

**GROW YOUR
CHURCH BY**
1000
PEOPLE IN
1000
DAYS

*A foolproof blueprint for
sustainable church growth.*



SOLUTION GUIDE

A BOLD CLAIM

Growing your church by 100 people in 100 days might seem bold (depending on your current church size), but churches of all sizes do it all the time. In fact, many church launches start with just a few people and - if properly prepared - launch with over 100 people! Still, we know results will vary widely based on a number of factors.

We believe you can, with God's provision, grow your church well beyond your expectations.

Three Months - Give or Take



A lot can happen in three months. By the same token, it can fly by. We value integrity, so let's be clear. Before you grow your church by 100 people in 100 days, you'll need to do some prep work leading up to - or as part of - those 100 days. But, if you prepare correctly, and your circumstances warrant it, you should be able to see a significant impact - maybe even doubling your church size - by doing what's described in this guide in a 100-day time period. Ready?

Something New

The entirety of this guide supposes itself on the premise that to grow by 100+ people in around 100 days, a church must launch a new initiative, campaign, ministry, or service.

It is the momentum generated by a new thing that will draw in new people, energize existing teams, and provide a goal around which your church can rally; all propelling growth.

The most effective way for most traditional churches to add more people is to launch a new service time or worship experience. The bulk of this guide will be written within the context of launching a new service time. HOWEVER, you could launch a new ministry, campaign, or initiative with similar effect, using all the same principles found herein.

This process is a lot like planting a church; only, you already have the infrastructure.

New churches are started all the time. New initiatives or service times, like new churches, need most of the same components: Vision, teams, resources, communication, follow-through.

Church planters know about the power of what Ed Setzer coined, "The Big Mo." What he learned is that momentum is generated when a new thing is in the air. And momentum is required for sustainable growth. If you've never planted a church but wondered what it would be like, this is it.

As you get started on something new, you have some distinct advantages over church planters:



- **Building** - You have an established place of worship. Whether you own it or rent it, you know the space. You have a foot in the door and people in your community recognize your name with your location. You have a place to which you can draw people.



- **Budget** - Small or large, you've got something to work with. As you make room for new priorities, try to create some wiggle room for the "New Thing."



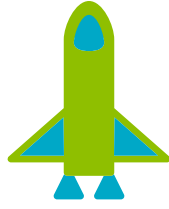
- **Buy-in** - You (should) already have people who believe in what you're doing and who are willing to support it. Bonus: going after and reaching a common goal will only increase buy-in among your current people. So if you're worrying about people's appetites to take this on, don't. In the preparation of and casting vision for this new thing, you'll increase, not diminish, enthusiasm for your cause.

If you desire to reach more people, you've got to be ready to try something new. It will take time, money, effort, prayer, and people. But, anything worth doing is worth doing well. You're the Church. Let's do this!

Section 1

preparation

As with anything in life, the prep work is the lion's share. Remember, prior planning prevents poor performance; so plan well. Much of this work will come before your three-month growth period. Some of it will be during the launch phase. Where your efforts fall within your 100-day timeline will be determined by what kind of launch idea you select. The more relationship-based your initiative, the less prep. The more event-based your launch, the more prep. You'll see what we mean in a minute.



Laser in on a Launch Idea

Nothing motivates people like a common goal clearly communicated.

You must only do what you feel led to do. If your heart is not in this, if God has not spoken to you - or at least heavily impressed upon you - if there is little conviction in your mind about this, then just stop right here and go read another book on church growth. This has to be something you're willing to bleed for, because it will feel like a battle.

Now that we have that settled, let's get on to the fun stuff that dreams are made of!

You need to decide what is the right "New Thing" for your church. For many (maybe even most) churches the most effective thing you can launch is a new service time. It provides a rallying point, an invitation, and a new option of a known commodity. Plus, you already know how to do it. But, maybe that's not for you.

List of Initiatives

Here is a list of “New Thing” ideas you could take and make your own. We’ve listed these in order of most to least effective in adding people to your regular weekly attendance.



New location:

Alright, this might be a stretch, but don't rule it out.



New service time or worship experience:

Keep the same format (if it's working) or add a twist to reach a new audience you know you've been missing.



