

Church Planting

The Essentials of Church Planting

Michael McDermott

Devotional

John 4:1-42

Today's New Testament One Year Bible reading

THE CALL/PRAYER

Your devotion must match your call.

1. Stay Connected

2. Stay Prayerful

3. Stay Hungry

4. Stay Determined

VISION/MISSION/VALUES

SWOT Analysis

Define Customer Segments

Mission - Why are we doing what we are doing? (Core purpose; why we exist. Serve as a guide for day to day operations and future decision-making. Should be short)

Examples:

3M - To solve unsolved problems innovatively.

International Red Cross - To provide relief for victims of disaster and help people prevent, prepare for, and respond to emergencies.

Starbucks - To inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time.

Google - To organize the world's information and make it universally accessible and useful.

Vision - Where are we trying to go? (What it looks like when the mission is implemented. What we will look like 5-10 years from now.)

Examples:

Mattel - To be the premier toy brand—today and tomorrow.

McDonald's - To be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.

Amazon - Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

Values - How are we going to get there? (Guiding principles; key behaviors; timeless and passionate. Between 5 and 7. Specific phrases.)

Strategic Plan

Setting Goals and Measures

Examples of Vision/Mission/Values From the Fastest Growing Churches in America:

Eastside Christian Church (2nd fastest growing church):

To transform our homes, community and world by pursuing God, building community, and unleashing compassion, one neighborhood at a time. (vision)

Shepherd Church (3rd fastest growing church):

To lift up Christ that the world might believe! (mission)

Red Rocks Church (4th fastest growing church):

Red Rocks Church exists to make Heaven more crowded. (mission)

Traders Point Christian Church (5th Fastest Growing Church):

At Traders Point, our mission is to remove barriers that keep people from Jesus.

(mission)

Values:

1. Relational Evangelism
2. Biblical Authority
3. Intentional Discipleship
4. Outstanding Environments
5. Healthy Culture
6. Gifted Service
7. Joyful Generosity

Elevate (8th Fastest Growing Church...)

Elevation Church exists so that people far from God will be raised to life in Christ.

(mission)

See what God can do through you. (vision)

Our Code (Values):

Jesus is the Center

We believe big and start small

We honor one another to glorify God

We are contributors not consumers

We think inside the box

We can do more by doing less

We don't maintain, we multiply

We eat the fish and leave the bones

We want to be known for what we are for

We will not take this for granted

VRPM Model

CULTURE

“I’m more and more convinced that ‘culture’ is the critical factor in a church’s growth and effectiveness. It requires time, discipline and consistency to create and maintain. It takes years to develop and can be damaged very quickly.” - Pastor Aaron Brockett (pastor of Trader’s Point Church - 5th fastest growing church in America)

Culture is developed by what you . . .

Repeat

Celebrate

Invest

Model

VARIOUS MODELS

Ed Stetzer lists the following models in a Christianity Today article:

The Traditional Model

The Launch Big Model

The Missional Incarnational Model

The Organic House Church Model

The Multi-Site/Satellite Church Model

Whatever model you choose, “be the church” before you “plant the church.”

BEING KINGDOM-MINDED

A kingdom-minded church is outward-focused more than inward-focused

A kingdom-minded church is apostolic

A kingdom-minded church is training and equipping

A kingdom-minded church is trying to open the back door rather than closing it

WHERE TO PLANT

Least evangelized

Diverse

Receptive/Hostile

Urban/Suburban/Rural