

# **COUNT DOWN TO LAUNCH**

## **Establishing a New Campus for a Multi-Site Church**

### **PLANNING THE LAUNCH 10 ... 9 ... 8 ... Months to Launch**

#### **STRATEGIC VISION**

##### **PRAYER**

1. We have spent much time in prayer to hear and see God's vision for this new campus.
2. We have a clear sense of God's call for this new campus.
3. Senior Pastoral Team has committed to moving forward on this project.

##### **DETERMINE THE TARGET GROUP**

4. We have determined the initial target group for this campus (for example: baby boomers; blue collar workers; English speaking Hispanics; etc.).
5. The geographical scope of our ministry area has been clearly defined.
6. We have completed a thorough demographic study of the target community, thinking through the ministry implications of our research.
7. We have written a one-page summary of the needs and characteristics of our people and understand them fairly well.

#### **STRATEGIC PLAN**

##### **CAMPUS PASTOR IDENTIFIED**

8. Potential candidates for Campus/Site Pastor have been identified.
9. Half-Day Assessment with potential pastor(s) has been completed.
10. Senior Pastoral Team has chosen & approved Campus/Site Pastor.

##### **CONFIRMING THE NEW CAMPUS' PHILOSOPHY OF MINISTRY**

11. We have developed a clear, specific and measurable purpose statement that captures the essence of our vision for this campus.
12. Referring to both our purpose and the target group summary, we have written a list of ministry priorities to keep our efforts focused.

13. We have determined what general style must characterize our ministries in order to effectively reach our target group.
14. Based on our target group summary, we have determined what specific ministry emphasis we must develop to accomplish our purpose effectively.
15. We have determined that this site's philosophy of ministry sets this site apart as unique in reaching the un-churched in our target community.

### **DEVELOP NEW CAMPUS ACTION PLAN**

16. We have prayerfully developed a general 2-year target plan, which includes goals, and objectives that help us fulfill our purpose.
17. Each goal and objective is specific, measurable, and faith stretching.
18. The necessary resources for each objective have been defined.
19. Responsibilities have been appropriately delegated for implementing the plan.
20. We have identified several possible locations for the site, one of which we will use for the Night of Worship gathering(s).
21. We have an exit plan.

### **STRATEGIC TEAMS**

#### **ORGANIZE YOUR PRAYER TEAM**

22. We have developed a prayer team who will pray regularly for this new campus.
23. Plans have been established to communicate with the prayer team on a regular basis.

#### **ARRANGING THE FINANCIAL TEAM**

24. We have determined the best way to raise support while starting this campus and have begun to implement this strategy.
25. We have a long-term financial plan for this campus to be self-supporting.
26. If we are supported by individuals, another church, or church planting organizations, the exact amount of support and its duration have been clearly spelled out in writing.

#### **ASSEMBLING ADDITIONAL LEADERS FOR THE STAFF TEAM (if necessary)**

27. We have determined the needed staff positions (if any) and the preferred spiritual gift-mix and passions.

- 28. We have a time-line that shows when each additional staff member will be hired.
- 29. We have begun to aggressively pursue the needed staff positions (if appropriate).

## **DEVELOPING THE LAUNCH 7 ... 6 ... 5 ... 4 ...Months to Launch**

### **NEW CAMPUS LAUNCH TEAM DEVELOPMENT**

#### **ENROLL CORE TEAM FOR LAUNCH OF NEW CAMPUS**

- 30. Communicate the vision of new campus/site to the entire church and explain how people can become a part of the launch team for this new campus.
- 31. We are hosting interest meetings.
- 32. We are asking leaders and team members for commitments to serve at the new campus.
- 33. Assemble the growing launch team for regular meetings to communicate vision and update progress.

#### **MAKE CONTACTS WITH THE UNCHURCHED**

- 34. We have developed and are implementing an effective outreach strategy.
- 35. We have begun to make contact with every home in our target population.
- 36. We have high-quality brochures to give to people we meet in the community.
- 37. We are following up with the open and responsive contacts in order to invite them to the Night of Worship and other activities we have planned.
- 38. All members of the campus launch team are involved in outreach to a degree in keeping with their gifts, skills and job descriptions.
- 39. Newcomers to the campus launch team are encouraged to reach out to their family and friends.

