

His Tapestry Community Church: Strategy Plan

Purpose

The purpose of His Tapestry Community Church is to provide a multi-ethnic, multi-lingual body of believers that will be able to worship God and serve the Lord Jesus Christ in their own language and with members of their own ethnic group.

Mission

The mission of the church is to reach across ethnic and linguistic lines in sharing the gospel of Jesus Christ. Once converted, these individuals will go through a discipleship program that will help them to mature into members in the body of Jesus Christ who bear much fruit.

Eighteen Month Strategy

The following is a strategy plan developed and based upon surveys, interviews, demographic statistics, and projected resources. This strategy was developed by a church planting team that spent hours gathering information. The information to come is by no means exhaustive. It is however our thoughts on how a person can start a church to reach the city of Lawrence, Massachusetts. As time goes on this strategy will need to be updated to properly assess the ever-changing situation in Lawrence.

April 15th – June 15th

Starting in April, the process of acclimating oneself to the area of Lawrence, Massachusetts will begin. This will be a time of getting orientated with the overall community and outlying areas surrounding Lawrence.

This will also be the time that a core group is generated. The goal is to have 30 – 40 solid core members by mid-June. A core group will be sought and generated using a couple of different methods. First, personal relationships will be cultivated to find core members who are interested in being involved in a new church start. Second, local churches and seminaries will be contacted to assist in finding prospects for the core group. Also, an extensive survey of the community will help locate those open and willing to be involved in a core group. These are a few of the methods that will be utilized in finding a core group.

One additional step will be taken to supplement the previous methods of generating a core group. Lists containing information on new movers and new parents will be purchased. A letter will then be sent to each family addressing their specific need. Each mailing will be followed up by a

telephone call. If certain families seem open and responsive, they will receive a personal visit from a member of the new church start. This will give that member a chance to share the vision of the new church start with the families they are visiting. This additional step should be another way of finding and assimilating people into the church's core group.

By mid-June a solid core group of 30 – 40 members should be established. Also during this time there should be small groups meeting in various homes. Each small group will meet weekly for cultivative Bible studies that are led by one of the members of the new church start. These Bible studies will be designed to enhance the maturation process of the core group as well as assimilate new visitors into the fellowship.

June 15th – July 15th

Beginning on Sunday June 15th there will be five straight weeks of visits from different mission teams from the Midwest and the South. Mission teams will come from Kentucky, Ohio, Florida, and North Carolina to assist in the new church start. During these five weeks a different events will keep these mission teams busy. One week a team will help orchestrate and assist with Vacation Bible School. Another week a team will help with door-to-door surveys and phone surveys of the community. Other teams will help renovate a building where the church will be located. Another week a team will help with coffee house and athletic club events geared toward reaching the unchurched. During the final week a team will help out with a clinic offering free medical care to those who are in need. Each of these events will be geared toward reaching the unchurched with the Gospel. Local radio and television stations will be contacted during this time. They will be sent press releases a few days prior to each event. This will hopefully get the new church start seen in the city of Lawrence. This will also be a time of small victories that the core group can be involved in. These small victories will help keep the morale of the core group high as the church approaches the launch in the Fall.

July 15th – October 21st

This is an important time for His Tapestry Community Church. It is during this time that the church will begin preparing for the launch. The church will have its formal launch on Sunday October 21st. Prior to the launch there will be a series of preview services.

The first preview service will take place on August 5th. This preview service will be preceded by a direct mail campaign advertising this special service. There will be 10,000 mailings sent out one week prior to this preview service. These mailings will specifically target the unchurched. On August 5th a full service take place. The only thing that will not be part of this service is a time for Sunday school. This service will contain a fully staffed nursery, greeters at the entrance and at the pew, contemporary worship, expository preaching, and a way for those at the service to respond.

The next preview service will take place on September 2nd. This preview service will also be preceded by a direct mail campaign. Another 10,000 piece direct mailing will be sent out one

week prior to this preview service. This direct mailing will also target the unchurched. This service will be very similar to the first preview service. This service will hopefully improve upon any problem that may have arisen during the first preview service.

The next preview service will take place on September 23rd. Another direct mail campaign will also precede this preview service. One week prior to the preview service a 10,000 piece direct mailing will be sent out targeting the unchurched. This service will attempt to improve upon weak areas identified during the previous two preview services.

