

Systems for . . .

Outreach and Assimilation

“I have become all things to all men so that by all possible means I might save some.” (1 Corinthians 9:22)

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Getting Started

Using this Module

The LaunchTicket coaching system *Outreach and Assimilation* module is a tool designed to enhance the effectiveness of your church for the glory of God. From the outset (and throughout the resource), we want to repeatedly encourage you to lay all of your planning before God and seek His wisdom and guidance. Nothing in this module can substitute for the crucial task of submitting yourself to the direction of Jesus Christ. Although the purpose of this module is to help you become effective in reaching new people and assimilating them into the church, we firmly believe that prayerful submission to God is critical every step of the way.

This *Outreach and Assimilation* module covers a great deal of information, which is broken down into topical sections in the module. Each section has one or more “Implementation Tasks” associated with it to help you put what you learn into immediate action and create and/or implement your own leadership system.

Because of the quantity of information covered in this program, it is important that you pace your learning to absorb and implement as much of each topic as possible. We recommend the following system to help you achieve the maximum benefit from this program:

1. Scan this entire module to gain an overview of its content and specific relevancy to the needs of your situation.
2. Discuss your implementation priorities with your coach.
3. Read the material and complete the implementation tasks assigned by your coach.
4. E-mail or fax each completed implementation task to your coach.
5. Be prepared to discuss your progress and questions related to each task during your next coaching session.

Your LaunchTicket coach is a critical part of this experience and is committed to helping you apply each task to your specific needs. If you have any questions while going through this program, don't hesitate to call for assistance.

Introduction to Outreach and Assimilation

Module Objectives

At the completion of this module you will be able to:

- ◆ Equip each launch team member, as a normal part of his or her lifestyle, to invest in the lives of people who need Christ.
- ◆ Define the primary target for your church's outreach efforts.
- ◆ Develop marketing materials that effectively explain your church to non-attenders and prompt them to action.
- ◆ Create a systematic strategy for planning, implementing, and evaluating outreach efforts.
- ◆ Determine the role marketing should play in your ministry's work.
- ◆ Design and implement effective next step (assimilation) systems for your church.

Note: It is important that you complete the Strategic Planning module before you proceed to this Outreach and Assimilation module. The work you completed defining your church's mission statement and in "Understanding Your Community" will be transferred into parts of this module.

Purpose of the Outreach and Assimilation Module

Once they survive infancy, churches tend to grow during the first five to ten years of their existence. The majority spend the years that follow, however, struggling to maintain their plateau. A few people transfer in, some babies are born to members' families, and a handful of people are converted to Christ. By the time people go away, move away, and pass away, the net result is a church that remains about the same in attendance year after year. If the church suffers a split, the church may never return to its former size. The unstated task of the church then becomes survival rather than winning people to Jesus and growing God's kingdom.

<p><i>"The horse is made ready for the day of battle, but victory rests with the Lord."</i> Proverbs 21:31 (NIV)</p>
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God's dream for His church is different. As long as lost people live within reasonable driving distance, the church should never stop making an ever-larger impact for the kingdom. Church leaders should always be willing to pay the price

so that the church, at each stage of its development, achieves its maximum redemptive potential.

As the Bible text above affirms, God is eager to bestow His blessing. But He does so in significant measure when the horse is ready for battle. If the soldiers oversleep the morning of the fight and wait around for God to prepare the horse, they will taste defeat. If, on the other hand, they are diligent to prepare as best they can and they follow God's counsel and principles, He shows up with victory.

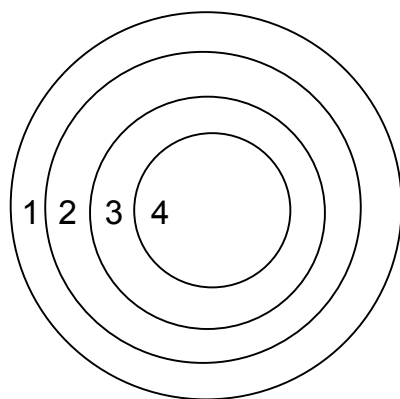
Churches that enjoy God's blessing are fully aware of their need for God and they cry out to Him constantly. But they also commit to doing all they can to prepare the horse. Their preparation results in several foundational realities:

1. They are led by godly, visionary leaders.
2. They have a DNA of "invest and invite."
3. They offer compelling weekend experiences.
4. They create and maintain the systems to facilitate an ever-expanding ministry.

All of these ingredients must be in place in order for the church to continually grow. None of them is optional; three out of four is not sufficient. Like the wheels on your car, you won't get very far until all are in place and spinning properly. This learning module will focus on creating the DNA of "invest and invite" and on setting up the systems to assimilate the people God sends your way.

Outreach and Next Step Diagram

Your church's outreach system moves people from community to guests; the guest path system moves them from guests to friends; and the launch team path system moves them from friends to launch team. (The conception team is a pre-launch advisory board chosen by the pastor.)



- 1 Community
- 2 Guests
- 3 Friends
- 4 Launch Team

- ◆ Community – People within reasonable distance of your church who do not attend.
- ◆ Guests – People within reasonable distance of your church who have attended any of the events or experiences sponsored by your church. We refer to these people as guests.
- ◆ Friends – People who attend your church consistently.
- ◆ Launch Team – People who fulfill the launch team commitments. (After grand opening, these people can become members. Membership requirements, however, will differ in some ways from launch team commitments.)

Section 1: Invest and Invite

Let's start with how *not* to win the lost. Plateaued churches try to reach people and grow their churches by relying on big dollar expenditures for advertising to total strangers. The cost is so high that they can't do it very often, but they resort to this as often as they can squeeze some money out of their denominational headquarters or a member offers to cover the project. Advertising to strangers is not wrong, it's just incomplete and it's the wrong starting point for growth. It all too often becomes a substitute for getting up close to people as Jesus did.

Everyone knows, when they stop and think about it, that churches grow when people are fired up about their church and they invite their friends. Yet growth through personal invitation happens all too seldom. George Barna says that nine out of ten American Christians never attempt to build a friendship with a lost person in hopes of someday leading him or her to Christ. Nine out of ten don't even try! Why? First, most Christians don't have any friends outside of their own church family. The longer they attend church, the fewer non-Christian friends they have – and some no longer spend quality time with *any* non-churched people. Second, they're not sure if their friends would be blessed or discouraged by attending their church! Starting the first day you begin to plant your church, you have to tackle this problem head-on and make it a matter of high-priority effort.

We call this investing. Here is the definition: Investing is a missional way of life. Using Jesus as our example, investing is (a) going out where people are, intentionally interacting with those who need what you have to offer (a relationship with Jesus and a meaningful community of faith); and (b) helping those who are ready take the next step on their spiritual journey. We invest in people we know as well as those we don't.

Investing As a Lifestyle

Jesus modeled investing with three focal points. First, the three disciples: Peter, James and John. Second, the rest of the 12 disciples (and later the 70). Third, the people whose lives He could change by His ministry of compassion and His death on the cross.

Each person on your launch team will also invest with three focal points. First, each person will create his or her Impact List of three to ten local lost people who will not go to heaven unless something changes between now and eternity. Second, each person will invest in his or her larger sphere of influence. The Greek word for this is *oikos* and refers to one's household in a broader sense. It includes local family, friends, neighbors and coworkers. Third, each person in your church will pray for ways to invest in the lives of others throughout your city or region. They will consider every interaction as a potential opportunity to nudge them closer to Christ.

Take Action!

*Turn to the end of this section and complete Implementation Task 1:
Investing As a Lifestyle.*

Investing That's Integrated and Natural

At first, investing will take deliberate effort. It will likely seem hard or even unnatural to leave the huddle of close Christian fellowship. Here is the reason: the longer someone attends a church, the less likely he or she is to spend quality time with people who don't attend. Churched people often have good friends at church, but their contact with non attenders is infrequent and superficial. They certainly don't spend quality time with them.

Your goal must be to break that cycle and to establish a new DNA in which it is normal to do as Jesus did. If He were here today, He would invite a neighbor over for dinner or golf with someone who hasn't experienced salvation. His goal would be to get behind the defense mechanisms so that matters of the heart could be discussed. Eventually, as your church matures, building redemptive relationships with lost people will become natural and integrated into church life. But for now, you must be deliberate. Stretch yourselves. Follow His example. And as God sends new people to your church, find ways to help them understand their role in reaching their neighbors and friends.

What does it take to become highly effective at investing?

1. You are obedient to the Great Commission. You realize that Jesus' last words are of great importance and that He spoke them to you. (See Matthew 28:19-20.)
2. You are motivated by the Great Commandment. Paul says in 2 Corinthians 5: "Christ's love compels us because we are convinced that One died for all." When a person realizes what Jesus has done for him and he truly loves others, he is motivated or compelled to follow the example of Christ.
3. You have harvest eyes. What do you see when you encounter the people in your community? Do you see them as God does? In Matthew 9 are these gripping words: "When He looked out over the crowds, His heart broke. So confused and aimless they were, like sheep with no shepherd. 'What a huge harvest!' He said to His disciples. 'How few workers! Get on your knees and pray for harvest hands!'"
4. You work in partnership with God. God is always working on people's hearts. When you pray for a neighbor or invite a friend to an event, God is already present, softening their hearts, impressing them to listen, and urging them to take a step toward Christ. Your part is to team up with God and provide the voice or hands through which God can touch their lives. (See Revelation 22:17.)

5. You have a plan. You are intentional. You write the names of people in your closest sphere of influence on an impact list and you pray for them every day. In addition to prayer, you watch for opportunities to spend quality time with them. You scheme and plan to interact with them in hopes of nudging them closer to Christ. “From now on,” Paul said to the Corinthians, “we regard no one from a worldly point of view... God has committed to us the ministry of reconciliation” (2 Corinthians 5:16-20).

