



WHERE LIVING WATERS FLOW!

We are planting a new church called River Valley Community Church, and this paper is our strategic plan for this new start. River Valley is a suburban area with industrial parks and shopping centers speckled among residential neighborhoods. There is a mixture of old and new buildings and homes, but new developments and renovations are frequently noticed. Walking through the area gives a sense of change, renewal and growth as this area transitions from privately owned farms and businesses to carefully developed residential communities and large corporations.

River Valley Community Church is to be located in the Southwest area of Jefferson County, Louisville, Kentucky. This growing area has the Pleasure Ridge Park, Sylvania and Greenwood communities and it all has the 40258 zip code. There are several new developments being built within the area consisting of single family houses, condominiums and patio homes. There is access to the Louisville as well as the Interstate system a very short distance away.

The boundaries of our area are as follows:

East - Dixie Highway

West - Cane Run Road and the Ohio River

North - Lower Hunters Trace and the Mill Creek Cutoff

South - Johnsontown Road

There are also two roads which almost perfectly divide the area into four equal quarters. Running North to South is Terry Road and East to West is Greenwood Road. The center of the area where these two roads meet has a shopping center as well as other smaller businesses and Dixie Highway on the Eastern side is one of Louisville's main thoroughfares and has major shopping, dining, and other facilities. Another feature of the area is the Louisville Jefferson County Riverport Authority area which is the home to several new factories and manufacturing facilities. There are also several parks and other outdoor meeting areas. This area of town in one that is a blend of older established neighborhoods and newer developments, which gives it a measure of stability as well as a freshness of faces from which to start a new congregation.

RVCC will initially be located in the Sanders Elementary School. This school is in the Jefferson County Public School. The school is located on Terry Road less than ½ mile south of the Terry/Greenwood intersection, and is a prime central spot which has ample parking and facilities for our needs.

In this general area there are generally two groups of people, “white collar” and “blue collar.” Areas that have been developed for several years contain a mixture of these two groups of people, while the new developments mainly represent one group or the other group. The community is fairly homogenous in terms of race. Almost ninety-seven percent of the people in the area are Caucasian. The following is a proposed target for our church.

River Roger

The following demographic target is based on the CACI Demographic and Income Forecast of the North American Mission Board and the US Census Bureau Data. While there could be several “typical” demographic targets, “River Roger” is the target demographic that seems the most reachable by the church planting team.

Race: Roger is white, as 96.9% of the population is white.

Age: Roger is most likely to be in his mid-thirties.

Employment: He works a blue-collar job and is considered part of a factory, “rust-belt” community.

Income: Roger is living in an area whose average household income is \$47, 118. However, there are a number of upscale households in the area that raise the average. Roger is most likely making less.

Education: High School Graduate

Family: Wife and two children (possibly step-children)

RVCC will be a blended church in terms of style. Based on interviews and other information most of the people are open and interested in contemporary worship styles. At the same time many of these people have some exposure to traditional churches, and expect certain styles to be present in a church service and ministry. Dress will be somewhat casual, but some of the leaders may dress in suits. Musical style will be varied between hymns and praise and worship. Some of the people seem to have an interest in Country-Western music, but we will resist the temptation to use this type of music since a noted authority on church planting has stated that this type of music is the spawn of Satan.

The church will focus on worship and family ministry. Our worship leader will coordinate the blended worship of the church. One of our main goals is reaching families. During the interviews a repeated concern of parents was activities for their children. For this reason one of our staff members will be a children’s minister who will be responsible for implementing and leading family ministry.

MISSION STATEMENT

River Valley Community Church exists to lead people to live life under the lordship of Jesus Christ for their good and God's glory.

It is a short statement, but we believe it contains the biblical ends for which God created churches. We believe God established churches to express love for Him and humanity (Mark 12:30-31) by:

- C** - Calling people to salvation through *Evangelism* (Mt. 28:19-20),
- H** - Honoring God by *Worshipping* Him in spirit and truth (John 4:24),
- R** - Relying on God through *Prayer* (Mark 11:17),
- I** - Increasing intimacy with one another through *Fellowship* (Acts 2:46),
- S** - Serving God and people by *Ministering* to legitimate needs (1 John 3:17),
- T** - Training those God saves through *Discipleship* (Ephesians 4:11-13).

