




VISION OF

center  **point**

C H U R C H

a church plant proposal in Brunswick, Georgia by Jimmy Guffey
Sponsored by Northside Baptist Church of Brunswick, Georgia.

The Dream



The question that is always asked when the subject of church plants arises is “why do we need another church?” On the surface that seems like an honest enough question. Before we answer it, though, let us look at some statistics.

In the Brunswick, Georgia area (Brunswick, Saint Simons, Jekyll Island) there are 18 Southern Baptist churches. All but one Southern Baptist Church in Brunswick has consistently fewer than 300 active members in attendance. When the average Sunday morning service attendance combined runs 4000 as a total in all Southern Baptist churches here, we must ask ourselves a better question. Why would we not start more Southern Baptist churches?

I began praying about a church plant 15 years ago when I surrendered to the ministry. I was not sure what I was called to do, but God impressed on my heart that this would be where he would lead me. I have had the privilege to lead three youth ministries, but lately I have become restless. I feel that this is because God is ready to move me to a new area of ministry. Planting a church has become a passion for me.

I desire to lead a church that is transparent and where true biblical fellowship takes place. When true biblical fellowship happens, then we can get to know people and discover ways to minister to the heart of the individual.

Our ministry focus is dictated by three things. These three things are the mentality of the people, the age of the people, and the economic status of the people. While we want to reach all people, we know that we will reach the ones mostly like us. The mentality of the average person here is laid back. Sure some get caught up in the business of life, but most people want to make a living, raise a family, and be a good, honest member of society. They tend to look out for one another and will help out when a need arises. My assumption is that many are skeptical of truth, but still believe in God and would like to know him if that were possible. Reaching people with this mindset will require different methods.

Demographic studies show that the average age in this community is 37 years old. Because of this, most are not strongly tied to a pure traditional mindset. Our college just transitioned into a 4-year college, so the age of the community will get younger and the focus will need to be to a more intellectual and open minded generation. The methodology by which to reach these types of people must change if we are going to impact their lives.

The average household income in this community is currently \$51,019.00, and expected to drop to \$47,823.00 within four years. Higher paying jobs are being lost, and a younger work force will be part time workers due to being in college. We used to have many high school graduates leave the area when they graduated. Now we will have students staying for four years and possibly never leaving this area.

The population in Brunswick is 57,750 with a projected increase of 8.5% by the end of 2014. The projected number of people living within the Brunswick area is 62,750 by 2014. If the statistics holds true, and we only reach lost people at the current rate, then more and more people living here will be separated from the love of God. We are losing ground.

I am passionate about reaching this area for Christ because my wife grew up here and I have served here for 6 years. The area has become my home and the people have become my people.



Brunswick, Georgia

Core Values



I desire to plant a contemporary church which passionately worships God and desires to see his name spread globally. To fulfill God's calling on this church, the following core values will characterize this plant:

1. **C**HRIST CENTERED
2. **E**VERY MEMBER A MINISTER
3. **N**EVER COMPROMISING THE TRUTH
4. **T**AKING HIS STORY GLOBAL
5. **E**XCELLENCE IN EVERYTHING
6. **R**ELATIONSHIPS AS KEY
7. **P**URPOSE DRIVEN
8. **O**PEN TO CHANGE
9. **I**NTENTIONAL IN DISCIPLESHIP
10. **N**EVER ACCEPTS THE STATUS QUO
11. **T**EACH BOLDLY GOD'S WORD

From these characteristics we get "CenterPoint" which is the name of the church. We want Christ to be the center of everything we do. This goes for how we

do ministry and what ministries the church will focus on.

Following these values, our core leadership team will begin to plan, investigate and initiate our plan for mobilization. The first thing we will do is we will meet as a dream team. The dream team will be a group of people that feel led by God to plant a church here in Brunswick, Ga.

This group is made up of people that have been called to plant a church and people that we have talked to that have no church affiliation. These people are Baptist at heart but desire more freedom in worship, a different mindset on methodology, and who are tired of current traditions of churches, which drive most every decision of churches.

We will attempt to reach people by meeting the needs we see as trouble spots in our community. We need to focus on family finances, broken homes, poverty, homeless people, and a lack of education in the area. We need to set up a system to meet these people where they are. As we address and attempt to meet these needs, we will have a great kingdom impact. It is when people's needs are met that they are most open to what you have to say. When we earn that right, then our impact in our community will be felt.