Once your impact list is in place, think of excuses to interact with the people on your list. Each person is at a different point and has different needs. Some would go with you to the home show or to play racquetball. Others may be ready to join you at a bridge event sponsored by the church. Still others may be willing to have their name added to the church’s special events mailing list. Each of the interactions below qualify as investing:

- ◆ Spiritual conversation
- ◆ Give a church brochure and/or business card
- ◆ Invite to church-sponsored event
- ◆ Add to the church’s special events mailing list
- ◆ Rapport-building interaction (spend quality time with them at a ball game, work on a craft together, etc.)
- ◆ Community survey

Note: Interactions with launch team members do not qualify.

Take Action!

Turn to the end of this section and complete Implementation Task 2: Investing That’s Integrated and Natural.

Invest and Invite – Neither Stands Alone

Which wing of an airplane is more important, the left or the right? Actually, once you’re airborne, you’re not willing to give up either one. Church leaders are tempted to view outreach as something done either by an individual Christian or by the church. Which is it? Both! Effective outreach always consists of a partnership between the individual and the church as a whole. The individual invests in the lives of lost people; the church provides training for them and creates events where Christians are eager to invite their friends.

Your part as an individual

1. Create your impact list. Pray for each person daily, find ways to connect with them and help them move toward Christ.
2. Help the church develop a special events mailing list.

The special events mailing list consists of people who have agreed to receive correspondence from the church. No one ever visits or calls them (unless they

ask), but every time something cool is happening at the church, they receive an attractive invitation by e-mail and/or snail mail. Each launch team member invites people to be on the list; the church prepares and sends the mailing. If the pastor and launch team members watch for opportunities to expand the list, you should have several hundred names on the list by grand opening. (See Special Events Mailing List sample form at the end of this module.)

Your church's part

1. Train the launch team members to invest in people who need Christ. (One tool is the "Just Walk Across the Room" seminar).
2. Offer a variety of events where members can invite their friends.
 - a. Bridge events – Social events or servant evangelism projects.
 - b. Weekend Experiences – Compelling services where you are proud to invite a friend (when he or she is spiritually ready).
3. Whenever something special is happening, send an e-mail or snail mail invitation to everyone on the special events mailing list.

Another way to connect with your community is to do community surveys. Churches like Willow Creek and Saddleback did many thousands of surveys during their pre-launch phase. The purpose was two-fold: to help them understand their community and to discover people who were interested in being part of the new church. It would be ideal for your conception team to pair up and knock on a few hundred doors. Each of them will learn a lot about where people are spiritually, their own faith will be strengthened, and you will find people whom you can help take their next step.

Here are some questions that you can ask at the door of a stranger:

1. When you think of church, what word comes to mind?
2. If you could ask God any question, what would you ask?
3. Is there anything in life you wouldn't give up, no matter what?
4. We're starting a new church in this area. What advice do you have for us?

Once the survey is finished, ask almost as an afterthought: "Do you have someone you consider to be your pastor?" If they say, *Yes*, say "That's great. Could I pray for God to bless your pastor?" If they say, *No*, hand them a business card and say, "I would love to be your pastor. If there is ever anything we can do for you or if you have any questions, please let us know."

Take Action!

Turn to the end of this section and complete Implementation Task 3: Partnering with the Church.

Invest and Invite – It Really Is Easy

In most churches, virtually every public event is done for the already convinced. Their stated mission is to carry out the gospel commission, but their activities

revolve around serving and pleasing their members. Your church will be different. Your launch team members will invest in the lives of people who need Christ, and your church will plan events appropriate for people who are far from God as well as those who are growing in Christ.

Think of a neighbor who doesn't attend any church. He wasn't raised in a church and isn't sure what to think about the Bible. You've added him to your impact list, you're praying for him daily, and you've invited him to go bowling. He considers you a nice person maybe even a friend, but you're pretty sure he's not ready for church. How can the church partner with you in helping him take his next step? Easy answer. The church plans an intermediate step between where he is and weekend worship. We call it a bridge event. It can be an ice cream party, a volleyball game or a servant evangelism project. Not much overtly spiritual happens there. No one feels pressured to do anything that's uncomfortable. It's a chance for your neighbor to hang out, have fun, and get acquainted with others in the launch team.

Your church should plan at least one bridge event a month during pre-launch. If the person on your impact list is ready to visit your weekend Bible study or worship, invite them. If they aren't, you can easily ask them to join you for something social or recreational.

Successful churches not only offer regular bridge events, they are clear on how those events fit into the overall church strategy. They have developed a clear pathway that people follow from their first encounter with a member to spiritual maturity. Not everyone who becomes a Christian follows these steps in exact order, but most do. And the church is intentional about nudging people along. Some call these steps the ministry flow chart. By way of example, Willow Creek's flow chart consists of seven steps:

1. Build a friendship with a lost person
2. Share a verbal witness
3. Attend the seeker service
4. Attend the worship experience
5. Discover your spiritual gift and join a ministry team
6. Join a small group
7. Practice Christian stewardship.

Willow Creek's bridge event is their seeker service. It happens every weekend and is designed as a safe place for unchurched people to consider the claims of God. It is an intermediate step between friendship with a Christian and attending believer's worship. The point is that your church must be clear about the pathway people will most often follow as they move from their position far from God toward becoming a definitely devoted disciple.

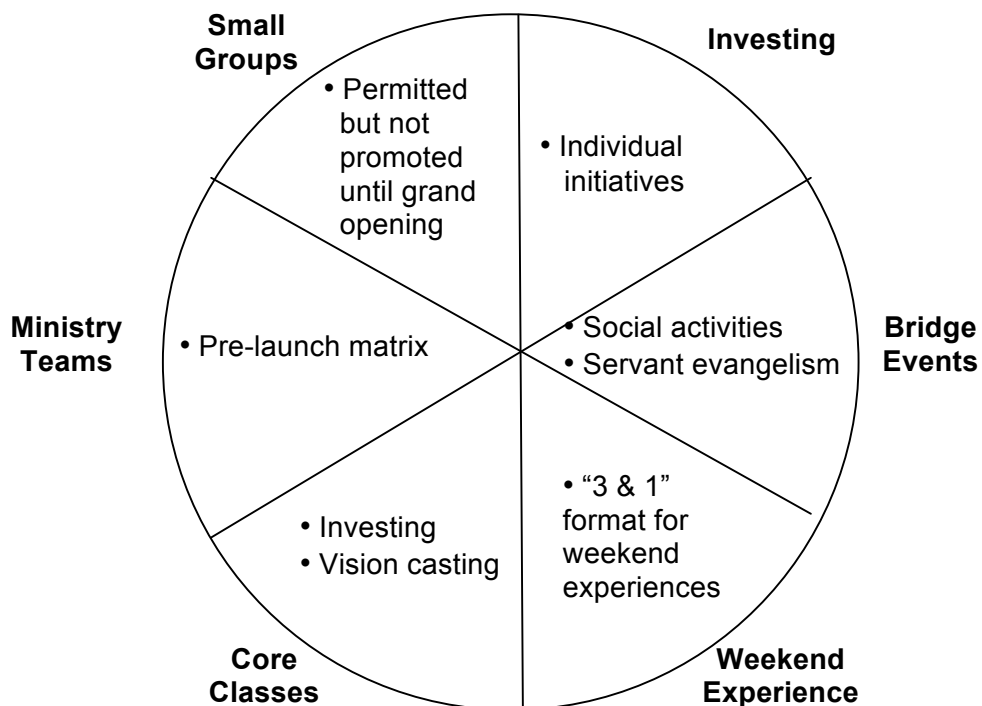
In LaunchTicket, we recommend that your flow chart be drawn as a circle or a merry-go-round. Why? Because the spiritual pathway is not always linear. Look at a child on the playground. His friends are spinning the merry-go-round; he's watching the handles go by. Where does he jump on? Wherever he feels he's ready. Wherever he's most comfortable. While most spiritual journeys begin with investing, continue as the seeker attends a bridge event, and eventually

begins to worship, someone occasionally chooses to connect at another point on the flow chart. That works out just fine as long as you know how to nudge him or her along. Get him on the merry-go round, keep it spinning, and he'll eventually get where he needs to be.

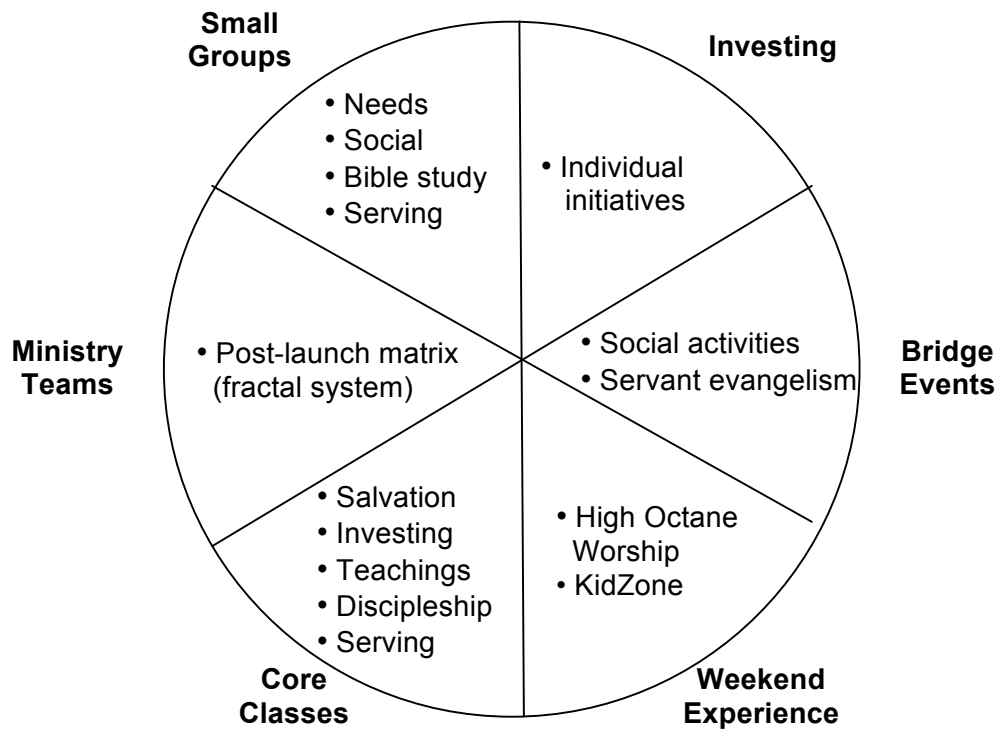
After your grand opening, your merry-go-round will be complete and will look similar to Willow Creek's seven steps only you will illustrate it in a circular manner. During pre-launch you want to keep it simple to reflect the fact that you are focusing on investing, bridge events, and weekend experiences. The only other activities you will do are related programming for children and the systems to support everything.

