

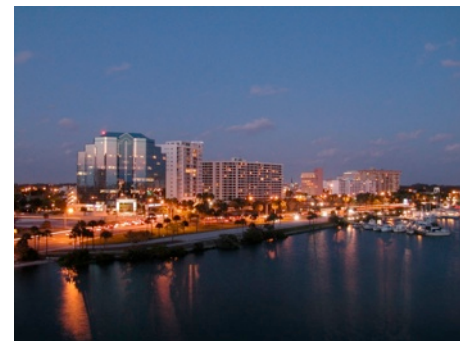
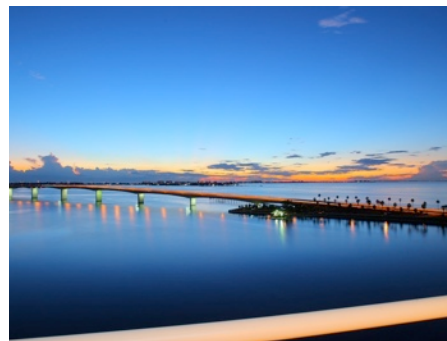


THE SHORE

CHANGING THE WORLD, **STARTING ON THE SHORE**

A CHURCH PLANT IN SARASOTA, FL

Throughout the Bible we see many interactions between God and his people, and time after time this occurs on a beach, a bank or The Shore. Jesus' earthly ministry started with a trip to the Jordan. His disciples were called to follow Him while mending their nets near the sea. Jesus even stood on a boat to teach the multitudes while they stood on the waters edge. We desire to continue this trend and to make Sarasota a place where people meet Christ on **The Shore**.



Left to Right:

NIGHT VIEW FROM GOLDEN POINT, RINGLING BRIDGE, SARASOTA'S DOWNTOWN WATERFRONT

SARASOTA AT A GLANCE:

The city limits of Sarasota hosts a surprisingly small 52,025 residents, yet within a 10 mile radius it has over 300,000 residents. That's a notably dense population considering nearly 25% of that space is comprised of Sarasota bay and the Gulf of Mexico.

Sarasota is best know for its great beaches. Siesta key, one of several public beaches in the area, was rated as Dr. Beach's #1 pick in the nation! In addition to the natural beauty, Sarasota is also rich in the arts department, hosting several art galleries, theaters and schools for the performing arts.

The people of Sarasota are very diverse in both background and economic status. With 70% of Sarasota's residents being born outside of the state of Florida, it is rare to find a local native. With this diverse background, our people look at the world from several different viewpoints. In the latest presidential election our county was split 50/50.

While 47% of Sarasota County is connected to a religious organization, only 30% are involved in Christian church within the Sarasota metro area. Out of the 300,000 people within our reach, a conservative estimate would say that 210,00 people are not actively involved in a bible believing church.



Top to Bottom:

**ARIAL VIEW OF DOWNTOWN SARASOTA,
GOLDEN POINT AND MARINA JACKS, RITZ
CARLTON AND BAYPOINT**



Left:

