2	Year 3	Year 4
Church	25%	50%	75%	100%
Outside	75%	50%	25%	0%



5. Set Financial [Guidelines](#)

- Treasurer
- Financial Secretary
- Counters
- Never sign a check

Self- Leadership

Work on you A LOT!

Your talent can take you further than your character can sustain you.

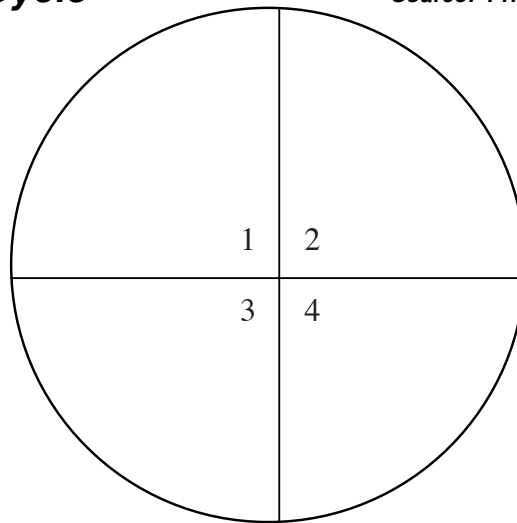


LEADER OF LEADERS

I. Self Leadership

Renewal Cycle

Source: Priority Living, Bob Shanks





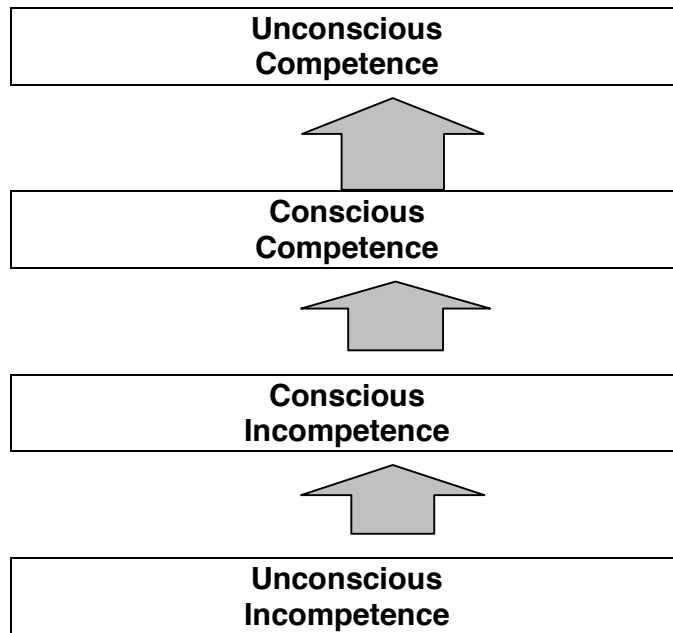
TEN COMMITMENTS

	<i>Falling Behind</i>		<i>Holding My Own</i>		<i>Setting the Pace</i>
Commitment	1	2	3	4	5
<i>Personal Realm/</i> Physical Fitness					
<i>Personal Realm/</i> Intellectual Fitness					
<i>Personal Realm/</i> Relational Fitness					
<i>Personal Realm/</i> Spiritual Fitness					
<i>Family Realm/</i> Marriage					
<i>Family Realm/</i> Parenting					
<i>Professional Realm/</i> Career					
<i>Professional Realm/</i> Finances					
<i>Community Realm</i> Giving Back					
<i>Community Realm</i> Investing in People					

Source: Priority Living

Currently, in which of the ten are you most setting the pace?

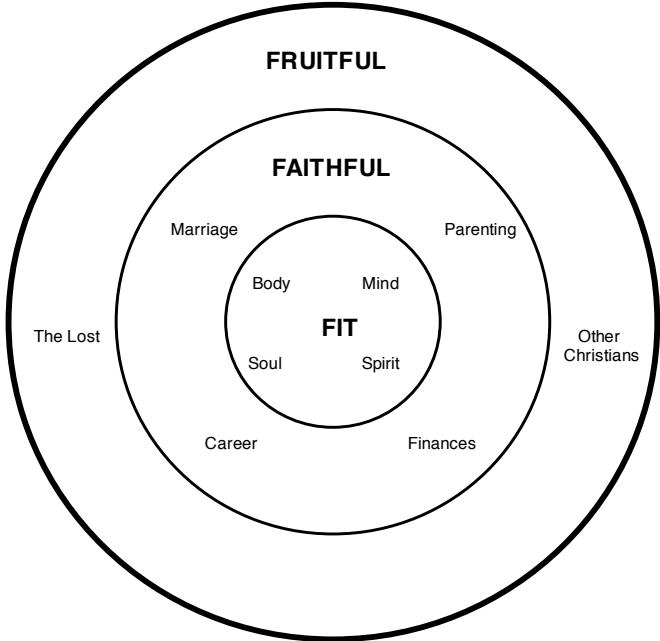
Currently, in which of the ten are you most falling behind?



