

Developing a Church Planting Launch Plan

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Passion for Planting



Building a house?

- Preparation
- Foundation
- Framing / Shell
- Systems
- Insulation / Drywall / Painting
- Finish Work
- Occupancy

Building a house?

- Cost (\$100,000 +)
- Activities / Sequence (500+)
- Expertise (experienced and skilled workers)
- Duration (6 - 12 months)

Any General Contractors?

Building a House

How fast can you build it?

World's Fastest House

What can we learn?

World's Fastest House

- Time is \$...or is it? (labor, materials, actions, sequence, etc)
- Motivations / Drivers
- Coordination / Planning / Delegation
- Scope / Size makes a big difference

What does the house look like?

The features of the finished house drive most everything!

Does it look like
something from
your past?

Avoid the trap of your past!

Church Planter or General Contractor?

Jesus owns it...we help build it!

Four Types of People:

Visionaries (flyers)

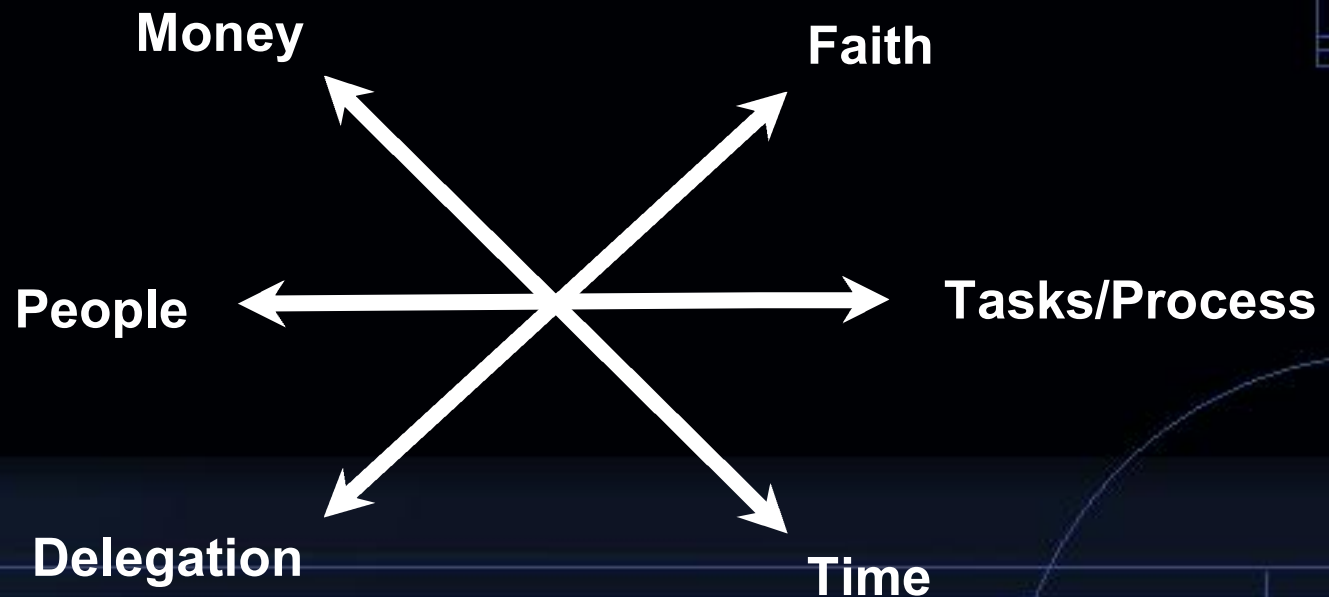
Implementers (climbers)

Maintainers (walkers)

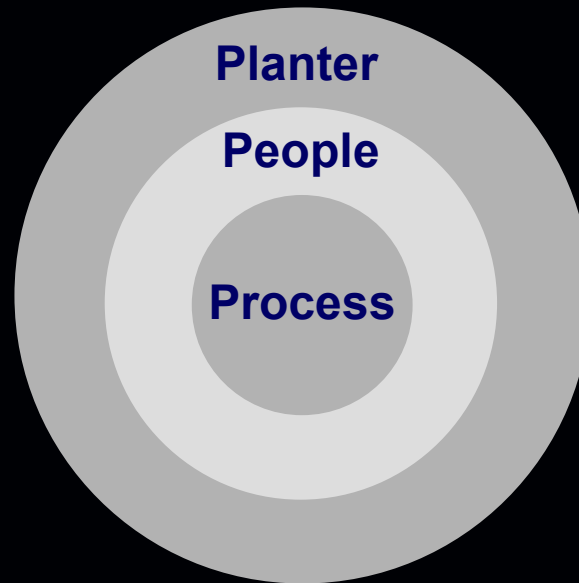
Complainers (snipers)

Healthy Tension

Cooperating with God:



Balancing Act



Prevent future problems by planning today!

