

A STRATEGIC PLAN FOR  
JENNINGS KNOB COMMUNITY CHURCH

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A Strategic Plan

Presented to

Edward J. Stetzer

The Southern Baptist Theological Seminary

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In Partial Fulfillment

of the Requirements for 33820

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# **Jennings Knob Community Church**



**A Christian  
Fellowship**

## **The Community**

Jennings Knob is an area located in northern central Kentucky. Jennings Knob is a hill that was the center of a farm, which was sold by Dr. R.B. Shacklette. He sold off 300 acres and where we surveyed is a farm that has been subdivided and developed by Kentucky Land Company. The area is a conglomeration of one to five acre tracts that vary between custom built homes, spec houses, modular homes, manufactured houses and mobile homes. The realtor has allowed for lower and middle-income families by allowing low down payments for financing of land.

Jennings Knob is in Meade County, Kentucky and on its border is Hardin County. Meade County and Hardin County are the home of Fort Knox Military Reservation. Fort Knox employs approximately fifteen thousand people. Meade County is also home of Arch Chemical Corporation. Arch Chemical Corporation is the largest employer in Meade County. Citizens of Meade County are also employed in the various small businesses of the area or commute to neighboring counties for employment.

## **Meeting Felt Needs**

### 1. Spiritual Needs

In the initial survey, many people responded with a need or desire for spiritual learning and Bible study. Nine of those surveyed in Jennings Knob (Vine Grove) showed interest in attending or hosting a cultivative Bible study. This group only surveyed the Jennings Knob subdivision; however, we estimate there is another three hundred homes that could be surveyed. There was another survey done in the spring of this year in the town of Flaherty. A group from a church in the Salem association surveyed seventy homes. Nine

people responded with interest in a Bible study. In addition to the group surveyed, five local churches expressed an interest in supporting Bible studies that would lead to an eventual church plant.

This establishment of cultivative Bible studies is an instrumental primary step in the forming of a core group in which to further reach the surrounding community and plant a new church. This initial step is fundamental, and will be the basis for a springboard into other activities in which to meet the felt needs of the community. Since the actual spiritual need is salvation and discipleship, a cultivative Bible study would be the remedy for this felt need of spirituality. This felt need of spiritual things will also be met by a time of praise and worship with guitar/piano, etc. This would help to minister to the emotional aspect of their spiritual need, while the Bible study would minister to the cognitive side.

Prospects for the Bible study would be sought by door to door survey. The manpower for survey work would be supplied by the five area churches who have experienced interest in helping with the plant. Likewise, leadership in the leading of cultivative Bible studies would/could be supplied by the five area sponsoring churches.

## 2. Felt Need—Activities for Youth

The survey revealed there was discontent with the lack of church participation or involvement in ministry to youth in the community. There was a desire expressed for activities which would offer an alternative to the alcohol and drugs (partying) which many of the youth of the community are involved with. The present environment is not conducive to being a young man or woman of God. Several youth activities will be orchestrated in which to draw the youth of the community into a group, and eventually into the church plant.

The first youth event will be held in January 2001. A proper building will be utilized where the movie "Left Behind" will be shown. The date and time of the movie will coincide with a local high school basketball game. The movie will be entertainment after the game. Popcorn and snacks will be served. The movie will be advertised in the local newspaper, as well as advertised through word of mouth through the fellowship of Christian athletes.

In March, the second youth event will be a battle of the bands. It will be held on a Saturday evening. It also will be advertised in the local paper and through the fellowship of Christian athletes. The bands will be Christian groups who are chosen for their youth appeal. There will also be a time of testimony and drama between bands. The youth will be able to vote for their favorite band. Names, addresses and phone numbers will be taken in order to build a mailing list.

### 3. Felt Need—Ministries for Children

Many expressed a need for children's ministries and activities. Some parents have to travel thirty miles to Elizabethtown Kentucky for an effective children's ministry. It is apparent from the swingsets, bicycles, and other toys in back yards that there is a large number of children in the Jennings Knob area. An effective Children's ministry will lead to more adults attending the new church. If the parent see their children enjoying themselves, the parent will be more apt and feel more comfortable in attending a Bible study or church.

One Saturday each month, several backyard Bible clubs will be started in various core groups' houses in the community. These clubs will be advertised by door to door canvassing where children's toys are viewed in the yards. In the summer, Vacation Bible School will be held in a suitable location. It will be advertised in the local paper.