--Maslow's Concept of
Consciousness and Competency

Galatians 6: 7-9

7 Do not be deceived, God is not mocked; for whatever a man sows, this he will also reap. 8 For the one who sows to his own flesh shall from the flesh reap corruption, but the one who sows to the Spirit shall from the Spirit reap eternal life. 9 And let us not lose heart in doing good, for in due time we shall reap if we do not grow weary.



Source: Priority Living, Bob Shanks

BIG IDEA • WHAT NOW?





STEP 3



LAUNCHING A NEW CHURCH

A church planter has several options at this stage of the assembly process. What often drives our decision is past experience, knowledge base, finances and risk quotient.

Church Plant Method Choices:

- Accidental Church Plants (Church Splits)
- Mother Church/Denomination Church Plant
- House Churches
- Church Plant (Literally)
- Launch Large (Us)
- NASCAR Church Plants (Multi-network-denomination affiliation)
 - We'll join anyone who will give use money! 😊

When starting a new church pick [model](#), not [step](#).

We have watched too many church planters pick & choose their favorite parts from different church planting models. This is known as the buffet Church Plant. This works for dinner but not for a church plant.

Launching Large

- The goal is to gather a crowd and turn the crowd into a church.

“I’ve noticed over and over that if a church doesn’t get beyond 200 within about a year and a half, it usually doesn’t happen at all. On the other hand churches that get over 200 in the first year just keep on growing and growing.”

Rick Warren



The Benefits of Launching Large

1. Breaks growth barriers

The best way to break growth barriers is quickly!

2. Brings credibility

*“A growing population is a king’s glory;
a dwindling nation is his doom.”*

Proverbs 14:28

3. Provides a larger group of people to assimilate

4. Facilitates self-support faster

5. Creates excitement and enthusiasm

6. Follow-up Factor

What is the cost of Launching Large?

