

Steps to Planting a Church

I. Win the spiritual war first.

- A. Never underestimate the power of prayer and fasting.
- B. You should be asking the spiritual questions first.
- C. "You have 31 Kings to fight first." EXCELLENT!
- D. Things you SHOULD DO:
 - 1. Decide to improve your personal prayer life.
 - 2. Develop the habit of group or corporate prayer.
 - 3. Prayer Walk the City
 - 4. Enlist Personal Intercessors
 - a. They need information
 - 5. Be aware of spiritual warfare.

II. It takes a team to build the dream.

- A. God build relationally.
- B. Be suspicious of relationships
 - 1. Note why you are drawn to certain people and not to others.
 - 2. This is positive not negative.
- C. Select your relationships carefully. They will determine whether you hit your goal or not.
- D. 4 Types of relationships you should look for:
 - 1. Potential Value – They have undeveloped abilities. 20-somethings. :)
 - 2. Positive Value – They raise the morale of your church. They light up the room. Fun... Joel Bomberger, James Barkman, etc.
 - 3. Personal Value – You have a "divine flow' connection with them. Relational chemistry.
 - 4. Production Value – They can get things done and lift the team.

- E. How do you build the dream team?
 - 1. Leadership is creating a way for people to contribute to making something extraordinary happen.
 - 2. Have integrity and model the way. People first follow the person, not the plan.
 - 3. Communicate the vision clearly. Paint a picture of the future.
 - a. Exciting
 - b. Meaningful
 - c. What is your dream? How does yours and mine work together?
 - d. People cannot challenge my vision. They CAN CHALLENGE HOW we do it.
 - 4. Let Leaders Lead.
 - a. Jesus did, you should, too.
 - b. What if they mess up? Fix it. Jesus' disciples messed up, too.
 - 5. Create an atmosphere of encouragement.
 - a. Celebrate victories.
 - b. Monthly ALL-STAFF MEETING... Shout-outs from other team members, public recognition, etc.
- F. Are you ready to share the credit with someone else.
- G. You cannot be insecure and build a great team.

III. Location

- A. Visibility
- B. Accessibility... Parking and Egress
 - 1. 2.1 people to parking spaces.
- C. Size of the Room.
- D. Cost – Should not exceed 35% of your budget.
- E. Potential for Growth. Leases.
 - 1. How many services can I do here?
 - 2. What is the maximum use I can get out of it?
- F. Bless that location. Serve it.

- G. Have I considered all of these possibilities?
- H. Do not wait until the last minute to work on this.

IV. FUNDRAISING: It takes BIG money to plant the church.

- A. Connecting with big givers.
 - 1. Givers do not like to pay the bills.
 - 2. The best way to get money is to have money.
 - 3. Givers do not respond well to guilt or negative comments.
 - 4. Givers do not respond to need.
 - 5. Givers respond to vision.
- B. Launch Budget
- C. Post-Launch Budget
 - 1. 10% Missions (2% Church Planting, 8% other world missions)
 - 2. 35% Buildings
 - 3. 35% Salaries
 - 4. 20% Ministry and Operations
- D. Live with Margin. Budget is 90% of the previous year's income.
- E. Be generous. Don't charge your people for stuff that you bought with the money they gave.
- F. Your church will rise and fall on your financial integrity.

V. MARKETING: If you build it, they might not come.

- A. Be intentional about advertising your church to the community.
- B. You need to become a marketing expert in your city. Talk to people who know how to get results.