#### 4. Felt Need—Job Security

Job security seems to be an important issue for many of the residents of the area. Recently Fort Knox Army Post and The Arch Chemical Plant have each announced possible cutbacks of many jobs in a downsizing effort. Many people have recently purchased homes in the area and are growing concerned in continuing to be able to meet their mortgage payments. We will bring the people affected by the possible cutbacks into a support group. This will enable them to openly share about their fears, and learn of God's promises in His Word about caring for His people as the needs are shared in prayer and closeness. This will help them realize they are not facing these issues alone.

#### 5. Felt Need—A sense of Community

Most of the people surveyed, were relatively new to the community. Many expressed an interest in meeting and getting to know their neighbors better. This is not an uncommon thing when one considers that most homes (both prefab and residential built) are on two to five acres of land. The sense of community which is known in an inner city, or suburban area, where houses are closer, is not present in this community.

A way to meet this need of community is through an evangelistic block party. A block party in a central location would allow for the residents of the area to come together to meet each other. The party would also serve as a time of non-confrontational evangelism. There could be food provided with a BBQ, or it could be a covered dish or picnic style block party. This would be geared as a family event, and would help families to get to know other families. There could be music groups, face painting, and other various games for children and adults.

The block party event could be communicated through the use of door to door canvassing done by the core group and the five sponsor churches, as well as a mailer to the households in the area. In the mailer, and flyer passed out, there could also be information concerning the Bible study groups, as well as the preview services in April, May, and June (and any other events or information that would be helpful (Web address?)).

### **Jennings Knob Bob**

Jennings Knob Bob is 34.9 years old. He was born and raised in the Jennings Knob area. His father and mother were high-school sweethearts. They were married two years after they graduated from high school. Bob has two sisters and one brother.

Bob's entire family lives within a 4-mile radius of each other. Bob and his wife Jenny live in a modular home. Their home is situated on a three-acre plot of land. Their neighbors also live in modular homes on same amount of land plus or minus a half acre. Bob and Jenny have two children with another one on the way.

Bob has a high-school education and he works on the assembly line at a major automotive plant. His commute to work is approximately 40 miles and his drive takes about one hour. Jenny also has a high school education. She works at a day care center in nearby Radcliff. Her commute to work is approximately 15 miles and her drive takes about 25 minutes. Bob and Jenny's household income is \$39,342.00 per year.

Bob enjoys spending time with his family. However, when hunting season is in, Bob can be found sitting in a tree stand with his 30.06 propped up on his shoulder as he scans the cornfield for his next kill. If Bob is not at work, with his family or in a tree stand, you can find him on the banks of the Rough River with his line in the water and a wad of Granger

Select in his cheek. Bob enjoys the outdoors and his favorite past time is camping with his family. Bob also enjoys watching the University of Kentucky Wildcats on his direct TV satellite system.

Bob went to church with his parents when he was younger. They went to the only church in the area. This was a small country church with about 50 members. Most of which had the same last name. Bob was not very active in church during his teen years. After graduating from high school Bob stopped attending church regularly. He and his family attend church on Christmas Eve and Easter.

### **Other Influences**

The area has many tobacco farmers who grow this crop to supplement their income. Tobacco is easily grown and brings in a fairly high yield. Those who farm tobacco, often invite others in the community to help harvest, hang, dry, strip, box and bail the tobacco. Many people in the community also use tobacco in various ways, with smoking being the most prevalent. Teachers and pastors need to be very sensitive toward the user and farmer of tobacco products. The church planter must be more concerned with what is specifically taught in Scripture. Allow the Holy Spirit to convict and change this cultural issue. The church planter must not allow the use of tobacco by a person or persons to keep them from building a meaningful relationship and sharing the gospel.

### **The Need**

One might ask, “why start another church when there are already so many?” Demographic reports show that approximately 40,000 people live within a 12-mile radius of Jennings Knob.

Within this radius, there are 9 evangelical churches. These churches have an approximate membership of 1450 people. Under close examination, the churches in the surrounding communities are not effective in reaching the community for Christ. Therefore, we agree with Peter Wagener when he says, “The single most effective evangelistic methodology under heaven is planting new churches.”<sup>1</sup> This means that there are approximately 31,550 people in the general area who are unchurched, or drive a significant distance to attend a church not in the general vicinity.

Demographic reports show that the population will increase 10% by 2003. This means that if growth remains constant, in two years there will be approximately 42,400 unchurched. Therefore, we feel Jennings Knob is in great need of a new church that will actively seek out the unchurched, share the good news of Jesus Christ, make disciples, and plug them in to ministry.