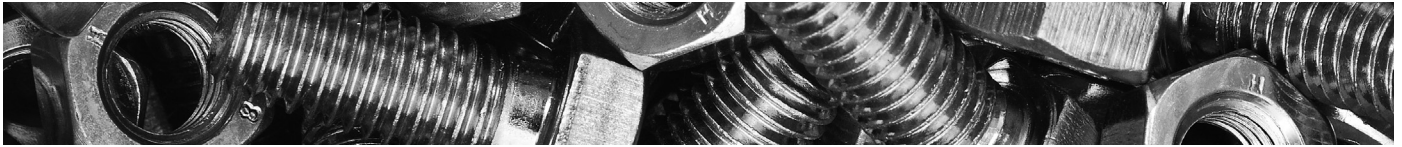
1. Stress

2. Higher cost

3. Rapid Change

4. Advance preparation

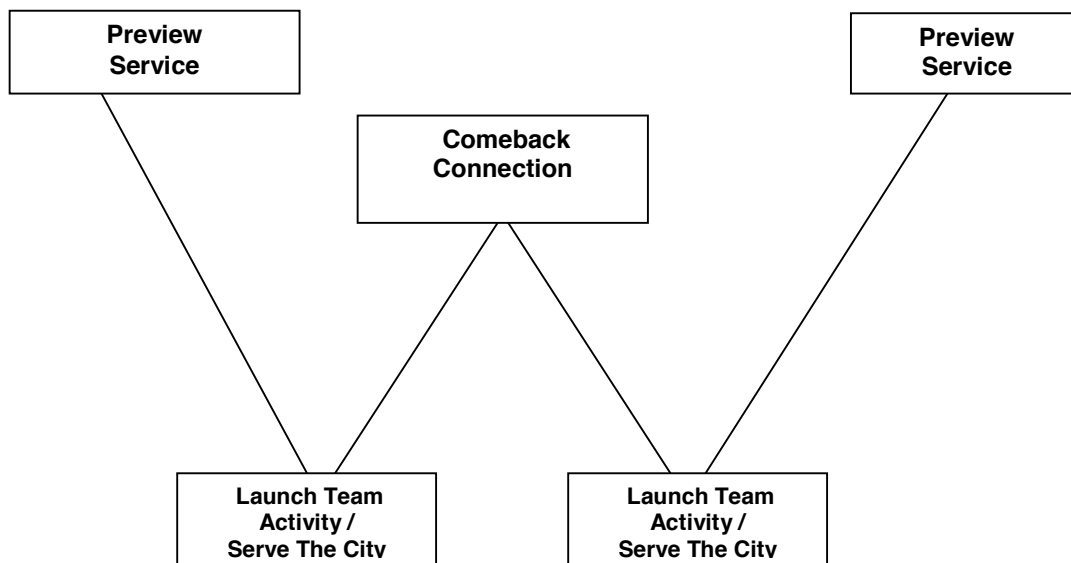
5. Criticism



Preview Services

Preview services introduce the community to what the church will be like. What was viewed as one event is now the beginning of the launch stage and lasts for several months. Previews begin with several once-a-month services and end with a grand opening service.

The “W Strategy” for Preview Services



One Month Time Period

Top of the W - Preview Service – once a month.

Opportunity to invite all your friends and family to this service

Middle of W – Comeback Connection (Assimilation Activity) – once a month.

Opportunity to invite everyone who has come to an event to return for this.

Recruit attendees for Launch Team.

Examples of Comeback Connections

- Meet the Staff
- Parties
- Pastor’s House
- Recreational Activities
- Picnics
- Barbeques



Bottom of the W – Twice a month, use the now expanding Launch Team to pass out invite cards, hang flyers, etc. Also, use the Team to serve the city. You're strengthening and mobilizing your team while serving the city and spreading the word about your new ministry.

Tips for Launching Preview Services

- **Prepare** for your first service just like you would for your future Grand Opening.
- **Promote** each service so that it is larger than the last one.
- Resist the **pressure** to do too few previews.
- **Plan** good “come back” connections between services.
- Continue to **train** the Launch Team for ministry.

Common Misconceptions of Launching Large

1. Leading with Unrealistic Expectations

“If I don't get to 200, I'm a failure.”

Number goals---whether they be 100, 200, 500 or 1,000, are inherently designed to inspire, not defeat or deflate your team.

Robert Hager, Jacob's Well of Fox Valley

2. Believing that anyone can do this.

Do you have the leadership capacity to launch large?

3. It won't cost that much.

Do you have the funding to launch large?

4. I can do this with a small group of people.

Have you built a solid launch team?

5. It works anywhere, anytime.

Have you chosen your launch location wisely?





Where to Launch

Location/Facility

When finding a suitable place to hold the first regular meeting, the following things must be considered:

- Choose the right size meeting place – not too large, not too small.
- Choose a place that has a good image to your target audience.
- Meeting Place Options:
 - Schools (Choose High School over Elementary School)
 - Civic or Community Halls
 - Night Clubs
 - Hotel Conference Rooms
 - Movie Theaters
 - Other Churches
 - Vacant Shops or Warehouses
- Location choices to avoid: Day Care Facilities & Funeral Homes.

BIG IDEA • WHAT NOW?





STEP 4



MARKETING THE CHURCH

A marketing strategy can have many approaches.
We will focus on three:

1. [Print Media](#)
2. [Electronic Media](#)
3. [Meeting Needs](#)

Print Media:

1. Pick the right [name](#).

Choose a name that reflects the culture you are reaching.

2. Use an appealing communication [style](#) (logo, color scheme, etc.)
3. Use the [newspaper](#) press releases and advertising.
4. Give your Launch Team printed [invite cards](#) and [flyers](#).

Make sure everything has [website](#) and [contract](#) information.

Save \$\$\$ and have more people distribute your flyers: www.keepandshare.com Have Launch Team and FB fans download flyers from this site. Provide link on Facebook and in programs.

5. Use a [variety](#) of advertising (Ads, Billboards, flyers and mailers)
Drive everything to website, Facebook.
6. [Direct Mail](#)



Advantages of Using Direct Mail

1. It is a **fast way** to find those whom the Holy Spirit has prepared.
2. It creates a **networking** effect among family members and friends.
3. If done right it is a very **cost-effective** way of gathering people.
4. It **touches** many people that your members do not know.
5. It has **staying** power.
6. It quickly identifies and **positions** the church in the community.