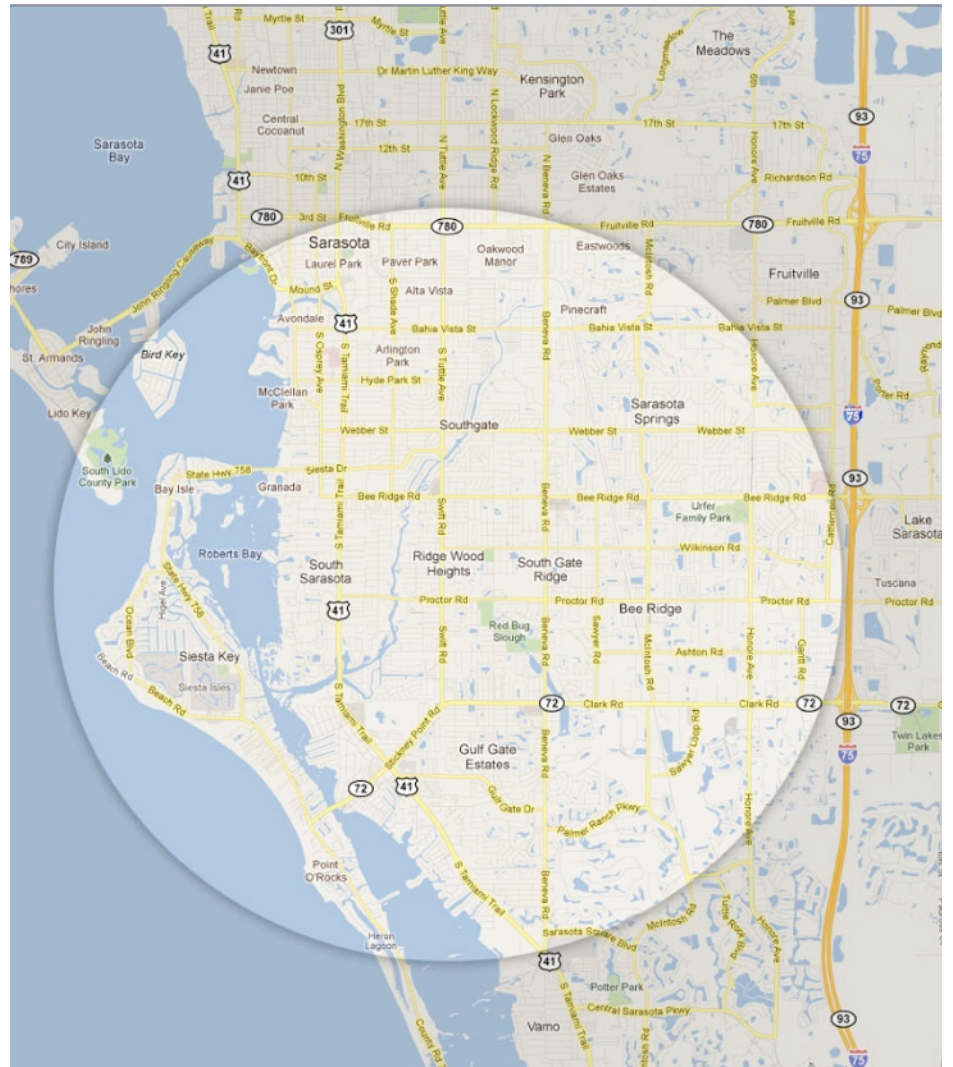
SUNSET ON SIESTA KEY

OUR CALLING

Our family has been called to plant a life giving and city serving church in Sarasota, FL. Aside from living in northern California for 18 months, we have ministered in this city full time for the last 12 years. We believe God is leading us on a journey that starts with a supernatural love for our city.

There are three areas of our city that we feel God is calling us to help transform. These are not actual physical locations but three aspects that make up our community.

- 1. People:** This is what churches are great at doing. Reaching out the lost, helping the weak, and serving the poor. Or in our own words: "Show *love*. Be *grace*. Give *Hope*."
- 2. Government:** For better or worse we are tied to the people that God has placed in authority over us. We desire to *serve* our police department, fire department, school systems and city council so that we may gain favor for God's work in our city.
- 2. Economy:** Sarasota took a major hit to its local economy the past 4 years. We want to educate our people and promote biblical methods for financial management while using our influence to support local and global missions. The goal is to *redeem* our economic structure for the glory of God.



OUR TARGET AREA:

The area highlighted is our target within the Sarasota metro area. To our north is downtown Sarasota. To the south we have our areas largest shopping mall. We desire to plant in the middle of this target, around the Ridge Wood Heights and South Gate Ridge areas. US 41 is the major north and south corridor on the west side of the city. We are hopeful that this will enable potential church goers to reach us from greater distances than our 5 mile radius.