Here is a suggested pre- and post-launch illustration of how people connect with the church and take their next step:

Pre-launch Merry-go-round



Post-launch Merry-go-round



Another way the individual and the church works together is in helping a seeker cross the line of faith. Sometimes God convicts her heart during the appeal at the end of a sermon and she prays to receive Christ. On other occasions, the Spirit may prompt you to explain to someone on your impact list how he or she can experience salvation. In any case, you should be sensitive to the Spirit's leading and be ready to give a simple gospel presentation. The *Just Walk Across the Room* seminar and Kenneth Cox's audio cassette are two of the tools that can help you prepare.

Take Action!

Turn to the end of this section and complete Implementation Task 4: Your Ministry Flow Chart

Suggested reading: *Gentle Persuasion* (Joe Aldrich); *Becoming a Contagious Christian* (Bill Hybels); *The 7 Habits of Highly Ineffective Churches*, chapter 4 (Ron Gladden).

Notes

1. The first step in the process of creating a business plan is to conduct a market research. This involves gathering information about the industry, the target market, and the competition. The next step is to develop a marketing strategy, which outlines how the business will reach its target market and generate sales. This is followed by a financial plan, which details the expected costs and revenues of the business. Finally, the business plan is written up in a clear and concise manner, providing a roadmap for the business's future success.

2. The second step in the process of creating a business plan is to develop a marketing strategy. This involves identifying the target market and determining the most effective ways to reach them. This may include advertising, public relations, and direct marketing. The marketing strategy should also take into account the competitive landscape and the unique selling proposition of the business.

3. The third step in the process of creating a business plan is to develop a financial plan. This involves estimating the costs of the business and projecting the expected revenues. The financial plan should also take into account the timing of the business's operations and the availability of capital. This step is crucial for determining the viability of the business and for securing financing from investors or lenders.

4. The fourth step in the process of creating a business plan is to write up the business plan. This involves putting all the information gathered in the previous steps into a clear and concise document. The business plan should be written in a professional and persuasive manner, highlighting the strengths and potential of the business. It should also be updated regularly as the business evolves and new information becomes available.

5. The fifth step in the process of creating a business plan is to present the business plan to potential investors or lenders. This involves making a compelling case for the business and its potential for success. The business plan should be presented in a clear and concise manner, highlighting the key points and the unique selling proposition of the business. It should also be accompanied by a pitch deck and other supporting materials.

6. The sixth step in the process of creating a business plan is to secure financing. This involves negotiating with potential investors or lenders to obtain the capital needed to start the business. The business plan should be used as a key tool in this process, providing a clear and concise overview of the business and its financial needs. It should also be accompanied by a pitch deck and other supporting materials.

7. The seventh step in the process of creating a business plan is to implement the business plan. This involves putting the plan into action and monitoring the progress of the business. The business plan should be used as a roadmap for the business's future success, providing a clear and concise overview of the business and its financial needs. It should also be updated regularly as the business evolves and new information becomes available.

8. The eighth step in the process of creating a business plan is to evaluate the business plan. This involves assessing the effectiveness of the business plan and making any necessary adjustments. The business plan should be used as a key tool in this process, providing a clear and concise overview of the business and its financial needs. It should also be accompanied by a pitch deck and other supporting materials.

9. The ninth step in the process of creating a business plan is to revise the business plan. This involves making any necessary changes to the business plan based on the results of the evaluation. The business plan should be used as a key tool in this process, providing a clear and concise overview of the business and its financial needs. It should also be accompanied by a pitch deck and other supporting materials.

10. The tenth step in the process of creating a business plan is to finalize the business plan. This involves putting the final version of the business plan into action and monitoring the progress of the business. The business plan should be used as a roadmap for the business's future success, providing a clear and concise overview of the business and its financial needs. It should also be updated regularly as the business evolves and new information becomes available.

Take Action!

Implementation Task 1: Investing As a Lifestyle

Review the following segment of Section 1 in this module:

◆ *Invest and Invite*

Investing is defined as “a missional way of life. Using Jesus as our example, investing is (a) going out where people are, intentionally interacting with those who need what you have to offer (a relationship with Jesus and a meaningful community of faith), and (b) helping those who are ready take the next step on their spiritual journey,”

1. With your conception team, discuss and answer these questions:
 - ◆ What would happen if investing was a lifestyle for everyone in our church?
 - ◆ What would happen if it wasn't?
2. While together as a group, each conception team member creates his or her own impact list of three to ten local lost people who will not go to heaven unless something changes between now and the end of their lives. (See Impact List sample form at the end of this module.)
3. Pray as a group for the persons on each impact list, and commit to begin praying individually for each one every day.

Take Action!

Implementation Task 2: Investing That's Integrated and Natural

Review the following segment of Section 1 in this module:

◆ *Investing That's Integrated and Natural*

1. Each conception team member sets a goal for the number of weekly investing interactions. (Recommended: 3-5 per week for team members; 20 per week for the lead pastor.)
2. Discuss how to appropriately hold each other accountable. Remember, the conception team consists of people who are shaping the DNA of the church. If you want others to make investing an integrated part of their lives, you must model it.
3. Schedule the first “Becoming a Contagious Christian” or “Just Walk Across the Room” seminar for your launch team. This can be offered on the weekend or at another time during the week.
4. Brainstorm ways of making investing an integrated part of each person’s lifestyle. (Examples: offer “Becoming a Contagious Christian” or “Just Walk Across the Room” quarterly, share investing stories in an e-letter, at conception team meetings, or during weekend experiences, etc.)

Note: See sample *Investing Tracking Tool* at the end of this module.

Take Action!

Implementation Task 3: Partnering with the Church

Review the following segment of Section 1 in this module:

◆ *Invest and Invite – Neither Stands Alone*

1. Set up your “Special Events Mailing List” system.
 - ◆ Identify the person who will be the leader for the special events mailings.
 - ◆ That person or someone on his/her team (1) prints the forms for launch team members to use; (2) keeps and maintains the database; and (3) prepares the mailings.
 - ◆ Whenever requested by the conception team or the lead pastor, send them out.

You will most likely need two lists: a snail mail list and an e-mail list. Some mailings will go to one list or the other, while certain mailings will go to both lists.

Here’s one way to get names on the list. Suppose you’re talking with a neighbor or someone at the bank. They find out you’re part of a new church in town. You immediately ask, “Hey, would you like to be on our special events mailing list?” They will ask you what that means. “We have some really cool things happening at the church. Anytime something is coming up, we’ll send you a note in the mail or in an e-mail. No one will ever call you on the phone or visit you, but every time something special is happening, you’ll hear about it by mail. Whether you ever attend is totally up to you!” If they’re willing, hand them a blank “Special Events Mailing List” card, let them fill out their name, then pass it on to the person in charge of special events mailings. (See Special Events Mailing List sample form at the end of this module.)

2. Schedule a time for your conception team members to conduct a community survey. Invite others in the launch team to join you.

Take Action!

Implementation Task 4: Your Ministry Flow Chart

Review the following segment of Section 1 in this module:

◆ *Invest and Invite – It Really Is Easy*

1. Discuss with your conception team the pre- and post-launch merry-go-rounds. Ask:
 - ◆ What are the differences between the two?
 - ◆ In what ways are they the same?
 - ◆ Why are they arranged in a merry-go-round instead of in a straight line?
 - ◆ How do investing, bridge events, and worship foster the culture of “invest and invite?”
2. Schedule and promote next month’s bridge event. Remember that each person will attempt to invite someone on their impact list, and the church will mail to the special events mailing list.
3. Listen to the audio cassette “How to Give a Gospel Presentation” by Kenneth Cox. Spend some time role playing with one another until you feel comfortable in presenting the gospel. Discuss how to help the rest of your launch team do the same.

Section 2: The Missionary Mindset: Who's Your Target?

You Are a Cross-cultural Missionary

Over the past generation or two, our culture has significantly shifted toward a post-modern, post-Christian mindset. Unlike churches in previous generations, we are primarily trying to reach people who have little knowledge of, and put little credence in, the Bible and Jesus Christ.

You have to work much harder, you have to be more intuitive, and you must be more proactive just to understand your lost neighbors. Once you understand them, your task is to build bridges between where they are and your local church. More so than pastors in previous years, you are a cross-cultural missionary.

Missionaries don't assume they know everything or that they think like the locals.

What Missionaries Do

Believe it or not, much of good marketing flows out of humility. At marketing giant Procter & Gamble, no one is allowed to make hasty, broad generalizations about the consumer. No one in a company office is an "expert". Decisions and strategies have to be rooted in asking the consumer questions, really listening, and then building a marketing approach based on what is learned. A marketing manager for Clearasil, for instance, cannot assume that they think or process information like a teenager. They have to have the humility to say, "I don't know" and then get close enough to the consumer to learn.

Missionaries recognize that they have not been exposed to the same media, education, etc. as the locals and they work hard to understand them and why they do what they do. As a cross-cultural missionary to your neighbors, you must do the same.

Missionaries compromise style and cultural differences wherever needed without compromising the gospel.

