

THE

MINISTRY

MATTERS

SERIES

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THE

1

*Church
Planting
Basics*

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CHURCH PLANTING BASICS

By Dave Earley

Stage 1 DREAM

THE BIRTH PROCESS

Dream Stage Months 0-3	Develop Stage Months 4-6	Deploy for Launch Months 7-9
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Dream Stage Months 0-3

1. **DISCOVER YOUR VISION** / WHAT DOES GOD SEE?
2. DETERMINE YOUR CORE **VALUES** / WHO ARE WE GOING TO BE?
3. **DECIDE YOUR TARGET GROUP** / WHO ARE WE TRYING TO REACH?
4. DESIGN THE **KIND OF CHURCH** THAT IS NECESSARY TO REACH YOUR TARGET GROUP / HOW WILL YOU REACH THEM?

Vision: What does God see when He looks at your mission field?

Values: Who are we going to be?

Ministry Vehicles: How are we going to get there?

God owns the train. He decides where it goes (vision).
People get on and off and get along with each other during the trip (values).
The track is what the train runs on (mission). – CMTC boot camp workbook

1. Discover Your Vision WHAT DOES GOD SEE?

“Let’s get one thing straight from the start. If you want to be a leader, vision is not an option; it is part of the standard equipment of a real leader . . .” George Barna, 48

“The equation is quite simple, no vision = no leadership.”¹¹ GB, 51

When you find the purpose for your life you won’t take hold of it. It will take hold of you. – Bruce Wilkinson Vision of a Leader, Atlanta, GA: Global Visions, 2001

- The vision communicates where the church is going.
- The vision provides a snapshot of the church’s direction.
- The vision challenges your people to accomplish the ministry.
- The vision inspire people to greater effort.
- The vision touches the emotion.
- The vision is unique to every church.

A good vision statement is:

1. Clear.
2. Challenging.
3. Paints a mental picture.
4. Points to a favorable future.

How do you discover the vision?

1. Pray for God’s vision for your church. *Vision comes from God.*
2. Write down all the ideas that come to mind.
3. Refer back to this material and attempt to organize it.
4. Question the vision:
5. Give the process adequate time.

What does God see when He looks at your mission field.

What does God see in the lives of the people who live in your mission field?

What does God see happening in your life?

Write down what you believe God is seeing.

When God looks at (name of area) _____ He sees:

What are your biggest vision limiters?

1. money
2. people
3. facilities
4. :
- 5.

How could each be turned into an asset?

The more (vision) you cast, the more (people) you catch. – Ron Sylvia

2. Determine Your Core Values WHO ARE WE GOING TO BE?

- Values define *why* we are what we are.
- Values describe what we are and what is really important to us.

Four types of values:

1. Aspirations: What you aspire to be. (“We want to become a healthy multiplying church”)
 2. Core values: Guiding principles. “God must be glorified.”
 3. Permission to play values: (“You can wear jeans to church”)
 4. Accidental values: (Limit the calendar to increase the effectiveness)
- Values should be consistent, passionate, Biblical, and distinctive.
 - Values are measured by calendar and checkbook.

- Values, when identified and articulated, become the bridge between beliefs and behaviors.

Belief	Behavior	Value
1. <i>God is worthy</i>	<i>We sing to Him</i>	<i>Authentic worship</i>
2.		
3.		
4.		
5.		
6.		
7.		

Experience produces Belief; Belief produces Behavior, Behavior produces Result

You cannot get new results without changing experiences.

Effective church planting and pastoral leadership is inculcating a fundamental set of beliefs in the lives of the people you lead. Defining values is not a consensus building activity.

3. Decide Your Target Group WHO ARE YOU TRYING TO REACH?

Identify Your Target Group:

1. Will you target lost people?
2. Will you target unchurched lost people?
3. Will you target people like yourself?
4. Will you target receptive people?
5. Will you target needy people?

