

Strategy Plan for Lebanon, Tennessee

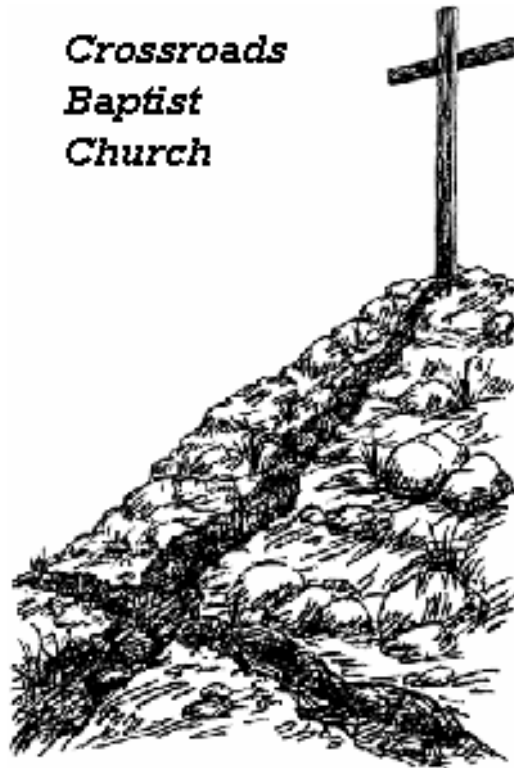
The Birth

Of

A

New Church

*Crossroads
Baptist
Church*



Community Narrative:

HISTORICAL BACKGROUND/SOCIAL TREND OF LEBANON, TN

Wilson County, Tennessee has a very rich history. It all began a long time ago in the late 1700s. In all actuality, it is said that there were people living within the “boundaries” of what is now Wilson County as early as the year 1780. However, there is hardly any documentation as to that fact. On October 26, 1799, by an act of the Third General Assembly, Section 4, Wilson County became official. Soon after Lebanon was established as the first town and later became the county seat.

Lebanon’s biblical roots go all the way back to the actual naming of the town. The new land owners were amazed at the amount of Cedar trees in the area, which brought to mind the passage in Psalms 72:16, “May there be abundance of grain in the earth on top of the mountains; Its fruits will wave like the cedars of Lebanon; And may those from the city flourish like the vegetation of the earth.”

According to history, there are three distinct growth periods in the life of Lebanon, TN and Wilson County. Each of these periods of growth lasted anywhere from twenty to sixty years in length. The first growth period began in around 1802. The population of Wilson County in 1800 was 3,261. Nearing the end of this first growth “spurt” in 1830, the population had grown to an overwhelming 25,472. This is a phenomenal 681% growth over this period of thirty years. That is an average of an additional 23% of growth each year. However, before the next growth period, the population of Wilson County sank to 24, 460. The major industries during this time were wool and lumber. There is also the usual way of life for most people that being farming.

By the year 1842, the people of Wilson County and Lebanon were seeing good times again. This growth period led to two major advances in this town. The first was the construction of the major roadways. The old Hermitage Turnpike or what is today known as Highway 70 was built. This also was a contributing factor to the booming business in manufacturing, which is the second major advance. Among the industries of wool and flour, a new industry of manufacturing silk boomed. Silk worms were found in the many Mulberry trees all over Lebanon and Wilson County. Farming still was a major way of life in this town.

The third and final major growth period came around 1908. By this time, wool was the primary industry besides farming. It was twenty-five years later when the whole country felt the effects of the economic depression. However, the newspaper in Lebanon printed an article in 1934 with the following quote, "For some reason, Wilson County and Middle Tennessee are not feeling the full effect of the Great Depression. There is a hardship, it is true, but not of the sort I have seen on the streets of New York. There are men out of work, but not as many as Chicago or Cincinnati." This is an obvious indication of the prosperity that God has granted this area. It has been said that the growth of Wilson County, for nearly 200 years, has been the story of people moving east of Nashville. By taking a quick look at the demographics, this is still evident today.