While I would hate to have a "program" for outreach, that would be a consideration. I think its people who are excited about what God is doing in their church that becomes a powerful outreach arm in the community. CenterPoint leaders will prioritize inviting people, but this does not mean they can neglect the calling. We have to share the gospel and make disciples. The Great Commission cannot be ignored.

Because of the difficulties I see in churches in our area, I would implement Saddleback Community Church strategy of spiritual growth to engage believers in the spiritual formation process. We will tweak it to meet the needs of the people in our area, and use the 101-401 class structure edited with our goals in ministry. These will be the driving force for our discipleship process.



Timeline

My time line for the church plant will be as follows:

FIRST QUARTER (July/August)

Personal

- Since I live in the community, I will be building more relationships.
- I will continue to develop our strategy for membership and discipleship.
- Pray and study God's Word for wisdom.

Vision

- Meet with a launch team and core group.
- Plan for a launch date of February 5, 2012.
- Refine vision and mission statements continually.
- Teach on our statement of Faith. (2000 Baptist Faith and Message)
- Begin discussing possible locations to worship. (i.e. Satilla Marsh Elementary)

Accountability network

- Set up a system of accountability. (Money, Leadership and Staff)
- Set up Pastor's accountability network.
- Begin looking for a financial leadership team.

Finance Team

- Set up the office for financial, church, and office administration.
- Begin a filing system.
- Obtain financial software and two computers. (Can use a personal computer until computers are purchased).
- Develop a resource list for each ministry area.
- Establish a general budget for the first year.
- Set up a spreadsheet to keep track of income and expenses.

Church Administration

- Get a P.O. Box.
- Develop a ministry strategy for each ministry.
- Set up communication with Pastor and launch team.
- Secure EIN from Federal Government (1-800-829-0115).
- Begin 501c3 process for nonprofit organization with the IRS.
- Complete forms from www.irs.com.
- Form 8718, Form 8821, Form 1023 (long form).
- Determine a temporary Board of Directors.
- Write By-Laws and Articles of Incorporation.
- Check for the availability on the name of the church with the state.
- Incorporate in the state (see the State Corporation Commission).
- Register with the State Department of Revenue for income tax.
- Check on sales tax exemption/refund laws.
- Secure individual(s) I know for specific items or finances to help launch.

SECOND QUARTER (September/October)

Personal

- Pray + study God's Word and continue researching, learning, and researching church plants.

Development (The dream)

- Begin meeting weekly with the dream team.
- Continue to share the vision.
- Begin determining roles for each person. (A goal of at least 30 people)
- Begin negotiations for service area.

Website development

- Purchase a domain name.
- Begin developing site.

Financial Administration

- Open up an account.
- Get offering envelopes and begin with core group.

Leadership team development

- Begin ministry placement of individuals in church (ministries).
- Begin ministry leadership initiatives (procedures) for those above.
- Develop short-term leadership agreements, and long term when appropriate.
- Begin to set goals for the church, its ministries and its leadership.

Leadership

- Develop office forms (Reimbursement requests, ministry reports, event evaluations, expenditure requests and more)

Small Groups

- Begin Developing a small group strategy for discipleship.
- Begin the first small group.

Children's ministry and Nursery area development

- Develop forms.
- Develop a registration system and tags
- Research curriculum.

Mail

- Apply for nonprofit status with the USPS and obtain a permit number.

Third Quarter (November/December)

Personal

- Pray
- Learn as much as one can about being missional in our area.
- Study the Word.

Leadership

- Develop an invite card for promotion.
- Secure printed materials ready for handing out.

- By the three month mark, a place to worship or at the least an office to work out of should be obtained.
- Continue to share the vision and have at least one small group meeting.
- Begin worship services design (music, offering, Bible teaching, etc.).

Website

- Finalize our website.
- Have someone to maintain it.

Ministry

- Develop policies and procedures.
- Develop Bylaws.
- Develop policies and procedures for each ministry area.

Promotion

- We will develop a logo.
- We will begin designing shirts, articles, business cards to get the name out.
- Develop visitor brochures.
- Order banners and signs for church.

Membership

- Finalize our new membership classes.

Worship

- Get CCLI license.
- Begin developing worship sets and building a music library.
- Develop a band and begin to practice.

Fundraising

- Begin immediately from day one.
- Desire to raise \$50,000.
- Send out letters asking for sponsors.
- Travel and preach to share vision to other churches.

Network

- Have neighborhood parties.
- Meet people and invite them to get a cup of coffee.
- Have monthly informational meetings.
- Continue to invite people to be part of the dream team.

