

# WELCOME TO THE SBC SOUTH CAMPUS LAUNCH TEAM!

## Matthew 28:18-20 (NKJV)

<sup>18</sup> And Jesus came and spoke to them, saying, "All authority has been given to Me in heaven and on earth. <sup>19</sup> Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, <sup>20</sup> teaching them to observe all things that I have commanded you; and lo, I am with you always, *even* to the end of the age." Amen.

## John 14:12 (NKJV)

"Most assuredly, I say to you, he who believes in Me, the works that I do he will do also; and greater *works* than these he will do, because I go to My Father.

- Starting a church is a \_\_\_\_\_ activity.
- Thank you for \_\_\_\_\_ for this calling.

## Why Start A New Church?

- \_\_\_\_\_ of the people in the U.S. have no meaningful church relationship.
- There are \_\_\_\_\_ unchurched people in the U.S. making it the third largest mission field in the English-speaking world and the fifth largest globally.
- There is no county in the United States that is \_\_\_\_\_

"Christianity has always expanded through the multiplication of churches. The Book of Acts records how the boundaries of the Christian faith were pushed to the uttermost parts of the world through the multiplication of new churches. To this day, throughout every generation, Christianity has extended to new areas and new peoples via the multiplication of new churches." - Robert Logan

"I begin this book with a categorical statement that will seem bold and brash to some at first sight, even though it has been well substantiated by research over the past two or three decades: The single most effective evangelistic methodology under heaven is planting new churches."-- Peter Wagner

"Churches worth their salt aren't parasites on existing churches. They reach believers who dropped out of church years ago. They reach people who don't really

know the Lord. They reach children who have never gone to Sunday school in their lives. They reach the lost." -- Dr. Ralph Winter

## **INTRODUCTION: LAUNCHING A NEW CHURCH**

### **3 KEY LAUNCH IDEAS**

- Launch \_\_\_\_\_

*God's dream for your church is bigger than your dream.*

- Launch \_\_\_\_\_

*There is always going to be a reason to postpone launching your church.  
Conditions will never be perfect.*

- Launch \_\_\_\_\_

*It is completely possible to launch a church in which the only Christians on the initial team are the staff.*

# **THE LAUNCH TEAM**

## **Launch Team Versus Core Group** **From *Launch: Starting A New Church From Scratch***

***Launch Team:** A team of committed individuals who will assist you in preparing for and executing an effective launch. This is a team of people currently living in the area where your new church will meet – a team that you will build from scratch. The launch team is in existence only through the first weekly service.*

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The purpose of a Launch Team is simple and has a clear end, it is:

***To Launch this New Church***

Launch Team		Core Group
A _____-bound team	VS.	An open-ended team
Meets to _____ the launch		Meets for spiritual growth
Involves anyone who is _____		Involves only the spiritually mature
Is engaged to accomplish a _____		Is engaged to encourage and support
Focuses on those _____ the church		Focuses on those in the group
Ends with an _____ focus		Ends with an inward focus

## FIVE LAUNCH TEAM TRUTHS

1. For the first monthly service, you are the Launch Team.
2. The Launch Team will Grow with each Monthly Service.
3. Each Launch Team member needs specific assignments and held accountable.
4. The Launch Team will disband on the day after the Launch.

5. Launch Team members may be on-going volunteers at the South Location.

## **ANSWERING THE CALL: PREPARATION**

- Prepare to \_\_\_\_\_.

- Prepare to \_\_\_\_\_.

- Prepare to \_\_\_\_\_.

## CHURCH LAUNCHING IDEAS

1. Your \_\_\_\_\_ is the most critical factor to the church's success

2. Don't be afraid to \_\_\_\_\_

3. Build your new church \_\_\_\_\_

4. Resist the temptation \_\_\_\_\_

5. Don't try to \_\_\_\_\_; stay focused on the unchurched

6. You can *start* a church \_\_\_\_\_

7. You can \_\_\_\_\_ much faster than you think

## **STRATEGY: DEVELOPING A LAUNCH STRATEGY**

*A Strategy is simply a logical plan to get you from where you are  
to where God wants you to be.*

## Key Elements of a Start-Up Strategy

### 1. Purpose, Mission and Vision Statement

#### **Vision:**

In a 3 year time horizon, 300 Spirit-filled disciples of Jesus Christ committed to change the world by God's grace through ministries of worship, education and outreach.

#### **Purpose:**

Inviting you to an intimate relationship with God,  
Connecting you in healthy relationships with other Christians,  
Guiding you toward an authentic commitment to God,  
Involving you in life-changing ministry and mission in our city

#### **Mission:**

To give the people of Southern Maryland the best opportunity to become fully developing followers of Jesus.