The last town to incorporate in Wilson County was Mt. Juliet. This town is in extreme west Wilson County and this area is experiencing tremendous growth as well. In extreme east Wilson County, there is a small town known as Watertown. These three towns within Wilson County make up the interesting "dividing" lines of Wilson County. The major dividing line is between Mt. Juliet and Lebanon. Although Lebanon and

Hermitage (extreme eastern Davidson County) are about equidistant from Mt. Juliet, most people in Mt. Juliet will drive to Hermitage or even to Nashville before they will make the drive to Lebanon. This poses an interesting dilemma in the planting of a church. Where Crossroads Baptist Church would most likely locate would be on the Lebanon city limits line. However, because of these “dividing” lines, we are centrally located to reach a people that could almost be considered a separate town in between Mt. Juliet and downtown Lebanon.

The major arteries actually cross in this “town within a town” concept. They are Highway 109, which runs North and South, and Highway 70, which runs East and West. Both of these roads are Tennessee State Highways. Where these two roads cross is the area that we are trying to reach. This area is known as the “crossroads”, hence the name Crossroads Baptist Church. We decided to include the name “Baptist” because of the rich Southern Baptist heritage in this community. From our surveys, it seems as though people that do not attend a church would most likely choose a Baptist church, if they were going to find one. The logo is of a cross and it’s shadow, which, looks much like a road on the Tennessee landscape. We chose this logo as we feel it appeals to the area as well as the name Crossroads.

Why Lebanon?

Is there a need for a church in the city of Lebanon, Tennessee? According to God’s Word there is. It is stated in Mathew 28:19 to “go and make disciples of all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit.” This command tells us that there is a need for Christ in every region through out the world, Lebanon is not an exception to this. According to the demographics of the region

(specifically that of the 37087 and 37090 zip codes) Lebanon is one of the fastest growing communities in the entire state of Tennessee. The community is primarily appealing towards upper-middle class families between the ages of 25-35 years old. This is our targeted people group.

Most are moving to the Lebanon area to experience more freedom and peace outside of the big city atmosphere of Nashville in order to raise their children. These parents are in the medium scale of the Boomer culture, which, typically, is team, oriented and enjoys more of a cooperative style worship. They are also spiritual and seek for the truth, many times in the wrong places. Since by their very nature they are seekers (not necessarily for God) this group is more of a discern for yourself, experience in relation to truth culture. Thus, our church is preparing itself to reach this people group. Peter Wagner said that “Church Planting is the single most effective evangelistic methodology under heaven.” We in turn feel that God desires a church to be planted in the crossroads area of Lebanon, Tennessee. Not only is this area ripe for a soul-harvest now the estimated growth from the new speedway that is being built will continue to bring prepared hearts to the area who will as a result come to know Christ as savior. The potential for this region is there and God’s purpose is for this church to be used to “church” these “unchurched” lost to disciples in Christ.

The Purpose of Crossroads Baptist

Our group believes it is essential for all churches to know that God is the reason for their existence and that God is also the only hope for the church’s future. The church needs to recognize that it exists to glorify God. 1 Corinthians 10:31 states, “...do all to the glory of God” and we as a group believe that church planting’s main focus is to, first

off, lift up the name of Jesus in the targeted community and, secondly, in the power of the Holy Spirit, to reach that area for Jesus.

The purpose of Crossroads Baptist Church is to spread the **LOVE** of Jesus Christ. Our goal is to see men and women from all over the world come to belief in Christ as Savior. By displaying God's **LOVE** in our actions and lives other will see him in us as we seek to be pillar of lights in a dark world. Crossroads Baptist Church exists to show the world Jesus' **LOVE** for them...

Life changers through discipleship training

Obedient followers of God's Word through Bible Study

Valued families through an all-ages ministry

Exalting the Lord through worship

We believe that it is vital for believers and nonbelievers alike to understand the importance of not just love but the love of Jesus Christ which is, according to Psalms 44:26, a "constant love." Jesus loves us in spite of ourselves and this is the message we as a church are seeking to spread throughout the world.