Disadvantages and Limitations of Direct Mail

1. While it can be cost effective, it is still expensive for a church plant with limited funds.
2. You can **depend** on it too much.
3. It can be used as an **excuse** for not inviting friends.
4. Direct Mail is **less effective** if churches using direct mail already saturate your city.

Principles To Make Marketing More Effective

1. Have an **attention-** grabber.
2. Appeal to **felt** needs and high values of people through a message series.

Common felt need topics: Stress, Relationships, Success, Feeling Overwhelmed, Marriage, Family, Anger, Anxiety and Loss.

3. Avoid **“Aren’t we something?”** advertising.



4. Design **every** aspect of the mailer, website, fan page and tweet to communicate with your target group.

If the piece makes it past the "2-second" sort, and if an unchurched person is seriously considering coming they will study the piece closely.

5. Do it with **excellence**.
6. Use a **variety** of advertising.
7. Make it **event-** oriented & include dates.
8. Make it **easy** to read & understand.



Start putting [boots on the ground](#).

- [85%](#) of people come to church because of a personal invite.

Why do Servant Evangelism?

- Biblical - When you do servant evangelism, you're living like [Christ!](#)
- WOW Factor – [People](#) are your best advertising.
- Easy – [Anyone](#) can do it.
- Fun – True fellowship is about [serving](#) together.
- Window to Church – People want to see if there's [anyone like them](#).
- Shamelessly Promote Your Church.

When do I do this?

- [Anytime](#)
- [Leading up to a big day](#)

What do I do?

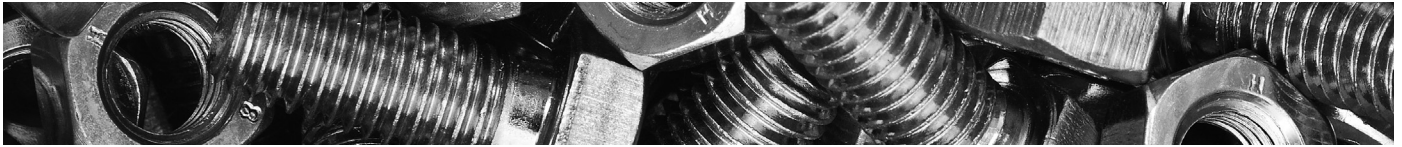
- Easter Egg Hunt & Trunk 'r Treat
- Water Giveaway
- Free Auto Detailing
- Gas Buy Down
- Feed the Teachers
- Free Newspapers on doorsteps
- Free Halogen Light Bulbs on doorsteps
- Free Oil Changes for single moms
- Free Candy Cane giveaway

For more ideas go to
www.servantevangelism.com

BIG IDEA • WHAT NOW?



A series of horizontal lines for writing, consisting of 25 evenly spaced lines that fill most of the page.



ELECTRONIC MARKETING

EMAIL MARKETING / SOCIAL MEDIA / THE WEB

Electronic Marketing

Email Marketing / The Web / Social Media

Email Marketing

With [email marketing](#) you can have 1-1 communication with your church and prospects.

Email: www.constantcontact.com
www.icontact.com

The [subject line](#) is critical in an email campaign.

Website

Americans are spending more time online.

[80%](#) are now spending as much time online as they do watching television.

A well designed website will add [credibility](#) to your church.

A bad website does more damage than no website.

Make sure your [URL](#) is short and memorable.

Drive [everything](#) to the website / fan page.

Link your Facebook and your blog to your website.

Google's new SEO (search engine optimization) guidelines focus on one thing – content. If you want your website to be first in a Google search you MUST have fresh, new content.



Social Media

1. Clarify your rationale.

- We do this because God made people to be social.
- People are talking whether we show up to the conversation or not.

2. Get social.

Before you jump into “social media,” start with understanding “social,” which means being...

- Authentic
- Personal
- Accessible
- Conversational
- Generous
- Helpful
- Compassionate

3. Pick your tools.

- LinkedIn - Develop your professional profile.
- Twitter - Make new connections, research, and start conversations.
- Facebook - Publish content, start groups, use events, and make EVERYTHING easily “likeable.” Also try super-targeted Facebook advertising.
- Google+ - Visualize influencers in “circles”, create huddles, stimulate conversation, and learn from leaders.
- A few other tools for rapid sharing, community-building, and just plain fun - Instagram, Tumblr, Spotify, Quora, Formspring, Posterous.