The next service will be the Launch. The Launch will occur on Sunday October 21st. This will be the grand opening of His Tapestry Community Church. This will be a complete grand opening with a time for Sunday school prior to the worship service. There will be a 25,000 piece direct mailing one week prior to the launch. This direct mailing will advertise the grand opening of His Tapestry Community Church to the unchurched. Our brochure will read, "Do you feel like you don't fit in with those in church? Come to the Grand Opening of His Tapestry Community Church. This is the grand opening of a place where you can come and take your place among the threads." Local radio and television stations will also be contacted. They will be sent a press release describing the launch a week before the grand opening. On the day of the launch there will be parking attendants helping those arriving to find a place to park close to the church. There will also be greeters at the entrance to the building. Another greeter will welcome the family and help them find a seat. The service will be similar to the preview services but with improvements.

October 21st – January 20th

From October 21st through January 20th there will be small events designed at keeping the momentum going from the launch. Beginning on October 22nd, letters will be sent out to all of those who visited the church for the grand opening. These letters will be followed up by phone calls to those visitors a few days later.

It is also during this time that the church will begin preparing for a free Thanksgiving Dinner. Donations will be taken and stored for Thanksgiving Day. On that day His Tapestry Community Church will open its doors and provide a free dinner to all who wish to come. This will be a time of serving the community. This outreach event will hopefully develop prospects and opportunities to share Christ with the lost.

Beginning in December, His Tapestry Community Church will begin preparing for a Christmas Drive. During the weeks prior to Christmas Eve unopened toys will be collected. These toys will be wrapped and prepared for Christmas Eve. Local radio and television stations will be contacted a few days before Christmas. A press release will be given to them stating that needy families can come by the church on Christmas Eve to pick up of gift for their children. The local newspapers would also be contacted about this event. On Christmas Eve the church would be open from noon until 8:00p.m. so that families can pick up a gift for their children.

Also during the months of October, November, and December winter coats and clothing will be collected to give to those who are in need of them. Starting on January 1st these items will be handed out to the needy at the church. Also, some of these items will be donated to local shelters to disperse to the needy.

These are just a few of the events that will take place from October 21st – January 20th. It is critical however that while these outreach programs are undertaken they are not made the priority. The priority is the weekly worship service that has been going on since October 21st. New visitors should be contacted by letter first, and then by a telephone call. Also, new members should be assimilated into small groups where they can mature through discipleship. These areas are the priority. The outreach events previously mentioned are to benefit the poor and needy with the understanding that their greatest need is a personal relationship with Jesus Christ.

January 20th – April 14th

During this period the church will begin preparing for two events. The church will begin preparing for a free clinic that will be offered in March 9th. The church will also begin preparing for an Easter service geared to reaching the unchurched.

Beginning in late January His Tapestry Community Church will begin to prepare for a free clinic offered on March 9th at the church. This free medical clinic will give those who are in need the opportunity to have dental, eye, and other medical care. This is an outreach event geared toward reaching those individuals who are in great need. Those who are interested in the church will be followed up on by letter and phone call. The goal of this event is to find unchurched individuals who are open and receptive to the gospel.

In February the preparation for the second major will have begun. This event is Easter. It falls on March 31st next year. This preparation will need to be done early so that everything that needs to be accomplished can be. This special service will have a couple of things leading up to it. First, the Jesus video will be given out to 500 homes in the area. This video will be accompanied by a bag of microwavable popcorn and a card from the church. Also, a 5,000-piece mailer will be sent out advertising a “special” Easter celebration. This Easter celebration will have special music and video clips throughout the service as well as the normal things that go on at His Tapestry Community Church.

As was stated earlier, all of these things are simply outreach events. The priority is not on the music played or the type of medical help offered. Those are a means to an end. The end result is hopefully mature, fruit-bearing disciples who are following Jesus Christ. These outreach events do serve a secondary purpose. These events give those already assimilated into the church an opportunity to serve the community and exercise their gifts. This in turn can build morale and keep the momentum going from the launch six months ago. It is our goal not to just maintain but to continue growing and prospering at His Tapestry Community Church.

April 14th – July 14th

It is at this time that the church begins planning for summer events. The church will contact the mission teams in Kentucky, Ohio, Florida, and North Carolina to see if they would be interested in coming for a week over the summer. The events over the summer would be similar to those of last summer. Events such as Vacation Bible School, door-to-door surveys, construction/remodeling (of homes in the community), phone surveys, and help with a clinic would be on the schedule.

One of the priorities for this summer would be reaching out to those whose homes are in need of repair. One of the big outreach events of the summer would be to help construct or remodel homes for those who are in need. Through networking and communication with city officials we would try and find out the areas of greatest need for this type of work.