The biggest mistake some American missionaries make is to impose their culture while they bring the Gospel. Effective missionaries distinguish between doctrinal truths and cultural preferences so they have no problem throwing out their own preferred music style, "church" vocabulary or other style preferences in order to build a bridge from the local, familiar culture terrain to Christ. Missionaries know that what works in Ecuador probably does not work in Sweden.

"Though I am free and belong to no man, I make myself a slave to everyone, to win as many as possible. To the Jews I became like a Jew, to win the Jews. To those under the law I became like one under the law (though I myself am not

under the law) so as to win those under the law. To those not having the law I became like one not having the law (though I am free from God's law but am under Christ's law), so as to win those not having the law. To the weak I became weak, to win the weak. I have become all things to all men so that by all possible means I might save some." 1 Corinthians 9:19-22

Many churches have misunderstood Paul's words in 1 Corinthians. Paul knew that he alone could not be all things to all men. No ministry can possibly attract every people group and every person to Christ. Paul's counsel means that we should be willing to drop or change any cultural non-essentials if by so doing we will reach more of the lost. Paul, in fact, communicated differently to the Athenians (Acts 17:22-23) than he did to the Jews (Acts 21:17-26, 21:40-22:21). Jonathan Edwards' sermons to the American Indians were different than his sermons to Europeans. We must not be afraid of using different methods and styles to reach different groups.

Missionaries Focus their Limited Resources

If you've read about shipwrecks you have heard about flotsam and jetsam. These are terms used to describe the wreckage and debris that is floating in the water after a shipwreck. What is the difference between the two? Flotsam is anything in the water as a result of the shipwreck. It could be cargo or pieces of the boat. Jetsam is the cargo and other items that were *purposely* thrown over to stabilize the ship in order to avoid a wreck. It is often precisely because the right jetsam was proactively thrown over that the wreck and all of the unfortunate flotsam is avoided.

When our ministries try to reach everyone at once, without regard to focus or prioritizing, we are often headed for shipwreck. If we could only jettison some of the "good intentions" but unfocused efforts in order to narrow in on more specific goals, our long-term impact would be much greater and we would avoid so many ministry shipwrecks.

God can work anyway He wants, but so far no organization has ever been used to reach every single person on earth by itself. Unless you feel specifically called otherwise, you need to embrace this reality for your ministry and start making choices about how you will focus your limited resources to build the Kingdom.

There are several specific examples in the Bible where Christ followers were called to focus on a specific target:

- ◆ The Disciples: *These twelve Jesus sent out with the following instructions: "Do not go among the Gentiles or enter any town of the Samaritans. Go rather to the lost sheep of Israel" (Matthew 10:5-6).*
- ◆ Paul, the Apostle: *Although I am less than the least of all God's people, this grace was given to me: to preach to the Gentiles the unsearchable riches of Christ (Ephesians 3:8).*

Defining Your Target

Spend to your strength

“If anyone will not welcome you or listen to your words, shake the dust off your feet when you leave that home or town.” Matthew 10:14

Unless they have a unique gift of reaching people who are very different from them, believers are most likely to reach people who match them demographically (age, marital status, occupation, income, ethnic background, etc.). Reaching across demographic and geographic boundaries should be part of any healthy church's work, and some do have a specific calling to reach those with whom they have little in common. You should, however, pray and plan very long and hard before you make people unlike you the central goal of your ministry.

Don't get too fancy

Your core ministry target should be defined with a few basic demographic and psychographic attributes.

Demographics: Descriptions of someone based on basic factual information about who they are. This is usually age, sex, marital status, occupation, and geography. Some combination of these demographic attributes (along with their spiritual condition from the psychographic list below) should define your core target for most purposes.

Psychographics: Descriptions of someone based on their attitudes and habits. Examples might be Risk Adverse vs. Adventurous, Traditional Minded vs. Contemporary, Skeptical, Intellectual, etc. Also included in this is spiritual condition: Believer vs. Seeker, and any attitudes they have regarding God and church. The psychographic attributes of your target will primarily guide the creative development of your marketing message, but can also influence the media vehicle you choose to deliver your message.

Don't get too carried away defining an incredibly intricate target. Major business marketers tend to define their core target in a very concise way across just a few key attributes.

Examples of consumer products targets:

- ◆ A shampoo: women, age 18-34
- ◆ A sports cream: men & women, age 25-49 who are physically active
- ◆ An upscale sun care lotion: women age 25- 45 with annual income \$75,000+

These marketers have a wealth of more detailed data about their consumers – purchase habits, attitude information, living habits, media viewing trends, etc. – available to them. They use this more detailed data to influence the style of their communication. They, however, know that it is usually only very basic target descriptors that are actionable when it comes time to make the big strategic decisions such as what media vehicle to use and how often to advertise.

Start at home

First, generate this target information from the makeup of your current launch team including any unchurched people. This will help you paint the picture of what it will look like if you “spend to your strength.” After you have done that, then generate the same information for your surrounding neighborhoods to understand where the people live (and work) who are in your target.

Sources for compiling information on your target:

- ◆ A professional profiling firm (see reference list in appendix)
- ◆ The business department of your local library
- ◆ Chamber of Commerce
- ◆ Retail business owners within your congregation
- ◆ Media outlets who desire your business (city and community newspapers, door-to-door marketing companies, cable television companies, radio stations, billboard companies)

How It Looks

Example of one church’s target:

Crossroads Community Church of Hyde Park (Cincinnati, Ohio)

Primary Target Definition:

Males and females age 22-40 who are college educated and live in the Southeastern Greater Cincinnati area (defined by about 12 specific zip codes)

Primary Target Insights:

They believe church is boring, irrelevant, hypocritical, unfriendly, and money-grubbing. They feel time-pressured, stressed out, unconnected with community, and out of balance.

Note that defining your primary target doesn’t mean your church shouldn’t and won’t reach people outside of this target, but that after much prayer and planning this is where you are going to focus your resources.

Take Action!

Turn to the end of this section and complete Implementation Task 5: Defining Your Target.

Resource: Church Planting 101 video set, “Your Strategy, Your Town,” exercise 5.

Notes

1. The first step in the process of creating a mission statement is to identify the organization's purpose. This involves asking questions such as "Why does the organization exist?" and "What is its primary goal?" The purpose statement should be clear, concise, and inspiring.

2. The second step is to identify the organization's values. These are the principles and beliefs that guide the organization's behavior and decision-making. Values should be stated in a way that is specific and measurable.

3. The third step is to identify the organization's stakeholders. These are the individuals and groups who have an interest in the organization's success. Stakeholders can include customers, employees, investors, and the community.

4. The fourth step is to identify the organization's competitive advantage. This is the unique strength or advantage that the organization has over its competitors. It could be based on price, quality, service, or innovation.

5. The fifth step is to identify the organization's core competencies. These are the skills and knowledge that the organization possesses and that give it a competitive advantage.

6. The sixth step is to identify the organization's mission statement. This is a statement that describes the organization's purpose, values, and competitive advantage. It should be clear, concise, and inspiring.

7. The seventh step is to identify the organization's vision statement. This is a statement that describes the organization's long-term goals and aspirations. It should be clear, concise, and inspiring.

8. The eighth step is to identify the organization's strategic plan. This is a document that outlines the organization's strategy for achieving its mission and vision. It should be clear, concise, and inspiring.

9. The ninth step is to identify the organization's marketing plan. This is a document that outlines the organization's marketing strategy for reaching its target market. It should be clear, concise, and inspiring.

10. The tenth step is to identify the organization's financial plan. This is a document that outlines the organization's financial strategy for achieving its mission and vision. It should be clear, concise, and inspiring.

11. The eleventh step is to identify the organization's human resources plan. This is a document that outlines the organization's strategy for attracting, developing, and retaining its employees. It should be clear, concise, and inspiring.

12. The twelfth step is to identify the organization's technology plan. This is a document that outlines the organization's strategy for using technology to achieve its mission and vision. It should be clear, concise, and inspiring.

13. The thirteenth step is to identify the organization's legal plan. This is a document that outlines the organization's strategy for complying with applicable laws and regulations. It should be clear, concise, and inspiring.

14. The fourteenth step is to identify the organization's environmental plan. This is a document that outlines the organization's strategy for managing its environmental impact. It should be clear, concise, and inspiring.

15. The fifteenth step is to identify the organization's social plan. This is a document that outlines the organization's strategy for managing its social impact. It should be clear, concise, and inspiring.

16. The sixteenth step is to identify the organization's governance plan. This is a document that outlines the organization's strategy for managing its governance. It should be clear, concise, and inspiring.

17. The seventeenth step is to identify the organization's risk plan. This is a document that outlines the organization's strategy for managing its risks. It should be clear, concise, and inspiring.

18. The eighteenth step is to identify the organization's crisis plan. This is a document that outlines the organization's strategy for managing its crisis. It should be clear, concise, and inspiring.

19. The nineteenth step is to identify the organization's disaster plan. This is a document that outlines the organization's strategy for managing its disaster. It should be clear, concise, and inspiring.

20. The twentieth step is to identify the organization's business plan. This is a document that outlines the organization's strategy for achieving its mission and vision. It should be clear, concise, and inspiring.

Take Action!

Implementation Task 5: Defining Your Target

Review the following segment of Section 2 in this module:

◆ *Defining Your Target*

1. With your conception team, refer to Implementation Task 5 from Module 2, “Strategic Planning and Implementation.” Write (or adapt) a statement that describes your primary target definition and primary target insights. Include their assumptions about God.
2. Think of several non-attending friends who you would like to invite to your church. Describe them as best as you can, including their age, gender, marital status, economic status, and assumptions about God.
3. Discuss the similarities and differences between your descriptions in questions one and two.
4. How likely is your church to attract your target person? Do we need to change our target, our approach, or both?

Section 3: Marketing – By Default or On Purpose?

What Is Marketing?