4. Design your communication strategy.

- a. Think **mobile**. This means, make it compact, clear, and simple.
- b. Think about the **flow** of the daily life of people in your community. When do they check email? Where do they get their news? What are the popular local hangouts that get talked about online?
- c. Think about “**designing for user experience.**”
- d. Find ways to connect with **one person** who represents the **crowd**.
- e. Be **cohesive** allowing all of your tools (website, social accounts, email) to integrate together.
- f. **SHOW UP**. This is half the battle.

Additional Facebook Ideas

1. Create a **page** for yourself as a Pastor and for your church.
Get a custom URL ASAP
facebook.com/NextChurchPlanting

2. Use a great profile **picture** or graphic

Change profile pic to promote special events / series

3. Promote your page **everywhere** and on **everything**

Put Facebook links & logos in your mailings, ads, websites, blogs

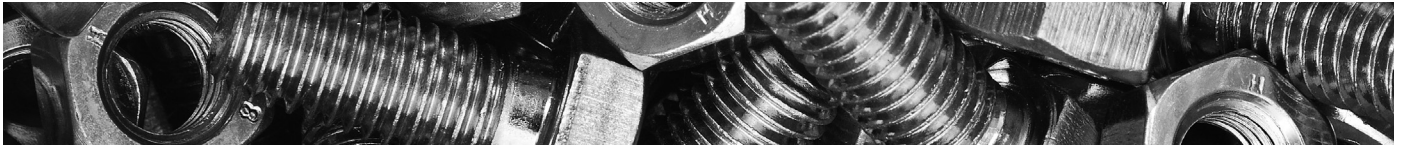
Include your Facebook URL in your “thank you” and “thanks for attending” letters.

Change your email signature to include your Fan Page.
Check out the creative signatures at Wisestamp.com

Subscribe to fan pages and groups in your area. Comment on blogs and in the website section use a link to your fan page.

Join by Text: Text “like NextChurchPlanting” to 32665





4. Always link or **tag** your page in posts and photos

Status tagging – use the @ then type your name

Tag pictures - Have your fans upload pictures to your page or tag themselves in pictures you uploaded. This will post to their walls as well and will lead to additional traffic for you.

DO NOT create many “admins” of your Facebook page. Instead, ask volunteers to post pictures from updates *as themselves* to your page.

5. Post **regularly**, two to five times per day

It’s all about **regular** content and interaction.

Schedule your status update: use **HootSuite** or **LaterBro**

Update fans via a Facebook message, but use this very sparingly.

MIX up your content - **be relevant!**

Morning: inspiration (devotionals, quotes) and humor

Afternoon: information helpful links photos / videos

Evening: interaction and staff blogs

6. Upload **photos** and **videos**

7. KEY TO A GREAT FACEBOOK PAGE - **Engage somebody.**

Ask Their **Opinion**

Test Their **Knowledge**

Pair **Promotions** with **Content**

Thank Your Fans

Show You’re **Listening**

Recognize Individual Fans achievements

You can’t engage *everybody*,
but *everybody* can see that
you have engaged *somebody*.
Brandon Cox brandonacox.com

8. **Integrate** all your tools (website, social accounts, email)

Tools: HootSuite, Tweetdeck, Digsby



9. When should you post on Twitter / Facebook?

Schedule your **posts** around the flow of people's lives

Tweet and/or post on Facebook at **9:00 AM**

Twitter only: Tweet again the same message at **4:00pm**

10. **Have a contest** www.wildfireapp.com

11. Use Facebook to remember **birthdays** and **anniversaries** of friends and fans.

12. Promote **events** through Facebook.

Use Profile Pic to promote your event.
Provide graphics for people to use for 1 week as their profile picture for events

13. Use **Groups** to disseminate information to a core of specific volunteers.

14. Give **stuff** away – free downloads, coffee mugs, etc. to fans.

15. Use Ustream, LiveStream to **broadcast live** to your Fan Page.

16. **Duplicate** the look and feel of your website – use custom tabs.

BIG IDEA • WHAT NOW?



STEP 5



GROWING BEYOND THE LAUNCH

Develop the Weekend Experience

The Church Planter's task is to tenaciously create an environment that removes the barriers to belief and true community. We must create environments that partner with the Holy Spirit to change lives.