Why not launch
this Sunday?

Planning Products

- Launch Plan
- Checklist / Action List
- Strategies

The Planning Process

Step 1 - Start with the end in mind!

- Noah and the Ark – What can we learn? “Make a boat from resinous wood and seal it with tar, inside and out. Then construct decks and stalls throughout its interior. Make it 450 feet long, 75 feet wide, and 45 feet high. Construct an opening all the way around the boat, 18 inches below the roof. Then put three decks inside the boat—bottom, middle, and upper—and put a door in the side.” Gen 6:14-16
- Vision or blueprints?
- 4 Days of floating per year of preparing (that’s 99% preparation, 1% implementation)

The Planning Process

Step 1 - Start with the end in mind!

- Covey Quote – “To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you’re going so that you better understand where you are now and so that the steps you take are always in the right direction.”
- What does the house look like?
- First step in creating the future out of today!

Step 1 Action Points:

- Develop a written philosophy of ministry
- Develop written opening day expectations

Product: A written description that paints a picture of opening day

The Planning Process

Step 2 – Develop Strategies / Nehemiah Principal

- Break things down into smaller logical pieces
- Purpose...Objectives...Actions
- Alignment to purpose in all key areas

The Planning Process

Step 2 – Develop Strategies

Potential Strategies:

- Prayer
- Core Group/Launch Team Development
- Demographic/Contextualization Plan
- Staffing Plan
- Outreach/Service Plan
- Marketing Plan
- Community Networking/Partnering
- Finance Plan (Budget)
- Fundraising Plan
- Small Group Plan
- Facility Plan
- Equipment Plan
- Ministry Teams/Processes Plan

Step 2 Action Points

- Identify key strategies to include in your plan
- Write purpose, objectives, and actions
- Compile actions into list

Product: List of actions (everything you need to do)

The Planning Process

Step 3 – Grouping & Sequencing (Action/ Milestone Integration)

Action Points:

- Group actions into logical groupings (e.g. marketing, equipment, etc)
- Put actions in required sequence
- Example: Grocery list...individual products...type of food...order based on location in store

Product: Actions are grouped logically and are roughly in the order in which they will be accomplished

The Planning Process

Step 4 – Integrating Schedule Dates

Action Points:

- Assign due dates to the major groupings from step 3
- Assign due dates to actions within the major groupings

Product: A solid schedule

The Planning Process

Step 5 – Integrating Finances

Action Points:

- Assign a cost / budget to each action

Product: A solid budget

The Planning Process

Step 6 –Integrating Responsibilities

Action Points: Review each action and assign a lead person to complete the action. Consider role of planter, spouse, family members, launch team members, staff member, part-time workers, and contractors

Product: Delegation tool for getting broader participation

Getting Started

In Nehemiah 1 we see a solid example of how to submit to God and join His plans. Before putting pen to paper or jumping into action, spend whatever time is necessary with God to ensure your motives are right, and that you are fully submitted to Him in the new work.

- What are you putting to death? Confess the baggage.
- Seek God's vision / direction
- Develop a plan

- Prayer, Fasting and confession

Online Resources

www.churchplanting4me.com

- FREE Launch Plan Checklists
- FREE Equipment Lists
- FREE Demographic Reports
- FREE Search Directory
- FREE Templates (e.g. philosophy of ministry, opening day, marketing plan, outreach plan, facility checklists, etc)
- FREE Comprehensive Tutorial
- Converge System (Learn, Create, and Manage)
- Planning Seminars
- Full-Service Marketing @ Non-Profit Prices
- Project Management Services
- 2006 National New Church Conference (Orlando)
- Leading Edge Ministries (www.leadingedgeministries.org)

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