Gather Information on the Target Group

1. Ask people for the information.
2. Move into the area and begin to observe the people.
3. Read local periodicals and newspapers since they give this kind of info.
4. Read material on psychographics.
5. Obtain professional help. (ie. Percept demographic study)
6. Construct a Profile Person.(Saddleback Sam)

Our target person is:

Use either a list of adjectives or a paragraph

DESIGN the Kind of Church That is Necessary to Reach Your Target Group

ONE BIG QUESTION:

HOW ARE WE GOING TO REACH OUR TARGET GROUP WHILE FULFILLING THE VISION AND BEING TRUE TO OUR VALUES?

FOUR QUESTIONS

1. What kind of people should be in our core group?

A dozen people pulling together will accomplish much more than hundreds all running in different directions.

- People who buy into the vision:
- People who already live or strongly desire to live the values:
- People who identify with or are highly willing to identify with the target group:

Who you are will determine who you attract. The hard reality is that we reach who we are, not who we want. The people on the platform will determine the people in the pew.

Possible identifying points with our target group:

- Family status
- Where live
- Where work
- Income
- Education
- Favorite movies
- Favorite music style / radio station
- Favorite restaurants
-

2. How Will Your Church Feel?

Every church has a feel. People are initially repelled or attracted based on feel.

- List adjectives that describe how your church will feel to a guest visiting your very first public worship service:

- List adjectives that guests will use to describe your church to their friends on Monday morning:

3. What kind of sermons should you preach?

Guests determine whether they will join a church or not based on the sermon.

What do you want the sermons in your church to *accomplish*?

Educate
Evangelize
Equip
Encourage
Other: _____

Who are the sermons *primarily* designed for?

Casual seekers?
Serious seekers?
Young Christians?
Mature Christians?

Circle adjectives that describe how you want the sermons of your new church to *primarily feel*:

Comforting	Challenging	Practical	Devotional
Teaching	Preaching	Dialogue	Training
Classroom	Tent meeting	Seminar	
Expository	Topical		
Content driven	Felt-Need driven		

List other adjectives that describe how you want the sermons of your new church to feel:

List speakers who model the style of messages you think your church needs to offer:

Summary: the sermons in our church are:

4. What kind of musical worship style should you implement?

In a survey of 600 new churches Ed Stetzer found the one factor with the largest connection to attendance growth is "Music Ministry." Clearly, those who consider "Music Ministry" to be a main factor are significantly larger. New churches need quality music ministry. He also found the worship style of the new congregation has a clear and consistent impact on the mean attendance of the new church. Contemporary and seeker new churches are significantly larger than the others. The smallest churches, by far, tend to be liturgical churches. Edward J. Stetzer, "An Analysis of the Church Planting Process and Other Selected Factors on Attendance of SBC Church Plants: A NAMB Self-Study" (Atlanta, GA: North American Mission Board 2003).

Stylistic choices that must be made:

- Formal or Casual
- Traditional or Contemporary or Blended
- Hymns or Choruses or Gospel or Hip hop or Praise/Worship
- Organ or Praise Team or Band
- Drums on platform
- Worship leader or Song leader or Choir director
- Choir and/ or orchestra and/or horn sections
- Robes or ties and dresses or business casual or jeans
- Acoustic or Plugged-in
- Special Music?
- Unserved musicians?

Based on the above choices and other factors you deem important, describe the musical style of your new church using either a list of adjectives or a paragraph.

Who wrote the songs you will sing most often?

- Wesleys Fanny Crosby Issac Watts Moody/Sankey
- Cathedrals Gaithers
- Marantha Hosanna/Integrity Hillsongs Passion Petra

Who will make these decisions?

- Pastor?
- Leadership Team?
- Pastor's wife?
- Choir Director/ Worship Leader?
- Other?

How will complaints be handled?

You will get more complaints about musical worship style than any other area.

Stage 2 **DEVELOP**

THE BIRTH PROCESS

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Develop Stage Months 4-6

5. DEVELOP YOUR **LAUNCH TEAM** / WHO WILL HELP LEAD THE CHURCH?
6. DECIDE YOUR **MODEL OF MINISTRY** / HOW WILL WE CONNECT PEOPLE TO GOD AND TO EACH OTHER?