1. Think through the first impressions of guests.

- You never have a second chance to create a first impression!

“More than 70% of all people who visit a church make up their minds about coming back before the pastor gets up to speak!”
Barna Research Group

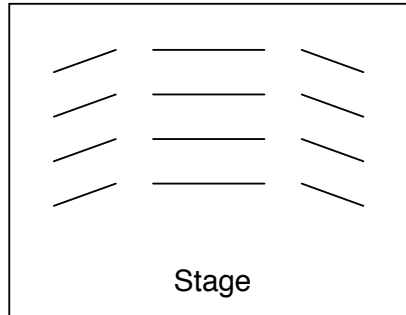
Create a Culture that Connects People

- Signs
- Background Music
- Lighting
- Coffee and Refreshments
- Worship Guides - Simple but professional. Don't overload them with information:
 - Message Outline
 - Communication Card
 - Announcements

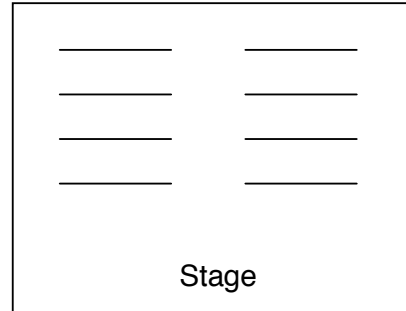
2. Design a strategy for greeting guests.



3. Avoid the [empty](#) look.



Right chair setup



Wrong chair setup

Use chairs strategically in setting up a room.
You can fill the same size room with 150 chairs or 300 chairs.
Room set up is important!

4. Use [Name tags.](#)

- They put everyone on common ground.
- They encourage interaction.
- All name tags must be the same.
- Everyone wears one.
- Set up nametag tables in key traffic areas. Have greeters invite everyone to get one if they'd like.

5. Encourage everyone to fill out a [Connect Card.](#)

When we provided a time in the service for EVERYONE to fill out the card every week, our decisions for Christ, prayer requests, and baptisms increased dramatically.



CONNECT CARD

CHURCH @ THE SPRINGS CONNECT CARD

one person per card, please print clearly

- 1st time guest
 2nd time guest
 Regular Attender
 Member
 Change In Contact Information

Name Mr./Mrs./Ms. _____

Address _____ Apt. _____

City _____ State _____ Zip _____

Phone: home/cell (circle one) (____) _____ Email _____

Date of Birth _____ Married Single Divorced

If 1st or 2nd time guest, how did you hear about The Springs?

(name of person who invited you, mailer, billboard, event, newspaper, facebook, Freedom FEST)

Place this card in the offering basket, offering box or hand it in at the Guest Services kiosk as you leave.



Today
I commit my
life to Christ for
the first time

MY NEXT STEP TODAY IS TO:

- Read Isaiah 43:1-13 and see how much God desires a relationship with you.
 Memorize Matthew 22:37
 Pick up a 30 day Bible reading guide @ Guest Services

SIGN ME UP:

- Accelerate Leadership
 Ministry Training (8/7)
 NEXT - Formerly Fresh Start (8/14)
 First Place 4 Health (8/17)
 Nuts & Bolts Conference
 Tues.. 8/9 Wed.. 8/10

First Impressions

Tech Team

UPWARD VOLUNTEER:

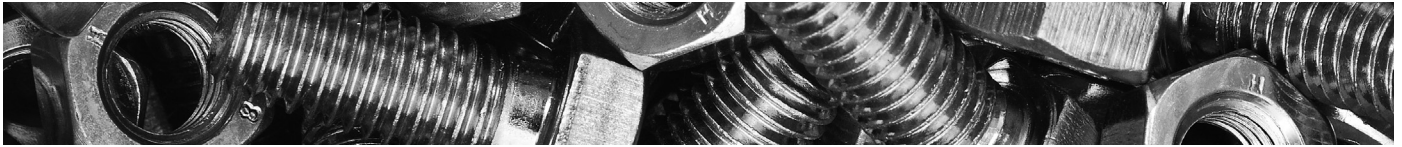
- Registration
 Field Prep
 Coach
 Referee

SEND ME INFO ABOUT:

- Becoming a Christ Follower
 Baptism
 Small Groups
 Church Membership

Prayer Requests/Comments _____





Choosing Your Leadership Structure

- Move slowly when choosing a Leadership Structure for a new church.