This purpose will drive all other aspects of the church's structure. The core group will be responsible for creating and administering various programs, small groups, and prayer ministries. We will, therefore, be responsible for setting the future of the church in a foundation rooted in God from which, future generations and congregations will build upon. We want to design a flexible, family atmosphere that seeks to and provides for the spiritual needs of every member in order to change them into fruit bearing disciples of Jesus Christ. Our group wants every member of Crossroads Baptist Church to become a soul winner themselves and to have the knowledge needed to disciple a new

believer to maturity. We also want to be a church plant that grows to the point of maturity so that we can, someday, be a mother church sponsoring other church plants.

The Mission of Crossroads Baptist Church

The mission of Crossroads Baptist Church is how we plan on achieving our purpose. Since we are a purpose driven church it is necessary to provide a means by which we plan to accomplish what we have set out to do. The mission of Crossroads Baptist Church is to move people from spectators to participants in the ministry of Jesus Christ. First by knowing Jesus, then by growing in him, then by serving Jesus, and lastly by sharing Jesus. All this is centered on Jesus himself and this whole process of maturity is to **TEACH** them to **TEACH** others. Our mission is to take individuals and families alike and make them into soul winning Christians who actively seek God's will for their lives by committing themselves to obedience and prayer in Jesus Christ. We plan to do this by **TEACHing** believers in the ways of Jesus Christ.

Truth rooted in Scripture- There is an absolute truth and that is the Jesus and his word.

Evangelism practice by outreach- Training geared at teaching new and old believers alike how to effectively present the Gospel towards different individuals. They will learn that a Gospel presentation can utilize various methodologies and still communicate the essential knowledge needed to be saved.

Acceptance of others, rejection of sin- The love of God will shine through this church as well each member. We will teach them not to reject others because of their sin but to reject the sin and accept the person.

Compassion for the lost- without a compassion for the lost mission outreach is stunted and the church will deteriorate. Jesus loved the lost and so should we. Christ saved us so we should be willing to tell others what he has done for us.

Holiness- is when a believer lives in a way that is always aspiring to do the will of the Father in their life. This is the essence of a mature Christian.

The track paradigm best illustrates this. On the outside are non-believers (spectators) and each track itself is a process of **TEACH**ing a new Christian in the ways of Christ. The outer track is labeled **K**nowing Jesus because this is the first step of any spiritual growth. The next track is a process of maturity in Christ named **G**rowing in Jesus. The third track is called **S**erving Jesus because this is the track in which a Christian is an involved participant in the church. The inner track is labeled **S**haring Jesus because at this level a person is a committed soul winner and at the center of the track is Jesus himself because all that is done at Crossroads Baptist Church is centered on the person of Christ.

Mission Strategy

- 1) How will we make our congregation life changers through discipleship training?
 - a) Through Sunday School outreach projects
 - b) Knowledge offered through in depth Bible Study
 - c) Evangelism training such as EE or FAITH
 - d) Reproduction
 - e) Fellowship

- f) Discipleship classes
 - g) New Member training
- 2) How will we teach people to be obedient followers of God's Word through Bible Study?
- a) By teaching scripture in application to everyday life
 - b) By raising up leaders and training them as teachers
 - c) Being an example
 - d) Emphasizing Devotions
 - e) Possible Book Clubs
 - f) Apologetics classes or seminars
 - g) Preaching
- 3) How will we value families through an all ages ministry?
- a) By providing day care
 - b) An alternative children service that coincides with the adult service
 - c) Individual family focus classes- How to be a husband, wife, child, etc.
 - d) Recreational activities- Church picnics, retreats, sports activities...
 - e) Family counseling
 - f) Family focus classes
- 4) How will we exalt the Lord through worship?
- a) By singing songs that are scripturally supported.
 - b) Through a blend of both contemporary and traditional music with a slight leaning towards the contemporary side.

- c) Sermons will be thematic expository in style and will address issues relevant to the Lebanon community.
- d) Tongues will not be a part of worship.
- e) Believer's Baptism as a part of the worship service.
- f) Energetic choir
- g) Not just stereo music but live musical instruments as well

The Vision of Crossroads Baptist Church

We believe that it is crucial to the survival of any church to have a vision cast for the future sought by the whole church body. The vision starts with one man whom God has given a clear mental picture of where the church's focus should be. This vision is in many ways the goal of the purpose and mission of the church. The purpose and mission statements are stepping-stones into what the vision is. By showing people how to LOVE Jesus and TEACHing them how to obey him they then become servants of God. The vision of Crossroads Baptist Church is to lead people to **SERVE** Jesus Christ. We believe this is a five-part principle based on the letters in **SERVE**.