### 2. Core Values

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### 3. Strategic Aim

*To effectively launch a new church in Clinton Maryland on the first Sunday in April of 2016, with 100 in attendance and average 75 people in weekly attendance during the month of May.*

# **PLANNING THE FIRST SERVICE FROM SCRATCH**

## **1. DETERMINE MY \_\_\_\_\_ !!**

*Your launch date is the most important decision  
you will make after you nail down your calling.*

### Top 3 Best Launch Dates

- #3 Easter
- #2 Fall: Just after School Starts
- #1 February

### Top 3 Worst Launch Dates

- #3 Christmas
- #2 Tie: Super Bowl, July 4<sup>th</sup>, Labor Day or any other national holiday
- #1 Any time other than Sunday Morning

**Our Launch Date:** \_\_\_\_\_

**Our Re-Launch Date:** \_\_\_\_\_

## 2. PLAN \_\_\_\_\_ PRIOR TO YOUR LAUNCH.

*Monthly services are stepping stones to your launch*

### **The Power of Monthly Services:**

- Attract a launch team
- Build momentum
- Give you practice and allow you to improve your skills
- Give you a chance to grow
- Provide more time for follow-up
- Enable more efficient use of initial resources
- Lower your stress level
- Make your launch day less intimidating
- Build greater awareness of the church
- Build excitement within the church
- Help you stick to your launch date
- Allow you to test your meeting location
- Allow you to test a worship leader
- Build your database of future weekly attendees

## Monthly Service's Do's and Don't

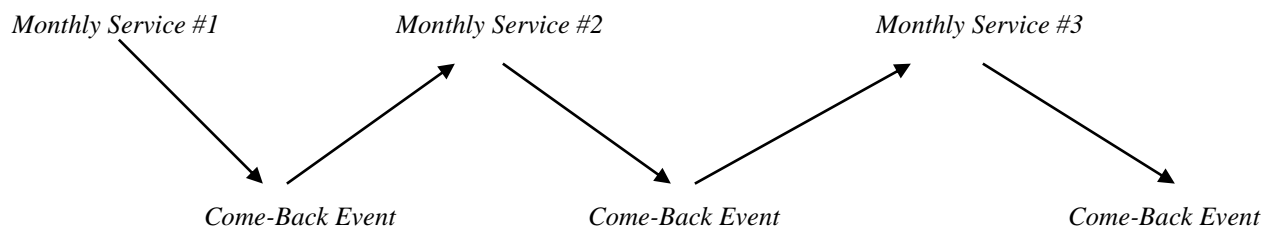
Do	Don't
Teach a message series	Only talk about the future vision
Talk about your future weekly services	Tell them you are “practicing”
Receive an offering	Ask them to join
Collect contact information	Hesitate to evaluate and improve
Hold at least three monthly services	Do more than six preview services

BUT: How do I staff my monthly services?

### 3. SECURE THE \_\_\_\_\_.

### 4. PLAN \_\_\_\_\_ BETWEEN MONTHLY SERVICES.

“Comeback events” are those events you schedule between your monthly services to invite those who attended a service to come back for a nonthreatening, fellowship-based event.



Examples of Come-Back Events:

### 5. PROMOTE EACH SERVICE WITH \_\_\_\_\_.

## THE FOUR D'S OF PROMOTION:

1. \_\_\_\_\_

Get \_\_\_\_\_!

**Note:** Match your design to your area and who you are trying to reach!

### Designs Lessons Learned the Hard Way

1. Make the promotion match your context (use skylines, meadows, beach scenes – whatever characterizes your city best).
2. Choose images that are attractive to your target.
3. Be sure that text makes up less than 50 percent of your layout – period.
4. Be clear that you are a church.
5. State exactly what you want people to do (“Join us on [date]”).
6. Put your name, website, meeting times and location in a prominent place.
7. Use full color. It’s only a bit more expensive and worth it!

2. \_\_\_\_\_

3. \_\_\_\_\_ and Media

Examples:

- Press releases
- Event-oriented newspapers (Creative Loafing, What's Happening, and so on)
- The top radio morning shows (according to your target group)
- Sports radio or the sports section of the newspaper
- Local trade journals read by your target
- Cable advertising on ESPN, CNN, FNC and others

4. \_\_\_\_\_

Direct delivery is the highest-risk, highest-return option in advertising. Direct delivery includes everything from personal invites to servant evangelism, or any other type of face-to-face church promotion. It's high risk in that it requires person-to-person contact. If you are trying to make thousands of direct contacts, it will require the involvement of a lot of people. However, it's high return in that a personal invitation, delivered by a live person, is the most effective way of encouraging someone to attend your church.