#### **HOST 'NIGHT OF WORSHIP' IN THE COMMUNITY**

- 40. We have invited VCC attendees by phone calls or postcards.
- 41. We have invited people from the target community.
- 42. Evaluate results – did people show up and was there a sense that God was doing something?

#### **ENROLL COMMUNITY FOR THE LAUNCH OF THE NEW CAMPUS**

- 43. The campus pastor is meeting with community groups.
- 44. The campus pastor has joined the local chamber of commerce.

45. The campus pastor is meeting with local city officials.

46. The campus pastor is meeting with local pastors.

### **CHOOSE A LOCATION**

47. The facility accommodates our celebration service well in terms of acoustical quality and availability of electrical outlets.

48. The city (including fire marshal) has permitted us to operate in these facilities.

49. The facility is large enough to accommodate vigorous growth for at least one year.

50. Adequate storage is available.

### **ADDRESS IMPORTANT ADMINISTRATIVE ISSUES**

51. We have secured an easy-to-find location with adequate space for celebration service, parking and children & student ministry space.

52. We have set up our financial systems.

53. We have designed responsible financial procedures for offering collection, counting, depositing, expense approval, and other essentials.

54. We have obtained a bulk mailing permit from the Post Office.

55. A campus phone number has been established.

56. Equipment has been ordered for weekend services (ie. Church in a Box, etc...).

57. Signage has been ordered.

### **ADULT SMALL GROUP DEVELOPMENT**

#### **FORMULATE PRELIMINARY PLANS FOR FIRST YEAR**

58. We have met with the Pastor of this ministry at VCC.

59. We have formulated a 1-year strategy for adult small groups that includes launching a new campus.

60. We have set a goal for the number of adult groups desired to launch this new campus.

#### **MOBILIZE THE CHURCH IN PREPARATION FOR THE LAUNCH**

61. We are communicating the vision and needs of small groups ministry to the entire church (as needed).

62. We have challenged existing leaders to expand their vision for leadership development and outreach.

63. Adult small groups have begun meeting and reaching un-churched people in our target areas.

64. Existing leaders are developing new leaders to multiply adult small groups in our target areas.

## **YOUTH SMALL GROUP DEVELOPMENT**

### **FORMULATE PRELIMINARY PLANS FOR FIRST YEAR**

65. We have met with the Pastor of this ministry at VCC.

66. We have determined if new site will have youth ministry from the beginning, or if it will be added later on.

67. We have formulated a preliminary 1-year plan for our youth ministries in line with our objectives.

68. We have established the number of youth groups needed to launch this new campus.

### **MOBILIZE THE CHURCH IN PREPARATION FOR THE LAUNCH**

69. We are communicating the youth ministry needs to the entire church (as needed).

70. We are searching for potential leaders from within the existing youth ministry.

71. Our first youth groups are meeting and reaching un-churched students.

72. We are developing new leaders to lead additional groups.

## **CHILDREN SMALL GROUP DEVELOPMENT**

### **FORMULATE PRELIMINARY PLANS FOR FIRST YEAR**

73. We have met with the Pastor of this ministry at VCC.

74. We have formulated a preliminary 1-year plan for our children's ministry in line with our objectives.

75. We have established the number of children's volunteers needed to launch this new campus.

### **MOBILIZE THE CHURCH IN PREPARATION FOR THE LAUNCH**

76. We are communicating the children's ministry needs to the entire church

77. We've begun to look for potential leaders from within the existing children's ministry.

78. We are developing new leaders to lead additional children's groups.

## **MINISTRY TEAMS DEVELOPMENT**

### **BASED ON WHAT WE HAVE LEARNED, FORMULATE PRELIMINARY PLANS FOR THE FIRST YEAR**

79. We have agreed upon a preliminary 1-year plan for every ministry (team) in line with our objectives.

- 80. We have established the number of ministry teams needed to launch this new campus.
- 81. We are communicating the ministry team needs to the entire church (as needed).
- 82. We are developing new leaders to lead additional teams.

## **PREPARING FOR TAKE OFF 3 ... 2...1 ... 0 ...Months to Launch**

### **SMALL GROUPS GO PUBLIC**

#### **ADULT SMALL GROUPS**

- 83. We have launched groups.
- 84. We have established target dates for multiplying existing groups.
- 85. Each new leader has identified the focus of his group (i.e. type of group and topic of discussions)
- 86. We have developed a strategy for promoting new and existing groups long-term.
- 87. Every small group leader has identified an apprentice to develop.
- 88. We have established a strategy for training and equipping new host/hostess.