New groups ministry:

Nothing breeds growth like intentional community.



New mid-week Bible study or class:

Offer something with a certification for more draw.



New ministry:

Pick something that leverages assets and teams already at your disposal.



Men's and women's ministry:

If these are successful, they can add tremendous growth from outside your church.



Youth group:

You might already have one, but maybe you need to relaunch with a new mission to be missional.



Community offerings:

Theater Troupe, fitness classes, Parent's Night Out, anything that serves the community that you can do in recurring fashion. These are fun but usually just draw consumers who want what you're offering. You gotta work really hard to connect them to the church.



Conference:

Make sure you have follow-up procedures that connect to your church.



Special event:

This could be the showing of a movie, guest speaker, or holiday celebration.

The more your New Thing resembles your church, the more likely you'll be able to get people to become part of your church by participating.

Key Distinction

You might be thinking, “We’ve tried lots of new stuff at our church, and it hasn’t grown us by 100.” We get that. Hear it all the time. But the reason most new ministries or initiatives don’t produce spectacular results (while some still do) is because they are almost always built for the people in the church and/or from the people in the church.

This new thing must be designed for the people outside your church and from the people outside your church. The latter gives you opportunity - just like a church plant - to recruit people outside your church to buy into something new and sign up to participate. This also alleviates the burden on existing volunteers, finances, and energy because you’re bringing in new people not only to attend or consume, but also to participate and contribute.

When choosing an initiative, be sure that it’s something you can rally people outside your church to be part of.

This Is Not Just An Event

Keep in mind, this is an initiative, not an event. You’re trying to create sustainable growth, not a flash in the pan attendance record. That being so, whatever you choose needs to:

- Reach a new audience.
- Align with your current vision and enhance it.
- Be able to form partnerships with community groups.
- Require a lot of volunteer work by NEW people to stoke participation.
- Have a sustainable model to expand into the future.

This first step of choosing a New Thing is important. Of this entire process, it will likely take the most time to determine. It must also be submitted to the following step and be refined by the rest of this process. Its shape will shift, but its core must be inspired by conviction. So take your time, discover what God would have you do, and then saddle up to prepare for and invest in this New Thing God will do through your church!

Spiritual Aspect: God is always at work and doing something new. The future is His creation. He’s working toward it, and He wants to partner with you!

Logistical Benefit: Rallying around a new initiative will let you cast vision to a completely new set of people who will become participants as well as new attendees to your church.

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Pray

“Unless the Lord builds the house, they that build it labor in vain.” - Psalm 127

You're a church leader. We're not going to school you on the importance of prayer. But, we will add this: it's not enough to just talk about praying about something. You've got to create systems and structures to make sure your people are praying.

Here is a practical list of things you can do to get everyone contending in prayer:

- Create and distribute prayer lists that correspond with your timeline and needs.
- Organize weekly prayer groups of faithful people to keep this initiative covered.
- Rally around 7, 21, or 40 days of prayer and fasting.
- Share what God is revealing to you through your personal prayer life.
- Create online groups where people can share requests and add to your list.

Spiritual Aspect: God wants to give you (and your church) good gifts. It's your job to ask for those gifts. Don't worry; He won't give you a stone instead.

Logistical Benefit: Prayer connects the spiritual to the actual in the mind of the person praying. It will get your entire team committed to your campaign way more than just talking about it.

Determine a Timeline

90% of church work is just getting stuff on the calendar.

If you're leading up to a launch day, most of your prep will come before. If you're launching a group or class sequence, much of your work will happen as you go along. Either way, you've got to have a good timeline that lists out a calendar of readiness. Skip to the Appendices Section at the end of this document for a real-life example of a good timeline for launching just about any new campaign, initiative, or ministry.

Spiritual Aspect: Ephesians 5 tells us to “make the best use of (our) time.” We need to “be careful” how we manage it for maximum impact.

Logistical Benefit: Having a predetermined timeline keeps people accountable and safeguards against vision drift and apathy. Use the timeline to keep people motivated.

Call a Team

Your team is the most important ingredient in your recipe for success.