### **Purpose Statement**

We believe the purpose of Jennings Knob Community Church is to fulfill the Great Commission. Jesus’ commission in Matthew 28: 19-20 states, “Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you,” therefore, Jennings Knob Community Church is a Great Commission Church.

Jennings Knob Community Church will seek to honor God through evangelism. We will lead unchurched, non-believers into a saving relationship with the Lord Jesus Christ. Many in the community have not heard the plan of salvation. We will proclaim this message to the Jennings Knob area. As the church is created and called by God for the purpose of

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<sup>1</sup> C. Peter Wagener, Church Planting for a Greater Harvest (Ventura, Calif.:Regal, 1990), p. 13.

worshipping Him, we will glorify God through the worship of Him. Jennings Knob Community Church will be a church committed to prayer, both corporately and privately. Jennings Knob Community Church will be devoted to the fellowship of Christ's body. We will also be devoted to serving God by serving others through ministry. Jennings Knob Community Church will train believers to be fruit bearing disciples of the Lord Jesus Christ.

### **Priorities**

In order to function as a Great Commission Church in Jennings Knob, The Jennings Knob Community Church must have the following priorities. There must be a casual atmosphere where people feel comfortable to come together and worship God. It must be devoted to focusing on the needs of the family. This means that parents must have assurance that children's ministries are professional, safe, fun and edifying to the children. There must be innovation in worship through upbeat music and real life drama. We believe the Bible is God's Word and the ultimate source of truth. Therefore, biblical instruction should be practical and understandable. We are yielding to God's direction for the church in our lives. We believe every member is a minister; therefore, the spiritual giftedness of each member is to be utilized.

### **Mission Strategy**

#### 1. How will we evangelize?

Obviously, evangelism will take place during our door to door surveys. This will only happen when the opportunity presents itself. However, during the survey we will put out the bait and see if anyone takes it. We will also have evangelistic block parties. These

will happen during the summer when the weather is appropriate. During the block party, someone will lead us in some strumming on the guitar. Through these block parties we will initiate relational evangelism. The mission team will hold backyard vacation bible school. In this we hope to reach the parents through the children. Prior to the start of the 2001 school year there will be a back-to-school band bash. In addition to local Christian bands we will have a time of personal testimony and drama. There will also be youth events through out the school year to include a 5<sup>th</sup> quarter fellowship after high-school football games and a Christian coffeehouse.

## 2. Worship

The worship will be blended, but will lean towards a more contemporary style. The country setting of Jennings Knob would be familiar with hymns, but the target age leans towards a more contemporary and up-beat style of music. The praise and worship team will consist of an acoustic guitar, drums, keyboard, and a bass guitar. We will also use drama in the worship service.

## 3. Prayer

Prayer will be the number one priority throughout the process. Within the core group we will establish an intercessory prayer team. These teams will span out and teach others to do the same. We will utilize the technology of email and create a vast network of prayer grams. For those in the community who do not have access to email, prayer letters will be mailed out every Monday.

## 4. Fellowship

Fellowship with God will occur when lost people come to a saving faith in Christ Jesus. Once people have a personal relationship with Jesus Christ they will be able to enhance

their knowledge of God through sound doctrinal preaching and training from the Word of God. Fellowship will occur through Bible studies and leadership training and various outreach events.

#### 5. Ministry

The church will minister through the teaching of the Word and teaching new believers how to minister to the needs of others. Ministry will be carried out to the congregation, and new ministries will be implemented when the need arises and there are bodies to assist in the new ministry.

#### 5. Discipleship

This will begin immediately after the individual comes to a saving knowledge of Jesus Christ. We will utilize the baseball diamond model. First base will be a new-believers class. Second base will consist of discovering spiritual gifts and initial evangelism training. When they reach third base they will get further training in their specific gifts. Putting their gifts to work will happen as they transition from thirds base to home plate.

### **Strategic Plan Timeline**

- April: Mail a 10,000 piece core development mailer. Begin door to door surveys.
- May: Begin first Bible study.
- June: Begin search for servant leaders in core group. Form second Bible study group. Mission teams survey the community. Mission teams hold Vacation Bible school.