It is important in any discussion that we define the key terms that we use. This is particularly important when we are dealing with a potentially loaded word like “marketing.” Our understanding can sometimes be defined by rather incomplete pieces of information. For example, if you approached ten people at random and asked them what an “Evangelical Christian” is, most would fairly confidently volunteer a definition. Our experience, however, is that many of those definitions would be given in terms of political affiliations or how someone votes on certain issues, and therefore would completely miss the mark on the true definition of that term.

It can be the same for a common word like “marketing.” For some, this word means lying to people in order to sell them something they don’t need. For others, it means telling people “whatever makes them feel good.” Each of those ideas may be true at times, but they all miss the mark on accurately defining “marketing.” The definition we will use in this module is:

Marketing is communicating your message in a way that motivates someone to a desired action.

It is important to note that the “action” we wish to motivate with marketing is not always the final objective of our organization. For instance, most new car advertising is not designed to motivate you to purchase the car. Its goal is simply to motivate you to visit the dealership where the final goal there is to sell you the car. In the same way, while your church’s goal is life transformation through a relationship with Jesus Christ, your marketing may only play one small part in that goal by motivating someone to visit your weekend service.

All churches engage in marketing. Most do it unintentionally which means that it does not happen well. Potential attenders or members get the impression that the church is confused about its message or what it has to offer. Or maybe it cares about the people who already attend, but not about newcomers. Churches that are gripped with a passion to reach the lost will be deliberate in marketing what they have to offer.

Most of us would identify a billboard or TV commercial as advertising, but marketing also includes such overlooked tools as:

- ◆ Your church name
- ◆ Your logo
- ◆ Your website
- ◆ Your brochure
- ◆ Your church sign
- ◆ Your Yellow Pages listing
- ◆ Word-of-mouth invitations

Other marketing tools include direct mail, radio and press releases.

Take Action!

Turn to the end of this section and complete Implementation Task 6: Marketing Your Church.

Five Myths about Church Marketing

Myth #1 – Marketing is a misguided attempt at evangelism.

Marketing is not evangelism. Marketing only plays a role as groundwork from which evangelism can happen. Just as a banner announcing a public evangelistic event begins to “till” up the soil for evangelism, your church’s marketing has a pre-evangelistic role. It raises awareness and makes evangelism easier and more natural. Your church’s weekend experiences, bridge events, and the relationships your launch team members build with the unchurched constitute evangelism.

“A wise man attacks the city of the mighty and pulls down the stronghold in which they trust.” Proverbs 21:22

In the first Gulf War, the final objective was the removal of the Iraqi army from Kuwait. Military strategists knew that it could not be accomplished without significant work from thousands of ground troops. The coalition, however, focused intense effort on a 100-hour “air support” campaign before a single ground soldier went in. The success of the ground troops was accelerated (but not replaced) by the air support prior to their entry.

The members of your congregation are the ground troops. Their life witness and prayers – we call this *Investing* – helps attract their friends and neighbors to Christ. Church-wide prayer and your marketing serve as valuable “air support” for your congregation’s relational outreach. Marketing can be a strong initial foray, which raises the spiritual temperature and awareness of your church among your neighbors’ minds. It works in tandem with your people’s relational evangelism by creating opportunities for discussions and invitations to visit from your congregation with their neighbors.

Often, guests visit after being exposed to the church through a combination of direct marketing, news articles and a personal invitation. All of these “pre-evangelism” elements work together to introduce the unchurched to your church.

“What appears to be word-of-mouth advertising is often a combination of newspaper, magazine, radio, direct-mail, and word-of-mouth advertising. But it’s the word-of-mouth that gets the credit and not the media.” Guerilla Marketing

As implied before, marketing should only be used in conjunction with relational evangelism and compelling weekend experiences. Remember that your goal is not marketing, or even church attendance; your goal is life transformation through Jesus Christ. God designed for life transformation to happen one life at a time, and it begins as a Christian develops a friendship with a lost person. If life transformation happened more readily by dropping the Four Spiritual Laws pamphlets from a helicopter, we would do that instead. Since it doesn't, we use the one-two-three approach of marketing, investing, and compelling weekend experiences. Marketing is the "air support" tool to assist in preparing the way.

Myth #2 – Marketing is manipulative and deceptive.

Yes, marketing can be done in a manipulative and deceptive way, just as preaching can. Secular marketing is indeed often convincing people to buy something they don't need. Authentic church marketing, however, plays an early role in the process of opening blind eyes to the one thing they desperately need.

"The man who has nothing to offer the world that the world needs should call the undertaker, for he is a dead one, whether he knows it or not." Eldon Hubbard, "A Message to Ad-Men," 1903

People are searching for identity and real significance and it will only be found in Christ. To the extent that marketing can help in the initial stages of this process, it should be used. There are, however, several pitfalls, which we must avoid:

The "Market Driven" Church: There is a difference between a "market driven" church and a church that uses marketing. The market driven church is one that sacrifices the truth of Scripture at the altar of relevance. It replaces the full message of the Christian life with "just telling them what they want to hear". A church that uses marketing in a healthy way uses it to begin the process of introduction/relationship building by making the respondent thirsty for biblical community and salvation without manipulating them by implying easy answers that are inconsistent with scripture.

The "Bait & Switch": Have you ever seen a product advertised in the paper for \$99 only to have the sales clerk tell you it's really not very good and try to talk you into a \$300 model? This is the "bait & switch" method, and without knowing it, ministries replicate it in an impressive variety of ways. One way is to publicize an event as purely social ("a golf outing," etc.) with the plan to sneak a ten-minute sermon into the event. This type of "bait & switch" evangelism destroys credibility with the unchurched. Churches also fall into another form of "bait & switch" when they promise things in their marketing which they cannot deliver.

"There is a great deal of advertising that is much better than the product. When that happens, all that good advertising will do is put you out of business faster." - Jerry Della Femina, "From Those Wonderful Folks Who Gave You Pearl Harbor"

If you cannot offer a relevant, high quality introduction to Christianity to seekers, do not imply that on your website or in a mailer. Save your time and resources and first devote yourself to fixing whatever you have to.

Myth #3 – Marketing is forcing things with human effort instead of surrendering to God's leadership.

God certainly doesn't need marketing. Neither does He need our songwriting or a carefully prepared sermon. But for some reason, He has chosen to use all of these to further his Kingdom.

"Can He accomplish His desired ends without you? Absolutely. But apparently He chooses not to. Instead God uses believers." George Barna, "Church Marketing"

Many who cite Myth #3 as a reason not to pursue a marketing strategy have no problem using church signs, Yellow Pages ads and bake sale flyers. They seem to use marketing as long as it is done without planning or is limited to tangential activities like pancake breakfasts. These are the "accidental marketers". Their intentions are most often good, but their impact is limited. Don't let yourself become an accidental marketer.

God desires us to do everything in a thoughtful, wholehearted and planned manner. One of the many references in the Bible that urges us on is Jesus' advice in Luke 14.

"Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it?" Luke 14:28

Myth #4 – Marketing puts churches in competition with each other.

There are far more unbelievers than all our churches together could possibly hold. If your marketing is focused on reaching the unchurched with God's love and truth, your competition is not another church in town. Instead, the competition is whatever they would do in place of attending church (sleeping in, going with friends for coffee, playing golf, watching television, etc.). God expects us to do whatever it takes (short of compromise) to reach these people.

Be honest about whom you would like to reach with your marketing. If your marketing appears in your local Christian newspaper or radio station or you create advertisements that will primarily make believers feel good about your church, then maybe you're not really trying to win the lost. Myth #4 is true for you and you should re-examine your use of marketing.

Myth #5 – Marketing is a luxury that we should only consider when all the other needs are met.

If you find a more effective way to accomplish your ministry's goal, then by all means, do it without marketing. Your goal is not marketing, it is life transformation. Realize, though, that without a regular attempt to reach out, the average church will see a decrease in attendance every year just due to attrition. Attendance is not the final goal of any church, but it is often a valid measure of how many lives it is touching.

"I have become all things to all men so that by all possible means I might save some." 1 Corinthians 9:22 (NIV)

Paul was obviously not looking at a direct-mail campaign when he said "all possible means", but if we as church leaders become aware of a tool that will reach more souls for Christ and refuse to adopt it because we just prefer our old tools or don't want to learn about the new one, we are being poor stewards of the ministries God has entrusted to us. We should be willing to do anything short of compromise to reach the lost.

Take Action!

Turn to the end of this section and complete Implementation Task 7: Marketing's Role in Your Church.

Marketing for Grand Opening

Once your church is cruising along toward grand opening, you will begin to think and pray about how to gather a crowd for that event. From the first day you were on site, you began to build toward grand opening by doing several things. (1) Your conception and launch team members created an impact list and began to pray for people who need salvation. (2) You formed a special events mailing list. (3) You planned monthly bridge events and urged people to invite their family and friends. (4) You offered worship each weekend. Those activities are foundational to creating momentum and moving toward a strong grand opening.

Remember that during pre-launch, you are planting a church, but when grand opening rolls around, you are launching a church. The imagery is powerful. A plant begins quietly under the ground where growth is slow and is largely

invisible. A launch brings to mind the sudden release of energy that shakes pictures off the wall, is noticed by everyone, and results in significant movement.

As you get within two or three months of grand opening, your conception team will spend some time with your Outreach team to prepare a marketing strategy for grand opening month. You will consider several factors: (a) what you have learned about the people of your city and their responsiveness; (b) the size of your launch team; and (c) the financial commitment you can make to getting the word out. Your objective is to shake the pictures off the wall, to let everyone know that a new church is officially opening its doors, and that you are planning to impact this community for Christ.

Someone has said, "You only get to start once, so put it all on the table." Select an area of the city. Hit each home with a flyer at least twice and preferably up to five times. Each piece is different in that it features a single theme such as questions, community, family, or children. All of them point to the grand opening date. You can use your graphic designer to create the flyers or consider a Christian company such as www.outreach.com.

Take Action!

Turn to the end of this section and complete Implementation Task 8: Marketing for Grand Opening.