Sharing Christ – It is every Christians command to share Christ as a part of our daily lives. (Matthew 28:19-20)

Encouraging Others – Crossroads Baptist Church will be a place where believers are built up in the body of Christ, and unbelievers are loved unconditionally. (Hebrews 3:13; Jude 22-23)

Relationally Focused – This principle is actually two-fold. (1) Most Christians come to know Christ because someone shared Him with them or brought them to church. The problem with most Christians is that they do not know any lost

people. Crossroads Baptist Church will be one that expects every member to be a little light of Heaven in a world of darkness. (2) Through the building up of our believers, our church will focus on the personal, daily growth of the believer.

(John 1:40-42; Galatians 5:22-26)

Vision Oriented – There will be an ownership of ministry at Crossroads Baptist

Church. Not that each individual “owns” the ministry, but that God gives us that ministry and with that comes the vision to accomplish His purpose.

(Proverbs 29:18)

Exalting God – Everything that we do must be for the Glory of God. If it does not

glorify God, Crossroads Baptist Church does not want to have anything to do with it. (Psalms 34:3; Isaiah 25:1)

From learning to ultimately **SERVE** Jesus the church will become strengthened in that God promises to bless those who obey and serve him in love and adoration. We as a church believe that everything we do should be to glorify God and, that through the vision he has provided us with, Crossroads Baptist Church will be such a place.

We see the future of Crossroads Baptist Church as one that is burdened deeply for lost souls and is very outreach and mission oriented. We see the community uniting itself to build up the Kingdom of God by administering to the families in and around the Lebanon area. We will meet the needs of the families of the area by providing them with an atmosphere that displays God’s love and teaches his truths. We realize that we cannot neglect the family by just focusing on it. We will also concentrate time on classes and Bible studies geared specifically for individuals within the family. There will be classes for not only mom and dad but also for the children. Jesus wants to use every person in

his ministry and we believe that by focusing on the individual as well as the family we will build families who seek God first in their lives. Therefore, we will meet our purpose of displaying God's love not only throughout the world but also in the families we believe are going to change it.

We also see our church as a center for families to be taught how to be not a perfect family but a God seeking one. We want to see families united in Jesus and bonding together in this life while preparing themselves for the afterlife.

Our projected plan and date of Launch

The date we picked to start this church is two weeks before Easter of the year 2002. This would give us time to complete the necessary research as far as finances and rented facilities go. More importantly, however, it would provide enough time in which the area could grow in size as well as give us a chance to set up roots with the Lebanon community. From our door-to-door survey efforts we saw that the area is not receptive to strangers. In this allotted time period we would establish roots in the area so as to gain the trust of the Lebanon citizens. This also would allow us to do the direct mail, telemarketing, advertising, and television spots to become recognizable in the area. Church programs could also be evaluated in order of priority. Meaning the core group could decide what programs are essential in what stages of the church's growth and which best administer the needs in the community.

Programs

As the core of the church is being established through small group Bible study it is vital to at the same time deal with the issues of what church programs should be set in stone before the first public service. In order to insure a healthy minister and prosperous church

the core group needs to evaluate what can and cannot wait until a later date to be implemented as a part of the church structure. After such consideration a list of these items and a description and explanation of each is listed below:

Before the first service:

1. Day care - this is important, as our target group is Lebanon residents between the ages of 25-35 with children. Since we are targeting this group it is necessary to administer to their childcare needs in order for them to attend our church. The personnel will be required to wear a marked uniform and be licensed by the state to take care of our congregation's children.
2. Music ministry – there will be a music minister set to lead the worship on Sunday mornings. This ministry is vital at reaching the community with music and creating a good impression upon which will draw people back week after week.
3. Small group structure – we will have a small group Bible study already set for the following week after the first service in order to edify and teach the new congregation. Possibly taking place on a Wednesday or Thursday night.
4. New Member Classes – need to be established before the first service because everybody that comes to the first service are potential members and a criteria for membership needs to be already in the books so that those interested in the church can get the information they need to become a member.
5. Discipleship classes – should be organized before the first public service. Most attendees of Crossroads Baptist will be lost Lebanon citizens. As they respond to the conviction of the Holy Spirit and come to know Jesus as savior discipleship classes are vital to the growth of the new Christian. Follow-up is the single most important

phase of discipleship because it directs whether or not the baby Christian becomes a mature one.