- July: Begin evangelism training and spiritual gifts inventory with core group. Form first Leadership group. Send out 10,000 piece mailer. Mission teams survey Community. Mission teams hold Vacation Bible School. Have first evangelistic Block Party.
- August: Form Third Bible study. Mission teams survey the community. Mission teams hold Vacation Bible School. Have second evangelistic Block Party. Youth back to school Band Bash.
- September: The second leadership group is formed. Have the third evangelistic Block Party. Have youth fifth quarter fellowship (movie). Have monthly backyard Bible club (indoors).
- October: Form fourth Bible study. Have a youth coffeehouse. Have monthly backyard backyard indoor Bible club.
- November: Form third leadership group. Have youth fifth quarter fellowship. Saturday backyard Bible club.
- December: Form fifth Bible study. Train core group leaders in child care, ushers, and greeters. Mother's day out for Christmas shopping. Youth Christmas party and dance. Indoor backyard Bible club.
- January: 10,000 piece mailer to community. Hold first preview service.
- February: 10,000 piece mailer to community. Hold second preview service.
- March: 40,000 piece mailer to community. Hold third preview service. Contact all prospects. Send out mailers to all community for Grand opening launch.
- March: March 29, 2002 Easter Sunday—Grand Opening Launch Service.

## **Mission Statement**

The mission of Jennings Knob Community Church is to reflect the love of Jesus Christ throughout Jennings Knob and surrounding communities.

## **Vision Statement**

Our vision for the future life and ministry of Jennings Knob Community Church is the expansion of our biblical purposes into new directions and ministries. We envision a church, which is **communicating** the love of Christ not only by evangelizing our immediate area, but also nearby areas within Meade County. We envision reaching other neighborhoods with the Gospel and discipling them so that as they spread to other communities to work and live, they will evangelize and disciple others in those areas, thus expanding the ministry of Jennings Knob Community Church

We envision a church which not only continues to **cultivate** the spiritual walk of its current membership, but also disciples new converts who are being reached in target areas, so that they are incorporated into the life of the church and are growing toward maturity in Christ. We envision a church that seeks to **care** for others and meets ministry needs beyond **the** current membership, providing the church opportunities to demonstrate unconditional love to those who have the greatest needs.

We envision a church that is moved with compassion and care towards those who are in need in the immediate and surrounding areas. We envision a church that **congregates** in appropriate facilities and sufficient facilities to meet the needs of our ministry. As the church grows we envision purchasing land within Meade County. After the land is paid in full we

envision building on the land a facility which can accommodate the existing church and room for expansion

**Jennings Knob Community Church  
12 Month Proposed Budget**

<u>Anticipated Income</u>	<u>Month</u>	<u>Year</u>
Offerings	\$ 250	\$ 3,000
NAMB/KY (Salaries)	2,000	24,000
Supporting Churches	500	6,000
Supporting Individuals	<u>300</u>	<u>3,600</u>
<b>Total</b>	<b>\$ 3,050</b>	<b>\$ 36,600</b>
<u>Anticipated Expenses</u>		
<b>Missions</b>		
Cooperative Program (8% offering)	\$ 20	240
Local Baptist Association (2%)	4	48
Special Events	<u>225</u>	<u>2,700</u>
<b>Total</b>	<b>\$ 249</b>	<b>\$ 2,988</b>
<b>Worship and Music</b>		
Sound System	\$ 200	\$ 2,400
Music Supplies	30	360
Computer/Printer/Software	290	3,480
Video Projector	<u>375</u>	<u>4,500</u>
<b>Total</b>	<b>\$ 607</b>	<b>\$ 10,740</b>
<b>Facilities</b>		
Rental of Worship Facilities	\$ 50	\$ 600
Signs For Church	<u>35</u>	<u>35</u>
<b>Total</b>	<b>\$ 85</b>	<b>\$ 635</b>
<b>Advertising</b>		
Mass mailing	\$ 500	\$ 6000
Newspaper	45	540
Printing	150	1800
Postage	<u>42</u>	<u>504</u>
<b>Total</b>	<b>\$ 737</b>	<b>\$ 8844</b>
<b>Education &amp; Discipleship</b>		
Curriculum	\$ 33	\$ 396
Bibles	21	252

Nursery Furniture & Supplies	80	960
Children's Ministries	<u>50</u>	<u>600</u>
<b>Total</b>	\$ 184	\$ 2,208
 <b>Administration</b>		
Salary	\$ 750	\$ 9,000
Housing Allowance	500	6,000
Annuity	<u>85</u>	<u>1,020</u>
<b>Total</b>	\$ 1,335	\$16,020
 <b>Total Income</b>	 \$ 3,050	 \$36,600
<b>Total Expenses</b>	\$ <u>3,197</u>	\$ <u>38,364</u>
<b>Net Difference</b>	\$ 147	\$ 1,764

### **Interview with Joel Rainey, Pastor of Muldraugh Baptist Church**

1. Joel, have you already surveyed a section of Flaherty, what do you think about planting a church in that area?

"I think a Bible study may work in Flaherty, but I don't think they are ready for a church.