The regular worship services would continue as normal. This would be a time when the church would also start trying to reach out to the community and surrounding area in other ways. The church would start developing a web site. This site would contain all of the applicable information needed about the church. Also, a broadcast ministry would be studied. Other churches already involved in the area of broadcast ministry would be consulted. If our findings show that it would be worthwhile to move forward in this area of ministry, then a team would be created to assist in this area. These alternate ways of reaching the community would hopefully be in place by July 1st.

July 14th – October 20th

Beginning around July 14th and continuing until August 18th His Tapestry Community Church would host mission teams coming from parts of the Midwest and the South. The summer events previously mentioned would take place. On a particular week certain teams would come in and help with the planned event. Members of the church would house the mission teams for the week that they are in Lawrence.

About mid-August the church would also begin planning for a fall outreach event. This event is going to be an event getting the church ready for its one-year anniversary. This fall event would take place September 28th. The church would contact the city to find out if the city square can be rented or utilized for a social gathering. If the church were not cleared for this, then the fall event would take place in the parking lot of the church. If the church were cleared for this event, then we would proceed with the planning.

The Fall event would be a time of special music, games for the kids, food cooked on the grill, and fellowship for the church. At this gathering a live band would be secured to play for the event. This band should be a Christian band. Their music may be alternative and contemporary, but it should also be Christian as well. Also, there would be games for those of all ages. Things like face-painting, sack races, egg tosses, etc., would be available for those who would come. There would also be food of all kinds to cater to the different ethnic groups that might choose to attend. This event would begin about 4:00p.m. on September 28th and continue until 8:00p.m.

The purpose of this event is to have a time when the members and regular attendees of His Tapestry Community Church can fellowship and celebrate what God has done so far in this new church.

The next big event is the one-year anniversary of His Tapestry Community Church. On October 20th the church will celebrate its one-year anniversary. Prior to this service a direct mailing will be sent out to the community. A 5,000-piece mailing will be sent to the unchurched. The purpose of this mailing is to encourage those in the community who are unchurched to come and see what God is doing at His Tapestry. The church will hopefully have continued to grow since the launch. By the time of the one-year anniversary the church should have 150-200 regular attendees in worship every week. Local radio and television stations would be contacted about covering our one-year anniversary. A press release would be sent to the respective stations one week prior to the event.

Also a special service will be planned. There will be special music, testimonies, video clips of the church, of course the preaching of God's word. All of these things will be geared toward showing the community and visitors to the church that God is doing something amazing in Lawrence. The purpose will not be to exalt the work that has been done by the respective team members, but to focus on God's faithfulness in sustaining and growing the church. This will hopefully peak the interests of those listening and allow us to gain more members.

Conclusion

This would be the eighteen-month strategy plan for His Tapestry Community Church in the city of Lawrence, Massachusetts. This is neither an exhaustive or infallible strategy plan. It was prepared by a church planting team who studied the area and the people as best they could. This strategy should be sufficient for starting a church in the Lawrence, Massachusetts's area.

This strategy plan is general concerning a couple of areas. These areas will be elaborated on immediately following this conclusion. There are four areas that need to be discussed in more detail: The Worship Style; The Church Name; The Assimilation Strategy; and Ten Ideas for Meeting Said Needs. These were generally addressed in the strategy plan so that they could be discussed in more detail at this point.

The Worship Style

The worship style of His Tapestry Community Church would be very contemporary. By very contemporary we mean a worship style that caters to the younger generation in this area. There is a large population of Hispanics in the area. There are also Puerto Ricans, Italians, Germans, and Anglos. Of those we surveyed, nearly 75 – 80% said that they preferred a contemporary service. Those surveyed were mostly 30 – 50. This being the case, we would assemble a worship team that could play a variety of contemporary music. A variety of different instruments would be utilized. There would be a brass section, a guitar section, a drum section, a piano section, and a vocalist section on this worship team. This worship team would have to be

able to play music in the Latino/Hispanic style. They would also have to be able to play contemporary music in a style that would be in the style of Italians, Germans, and Anglos. We understand that this is asking a lot in a worship team. But this is to be no ordinary church. We hope to reach across ethnic, linguistic, and cultural lines to create a mature body of fruit-bearing disciples. The worship team must be able to adapt to different styles if His Tapestry Community Church is going to lead these different groups in worship. It is a big task, but one that God can create if it is in His will to do so.