Notes

1. The first step in the process of creating a mission statement is to identify the organization's purpose. This involves asking questions such as "Why does the organization exist?" and "What is its primary reason for being?" The purpose should be clear, concise, and inspiring.

2. Once the purpose is identified, the next step is to define the organization's values. These are the principles and beliefs that guide the organization's behavior and decision-making. Values should be authentic, measurable, and consistent with the purpose.

3. The third step is to determine the organization's scope. This involves deciding on the geographic area, the range of products or services, and the target audience. The scope should be realistic and aligned with the purpose and values.

4. The fourth step is to draft the mission statement. This should be a clear, concise statement that captures the organization's purpose, values, and scope. It should be easy to understand and remember.

5. The final step is to communicate the mission statement to all stakeholders. This includes employees, customers, investors, and the public. The mission statement should be a central part of the organization's identity and culture.

6. The mission statement should be reviewed and updated regularly. As the organization grows and changes, its mission statement may need to be revised to reflect new realities and opportunities.

7. The mission statement should be used as a guide for all organizational decisions and actions. It should be a source of inspiration and motivation for all employees.

8. The mission statement should be a reflection of the organization's unique identity and culture. It should be something that sets the organization apart from its competitors.

9. The mission statement should be a statement of commitment. It should show that the organization is dedicated to its purpose and values, and is committed to making a positive impact on the world.

10. The mission statement should be a statement of hope. It should inspire people to believe in the organization's future and to work together to achieve its goals.

Take Action!

Implementation Task 6: Marketing Your Church

Review the following segment of Section 3 in this module:

◆ *What is Marketing?*

Given the definition of marketing as “communicating your message in a way that motivates someone to a desired action”, notice the various ways that your church can engage in marketing to those outside of your church.

With your conception team, indicate which of the following are already complete, which are an immediate priority, and which can be put off until later or not at all. Assign target dates and, where applicable, the name of the person responsible for implementation.

	Done	Right away	Within three months	Within six months	Not a priority
Church name					
Logo					
Website					
Church sign					
Brochure					
Business cards					
Yellow Pages listing					
Billboard					
Radio					
TV					
Newspaper					
Press releases					
Direct mail					
Other					

Take Action!

Implementation Task 7: Marketing's Role in Your Church

Review the following segment of Section 3 in this module:

◆ *5 Myths About Church Marketing*

Discuss the following questions with your conception team.

1. What is our church's mission statement? (Transfer this from your Strategic Planning Module 1.)
2. How might more proactive marketing help us accomplish that mission?
3. Discuss the five myths about marketing. Try to obtain consensus on the truth under each myth.
4. Decide if the time is right to communicate the highlights of your discussion with the remainder of your church attenders.

Take Action!

Implementation Task 8: Marketing for Grand Opening

Review the following segment of Section 3 in this module:

◆ *Marketing for Grand Opening*

1. Assemble your conception team and your outreach team. Discuss the following questions.
 - a. What is the difference between planting a church (pre-launch phase) and launching a church (grand opening)?
 - b. What have we learned about our city that should influence how we market our grand opening month?
 - c. How many people can we count on to help us implement a grand opening marketing plan?
 - d. Considering our finances, how much money can we spend on marketing for our grand opening (shaking the pictures off the wall)?
2. Designate a task force to prepare the grand opening marketing plan. Set a date to review it with the entire conception team.
3. When the plan is approved, hand it off to the outreach team to oversee the implementation.

Section 4: Next Step Systems

Nothing helps morale more than seeing a guest walk through the doors at your weekend experience. Whether they stumbled in on their own or were brought by a friend, you can hardly contain your joy. Every guest is a visible indication that God is blessing! Healthy, growing churches consist of a good mix of (a) spiritual seekers; (b) recent converts to Christ; and (c) growing believers.

Many churches fail because their prayers, finances and ministries are focused on the already convinced. Other churches really want to grow through conversion growth, but they fail because they haven't figured out how to turn first-time tire kickers into second-time seekers and, eventually, regular attenders. It takes a system. Ask yourself this question: What if God sent us a hundred people for grand opening? Or even two hundred? What would we do? How would we follow up? How could we help those who are ready take their next spiritual step? Would we be ready to maximize God's blessing or would we squander the working of His Spirit?

A related concern is helping your regular attenders grow up in Christ. You not only want to prevent them from dropping into inactivity, you want them to be fired up and fully involved in building their own spiritual life while they help build the church. This section will help you develop separate next step systems for guests and for launch team members.

Guest Path System

Whenever a first-time guest attends your church, realize that she may be genuinely unchurched; this may be the first time in years that she decided to check out a church. It probably took a great deal of courage – or maybe an urgent need – that prompted her to come. Whatever her circumstance, whatever the story behind her appearance, you want to do everything in your power to help her feel welcome and to motivate her to return the following week.

Let's say a person visits a church and has a positive experience. If she's ready to take a next step, in will be in one of three areas; friends, ministry or Bible knowledge. She may ask, *How would I make friends around here? I wonder if there are any social settings where I could meet some people like me.* She may have questions about what the church believes about God and the Bible, or some specific questions she's wrestled with for years. Or she may hope to find a niche where she can volunteer and serve somewhere. If it is clear to the guest how to take that next step, she will. If it isn't, or if there are no opportunities to make friends, learn or serve, she will either be a one-time guest or fade away after several weeks.

Remind each other often that guests are more valuable than gold! They are the reason you stuck your neck out and started a church. In fact, they are the reason Jesus died. As early in your pre-launch calendar as possible, you must develop a guest path system to follow up on each and every guest.

Most of your guest assimilation effort will revolve around your weekend experiences. But don't forget your bridge events. Be ready at every social gathering or servant evangelism project to help guests take their next step. If they aren't already on your special events mailing list, ask them if they would like to be. Put a flyer in their hands about an upcoming church-sponsored event. Watch for any special interests or needs and be prepared to follow up.

The Administrator will work with the Weekend Experience, Outreach, and KidZone leaders to create the next step systems.

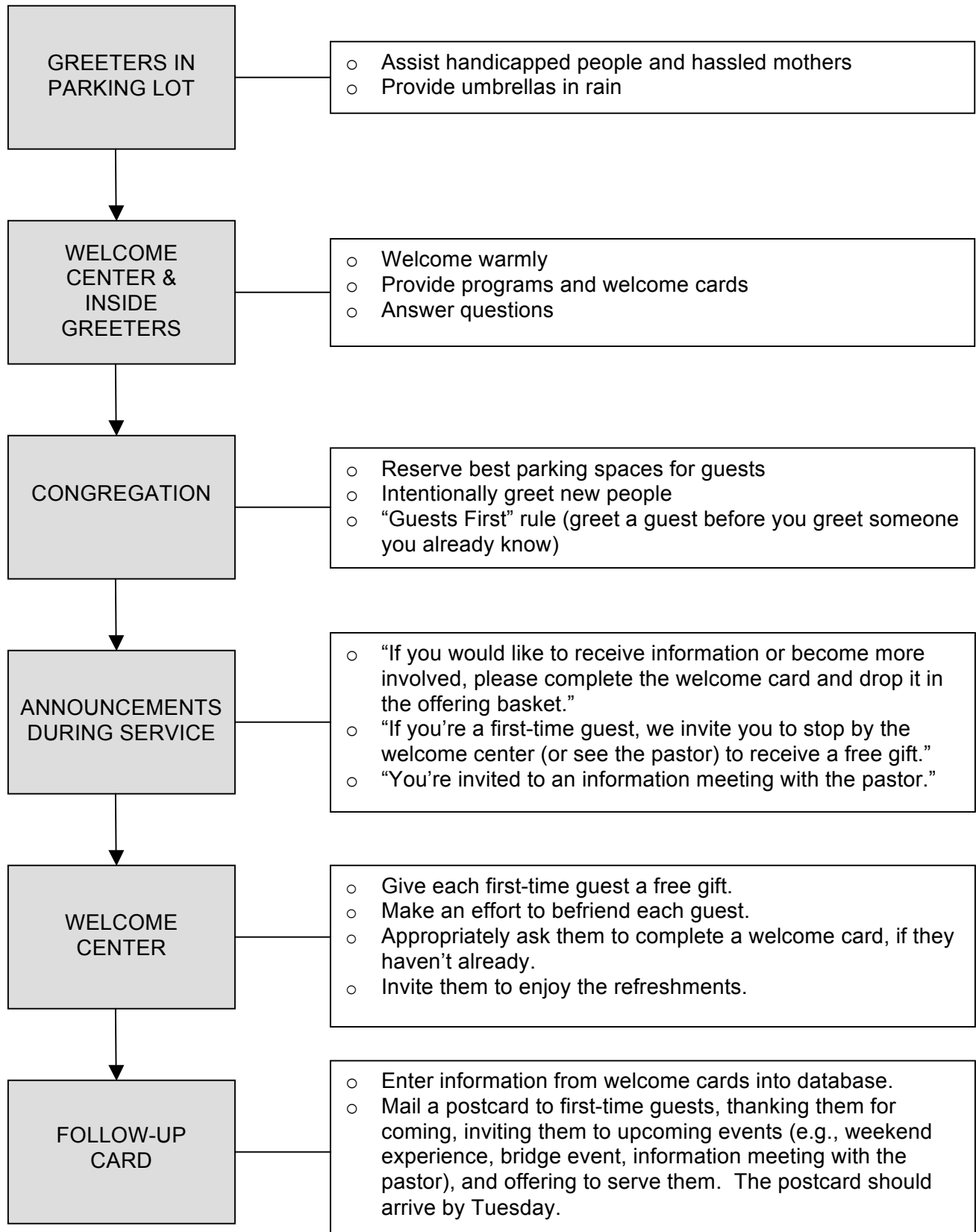
Below is a sample Guest Path System for the weekend experiences.

Take Action!