6. Recreation – Crossroads Baptist will plan family activities to further strengthen the church's appeal to the families of the community. Block parties, picnics, sporting events, special guest speakers, and other such events will be used.
7. The Church Constitution – drafted before the first service but voted on and tweaked as the church establishes itself.

As the church grows:

1. Youth Group – for the same reasons as the day care except it will be started soon after (possibly two weeks after) the first service. This will allow the church time to gauge what is needed as a part of this ministry and at the same time allow the pastor to launch the youth in a way similar to the launch of the worship service. This will take place before services on Sunday mornings.
2. Family classes – Once the church establishes itself as a part of the community and has the resources, add-on a Mother-Father class. This will edify the new believers in how to raise their children the way God intended them to be raised. It will also teach them the role they play in the structure of the family.
3. EE or FAITH training – soon after launch and attendees soon become Christians themselves. It is then important to teach them how to share their faith. A tidbit of this should be included in the New Members class but for a more in depth study an evangelism training course should be offered as more and more people come to Christ and are seeking to share him with others.

4. Apologetics classes – once people come to Christ they need to be able to explain why they believe what they do to nonbelievers and how to answer their questions and rebuttals scripturally. These should be implemented as the need arises and outreach continues to grow.

After all this is considered and other little things and obstacles are tackled and the direct mail and all the other outreach items are wrapped up it is time for the first service. At Crossroads Baptist Church this is the way we see our first service.

First Service

Due to the increasing number of affluent families moving into the area of Lebanon and with that comes some aspect of holding to traditions such as Easter and Christmas. As unchurched and non-Christians they don't have an idea of what these holidays mean but if their parents were like most they went to church on these days just because "it was the right thing to do." Based on these facts I suggest that the first service take place about two weeks before Easter Sunday. This would allow the second Sunday drop-off to be minimal and would in all probability keep most of the new attendees for at least three services if not more.

The first service should be preached in a two to three part series ending with some sort of invitation at the end. The sermons should pertain to the needs of the seekers while simultaneously presenting the truth of the Easter holiday and how it applies to us today. The sermon will be thematic expository in style accompanied by a scripture reading separate from the actual sermon. The sermon should appeal to the seeker's intellect as well as to their heart and emotions.

Worship

The worship portion of the service shall consist of about five praise songs, a solo, and a few readings of scripture. In order for us to evangelize the unbeliever and strengthen the believer we want to be able to contact them outside the church. To start the service, the pastor will greet everyone and instruct the visitors to "please fill out the card" that will either be inside their program or be sitting in their seat. He will then urge them to, at the end of the service, to either drop the card in the offering plate or in a bucket of some sorts outside the worship center (offering will not be taken for the first service). Doing this we will be able to follow-up with the visitors and as they become believers in Christ we will help them grow in their faith. The pastor then announces the music ministry to come and start worship. With a contemporary based service everything has to be technologically up-to-date and, consequently, all the announcements and words to the songs will be on power point, and a quality sound system will make the service come alive. We have chosen songs for the first service that most people have heard, churched or unchurched. Songs such as "Amazing Grace" and "I'll Fly Away." We want the unsaved, unchurched visitors to be encouraged and evangelized during the service. Therefore, a biblically based service is what we believe will form a foundation for our church that will last for an eternity. We want our church to last by staying grounded in God's word; therefore, the lyrics to our songs will be theologically correct with the doctrines of Scripture and that of Crossroads Baptist Church.

Purpose Statement

L.O.V.E.

The purpose of Crossroads Baptist Church is to spread the **LOVE** of Jesus Christ. By displaying God's **LOVE** in our actions and lives other will see him in us as we seek to be pillars of light in a dark world.