Within 5 miles of our desired location is about 65,000 households representing over 150,000 people. With 70% of our population not involved in a Christ based church there is a great growth potential in this area. Based on these percentages over 105,000 people are not involved in a church and potentially not in a relationship with Jesus Christ.



REACHING NEEDS

“Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress and to keep oneself from being polluted by the world.”

James 1:27

This verse essentially presents two areas to ensure any religious activity is “pure and faultless”.

First, we must look after the widow and the orphan. Our community does have widows yet it has many more spiritual widows in the form of single parents. Being a parent is hard enough with your spouse around, but to attempt it alone can be paralyzing. In addition to these families the orphans of our community are the unwanted and under cared for children. This can be everything from special needs to latch key children. Our heart breaks for this dire need in our city. To reach them we plan on a monthly parent support groups and special needs classes during our Sunday morning services. We see the need and desire to respond accordingly.

Second, we must keep ourselves from being “polluted by the world.” This strikes us as an “in the world but not of the world” statement instead of an absolution from the world statement. Through our Growth Track and Small Group systems we believe that we can help people grow faster and healthier than they could have otherwise.

To sum it up in a simple phrase; To bring some one to Jesus you must first bring Jesus to them.

LAUNCH TIMELINE

June 2011

Incorporate, EIN, Banking Accounts

July 2011

Church Plant Training
Budgets Completed
Master Plan Completed
Application for 501(c)3

August 2011

Host Informational Meetings
Develop Launch Team
Fundraising in Full Force
Church Plant Training

September 2011

Launch Team Meetings
Secure Sunday Meeting Space

October 2011

Launch team meetings
Fundraising trip to California

November 2011

Launch Team Meetings

December 2011

Launch Team Meetings

January 2012

Daniel Fast with Launch Team
Practice Services
Launch Jan 29th 2012

PRE-LAUNCH BUDGET

Incorporation/501(c)3 Fees		1,630
Sound/Lighting Equipment		18,250
Video Equipment		5,300
Travel Equipment		9,000
Advertising		10,000
Facility Deposit/Reserve		3,500
Signage		5,300
Website		200
Office Equip/Supplies		2,000
Launch Team Meeting Supplies		850
Travel/Training		3,200
Children's Supplies		7,200
Welcome Center		2,200
Church Management Software		3,100
Fundraising		3,500
	Total	75,230

PROJECTED MONTHLY OPERATIONAL BUDGET

Staff Salary		2,000
Facility Rental		8,000
Printed Materials		600
Children's Supplies		800
Welcome Center		400
Fuel		200
Insurance		400
Food		100
		12,500

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PRAY

We believe in the power of prayer and we need you to partner with us as fellow believers. You can keep up with us by following our progress on Facebook and Twitter.



SERVE

If you are local to Sarasota and want to serve on our launch team, you are more than welcome! Please contact us or check Facebook for meeting times and locations. Not local? Contact us and we can work with your missions team.



GIVE

Your financial support goes further than you could ever imagine. When you give your dollar turns into two because of our partnership with the church planting organization, The Association of Related Churches.

DEAR FRIEND,

Thank you for taking the time to read through our calling and plans for Sarasota. It is clear to us that God is preparing to do something **amazing** in our city and the hearts of His people. God wants to change this city and church planting is the key. On average **75%** of a church plants growth is made up of people making decisions to **follow Christ**. Compare this to the **4%** in most established churches and its plain to see why many people are calling **church planting** the most powerful evangelistic tool available today!

You've received this letter as an invitation into what God is doing in Sarasota. As you read this, anticipation is **building**, people are **gathering**, and funding is already coming in. We need **YOUR** help to keep this momentum moving forward. Please take the time to **ask God** what he would have you do and **respond accordingly**. The need is great for your **Prayer, Service and Financial** support.

You've already seen the **need** in this city and **now** is the time to **respond**. For every **dollar** you give it can be turned into **two** through an incredible partnership with The Association of Related Churches. They will match every dollar up to \$30,000 in the form of a no interest loan. As our church grows we will pay back a percentage each month to help fund more church plants. With a system like this **your dollar** is used to not only plant one church but **hundreds of churches** over the next decade.