DEVELOP YOUR LAUNCH TEAM

Recruit a Staff Member(s)

1. One is the Loneliest Number.

“One is too small a number to achieve greatness.” – John Maxwell The 17 Laws of Team Work, p. 1

“Attendance [in new churches] was demonstrably higher in plants with more than one church planting pastor on staff.” – Stetzer, p. 68

1 pastor + 4 years = 70 people in attendance

Multiple pastors + 4 years = 140 people in attendance

2. Two are Better than Three or Four!

“Two staff pastors are the most effective church planting teams.” Stetzer. P. 68

1 pastor + 4 years = 70 people in attendance

4 pastors + 4 years = 100 people in attendance

3 pastors + 4 years = 145 people in attendance

2 pastors + 4 years = 250 people in attendance

3. The Ideal Staff Pastor Would:

- Be able to do ministry AND recruit, train, and empower others to do ministry.
- Compliment the weaknesses of the Lead Pastor.
- Give leadership in a focal point of the church – i.e. Worship, small groups, evangelism. Etc.
- Highly supportive spouse.
- Have a Kingdom mindset, instead of a career mindset.
- Be a team player.

Team players:

1. Put the team ahead of self.
2. Admit mistakes.
3. Are willing to forgive.
4. Avoid petty jealousy.
5. Share credit.
6. Are positive. Refuse to have a critical spirit.
7. Free of the “disease of me.”
8. Willing to be held accountable.
9. Willing and able to pay the price.

10. Share the same core values as the Lead Pastor.
11. Able and willing to communicate.

Which of the characteristics of team player are you good at?

Which need work?

4. Recruiting a Staff Pastor

1. Pray.
2. Be patient. Do not give away titles too quickly.
3. Recruit to a vision, not to a job.
4. Explain in sufficient detail the expectations and the commitments needed to be made to each other in order to make the relationship most effective.
5. Ask clarifying questions such as:
 - “Do you understand what is expected?”
 - “What do you think of these expectations?”
 - “Can you do these things at this time?”
 - “Is there anything that you cannot fulfill at this time?”
 - “Is there anything keeping you from fulfilling these expectations?”
 - “Is there anything you need from me beyond what we have discussed?”
6. Ask for the commitment.
 - “Have you discussed this with (your mate, your parents, etc.) first and are you ready to make the commitment right now?”
 - “Are you ready to get started today?”
 - “Are you ready to seal this in prayer right now?”
 - “Can I count on you to be my “right hand man”?”
 - “Are you ready to sign up today to grow our team and multiply it?”
 - “Well, do we have a staff member?”

Do you need to recruit a staff pastor(s)? Who? What role?

Are you considering becoming a staff pastor? What do you need to work on?

Are you praying consistently about the future staff of the church planting team you are on?

Gather a Launch Team

Essential Characteristics of a Launch Team

A Launch Team is:"

A group of Lay Persons

Who meet with the church planting pastor(s) prior to launch

To give to, pray for and invite friends to the new church

And who will be the primary workers and leaders in the new church.

1. Will Pray for the New Church

2. Will Give to the New Church

3. Will Invite Friends to the New Church.

4. Willing to Fill a Need ...

People Necessary to Launch a Public Worship Service:

1. Set-up supervisor.
2. Audio/video overseer.
3. Preschool children's ministry leader.
4. Nursery overseer.
5. First impressions overseer of greeters, ushers, information table, coffee/donuts,
6. Ushers, offering counters, bank depositors.
7. Administrative, and/or secretarial support
8. Worship leader.
9. Speaker.

... and step aside gracefully when a "better" person comes along.

What people / positions do you need to launch your church?
What need or needs could you fill on your church planting team?

5. F.A.T. People.

- Faithful
- Available
- Teachable.

6. Team Players.

7. Possess Leadership Potential.

- Character
- Competence
- Compassion

If you could play any role in a church five years from now, what would it be?

WHERE WILL I GET PEOPLE TO BE ON MY LAUNCH TEAM AND COME TO OUR FIIRST SERVICE?

CHURCH PLANTING IS A CONTACT SPORT

If you invite them, they will come.