Safety

- Determine which background checks will be processed and who will perform them.
- Do background checks on everyone that participates in children/youth prelaunch functions, in addition to personal interviews w/church leader.

FOURTH QUARTER (January/February)

Personal

- Pray
- Dig into the book of Acts.

Leadership

- Continue to teach and share vision.
- Lay ground work for the last few months.
- Cast a vision for the first three months after the launch.
- Teach ministry flow charts.

Mailing

- 1 month before launch, do a mass mail out.
- Prepare for .25% of mail outs to produce a visitor.
- 30% of those to be children.
- 50% will come back.

Location

- Nail down a place for worship services.
- Get liability insurance (corporate, property and on storage as well).

Equipment Purchases

- It is time to buy the large equipment items.

Advertising

- Send a post card 4 weeks prior to launch.
- Promote on public broadcasting.
- Make shirts with logos.
- Order Logoed toys for kids.
- Promote in newspaper ads.
- Place posters in local business windows.
- Hand out flyers.
- Grand opening bulletins with invite to a newcomer's reception to hand out.
- At newcomer's reception, show a video that promotes small groups.
- Make sure at our welcome center, there is plenty of information about our church. (Facility maps, prayer/testimony cards, ministry cards, business cards, small group information.)
- Hand out connection cards.

Children's

- Have the area highly recognizable.
- Have it manned at the newcomer's reception.
- Preregister for nursery and children's department.

Get to Know

- After the newcomer's reception, plan a catered meal for everyone. Bring in outsiders to do it so the launch team, dream team, leadership and any other people that are committed can meet the people and build relationships.
- Have planned activities for the children.

Launch Day Prep

- Plan a message to share your vision.
- Plan a sermon series to promote.
- Do final preps for the stage.
- Nail down your first service.
- Pre Launch party for volunteers for the day before the launch.
- Do a final run through of the service. (Just like the service will be.)
- Preview Services will be Nov 13, Dec 11 & Jan 8, 2012. Feb 5th is our official launch date.

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START UP BUDGET

Description	Minimum Suggested Cost
SOUND SYSTEM	
Speakers, monitors, mics, stands, amps, mixer boards, cables	\$8,000.00
LIGHTING	
Spot lights (4), Dimmer Pack (2), Light Trees (2), Control Cable (2) Controller (1), Extension Cords (2)	\$3,000.00
VIDEO	
Eiki 3800 lumen projectors (2)	\$7,400.00
Screen's and cables	\$500.00
STORAGE	
Plastic/Portable Bins (Approx. 1'x1'x1.5')	Variable
Storage Cabinets/Carts	Variable
Upright mobile cabinets (Heavy duty wheels) Trailer (Size depends on location and needs)	\$3000.00
FRONTLINE	
Tables (30"x72") (7) Table covers (7) Table Skirting (7)	\$500.00

KITCHEN / REFRESHMENTS / CLEANING

Coffee Makers (coffee and hot water) (3)	
Drink pitchers (3)	
(Coffee cups, Stirrs, napkins, plastic ware, Kitchen utensils, paper towels, Toilet paper, cleaning supplies, food trays, condiment holders, extension cords, Power strips, trash cans, water cooler/heater)	\$1,300.00

WORSHIP SUPPORT

Bibles (96)	Variable
(Communion trays, juice bottle, plastic cups, plastic seal bags, Juice and crackers)	Variable
	\$300.00

NURSERY

Door way gate	\$50.00
Portable cribs (2)	\$200.00
Rocking chairs (2)	\$200.00
C.D. Player	\$50.00
Children's music C.D.'s (5)	\$50.00
Changing pads	\$50.00
Infant toys	\$200.00
Diaper wipes	\$100.00
Diapers	\$200.00
Tissues	\$50.00

PRE-K

Class room supplies (crayons, glue sticks, paper, scissors, stapler, ect.)	\$200.00
C.D. player	\$50.00
Toddler table	\$100.00
Toddler Chairs (10)	\$200.00
Toy's	\$300.00
Parachute	\$100.00
Giant blow up ball	\$150.00

CHILDREN'S MINISTRY

Sound System, Projector and screen	\$2,000.00
Bibles (12)	\$50.00
Games and Puzzles	\$200.00
Children's chairs (30)	\$600.00
Toy's	\$500.00

ELECTRONICS (FOR OFFICE)

Computers (Office, Pastor and worship/Sanctuary) (3)	\$4,500.00
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Printer (1)	\$200.00
Copier (1) (Lease)	\$4,000.00
ACS, Quick Books	\$1,000.00