2. We are going to survey in Flaherty, but through conversations with the Salem Association of Baptists, they directed us to the Jennings Knob area. The Jennings Knob area is closer to your church. We surveyed a portion of that area and found a people interested in a Bible study. What are your thoughts about Jennings Knob?

"I think it's great. I don't know if our members would travel that far to do a Bible study like he planned to in Flaherty, but he might."

3. Do you think your church would help establish a Bible Study?

"Yeah, I'm interested in helping. I'm sure some others would have some interest."

4. There is a definite interest. There are many other homes in the area that need surveying.

Do you think your people would help complete the survey in the area?

"I think they would. I couldn't say for sure, but I would be willing to tell them about it."

5. Do you have any other ideas for starting a church plant in that area? "I think a few of the local churches need to get together. Someone would need to be a sponsor church eventually. Buck Grove would be the closest church and they have the resources to help."

## **Interview with local Pastor: Dave Campbell, Pastor of Buck Grove Baptist Church**

1. After speaking with Salem association of Baptists Mission Committee, we have planned to survey an area near your church. (After describing the area) What are your thoughts concerning doing a survey in the area? “I think it is great. There is a great need in that area. We went through the area at one time handing out revival flyers. We tried to cover every house within about a five mile area.”

2. These are the questions we plan to put on the survey: 1) Are you actively involved in a church? 2) What is the name of the church? 3) What do you think is the greatest need in the community? 4) What do you look for in a church? 5) Would you be interested in a bible study if someone started one in this community? Then we ask for their name, address, and phone number. The last question is: Is there anyone or anything you would like us to pray for? Does this sound like a good survey?

“Yes. I would find out if they were unchurched first. I would find that out before asking them anything else. If they said yes, I’d just move on. Do you think it is a good idea to start a Bible study first? I’m not really a church growth expert, but do people respond to a Bible study first?”

3. A cell group consisting of a Bible study is the model we have been studying. A good leader that can lead a Bible study starts off by teaching some basic concepts of Christianity. One idea is that the unchurched are probably not Christians and this initial Bible study will gear to lead them to the Lord. Mike and I have a personal interest in this survey as local pastors. We would be willing to lead a Bible study if there is an interest. Your church has the resources and is the closest church to the target area, a target area being where we have chosen to do the survey do you see your church becoming involved in sponsoring any local groups with the potential of a church start?

“Yes. If the groups started out as a Bible study, when would you start thinking about growing them as a group? Would you start several Bible study groups and how would you get them to meet together? Would they join together in worship?”

4. Mike stated, “I have been part of a church plant and you would probably lose some that like the Bible study but are not ready to assemble in a larger group for worship.” Jerry stated, “You would probably incorporate a hymn or song with guitar or something like that into your

Bible study. It would help set up a transition for worship on a different scale.” The association Missions Committee will get a copy of our report. Do you think your church would be interested in helping support a Bible study with the potential of a church plant in this area? Yes. Do you need any help doing the survey? (Our response: sure). I think any Bible study or group should work under the authority of a local church. Even if members of the association help establish Bible Studies, the churches need to establish some sort of authority. Especially if any decisions are made.

5. We hope the association Missions Committee does get the information of the reports to the local churches and pastors or report at the executive committee meeting of what we have done. This work is a class project that we hope will actually reach.

### **Interview : Director of Missions**

1. Has there ever been any survey work done in Flaherty?

Yes. Jack Currently has a chapel bus that goes into one of the trailer courts in town. This is a bus which has been converted into a make shift church. Jack holds a Bible study. We have about 10-15 people that show up for this. It has taken three years to get this going.

2. Why has it taken three years?

The town is mostly Catholic and the local priest has a big influence in the town. The owner of the trailer court is Catholic and he said he would not allow the chapel bus back if we went door to door and tried to convert the Catholics.

3. Has anyone ever done any survey work in the town before?

Yes, two of the local churches have done survey work. However, we don't have the results and the churches have seemed to misplace them.