On average, if you invite 25, 15 say yes, 12 visit, 8 will stick.

But if you don't invite them, they won't come.

A incredible number of people are waiting to be asked.

1. Schedule time to contact.

50% of your time or more is a good target.

2. Over come personal resistance /excuses

I'm an introvert.

It does not my gift.

It does not fit my personality.

I don't have opportunities.

I can't handle rejection.

Networking does not seem genuine.

I don't want to come across like a salesman.

There is a big difference between a salesman and a satisfied, confident customer.

3. Get out there. You cannot launch a missional church behind a desk.

Contact 20 new people each week pre launch.

Contact 12 new people a week, post-launch.

4. Use natural resources and opportunities.

Most people have 250 contacts. A referral generates 80% more sales than a cold call.

5. You must adopt the Biblical pattern of being a "people linker."

John 1:40 Andrew linked Peter to Jesus.

John 6:8 Andrew linked the little boy with Jesus.

John 12:20 Andrew linked Greeks with Jesus.

6. Pray for divine opportunities.

7. Start now.

If your first service was in one month who at the first 50 people you would invite?

Decide Your Model of Ministry

HOW WILL WE CONNECT PEOPLE TO GOD AND TO EACH OTHER?

THREE KEY TEXTS FOR CHURCH PLANTERS

MATTHEW 28:18-20

MAKE DISCIPLES		
GOING	BAPTIZING	TEACHING

Whatever model of ministry you develop must equip saints to do ministry (Eph. 4:11-16) and must make disciples (Matt. 28:18-20).
ACTS 2:41-47

HEALTHY CHURCH DNA					
DISCIPLESHIP	FELLOWSHIP	PRAYER	WORSHIP	MINISTRY	EVANGELISM

A: ATTRACT
C: CONNECT
T: TRAIN
S: SEND

EPHESIANS 4:11-16

HEALTHY CHURCH GROWTH				
GOD-GAVE PASTORS	TO PREPARE	GOD'S PEOPLE	FOR WORKS OF SERVICE	SO THAT THE BODY MAY BE BUILT UP
Eph. 4:11	Eph. 4:12a	Eph. 4:12b	Eph. 4:12c	Eph. 4:12d-16

1. Personal relationship is key to spiritual growth.
2. Link by either relational or ministry team settings.
3. An increase of relationships often moves people to the next level of commitment and spiritual growth.
4. There is no perfect model. But there are models that are more Biblical and more effective than others.
5. Your model of ministry will determine your priorities - how you staff, schedule, and spend.
 - What is your main event?
 - How will people get to the main event?
 - Where will they go after the main event?
 - Where do you want them to ultimately get to?
 - What steps must be taken, ministries offered to get them there?
 - What steps or ministries for seekers will be different than steps for believers?
 - How will you determine the answers to the above questions?
 - How will you equip believers?
 - How will you make disciples?
 - How will you know when you have made one?
 - What will be your model of ministry?

POSSIBLE MODELS OF MINISTRY:

Program based

	MAIN EVENT	

Celebration / Cell

ADVERTISING		101	SMALL GROUP SMALL GROUP SMALL GROUP SMALL GROUP
I INVITATION	CELEBRATION	201 CLASS	SUPPORT GROUP SUPPORT GROUP SUPPORT GROUP SUPPORT GROUP
PRESENCE		301	MINISTRY TEAM MINISTRY TEAM MINISTRY TEAM MINISTRY TEAM

Cell/ Celebration

CELL GROUP		
CELL GROUP		
CELL GROUP		

CELL GROUP		
CELL GROUP	CELEBRATION	CELL LEADERSHIP TRAINING
CELL GROUP		

Celebration/ Class/ Cell

ADVERTISING						Small group
INVITATION	Celebration	101	201	301	401	Small group
SERVICE						Small group

Celebration/ Congregation / Cell

ADVERTISING		CONGREGATION	SMALL GROUP
			SMALL GROUP
			SMALL GROUP
			SMALL GROUP
INVITATION	CELEBRATION	CONGREGATION	SMALL GROUP
			SMALL GROUP
			SMALL GROUP
			SMALL GROUP
PRESENCE		CONGREGATION	SMALL GROUP
			SMALL GROUP
			SMALL GROUP
			SMALL GROUP