How to Maximize Direct Delivery:

- Invite everyone you meet!
- Ask everyone you know — especially your launch team — to promote your church.
- Join with mission teams or other outside people to help get the word out.

**Which One is Right for Me?**

**Direct mail:** low risk, low return

**Display advertising/media:** medium risk, medium return

**Direct delivery:** high risk, high return

6. RISK IT ALL ON \_\_\_\_\_.

Your launch day should be promoted during each of your monthly services, on your website, and in every conversation with people that you have -- it's the goal so promote it to the max.

### Launch Lessons from Starting Churches from Scratch

- Have your people commit to inviting their friends.
- Launch with a new teaching series that hits a high felt-need of your target.
- Promote the next week and challenge people to come back.
- Challenge new people to tell their friends about the church.
- Don't use an outside band/

for the launch service.

- Ask those who have attended the monthly services to serve at the launch.
- Collect contact information on everyone who attends.
- Count how many attend and distinguish between in town and out of town attendees.
- Serve refreshments.

### Launch Day Do's and Don'ts

Do	Don't
Serve fresh Krispy Kremes	Serve day-old, store-bought anything
Offer sweet, salty and healthy foods	Offer small portions
Offer name brand drinks	Offer Sam's Choice
Offer water	Have a sign pointing to the fountain
Put smiling people out to serve	Let your team eat all the food
Provide food for your set-up teams	Tell anyone he or she can only have one of anything
Provide more than enough food	Comment when people take seconds or thirds

- Set up the room so that it feels full.
- Keep the service to one hour.
- Receive an offering.
- Meet as many people as possible at your launch.
- Be ready for the Sunday after your launch.

“Spectacular achievements come from unspectacular preparation.”

-- NFL quarterback Roger Staubach

# **EVANGELISM: REACHING PEOPLE FROM SCRATCH**

“Your target is not your market”

– Jack Trout and Al Reis, The 22 Immutable Laws of Marketing

**Key Question: Who Am I Trying to Reach?**

My Target Determines My

. . . Marketing

. . . Music

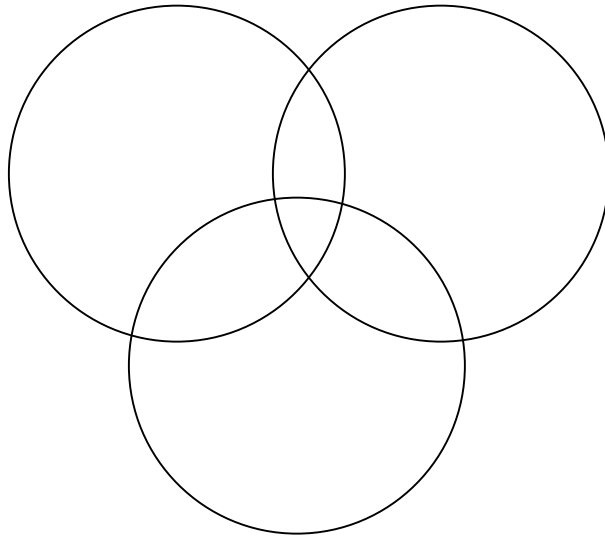
. . . First Service

. . . Comeback Events

. . . Entire church

## FOUR QUESTIONS TO FOCUS MY EVANGELISM EFFORTS

1. Who Are the Key Population Groups Living in My Area?
2. What Population Group Is Not Being Reached Effectively?
3. What Population Group Do I Best Relate to?
4. What is my Unique Sweet Spot?  
(the intersection of these three questions)?



## **Two “pretty good” definitions of Evangelism:**

"To evangelize is so to present Christ Jesus in the power of the Holy Spirit, that men shall come to put their trust in God through Him, to accept Him as their Savior and serve Him as their King in the fellowship of His Church." - Archbishop's Committee on evangelism in 1918

“To evangelize is to invite others through the power of the Holy Spirit to put their trust in God, through Jesus Christ, to accept Jesus as their Savior and follow Him as their leader in everyday life as members of a local church.” – The Journey Church of the City, New York, NY, 2006

**The Evangelism System begins** when an unchurched person is prompted by the spirit to attend your church and **ends when the person follows Jesus Christ and is baptized publicly.**

“Evangelism is not a money problem, it’s an idea problem!”