We believe our mission statement involves all of these biblical expressions of love for God and humanity. The word 'people' is intentionally vague in our statement. It is not defined spiritually, geographically, or demographically. This is not due to a lack of focus but rather to recognition that Christ has armed His church with diverse means to lead diverse people with diverse needs to the same cure. For example, we lead lost people to live under Christ's lordship through evangelism, and we lead saved but spiritually immature people to live under Christ's lordship through discipleship. In another example, we lead both lost and saved people to live under Jesus' lordship as we minister to legitimate needs. The lost being ministered to see something of the love of Christ as we serve, which opens the door for evangelism, and those serving move toward maturity as they obey Christ's command to serve as He served (John 13:14-15). Another key phrase in our mission statement is 'live life'. In an area heavily influenced by revivalism, salvation is often misperceived as a moment in a person's life, usually the moment they respond to an alter call, rather than a whole new life. It is our mission to lead people to genuinely worship God by living their entire life, every moment and area of it, under Jesus' mastery. We believe this is the most abundant and God-glorifying life available to anyone, and everything we do is to move people from wherever they are toward this goal. We evaluate all we do in light of this, right down to our logo, which depicts the church experiencing abundant life under Christ's lordship by showing living water flowing through the church beneath the cross and bible.

While it is our hope to live so that we may lead all types of people in multiple geographic locations toward life under the lordship of Christ, we recognize Christ has laid out a strategy that takes into account geography and demographics. The record of this is in Acts 1:8 where Jesus calls His Spirit empowered disciples to witness to Him first in Jerusalem, then in all Judea and Samaria, and then to the remotest parts of the earth. In light of this, our more narrow purpose statement is below.

River Valley Community Church exists to lead people, beginning with the unchurched of southern Jefferson County, to live under Jesus' lordship for their good and God's glory.

CORE VALUES

Christ's Headship – We recognize Jesus as “head of the body, the church,” and strive to live so that “He Himself will come to have first place in everything” (Colossians 1:18).

Scripture's Authority - We affirm the total accuracy of the Bible and value complete submission to God's will revealed in it.

Authentic Worship - We value God above all and seek to sincerely worship Him alone in Spirit and truth, individually, corporately, privately, and publicly.

Prayer – We value the incredible privilege of communicating with God, and we seek to make this a house of individual, corporate, private, and public prayer.

Lost People – We value unchurched, lost people of every ethnicity, economic, and educational level and will use every God honoring means available to win them to Christ.

Saved People – We value all people whom God has adopted into His family and will use every God honoring means available to help them grow to maturity in Christ.

Family – We value the family as God's basic unit of society, and seek to assist people in their marriages, in nurturing the next generation, and in caring for the elderly.

Community – We value the development of genuine community among believers that demonstrates God's reconciling love in Christ.

Creativity – We value creativity in ministry and we will regularly evaluate our efforts for biblical fidelity, cultural relevance and imaginative effectiveness.

Mobilized Congregation – We value every member as a divinely gifted minister called to service in God's church.

Ministry Excellence – God gave His best for us, and we desire to give our very best in His service.

VISION

Here are some of our dreams for River Valley Community Church.

- We envision River Valley as a church where many lives are transformed by God's grace and for His glory. We hope to see the unchurched people of southern Jefferson County come into the church, grow up in Christ, and go out into His world on mission for Him.
- We envision God-glorifying, life impacting worship that blends the traditional that people in the area have known from childhood with the contemporary that reaches them where they are today.
- We envision graduated training courses that move people from membership to maturity to ministry to mission.
- We envision vibrant small groups meeting in homes to build biblical church community.
- We envision trained godly members leading cultivative bible studies in their neighborhoods to lead people from the general community to Christ.
- We envision on mission members ministering to people's genuine needs locally.
- We envision on mission members ministering to people all over the world eventually.
- We envision great children's programs that delight, inspire and educate children and their parents.

- We envision youth and young adult ministries that genuinely connect and inspire Christian young people to carry their crosses and live radically better lives.
- We envision growing to the point where we can specialize Sunday morning services by having *Community Service* (outward) late Sunday mornings and *Church Worship* (upward) early Sunday mornings.
- We envision reproducing by planting a new church locally, semi-locally (North America), or abroad at least every three years.
- We envision a church that grows to be less and less defined by the ethnic, economic, and educational strata we come from and more and more defined by where we are going and the One who is taking us there.
- We envision owning a facility that will accommodate our growth and help us minister effectively in the community.
- We envision a church that always strives to reach up to God and out to the lost in innovative ways that connect the communities of south Jefferson county to Christ.