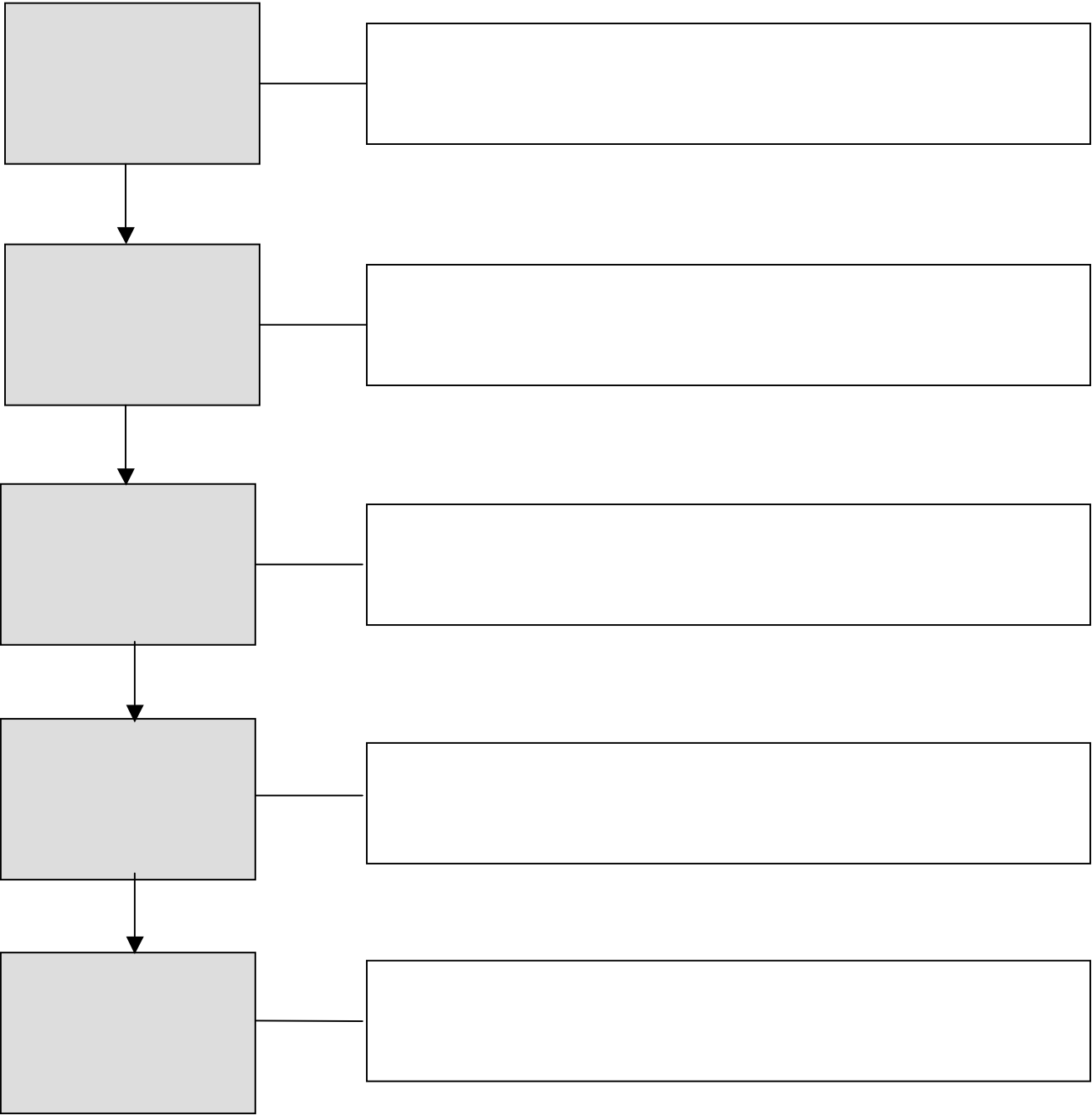
*Turn to the end of this section and complete Implementation Task 9:
Developing a Guest Path System.*

Guest Path System

Weekend Experiences



Guest Path System
Weekend Experiences



Launch Team Path System

When does a guest become a regular attender? When he or she starts attending regularly! If a healthy percentage of first-time guests return to church and start attending the weekend experiences, your guest path system is working. You're moving people from non-attenders to attenders, from seekers to launch team members.

Your long-term objective is for each person to become a definitely devoted disciple. Your church has already described that person when you decided your discipleship outcomes. (See Module 2, *Strategic Planning and Implementation*.) Discipleship outcomes are the three to six priorities or behaviors that your members will live out when they fully embrace your mission, vision and core values.

During pre-launch, however, your church does not try to pretend it is a full-functioning church. You don't promote small groups or offer discipleship classes. Instead, you focus on investing, bridge events, and weekend experiences. The only other activities you do are related to programming for children and the systems to support everything. Suppose a person complains that you aren't a well-rounded church. Your answer? *That's by design! We are intentionally lopsided during pre-launch in order to set the DNA of outreach, create momentum and put in place the critical systems and teams. We'll get where we need to go in due time. For now, we're focused on doing a few things well.*

As you move through the months toward grand opening, your Guest Path System helps guests become regular attenders, and your Launch Team Path System helps your regular attenders become launch team members. To qualify as a launch team member, a person makes the following commitments which we call "the Big Eight."

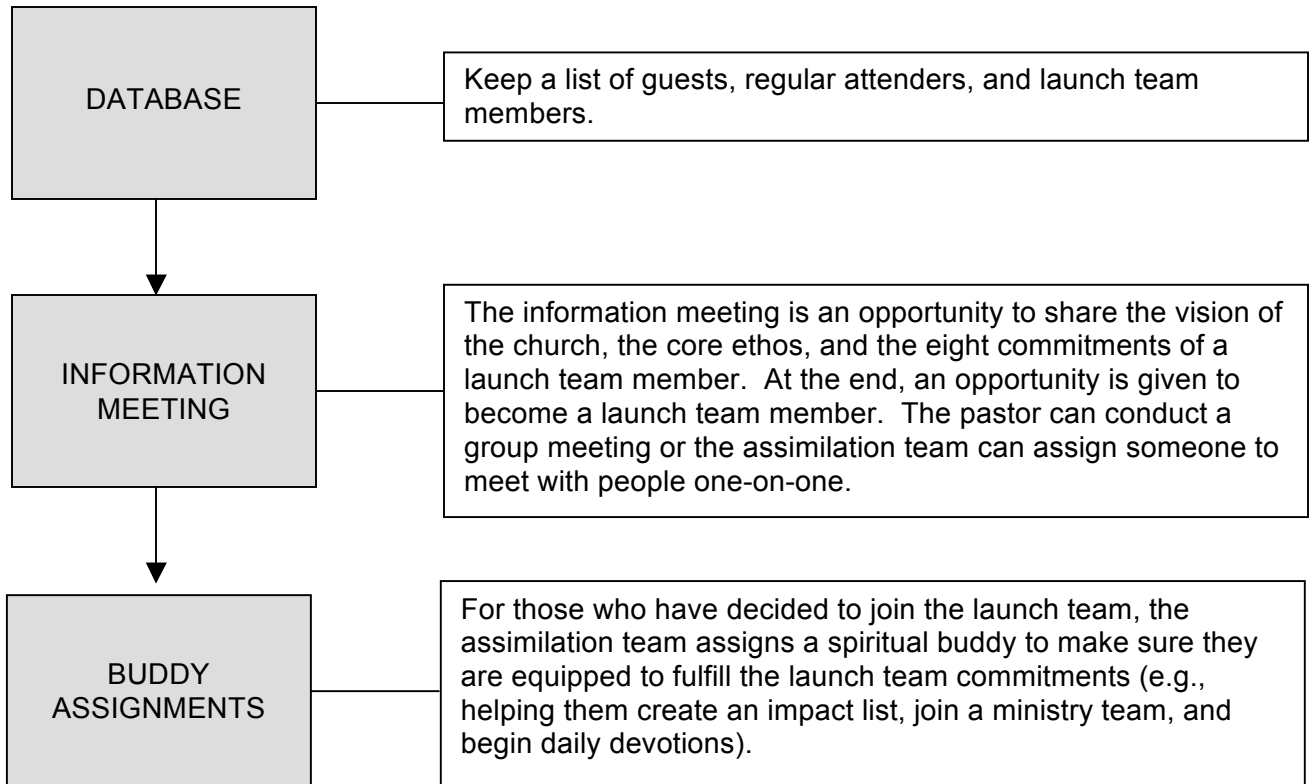
1. Pursue a relationship with Jesus.
2. Consistently attend weekend experiences and bridge events.
3. Create an impact list. Begin to pray for the people on your list and invest in their lives.
4. Have a servant's heart – step up and become part of a grand opening ministry team.
5. Invest in the kingdom financially by returning tithes and offerings.
6. Be committed to building healthy relationships with God, your family, and each other.
7. Be flexible and willing to embrace change as the church morphs through the pre- and post-launch phases.
8. Pray regularly for the pastor and your church. Pray that a great number of people will believe and turn to the Lord (Acts 11:21).

You can think of "the Big Eight" as your pre-launch discipleship outcomes. The list is a bit longer than the list you developed in Module 2 because you are creating DNA and spelling out some specifics that gets everyone on the same page and headed toward the same goal. Below is a sample Launch Team Path system.