C. Marketing Strategies:

1. Determine your target audience.
 - a. The number of people you are trying to reach.
 - b. Unchurched... people looking to be disciplined, etc.
 - c. Start with a target number. You need to attract 200 to get 100 on launch day.
2. Create a relevant marketing strategy.
 - a. Direct mail. It needs to include "something in it for them." A teaching series, etc.
 - b. Other advertising. Radio, TV, etc.
 - c. Social Media
 - d. Listen to the 20 year olds.
 - e. Relational Meetings. (Informational: Get to know you, share the vision, etc.)
 - f. Pre-launch events and services.
3. Learn from those who do it well and don't do it well.
4. Maintain a continual presence in the community.
5. WHAT WILL I DO TODAY TO LET PEOPLE KNOW WE ARE PLANTING A CHURCH.
 - a. Community Service
 - b. Clubs in the city.
 - c. Religion editor...
6. Church planting is not an event is it a process... all of the above is a PROCESS not and event.
7. If they don't know your're there, they're not coming.
8. They spent \$75,000 for the FIRST DAY 12 years ago!
9. If it means waiting a year to get an extra \$40,000, wait a year.

VI. Sunday Experience | "The WOW Factor"

- A. The goal is to get them to come back.
- B. People are making decisions the second they are on your property.
- C. You will never get a second chance to make a first impression.
- D. You need to know WHY the unchurched are unchurched.
 - 1. The services are boring.
 - 2. The members are not friendly. Train your launch team and church.
 - 3. The church just wants money.
 - a. Don't ask for it.
 - b. Obey God... This is our home. Please receive this time as a gift from us to you.
 - 4. What will happen with their kids?
- E. Impress them within the first 10 minutes. | Parking lot, registration for children, greeters, etc.
- F. Put energy and resources into GREAT praise and worship.
- G. You must be great at kids and music. Wait until you can.
- H. Children's ministry should be well staffed, safe, clean, and fun.
- I. Messages should be interesting, clear, relevant, entertaining, and Biblical.
- J. Prayer teams should cover services behind the scenes to provide a fertile atmosphere for the Holy Spirit to work in.
- K. Visitors should be greeted warmly but allowed to remain anonymous.
- L. In everything, focus on excellence. It creates comfort.
- M. If everything is done well, they will think you know what you are talking about and relax.
- N. Don't do everything you know on Sunday mornings.
 - 1. Preach
 - 2. Heal
 - 3. Cast out demons
 - 4. Prophecy
- O. Sunday morning is your multitude ministry.

VII. Church Government. Good government will lay the groundwork for success.

- A. Staff Leadership (Pastoral / Elders) in ministry matters.
- B. Internal: Trustees in major financial matters. Do the external audit. Function as advisors to the senior pastor. They are the only ones who can obligate the church in financial matters. Loans, etc. Senior pastor is the chairman of the board but has no vote. He can give ideas. They cannot give ideas but can decide on what to financially obligate the church.
- C. External: Ministry Leaders to protect the Senior Pastor.
- D. Do you have freedom and accountability?

VIII. Focus on life-giving ministry.

- A. It is not just the product (music, marketing, etc.), but the environment.
- B. If you were going to plant a physical plant, you would do a soil analysis...
- C. Life-Giving Characteristics (from churches worldwide)
 - 1. Empowering Leadership
 - a. Provide an environment for dreams to come true.
 - 2. Gift-oriented Ministry
 - i. Build ministries around gifts.
 - ii. Discover and equip.
 - 3. Passionate Spirituality
 - a. Faith needs to be lived out with commitment, fire and enthusiasm.
 - 4. Functional Structures
 - a. Kill what does not work.
 - b. Change methods to do the mission.
 - c. Healthy churches change whatever does not measure up to this requirement.

5. Inspiring Worship.
 - a. Not a style issue.
 - b. Is it fun!
 - c. What do we have to do, and what must we NOT do to make it where people would come more?
 6. Holistic Small Groups
 - a. It meets the needs of everyday life.
 - b. Community, practical help, and healthy interaction.
 7. Need-Oriented Evangelism
 - a. Healthy churches share the gospel in a way that meets the questions and needs of non-Christians.
 - b. Make others the reason we exist.
 8. Loving Relationships
 - a. Measurably 'higher' love quotient than stagnant or declining churches.
 - b. Do your members get together when the church is not putting something together for them?
- D. What do growing churches really do differently?