#### **YOUTH GROUPS (depends on site)**

- 89. We have set target dates for multiplying existing groups.
- 90. We have implemented a strategy for gathering the disconnected.

### **CHILDREN'S MINISTRY**

#### **CHILDREN'S FACILITY**

- 91. We have identified unique characteristics of the facility (via floor plans, visits, etc.).
- 92. The facility is clean and safe for all children.
- 93. The "look" of the children's area is excellent, welcoming, and attractive to children.
- 94. Signs have been made directing newcomers from the front entrance to the children's programming area.
- 95. The facility is adequately equipped with appropriate child-friendly furniture.
- 96. Set up/tear down procedures have been planned with Ministry Teams.

#### **CHILDREN'S MINISTRY EQUIPMENT & SUPPLIES**

97. Large group equipment (i.e., stage, video, sound, etc.) has been secured.
98. We have secured equipment to fill the needs of each age level (i.e., nursery changing table, number monitor for the stage, toys, craft supplies, etc.).
99. We have secured the needed curricula for all age levels.
100. An excellent brochure is available to introduce Children's Ministry at VCC to all newcomers.
101. A first-time visitor gift has been secured for all children attending the first day.

### **CHILDREN'S MINISTRY LEADERSHIP DEVELOPMENT**

102. We have secured coaches/leaders for each area of need.
103. We have secured temporary helpers for the first month or so to ensure proper adult to child ratios.
104. We have trained each leader to do ministry with excellence in each area.
105. Events have been planned and held to empower leaders and keep them in the loop of communication.
106. We have intentionally celebrated the people and work of Children's Ministry volunteers.
107. We planned and implemented a set-up/trial-run day just prior to the opening.
108. We have made provisions for the spiritual development of Sunday morning leaders (i.e., rotation for attending Celebration Service, message tapes, communion in prayer meetings).

### **CHILDREN'S MINISTRY PROCEDURES**

109. We utilize an attendance system that allows for swift movement of newcomers, and enables us to follow up with them.
110. We have implemented a security system for all children under school age that allows us to identify the adult/caregiver to whom we can release them.
111. Procedures for contacting parents/caregivers via the stage monitor are in place.
112. We have a system in place to greet parents and children every step of the way from the children's area entrance to their classroom door as an effort to inspire the confidence of parents and children so that fears are relieved.
113. Leaders of children are easily identified by all visitors.

### **PUBLIC CELEBRATION SERVICES**

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

- 114. We have seen evidence this campus will have a critical mass of people in order to establish enough momentum for an effective celebration service to occur.
- 115. The facility is accessible to all in the community who might come. Physical barriers that would restrict the disabled have been eliminated.
- 116. The facility has current working restrooms, drinking fountains, and exits.
- 117. The structure is currently clean and safe in all areas.
- 118. We have selected the times of our celebration services.
- 119. We have selected a Ministry Teams Coordinator who will coordinate all the details/teams the day of the service.

## **MARKETING**

- 120. We have designed a marketing strategy to reach the maximum number of un-churched non-Christians.
- 121. We have determined our target area and are using the best available marketing strategy to invite people to our first public celebration service.
- 122. Press releases have been sent to announce the beginning of the new site.
- 123. We have placed advertisements through the newspaper and other pertinent local media to invite the community to our first public celebration service.
- 124. We have instituted a follow-up strategy to generate a public awareness of our presence and identity.
- 125. We have a supply of high quality brochures to make available at the first public celebration service.

## **WEEKEND WORSHIP TEAM**

- 126. Our team understands the vision for this new campus.
- 127. Our church has enough people on this team to launch the new site.
- 128. We have assembled a sound and multimedia system to meet our needs for the celebration service.
- 129. Our worship team has established appropriate rehearsal times and places.
- 130. We have a system in place to evaluate how we did and where we can grow.

## **MINISTRY TEAMS**

- 131. We have designed a strategy for facility usage.
- 132. We have designed a set-up and teardown strategy.
- 133. We have designed a hospitality area to be excellent in function and flair.



134. We have purchased necessary equipment, i.e., coffee pots, signs, tape duplicator, etc.

135. Our felt need ministries are active in difference-making ministry.

## **LAUNCH**