## **FOUR AREAS OF AN EFFECTIVE EVANGELISM SYSTEM**

1. \_\_\_\_\_

Key words: Strategy, Culture

2. \_\_\_\_\_

Key words: Share, Congregation

3. \_\_\_\_\_

Key words: Sow, Campaign

4. \_\_\_\_\_

Key words: Sustain, Celebrate

### **Biblical Metaphors for Evangelism:**

*“The first thing Andrew did was to find his brother, Simon, and tell him, ‘We have found the Messiah’ (which means the Christ). Then Andrew brought Simon to meet Jesus.” – John 1:41 - 42*

### A Recent Survey

\_\_\_\_\_ of first time guests in a growing church  
come because of a personal invite!

\_\_\_\_\_ in 4 friends say they will attend church with a friend  
the first time they are invited!

### A Personal Evangelism Formula

T\_\_\_\_\_ + T\_\_\_\_\_ + T\_\_\_\_\_

## **FOUR PERSONAL EVANGELISM PRINCIPLES**

The Principle of \_\_\_\_\_

The Principle of \_\_\_\_\_

The Principle of \_\_\_\_\_

The Principle of \_\_\_\_\_

The Principle of \_\_\_\_\_

## TEN EFFECTIVE INVITE TOOLS (and one that's no so effective)

- Model the way
- Lead church attenders to \_\_\_\_\_
- Have people write down the names of unchurched friends
- Utilize \_\_\_\_\_
- Engage members in entry level outreach evangelism
- Use big days or special events
- Encourage friend invites to baby dedications, baptisms, testimonials
- Train people to share their faith
- Provide 'air cover' for personal invites through promotion
- Utilize word of mouse marketing (e-vites, new to the church pages)
- \_\_\_\_\_ people who invite their friends

*"The harvest is so great, but the workers are so few. Pray to the Lord who is in charge of the harvest, and ask him to send out more workers for his fields."*  
— Luke 10:2

My Next Steps:

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## ***Sowing Seeds of Invitation in the Community***

*“Listen! A farmer went out to plant some seed. As he scattered it across his field, some seed fell on a footpath, and the birds came and ate it.*

*Other seed fell on shallow soil with underlying rock. The plant sprang up quickly, but it soon wilted beneath the hot sun and died because the roots had no nourishment in the shallow soil.*

*Other seed fell among thorns that shot up and choked out the tender blades so that it produced no grain.*

*Still other seed fell on fertile soil and produced a crop that was thirty, sixty, and even a hundred times as much as had been planted.’*

*Then he said, ‘Anyone who is willing to hear should listen and understand!’”*

– Mark 4:4-9

### **4 KEYS TO EFFECTIVE PROMOTION**

#### **1. Pinpoint Your \_\_\_\_\_.**

*“A farmer went out to plant some seed.” – Mark 4:3*

- Who Am I Currently Reaching?
- Who Is Like Me?
- Who is not churched?

#### **People Are Most Open When They Are**

- > Under Tension
- > During Transition
- > In Trouble

**2. Plant the \_\_\_\_\_ of Seeds Possible.**

*“As he scattered it across his field...” – Mark 4:4*

**Examples of Promotion “Seeds”**

- Direct Mail
- Door Hangers
- Newspaper / Magazine /Radio Advertising
- Billboards
- Servant Evangelism
- Invite Cards
- Cinema Ads
- Advertising Specialties
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**3. Expect a \_\_\_\_\_ return.**

*“... some seed fell on a footpath, and the birds came and ate it. Other seed fell on shallow soil with underlying rock. The plant sprang up quickly, but it soon wilted beneath the hot sun and died because the roots had no nourishment in the shallow soil. Other seed fell among thorns that shot up and choked out the tender blades so that it produced no grain.” – Mark 4:4 - 7*

**4. Wait For the Coming \_\_\_\_\_.**

*“... Still other seed fell on fertile soil” – Mark 4:8*

**5. \_\_\_\_\_ for the Future.**

*“...and produced a crop that was thirty, sixty, and even a hundred times as much as had been planted.” – Mark 4:8*

## FIVE PROMOTION TIPS:

1. BE \_\_\_\_\_

2. BE \_\_\_\_\_

- People say \_\_\_\_\_ to what is unclear.
- Tell people exactly what you want them to do  
(Best seeds are ‘invitations to church.’)

3. BE \_\_\_\_\_

4. BE \_\_\_\_\_

5. BE \_\_\_\_\_

*“Now He who supplies seed to the sower and bread for food will supply and multiply your seed for sowing and increase the harvest of your righteousness.”  
– 2 Corinthians 9:10*

Remember: Evangelism is an investment, not an expense!

My Next Steps:

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