Seeker service/ Believer service/ Cell

ADVERTISING			SMALL GROUP
			SMALL GROUP
			SMALL GROUP
			SMALL GROUP
INVITATION	SEEKER SERVICE	BELIEVER SERVICE	SMALL GROUP
			SMALL GROUP
			SMALL GROUP
			SMALL GROUP
PRESENCE			SMALL GROUP
			SMALL GROUP
			SMALL GROUP
			SMALL GROUP

Create a flow chart diagramming your preferred model of ministry

DETERMINE YOUR MATRIX FOR MINISTRY

How will you determine staff, budget, and calendar?

Age span?

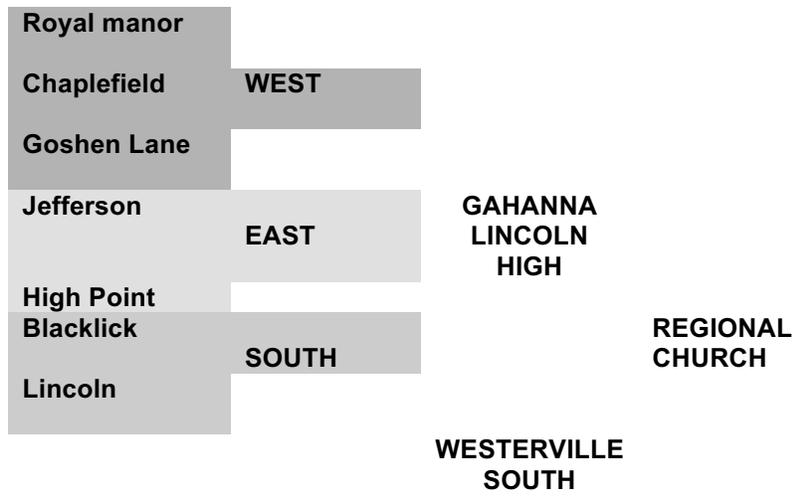
NURSERY	
PRESCHOOL	
ELEMENTARY	
YOUTH	
YOUNG ADULT	
MIDDLE ADULT	
SENOIR ADULT	

Purpose Driven?

EVANGELISM	WORSHIP	DISCIPLESHIP	MINISTRY	FELLOWSHIP

Geographic?

Cell leader /cell coach /cell director /cell pastor /sr. pastor



Stage 3 **DEPLOY**

THE BIRTH PROCESS

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Deploy for Launch Months 7-9

Launch factors

1. The greater the birth weight, the healthier the baby.
2. If you launch too early, too much energy will be spent to keep it going, and not enough energy will go into networking and disciple-making.
3. If you launch too late, the baby could die in the womb.
4. Most church planters launch too soon.
5. Rocket ships launch in three stages. The goal is to get in orbit. Two thirds of the fuel is used to travel the just the first 1,500 feet. The rest is used to get in orbit.
6. Pregnancy follows three trimesters. The tiny infant grows easier inside the womb than outside. Premature birth decreases change of survival.

Launch stages

Stage One: Pre-Launch

1. Settle on the Best **Name** for the Church

- Describe your vision.
- Appeal to your target group.
- Fit your community.

Some Suggestions

1. If your desire is to reach lost people, and unchurched lost in particular, then you might want to consult with them regarding a church name.
2. Keep the name as short as possible.
3. Be careful to avoid names that could alienate people.
4. While there's no reason to be ashamed of what you believe, it's wise not to put your doctrinal statement in your name.
5. Don't use names that have potential to be misunderstood.
6. There are some names that have the potential to communicate negative impressions. – Malphurs

What is the name of your new church?

Why is this the best name?