4. Would you like for a group of SBTS students to do some survey work and give you the results?

We are skeptical about this because of the Catholic influence. If you make the local priest mad he will have us pulled out of the trailer court. Also, you have to be very careful with country people. They are different than people in Louisville. The Mormons have already surveyed the town and the Jehovah Witness. If the people see you walking up to their door,

they will most likely not answer thinking that you are another group of Mormons or Jehovah Witness. However, there are plenty of places to survey on the outside of the town.

5. Where might this be?

On highway sixty there are two large neighborhoods. We have never done any survey work in these neighborhoods.

6. Can you see a church being born out of these two neighborhoods?

Yes. The home Bible studies, if they grow, can begin to reach out into the town and this will enable us to work in the town later on.

7. If we surveyed in these neighborhoods, would you still have to run the ad in the local newspaper?

No. These neighborhoods don't require the ad because they are not under the influence of the local priest like the town itself.

### **Interview: New Believer**

1. How long have you lived in the area?

17 years. Four of which have been in this neighborhood

2. Do you think that you and possibly some of your neighbors would be interested in a Bible study if one were offered in the area?

Yes, I would be interested if it were in the mornings and I would like to get the rest of this household involved. I know that many of my neighbors do not attend church and I believe that some of them might be interested if they were invited.

3. As a new believer, what would you most want to learn in a Bible study?

Who in the area can help me understand the Bible you gave me.

4. Do you plan to attend a local church?

Yes, but it is kind of far away, 15 minutes I'm told. I have not been there yet. This will be my first Sunday.

5. Would you be interest in a new church starting in this area?

Yes

6. How many people live in your house?

Eight.

7. Are any of them attending church regularly?

No, but my ex-wife is studying to become ordained in some church through the mail  
8. If a new church were started here, what would draw you to attend?  
The people to be loving and interested in telling my kids about Jesus.

### **Interview: New Believer**

1. What is your name? Diana, I have two daughters' ages eight and two.
2. Are you currently involved in a church? No, we just recently moved into this trailer, our first home. We have attended churches before.
3. Do you know when you die where you'll go? I think that my daughters and I will go to heaven.
4. Why do you think that? Because we are good people and are baptized in the Catholic Church.
5. Did you know that being good and receiving baptism doesn't save you? No! That is what my mother always taught me.
6. Would you let us show you in God's word, (the Bible), how you can be sure of spending eternity in heaven? Yes!
7. Now that you have made a decision for Christ, would you be interested in attending a Bible study in the area? Yes, I'd love to.
8. Are you married? Yes, my husband's name is Alan. Do you think he would be interested in meeting with us or attending a Bible study? No! not right now anyway.
9. Have you had an opportunity to meet others in the area? No.
10. Would you be interested in attending a new church? Yes.
11. Where did you live before coming to here? An apartment in Brandenburg.
12. Is there anything we can help you with right now? Where can I get a Bible? And should I just start reading from the beginning? Let us provide you with this Bible and I suggest you start reading in 1, 2, 3 John.

### **Interview: Long Resident New Believer**

1. What do you think about a small group Bible studies in the Hobbs-Reesor Road area?  
"Bible studies in homes seem to have a much greater dynamic than those at the church

sometimes. It would depend on the longevity of the study and who led the study. The type of study would make a difference.

2. What do you look for in a church? “First, I look for a minister that has the ability to convey a message of the Bible that has some application for my life today. If he can take the teaching that Jesus taught some 2000 years ago and make it applicable for me today. Music is another big thing for me. There are several older hymns that are wonderful but there are more contemporary praise music songs that I like. I want more people to be real Christians. I want real Christians and a real church.

3. There’s no church from Buck Grove (his church) to New Salem. What do you think the response of your church would be if a small Bible study got established in the Hobbs-Reesor road area? “I think most people would be interested.”

4. You know some people from the other churches in this area, do you think other associational churches would get involved in helping a Bible study get started with resources and maybe some leaders? “Yes, I think there would be some interest and I’d like to see it happen.

5. So, from your statement earlier, would it be fair to say that if you attended home Bible studies that some of the main things you would look for would be the leader, the material studies, and the longevity of the study? “Yes, I’d want the leader to be a real Christian, if you know what I mean.

### **Interview: State Church Extension Coordinator**

1. Do you feel there is a need for a church plant in Flarehty?

Yes

2. In what ways might the KBC assist the church planter?

We could possibly provide some funding if we felt good about the planter and the strategy.

We could provide demographic information and basic training.