John 15:9 - "As the Father **LOVED** me, I also have **LOVED** you; abide in my **LOVE**."

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T.E.A.C.H

The mission of Crossroads Baptist Church is to move people from spectators to participants in the ministry of Jesus Christ. First by knowing Jesus, then by growing in him, then by serving Jesus, and lastly by sharing Jesus. All this is centered on Jesus himself and this whole process of maturity is to **TEACH** them to **TEACH** others.

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VISION STATEMENT

S.E.R.V.E.

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Core Values

1. People
2. Love
3. Dedication
4. Prayer
5. Servant hood
6. Quality
7. Relationships
8. Reproduction

Crossroad Cory and Cathy

Name: Crossroad Cory

Spouse: Crossroad Cathy

Age: 25-35

Race: White

Musical Preference: Contemporary Country

Children: 5-15

Education: College Degree

Job: Well paying blue collar worker trending towards white collar work

Implications

Preaching Style: Thematic Expository

Worship Style: Blended with a leaning towards contemporary

Care Group style: Sunday School

Dress: Casual to Dressy/Casual

Best Outreach: Telemarketing

Surveys used

Door-to-Door:

The survey used for our door to door research efforts was short and to the point. This way people didn't feel as though we were intruding since we were strangers to the area and at the same time left the resident with a good impression of us and the church, Crossroads Baptist Church, that we are representing. The questionnaire included only two questions. These are as follows:

- 1) Do you attend a church in the community? If so which one?
- 2) If you do attend a church what are they doing that attracts you to the church?
If you do not attend a church what is it about churches that keep you from attending? What would attract you to a church?

This simple survey gave us little insight to the community and it's needs because the area was not very receptive to strangers on their doorstep. This caused us to reevaluate our strategy and we then turned to phoned surveys or telemarketing to reach the area.

Telemarketing:

Our group learned from trail and error that telemarketing produced better more accurate results. The Lebanon area was very receptive to our phone calling efforts and, in turn, telemarketing produced the most responses and positive feedback. The questions used in this survey followed our introduction, which is written below:

“Hello Mr./Mrs. _____. Hi my name is _____ and I'm with a church planting research team from Louisville, Kentucky. We are in Lebanon gathering information and it we would appreciate your help. Would you be willing to answer just three quick questions? “

Most people responded positively to this dialogue and allowed us to ask the three questions. Below are these questions.

- 1) Do you attend a church?
- 2) If you do attend a church what are they doing that attracts you to the church?

If you do not attend a church what is it about churches that keep you from attending? What would attract you to a church?

- 3) What is your favorite radio station?

From the above survey's we talked to roughly 200 people and received useful information from a little over 1/3rd of them. We counted nearly 70 people who gave us information we could use to build a successful "community" church.

New Parents Letter

Dear New Parents,

Congratulations on the birth of your new baby! The life of a newborn child is a precious gift. The Bible teaches that God also offers each of us a very special gift of new life in a relationship with Him. We recognize this gift every Sunday morning at Crossroads Baptist Church. Perhaps you would like to join us! Services begin 10:00am.

This is a portion of what you might expect to find at Crossroads:

- Clear and relevant teaching from the Bible
- Quality, contemporary music and singing
- Professional child care workers and a clean environment
- Activities for the whole family to be involved in
- A relaxed, friendly environment

We hope to see you this Sunday morning!

May God Bless You,

Pastor

Enclosed: Brochure

New Resident Letter

Dear Friend,

On behalf of Crossroads Baptist Church, I would like to welcome you to the area. In your recent move perhaps you have sensed an opportunity to start fresh and new. Every Sunday morning at Crossroads we celebrate the fresh start God offers to us in Himself. We invite you to join with us this Sunday morning at 10:00 for our Celebration Service.

This is a portion of what you might expect to find at Crossroads:

- Clear and relevant teaching from the Bible
- Quality, contemporary music and singing
- Professional child care workers and a clean environment
- Activities for the whole family to be involved in
- A relaxed, friendly environment

We hope to see you this Sunday morning!

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