OFFICE

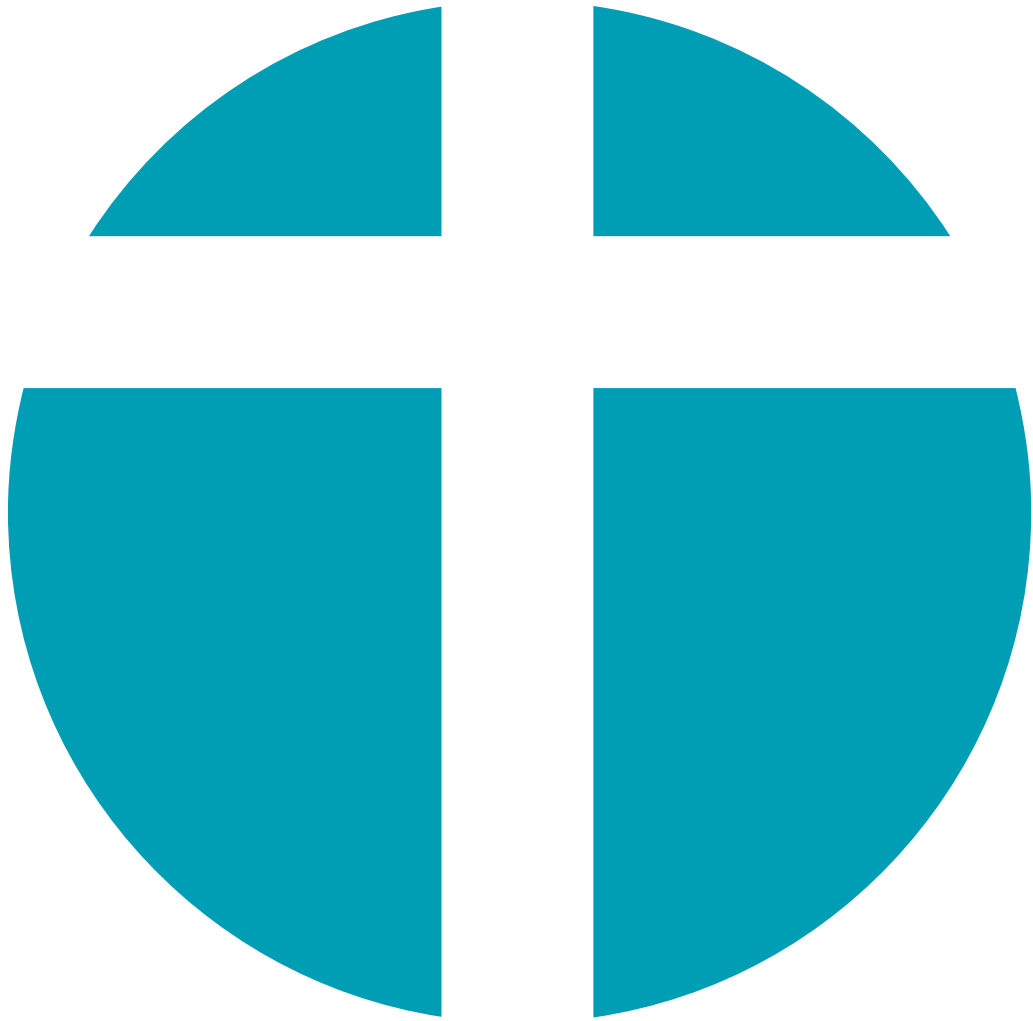
P.O. Box	\$200.00
Business Cards (2000)	\$200.00
Domain	\$420.00
Offering Envelopes (5000)	\$100.00
Copy Paper (6 Boxes)	\$300.00
USPS permit #	\$185.00
Card Stock (40 Reams)	\$600.00
Banner (4x20)	\$300.00
Signs for road (8) (Get permits)	\$200.00
CCLI License	\$450.00
I-Tunes	\$300.00
Envelopes (30 Boxes)	\$300.00
Liability Insurance	\$1,000.00
Mail out (15,000 Homes)	\$4,050.00
Logoed Toys (100)	\$500.00
Back ground checks	\$500.00
Shirts with logo's (50)	\$500.00


OTHER

Meet and greet (relationship building)	\$500.00
Neighborhood Party	\$1,000.00
Catered Meal for Newcomer's reception	\$ 750.00
Pre Launch Party for Volunteers	\$500.00
Miscellaneous	\$649.00

TOTAL

\$50,000.00



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