3. Has there ever been a church plant in the town before?

Not to my knowledge only multi housing ministry

4. Has there ever been an interest in a church plant in the town before?

I met earlier this year with a group who wanted to plan a unified strategy for the area. I think they were more interested in multi housing ministry that would eventually grow into an established congregation.

5. How many church plants have been started in Meade County during the past 10 years?

I am aware of only 1, Gospel Fellowship, which is being planting by Alan and Donna Thomas currently.

6. How many church plants have been started in the surrounding counties in the past 10 years?

One in Hardinsburg which developed out of a church split.

7. When my group finishes its project, we are going to send a copy to you and to the Salem association. Do you think someone will take this info and move forward with it?

Only is there is a local church willing to take the lead and initiate the effort. I hope the local congregation will step up and sponsor a new work there. A woman who works in our department, Becky Carnell, is going to start a Bible study there, regardless. She would be great in a core group for a new start.

### **Interview: Church Planter—Mike Cook**

1. What did you do to seek out the unchurched?

We attained demographic information provided by NAMB and the Georgia Baptist Convention. We decided to focus on the East side of rural Georgia County, with 4000+ homes. We did door-to-door surveys to locate the unchurched families. We sent out four different direct mail pieces over a four-month period. We started in-home Bible studies. We used newspaper ads, radio ads to reach the unchurched audience. We sent letters to those coming forward at the Rick Gage Crusade who did not note an evangelical church affiliation.

2. What type of worship style is used and why?

We use a contemporary and casual, but with a worshipful attitude. We did use hymns occasionally to reach those accustomed to traditional hymns.

3. Are there any special dynamics of the plant that would be helpful for us to note?

The family problems found among the unchurched seemed to call for a concerned pastor, offering help and counsel. There seems not to be any specific bias toward the music or version of Scripture version used (they did not demand KJV).

**4. What were some of the problems you experienced in planting the church?**

The logistics of Setting up and breaking down for worship services each week in the school cafeteria, rooms, etc. became difficult. It was difficult to find the right time of day to talk to the head of the household when doing surveys (i.e. contacting them without irritating them). It was difficult to find a committed worship leader.

**5. Is there anything you would do differently if you could do it again?**

My personal opinion is that I would put together a good-sized mature core group and train them before launching (the other planter chose to begin without one).

**Interview: Church Planter—Mike Dodsen**

**1. What was done to seek out the unchurched?**

Our strategy of mass mailing worked well when we launched New Hope two years ago in October of 1998, as well as follow up mailings. We targeted about a 15-mile radius around our church location. That produced about 18,000 households that would receive mailings. About six months prior to the launch we did a smaller mailing of about 12,000 that contained a postage reply card for people to return. On this card they could request more info and/or a New Testament. We had about fifty cards returned. Then in June we started our “phones for you” campaign. We got a 3-4% response rate on the dial ups. That is the percentage of people who were at least willing to receive more info on the new church we were starting. While that produced a large prospect pool, the person who developed the phoning campaign says that this should be utilized when you can anticipate around a 10% response rate and that the Northeast is not the best place to use it. My personal opinion is that mailings are a better investment of time, resources, and energy overall.

In response to the phoning campaign, we sent out a letter, 2 brochures, a post card, and a special invitation. The prospect list was around 1400. Then we also sent out a mass mailing to every household early the week of our launch. I think another effective tool to use is to have many different types of gathering events as possible during the time leading up to the launch—picnics, special dinners, Bible clubs, piggy back special community events, etc.

These all provide opportunities for core group development and outreach at the same time while you are waiting to launch. A Couple of things that did not seem to work well were the Jesus Video distribution and door to door surveying. I cannot say that we laid the proper foundation in prayer for the Jesus video distribution.

New Hope is now just over two years old. A couple of things that we did post-launch that seemed to work really well were operation P.A.S.S.I.O.N. and putting a one page flyer in the local newspaper to celebrate our first anniversary. Operation Passion was our strategy for giving both new churches a post-launch boost centered around Easter. New Hope was averaging around 100 post-launch, and on Easter had 213 in attendance. We rented a local elementary auditorium and sent out another mailer. Insertion of the flyer in the newspaper is a cost effective way to get out info about the church. This past summer we held a Sunday service at a local amusement park that went over well and produced a lot of first time guests.

### **Church Planter Interview—Alan Thomas**

**1.** What did you do to seek out the lost for this church plant

We started with a Bible study in our home back in January 2000. We started with four people. My wife and myself along with two other ladies from our previous church which is in the same area. We have been developing our core group and hope to do a launch by next spring. Currently we have about 20 people meeting in our house. Of those 20, most of all of them are people who were not attending church anywhere before they started meeting with us.