If you are affiliated with a denomination, submit to their leadership.

- Choose a biblical model.

- Do not surrender the leadership of the church to laity.

- Place people in ministry not in meetings.

- Keep your structure simple and flexible.

- Surround yourself with godly servant leaders who own and understand the vision of the church.

Creating a Worship Experience

- A Worship service is a family expecting quests.

Your values don't change, what you believe doesn't change, how you talk *does* change.

Guest sensitive worship is about changing the presentation and language; not about changing theology and values.

Why Create Guest Friendly Worship Experiences?

1. Jesus' Mission was to seek and to save the lost.

Luke 19:10

The Son of Man came to seek and to save the lost.





2. The Bible commands us to **be sensitive** to unbelieving guests when we worship.

Colossians 4:5 (GNB)

Be wise in the way you act towards those who are not believers, making good use of every opportunity you have.

3. Realize that lost people are looking for a reason to **leave**, not a reason to **stay** when they visit the church.

4. It takes **unselfish** people to reach the lost.

Matthew 20:28 (The Living Bible)

Your attitude must be like my own, for I, the Messiah, did not come to be served, but to serve, and to give my life as a ransom for many."

How to design a Guest Friendly Service

1. Plan it with your target in mind.

Older unchurched people will tolerate the music of younger people more than younger people will tolerate the music of older people.

2. Provide Quality music.

3. Improve the **pace** and **flow** of your service.

"The difference between an average service and an outstanding service is flow."

Rick Warren

4. Focus on making guests feel **comfortable**.

5. Learn to plan as **a Team**.

- The Traditional Model involved a Pastor and Music minister.
- Worship Planning involves a much larger team with intense teamwork. (Pastor, Worship Pastor, Program Director, Sound Team, Video Team, Computer Team, Drama Team, Lighting Team)

Creativity happens best in numbers!



- [Solo preaching](#) becomes the bottleneck for creativity in a Church.
- Even creative people can only be creative for so long!

How to lead a Creative Worship Planning Meeting

1. Invite [creative](#) people.

- Invite some of your lay team to the Planning meetings.
- Discover which ones have creative abilities.
Find people who are....
 - Music lovers
 - Movie/Video buffs
 - Drama-trained
 - Computer geeks
 - Researchers / Blog readers/ Culture watchers

2. Plan for [1 ½ - 2 hour](#) meetings.

3. Brainstorm with Whiteboard or giant Post-It notes.

4. Don't underestimate the power of the [series title](#).

5. Create an atmosphere of [acceptance](#).

There are no bad ideas! Creativity breeds creativity.

6. Do [your homework](#) before coming to the meeting.

Bring series ideas & titles.

7. Build a [Story Score](#) throughout the Worship Service.

- Transition and flow of service is critical.
- Pastor is the glue that holds together the flow of the service.
- Use Thematic introductions.
- Connect Music with message.
- Movie Scores
- Always send them out 'up' – end with good music!!





8. Weave in creative elements to enhance ideas.

- | | |
|---|--|
| <ul style="list-style-type: none">• Music• Video• Drama | <ul style="list-style-type: none">• Streaming Video• PowerPoint Backgrounds• Testimonies |
|---|--|

9. Evaluate, Evaluate, Evaluate!

Feedback is the breakfast of champions.
It must be used as a ladder & not a hammer.

4 Helpful Lists

<i>What is Right? (optimize)</i>	<i>What is Wrong? (change)</i>	<i>What is Confused? (clarify)</i>	<i>What is Missing? (add)</i>	<i>Core Issues</i>

BIG IDEA • WHAT NOW?



STEP 6



LEADING STRONG

1. Develop an [unshakable conviction](#) about growth.
2. Begin to change the primary role of the Pastor from [Minister](#) to [Leader](#).

You can grow to 200-300 with [ministry skills](#),
but you grow beyond 200-300 with [leadership skills](#).

3. Mobilize your people [for ministry](#).
4. Add [multiple paid staff](#).
5. Offer [multiple services](#).
6. Create [Small Groups](#).
7. Build [healthy systems](#).
 - Assimilation System
 - Finance System
8. Break through attendance barriers with [Big Days](#).
9. Provide surplus [seating](#) and [parking](#).
10. Fight your way to [the fringe](#).



Springs Assimilation System