2. Locate a Best **Place** to Meet for the First Year

Factors in Choosing a Location

- Appearance
- Visibility
- Accessibility
- Size
- Cleanliness
- Location
- Cost
- Storage
- Signs
- Parking
- Reputation

Possible Locations

1. A School Building
2. A Church Building
3. A Public Center
4. A Storefront
5. A Movie Theater
6. A Hotel Meeting Room
7. An Apartment Complex Party Room

3. Determine the Best **Date** to Launch the First Service

Launch date factors:

1. Size of Core Group.

If the church wants to be under 200, then a core group of 25-35 may be enough. But if it hopes to be over 200, the critical mass should be at least 50 to 100 adults. – Peter Wagner

2. The Particular Sunday

Good choices	Bad Choices
Christmas Eve	Holidays
The first Sunday of the year	The Sunday after Easter
The Sunday one month before Easter	The fourth of July
In early fall	the first day of summer

4. Begin holding **Preview Events**

- a. Hold Team building events to cast the vision and build the commitment of your launch team.
- b. Hold intentional, scheduled “taste and see” events that slowly introduce you and your to your mission field. The goal is for the target people to see that you are normal, fun loving people.

The number one reason men do not go to church is because they think it is boring.

Possible “taste and see” events

Block party	Tailgate	
Easter Egg hunt	Super Bowl party	
Harvest party	Christmas caroling	

c. Little by little introduce people on your team and in your mission field to the primary elements of your public celebration.

Potential celebration elements

Teaching style	Student ministry	
Worship music style	Discipleship classes	
Multi-media	Servant evangelism	
Children's ministry	Small groups	

d. Give them a taste of your church. By giving them just a “taste” you:

- can give a taste without having everything ready all at once, yet.
- create an anticipation of what is coming
- give you launch team an opportunity to invite their friends
- get a chance to work out bugs and train new workers

e. Work between events:

- follow up first-time attenders
- continue to develop your infrastructure
- enlist new workers for the next event
- continue to work circles of influence. If launch team members won't work their circles of influence pre-launch, they won't do well post-launch
- the goal is to add 20-30% new people at each preview event

f. Reach major Pre-launch stage goals:

- Name settled
- Place secured
- Date on calendar
- Launch team continues to grow
- Multiple small groups developed
- Team members are tithing to the team
- Team members are falling into needed roles
- Critical mass is being reached
- God confirms His desire to see this new church born

Stage Two: Exhibition

1. Hold a Preview Worship Service

Preview services are a complete run through of the first service. They are held three to four weeks before the broader public has been invited to join. Try to meet in the same place, at the same time as your first service is scheduled.

- Plan on it taking 2-3 three hours to be set-up to receive guests.
- Include every element that will be a part of your initial worship service.
- Give a disclaimer: "Our first service is four weeks away. We will make some mistakes because we still figuring things out. But God is here and He is excited and so are we."
- Learn everyone on the launch team's interests and hobbies so you can quickly connect them to the first time guests.
- Consider holding a first baptism service.

2. Plan the First Service

A. Determine the focus and content of the first service

- The Sermon
- The Music
- The Drama
- The Platform.
- The Greeters.
- Ushers.

B. Prep to set-up the facility.

- Set-up crew
- Quality crew: bathrooms, lights, etc.
- Signage
- Info counter
- Coffee counter

C. Prep to set-up and run the nursery

- Set-up
- Supplies
- Workers

D. Prep to set-up and run the children's ministries

- Set-up
- Supplies
- Workers

3. Publicize the First Service

The ideal is to reach the geographical community, the relational community, and the target group.

Methods:

1. Invitation cards
2. Radio ads.
3. Newspaper ads.
4. Mailings.
5. Billboards.
6. Door-hangers.
7. Yard signs.

Stage Three: Launch

1. Create a Timeline to Launch

First Service: _____

Exhibition Services: _____

Publicity

Preview events:	event name	event date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

First year location selected. place date accomplished

Church name Selected _____

Today's date: _____

2. Set Launch Team Size Goals

First service total attendance goal: _____

First service launch team size goal: _____

Launch team size at beginning of exhibition season: _____

Launch Team size at beginning of Launch season: _____

3. Final Check

- "staff" for every needed position
- printing prepared
- small groups ready to receive guests
- follow-up strategies in place
- system in place to handle offering, counting, deposit, etc.