**2.** What is your basic strategy for this church plant?

We have a simple strategy. It's in the Bible. "Love God, love people, and share Jesus." This is the Great Commandment, and the Great Commission. Beyond that, the most important thing I know to tell you is to know as much as you can about the people in your area.

### **Community Narrative of Jennings Knob**

The Jennings Knob area was settled originally by four families. These families were the Ashcrafts, the Stiths, the Richardsons, and the Shackletts. These families were given Revolutionary War land grants in this area in the late eighteenth century. The Jennings Knob

area was primarily an agricultural area until the late nineteen eighties. It has developed into a more residential area in recent years. There are many families who are moving in from Louisville and other suburbs into the Jennings Knob area.

The Jennings Knob area has two main employers in the community. The Olin Chemical Company came into the area in the late 1950's hiring approximately between four hundred and five hundred people. Part of the Fort Knox military post is in the Meade County area which is the county in which the Jennings Knob area resides and many from the Jennings Knob area are employed by Fort Knox military post. Much of the development and expansion of the Fort Knox military post took place in the World War II era.

The main agricultural products produced in the Jennings Knob area are: livestock, cattle, hogs, sheep, grain, corn, soybeans, and wheat. There are three major Catholic churches in the area. The area within the Jennings Knob area next to Brandenburg is approximately forty percent Catholic and sixty percent Baptist. The Jennings Knob area itself which is located several miles from the Brandenburg area does not have an active Southern Baptist Church within several miles. The Buck Grove Baptist Church is in the area but with the great expansion of growth in the Jennings Knob area it is obvious to see the need to commit to planting churches in the area.

With many subdivisions popping up as well as other growth that has come in the area, it is a field that is white unto harvest. When we did our community survey, our group found that there was great interest in starting a Bible study. What a great opportunity to establish churches that will evangelize and make disciples and in turn start other churches that will evangelize and make disciples. Jesus commands for us to go out into the highways and hedges to compel them to come in. Also, in the Jennings Knob area, we found the need of some of

the people that we surveyed to have a church that has a real sense of purpose, community, and lack of hypocrisy.

There were many residents of the Jennings Knob area who we interviewed who said that they were tired of the games that many churches played. They want a church that has the vision for reaching out to the lost of the Jennings Knob area. Also, there are many lost who do not know there need to establish a personal, active, relationship as a serving disciple of Jesus Christ. One lady named Melissa Priddy said that she and her husband John know that they needed to have a relationship with God. However, Melissa said that she and her husband would come to a relationship to God on their own time. Jerry and I tried to press the issue of urgency of accepting Jesus Christ but Melissa was not interested in discussing this any further.

This is precisely the reason that we must preach Jesus Christ to those who are in the Jennings Knob area. They must be given the opportunity to make a decision for the claims of Jesus Christ and the gospel. The issue is a matter of great importance and affects the eternal destiny of the souls of Jennings Knob. Our challenge is to make Jesus Christ known to the people of Jennings Knob so they can make a decision to become his disciple today.

**Jennings Knob  
Community Church**



Dear Friend,

Jennings Knob Community Church is a new church starting in your area. God is doing great things in our community, and we want you to be a part of what God is doing. You are invited to attend the Grand Opening Easter Service at Jennings Knob Community Church.

At Jennings Knob Community Church you can

- Find programs targeted to meet the needs of each family member
- Enjoy celebrative worship with a contemporary flavor
- Hear practical, Biblical messages rooted in historic Christianity
- Express a genuine faith through church and community service
- Trust your children to the care of dedicated nursery workers

Come Sunday March 29 at 11:00 A.M. to the Grand Opening Easter Service of Jennings Knob Community Church, 1000 Jennings Knob Road, Vine Grove Kentucky 40175.  
Phone: (502) 555-1234.

**Jennings Knob  
Community Church**



Dear Friend,

Have you been looking for the right time to meet your neighbors and spend time with the one's you already know?

Join us for a community block party hosted by Jennings Knob Community Church.

There will be plenty of food and fun for the whole family.

- Hog roast
- Live music
- Horsehoes and volleyball
- Kid's games
- Face painting
- Pony rides

Day: Saturday July 21, 2001

Time: 11:00 A.M.

Place: The Shacklett Farm, 1217 Jennings Knob Road, Vine Grove, KY 40175

Phone: (502) 555-1234 for more information