The Church Name

The church is called His Tapestry Community Church for a very specific reason. In the community narrative you read about the great diversity found in the city of Lawrence. This city has many different ethnic groups. Many different languages are spoken. Also, there are men and women who are at different economic levels. This city is a melting pot.

We decided that His Tapestry Community Church would be the best name possible in this situation for a couple of reasons. First, there was one Baptist church in town. It was not doing well at all. If we were to call ourselves Lawrence Baptist Church, we might be confused with the struggling Baptist church in town that currently exists. Another reason why we chose this name is because it differentiates the new church start from the Catholic churches that currently exist and from the storefront charismatic churches that are popping up throughout the Hispanic community. Another reason why we chose this name is because it is very distinct. People will start to remember the churches name after a few outreach events. It is very unique and that is a plus. One final reason we chose the name we did is because the city of Lawrence is a melting pot. We truly believe that there are different people and groups in the city of Lawrence that are alienated from the rest of society. It is our goal to weave them into the body of Christ. We are not talking here about weaving them in with their different theological predispositions still in place. We are talking about reaching the unchurched individual for Jesus Christ. This person is then assimilated into the church through a strategy that helps them to mature as a Christian. Once they are mature as a Christian, they can begin reaching their own groups for Christ. We want to weave in the different groups and cultures found in this city into the new church. This will create a very unique church that has a lot to offer the community and the Kingdom of God.

The Assimilation Strategy

In the assimilation process, His Tapestry Community Church will rely heavily upon the Purpose-Driven-Church Small Group Model created by Saddleback Church. In this model you have one or two people who are called apprentices. They lead small home Bible studies through the Purpose-Driven-Church Small Group Model.

This process will begin the moment there are enough core members to begin a home Bible Study. Even after the church is launched and is a year old this process will be continued. The purpose of this assimilation strategy is to help people catch a vision for where the church is

heading, while at the same time leading them to a mature relationship with God through Jesus Christ.

Once the church is launched, His Tapestry Community Church will begin to utilize a more in-depth assimilation process. This too comes from Saddleback Church. We will utilize the Baseball Diamond Paradigm. There are four classes that a person would take to be fully assimilated into the church. There is the membership class (101); the maturity class (201); the ministry class (301); and the mission class (401). This is the process and the order a person would go through in being assimilated into His Tapestry Community Church.

Ten Ideas For Meeting Said Needs

Some of the said needs that were found in the community were:

- The Need for Childcare
- The Need for Better Roads
- The Need for Unity
- The Need for Contemporary Worship in Church
- The Need to Reach the Young People
- The Need for Financial Help
- The Need for Community(Fellowship)
- The Need for Physical Support and Help
- The Need for a Church That Doesn't Look Like a Church
- The Need for a Church That Practices What it Preaches

Here are ten ideas we would utilize to meet these needs. 1.) Our church would try and provide a time for childcare during the week. This is in addition to the childcare provided during Wednesday and Sunday Worship. 2.) The church would try and work with the individual communities to try and clean up the area. This would also mean working with the city to fix things like roadways. 3.) The church would always seek to encourage multi-ethnic and multi-cultural participation in ministry and outreach event. An opportunity would always be provided for different groups in the church to participate. 4.) The church would have a contemporary style that would be considered very non-traditional. This will attract those who are tired of the traditional styles of worship. 5.) Our many outreach events would be geared toward reaching the young people in the community. For example, our Vacation Bible School and our free medical clinics. 6.) We would help those in the community financially by having special days (Thanksgiving, Christmas, etc..) where we provide food or gifts for those in need. 7.) Our church would meet the need for community and fellowship by providing that in our many small groups and assimilation classes. 8.) The church would meet the physical needs of the community by conducting free medical clinics at least twice a year. Also, a coat and clothing drive would take place in the fall. Coats and clothing would then be given out to the needy around January 1st. 9.) Not only would our worship be non-traditional, but our building would to some extent as well. We would attempt to create a building that would still be recognized as a church even though it is constructed in a modern and contemporary way. Most of those we surveyed did not want to be seen going into one of these traditional churches. 10.) Finally, His Tapestry Community Church would indeed practice what it preaches. That would be a main

tenet for all those on staff to abide by. Our church would also come up with a covenant that new members would have to sign. This covenant would outline how our members were to act and carry themselves. Many people we surveyed said they thought that most Christians were hypocrites. They said that if a new church were starting they would like to see it practice what it preaches. His Tapestry Community Church would definitely strive to accomplish this goal of practicing what is preached.