RVCC will be supported through partnerships and core group contributions. One of our partners will be the local Baptist association. We will closely work with the association in this plant, and we hope that the association will be able to provide core group members so that we will be able to make a hot start. Valley View Baptist Church will be another of our supporters as we plant this church, and they may also provide additional core members. NAMB will be another partner whom we are excited about having as a partner. We are looking for more partner individuals or organizations as well.

Initially, the core group will be able to provide a portion of the budget. As the church matures we plan to be less dependent upon our partners for financial support. We intend to build the core by use of direct mail, phone systems, door-to-door work and servant evangelism. The core will then be assimilated by training them in Lifebridge courses that will teach our mission, vision, purpose and values. We will use this training time to screen and form our core group. Further development of the core will continue as the group becomes involved in outreach strategies and as they are trained to lead in worship and other ministries.

Budget

River Valley Community Church Proposed Budget

<u>Anticipated Income</u>	<u>Month</u>	<u>Year</u>
Offerings (Core)	\$1,100	\$13,200
NAMB/KY	\$2,800	\$33,600
Supporting Churches	\$ 525	\$ 6,300
Other	<u>\$ 478</u>	<u>\$ 5,736</u>
TOTAL	\$4,903	\$58,336

Anticipated Expenses

Missions

Cooperative Program (8% of offering)	\$ 88	\$ 1056
Long Run Baptist Assoc. (2% of offering)	\$ 22	\$ 264
Special events	<u>\$ 150</u>	<u>\$ 1,800</u>
Total	\$ 260	\$ 3,120

Facilities

Rental Supplies	\$ 320	\$ 3,840
Office Space	\$ 350	\$ 4,200
Signs for church	<u>\$ 50</u>	<u>\$ 600</u>
Total	\$ 720	\$ 8,640

Advertising

Mass Mailing	\$ 350	\$ 4,200
Media	\$ 25	\$ 300
Printing (business cards, letterhead, etc.)	\$ 75	\$ 900
Phone System	<u>\$ 100</u>	<u>\$ 1,200</u>
Total	\$ 550	\$ 6,600

Education & Discipleship

Curriculum	\$ 45	\$ 540
Nursery	<u>\$ 85</u>	<u>\$ 1,020</u>
Total	\$ 130	\$ 1,560

Administration

Salary	\$1,200	\$14,400
Housing Allowance	\$1,800	\$21,600
Annuity	\$ 100	\$ 1,200
Office Supplies (phone, supplies, etc.)	<u>\$ 143</u>	<u>\$ 1,716</u>
Total	<u>\$3,243</u>	<u>\$38,916</u>

Total Expenses

\$4,903 **\$58,836**

Strategy 18 Months

- a. 1-2 Initial Preparation (Staff development)
 - i. Shaping Strategy
 - ii. Building Relationships
- b. 3-6 Core Development
 - i. Outreach
 1. Direct mail
 2. Servant Evangelism
 - a. Oil Change
 - b. Light Bulb
 - c. Smoke-detector battery
 - d. Park Clean-up
 - e. Parent's Night Out
 3. Phone bank
 4. Associational Missions

- 5. Door-to-door work
 - 6. Cultivative Bible Studies
 - ii. Screening and formation of core
- c. 7-9 Pre Launch
 - i. Core group Bible Study
 - ii. Communication of Foundational elements (Bridge to Life)
 - 1. Lifebridge 1
 - 2. Lifebridge 2
 - 3. Lifebridge 3
 - 4. Lifebridge 4
 - iii. Considerable outreach and servant evangelism
 - iv. Other community ministries
 - 1. After school programs
 - 2. Marriage and Family seminars
 - 3. Financial Planning seminars
 - 4. Music Makers for preschoolers
 - 5. Youth Nights
- d. 10-12 Launch
 - i. Formation of Discipleship/Assimilation teams (Bridge to Life)
 - 1. Lifebridge 1
 - 2. Lifebridge 2
 - 3. Lifebridge 3
 - 4. Lifebridge 4
 - ii. Full scale outreach and servant evangelism
 - iii. Worship preparation
 - iv. Opening Service
- e. 13-18 Assimilation and Growth
 - i. Continued focus on foundational elements (Bridge to Life)
 - ii. Expansion of ministries