Thank you again for your time, prayer, service and support.

In Christ,

T.J., Leah, McKenna and Addison Hankey



ADVANCED TIMELINE

This is a more in depth timeline that will help you understand where we have been, where we are and where where we are going. We will be covering one year of planning, preparation, launch and growth.

PLANNING AND PREPARATION

MAY 2011

- God confirms in T.J. and Leah, after months of prayer, that it is time to start a church in Sarasota FI
- The Shore Files for incorporation in the state of Florida
- Receive Employer Identification Number from federal government

JUNE 2011

- Open checking account for The Shore
- Set up Paypal account as a non-profit
- Set up Facebook fan page
- Purchase domain name www.TheShoreChurch.com .net and .org
- Set-up temporary site for The Shore
- Spread word about launch through web, calls and personal contact

JULY 2011

- Start the 501(c)3 application for non-profit status with the federal government
- Attend ARC 2.0 training in Minneapolis, MN
- Finalize launch plan for The Shore
- Finalize pre-launch and post-launch budgets
- Secure pre-launch meeting room at local Christian book store
- Meet with potential members of launch team

AUGUST 2011

- Complete 501(c)3 application
- Apply for bulk mail permit
- Host first launch team meeting (goal: how to grow launch team)
- Host open, informational events for potential launch team members
- Send fundraising packets
- Follow-up fundraising calls and visits
- Attend Nuts and Bolts conference in Ocala, FI
- ARC 3.0 assessment
- Order info/invite cards

SEPTEMBER 2011

- 4 launch team meetings (goal: walk team through church growth track)
- 1st meeting: introduction to church vision, mission, values and core beliefs
- 2nd meeting: the essentials for christian living and ministry
- 3rd meeting: gift assessment for launch members
- 4th meeting: finding/assigning specific areas of ministry

SEPTEMBER 2011(con't)

- Finish website
- Secure Sunday meeting location
- Purchase necessary office supplies

OCTOBER 2011

- Continue launch meetings (goal: creating launch captains over specific teams)
- T.J. will coach each team in their "win" and help them get there.
- Teach and reinforce culture setting tones for our organization (i.e. unity, humility, generosity)
- Fundraising trip to California in late Oct to early Nov.

NOVEMBER 2011

- Continue launch meetings (goal: refining systems)
- Continue coaching for the "win"
- Finalize purchase lists for each team
- Celebrate with teams as they find success
- Set-up Fellowship One
- Team volunteers for Thanksgiving outreach

DECEMBER 2011

- Start ground work for marketing strategies (i.e. print mailers, record commercials etc.)
- Signage ordered and trailer wrapped
- Team volunteers for Christmas outreach
- Christmas celebration with team
- Start to purchase equipment
- Fundraising: last minute tax write-offs

JANUARY 2012

- Outreaches (i.e gas buy down)
- Purchase remaining equipment
- Practice services (not open to public)
- Pray over and send mailers
- Commercials run
- Invest and Invite
- Pre-register children online for easy checkin launch day.
- Pray for the big day

LAUNCH

JANUARY 2012

- Launch Jan. 29th
- Celebrate the "wins" with team!
- Data input into ChMS
- Promote series via email, facebook and twitter
- Follow-up letter for guests

FEBRUARY 2012

- Start growth track (1-4 for first 4 weeks)
- Refine and correct systems for effectiveness and efficiency
- Promo new series

MARCH 2012

- Prepare for Easter Sunday
- Start planning for summer small groups
- Current series will run to Palm Sunday
- Prepare mailer for Easter

APRIL 2012

- Easter April 8th
- New series Starts
- Baptism Service April 22nd (at beach?)

MAY 2012

- Promote Small Groups
- Publish Small groups Catalog
- Small group semester starts at end of month
- Promote summer series (At The Movies?)

LAUNCH TEAM FLOW CHART