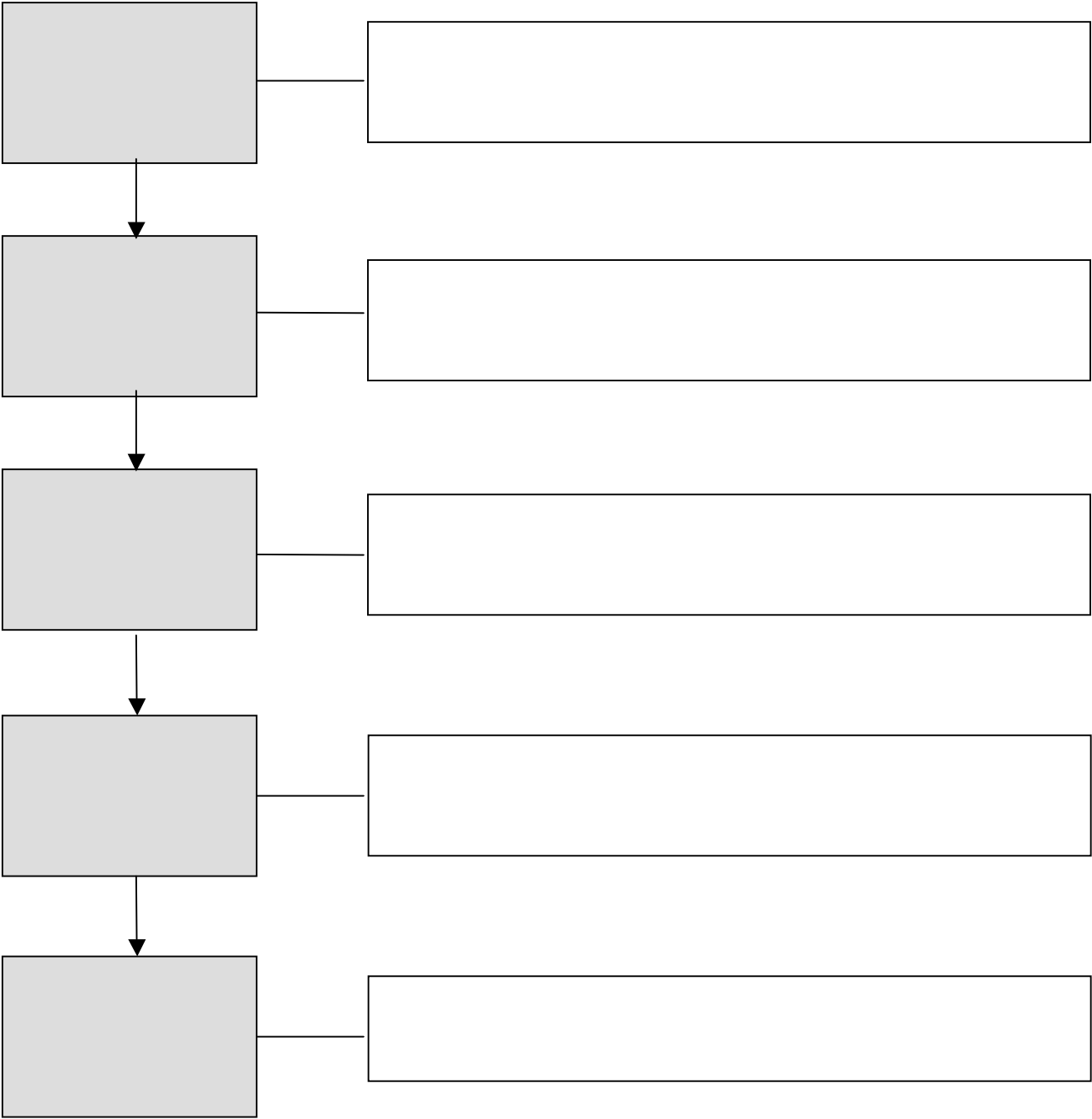
Take Action!

*Turn to the end of this section and complete Implementation Task 10:
Developing a Launch Team Path System.*

Launch Team Path System



Launch Team Path System



Notes

1. The first step in the process of creating a mission statement is to identify the organization's purpose. This involves asking questions such as "Why does the organization exist?" and "What is its primary reason for being?" The purpose should be clear, concise, and inspiring.

2. Once the purpose is identified, the next step is to define the organization's values. These are the principles and beliefs that guide the organization's behavior and decision-making. Values should be authentic, measurable, and consistent with the purpose.

3. The third step is to determine the organization's scope. This involves deciding on the geographic area, the range of products or services, and the target audience. The scope should be realistic and aligned with the purpose and values.

4. The fourth step is to draft the mission statement. This should be a clear, concise statement that captures the organization's purpose, values, and scope. It should be easy to understand and remember.

5. The final step is to communicate the mission statement to all stakeholders. This includes employees, customers, investors, and the public. The mission statement should be a central part of the organization's identity and culture.

6. The mission statement should be reviewed and updated regularly. As the organization grows and changes, its mission statement may need to be revised to reflect new realities and opportunities.

7. The mission statement should be used as a guide for all organizational decisions and actions. It should be a source of inspiration and motivation for all employees.

8. The mission statement should be a reflection of the organization's unique identity and culture. It should be something that sets the organization apart from its competitors.

9. The mission statement should be a statement of commitment. It should show that the organization is dedicated to its purpose and values, and is willing to stand up for them.

10. The mission statement should be a statement of hope. It should inspire people to believe in the organization's future and to work together to achieve its goals.

Take Action!

Implementation Task 9: Developing a Guest Path System

Review the following segment of Section 4 in this module:

◆ *Assimilation Systems*

Discuss the following with your conception team.

1. Collaborate with your Outreach team and Bridge Events team leader to prepare a guest path system for your bridge events. Use as a starting point these suggestions:
 - ◆ Invite them to be on your special events mailing list.
 - ◆ Give them a flyer that invites them to a future church-sponsored event.
 - ◆ Watch for any special interests or needs and be prepared to follow up.
2. Collaborate with your Weekend Experiences team and Impressions team leader to prepare a guest path system for your weekend services. Refer to the sample provided.
3. Discuss how the process may be different for a second- or third-time guest.
4. Decide when each team will begin implementation of the system and clarify who will oversee the process.
5. Discuss how to evaluate and improve the system as the months go by.

Take Action!

Implementation Task 10: Developing a Launch Team Path System

Review the following segment of Section 4 in this module:

◆ *Assimilation Systems*

During pre-launch, the lead pastor and conception team are responsible for helping regular attenders make a commitment to 'the Big Eight' (the essence of a Launch Team Path System).

Discuss the following with your conception team.

1. Referring to the sample provided, develop the launch team path system for your church.
2. Decide who will be responsible for implementing and overseeing the process.
3. Discuss how to evaluate and improve the system as the months go by.

Notes

1. The first step in the process of creating a business plan is to conduct a market research. This involves identifying the target market, understanding the needs and preferences of the customers, and analyzing the competitive landscape. Market research can be conducted through various methods, including surveys, interviews, and focus groups. The information gathered from market research is used to develop a marketing strategy and to estimate the potential demand for the product or service.

2. The second step in the process of creating a business plan is to develop a financial plan. This involves estimating the costs of the business, determining the sources of funding, and projecting the financial performance of the business. The financial plan should include a detailed budget, a cash flow statement, and a profit and loss statement. The financial plan is used to determine the feasibility of the business and to attract investors.

3. The third step in the process of creating a business plan is to develop a management plan. This involves identifying the key personnel who will be responsible for the operation of the business, and outlining their roles and responsibilities. The management plan should also include a description of the organizational structure and a timeline for the implementation of the business plan. The management plan is used to demonstrate the capability of the management team to execute the business plan.

4. The fourth step in the process of creating a business plan is to develop a marketing plan. This involves identifying the marketing objectives, selecting the marketing mix, and developing a marketing budget. The marketing plan should include a description of the target market, a list of the marketing channels to be used, and a timeline for the implementation of the marketing plan. The marketing plan is used to demonstrate the ability of the business to attract and retain customers.

5. The fifth step in the process of creating a business plan is to develop an operational plan. This involves identifying the key operational processes, determining the resources required, and developing a timeline for the implementation of the operational plan. The operational plan should include a description of the production process, a list of the equipment and materials required, and a timeline for the implementation of the operational plan. The operational plan is used to demonstrate the ability of the business to produce and deliver the product or service.

6. The sixth step in the process of creating a business plan is to develop a risk management plan. This involves identifying the potential risks to the business, assessing the likelihood of each risk occurring, and developing a plan to mitigate the risks. The risk management plan should include a list of the risks, a description of the potential impact of each risk, and a timeline for the implementation of the risk management plan. The risk management plan is used to demonstrate the ability of the business to manage and minimize the risks to its operations.

7. The seventh step in the process of creating a business plan is to develop a legal plan. This involves identifying the legal requirements for the business, determining the legal structure of the business, and developing a plan to comply with the legal requirements. The legal plan should include a list of the legal requirements, a description of the legal structure of the business, and a timeline for the implementation of the legal plan. The legal plan is used to demonstrate the ability of the business to comply with the legal requirements.

8. The eighth step in the process of creating a business plan is to develop a human resources plan. This involves identifying the key human resources required for the business, determining the sources of recruitment, and developing a plan to attract and retain the key personnel. The human resources plan should include a list of the key personnel, a description of the sources of recruitment, and a timeline for the implementation of the human resources plan. The human resources plan is used to demonstrate the ability of the business to attract and retain the key personnel.

9. The ninth step in the process of creating a business plan is to develop a technology plan. This involves identifying the key technologies required for the business, determining the sources of funding, and developing a plan to implement the technologies. The technology plan should include a list of the key technologies, a description of the sources of funding, and a timeline for the implementation of the technology plan. The technology plan is used to demonstrate the ability of the business to implement the key technologies.

10. The tenth step in the process of creating a business plan is to develop a sustainability plan. This involves identifying the key sustainability issues, determining the sources of funding, and developing a plan to address the sustainability issues. The sustainability plan should include a list of the key sustainability issues, a description of the sources of funding, and a timeline for the implementation of the sustainability plan. The sustainability plan is used to demonstrate the ability of the business to address the sustainability issues.

Impact List

My personal list of three to ten local people who will not go to heaven unless something changes.

- | | |
|---------|----------|
| 1 _____ | 6 _____ |
| 2 _____ | 7 _____ |
| 3 _____ | 8 _____ |
| 4 _____ | 9 _____ |
| 5 _____ | 10 _____ |

Pray for each person daily. Plan ways of connecting with him or her. When possible, spend quality time. Invite him or her to church-sponsored events. Be prepared to help each person take his or her next step toward Jesus.

pray – connect – invite – wait