Jesus didn't post a signup sheet for disciples; he called them. Whenever you have an important task to undertake, make the effort to identify key leaders and participants, then go to them directly and ask if they'd join you. Help them see what you see in them. Pray for them. Show them how they can make an impact by serving or leading in the way you have identified.

This is something you should spend some time on. Don't just take the people who are available for any task; call the people who are apropos for the task at hand.

Remember, this is primarily for the people outside your church, from the people outside your church. That means that many of the people you call should be from outside your church! Talk to friends, and friends of friends, and local colleges, and other ministries. And pray; pray for God to send people your way. When people in your church see you gathering people outside your church, you'll get them on board, too!

Spiritual Aspect: Part of making disciples involves positioning people where they are gifted. Take the time to identify gifting and placement to build the Body of Christ.

Logistical Benefit: In ministry, your team is everything. It's not a solo act. You'll be asking a LOT from these people. Having responsible leaders will go a long way.

Train Your Team

A well-trained team makes for a well-rested leader.

You are the lid on the capacity of your team. By training your team and leading to empower - instead of to control - you'll lift the lid and allow your team to crush your expectations.

In Church, training is as much about casting and reinforcing vision as it is about teaching a skill or passing on knowledge. Most of your training should be about the "why," not the "what."

Prepare training materials that empower people to do their jobs well, but make sure you let them know why their jobs are important. A great way to do this is to provide Role Descriptions for every job on the team. Multiple people could have the same role, so it's not about titles; it's about who is doing what and why it matters.

**See the Appendices Section for a Team Training Outline AND a Role Description Template.*

Spiritual Aspect: God desires that we seek after knowledge and wisdom. Empowering your people to fulfill their God-given potential is one of your highest callings.

Logistical Benefit: Leaders are learners. The more they know - and understand - the more effective they will be at doing their jobs well, which means yours will be easier.

Divvy up Tasks

Delegation plus communication equals realization.

Jethro, Moses' father-in-law, understood this principle. Do everything yourself; burn out. Get people in on the action; do more, do it better, and build up people as you go.

A key aspect to divvying up the tasks is (again) communicating the "why." If you're going to ask people to stuff envelopes (for example) you need to remind them that the person receiving this invitation might be going through a crisis. He or she might need God and may even be pleading with God for a sign.

But don't just tell your teammates why it's important, get them in on the action. Using the above example, have the team member pray for each person on the other end of every envelope they stuff. If one of the tasks is to set up chairs, pray over each chair. If one of the tasks is to get bottles of water, contemplate the offer of Jesus to drink from His well and never thirst.

Sometimes these activities and reminders can feel cheesy and redundant, but they connect with people. Remember, as leaders it's easy to start seeing this ministry thing as a job. But for your volunteers and part-time staff, a huge part of the motivation is knowing they are making a difference. Help them see their impact in every task you assign.

Spiritual Aspect: The harvest is plentiful, but the laborers are few. Pray for more laborers, and then help them bring in a more abundant harvest.

Logistical Benefit: If you can't get everything done, you'll never have everything you envision.

Leverage Outsiders

Excellent collaboration makes for extra celebration.

Depending on the New Thing you choose to launch, it might lend itself well to outside partnerships. If it's business-related, reach out to the local chamber of commerce or community networking groups. If it's sports-related, reach out to club teams and parents groups. If it's student-related, reach out to local schools. If it's... you get the point.

Try to find organizations with similar community/local objectives and find mutually beneficial arrangements to get the word out about your New Thing.

Real Life Example: When our church does its event "Movie in The Park," we give our logo and link to the event info to the local food trucks we invite. Then they share the event on their social media channels, and before you know it, they are helping us with our marketing.

Spiritual Aspect: Finding a "person of peace" or people who God might use is a supernatural way of multiplying resources as God aligns your purposes.

Logistical Benefit: Having other people promote your messages gives them weight and additional exposure, touching audiences you might never otherwise reach.

Communicate the Vision

Connect the dots between burden and benefit.

Several times already we've said you need to communicate the "why." The vision is the keeper of the "why." The vision says, "If we do this, we'll see that."

People want to know that the extra time, money, and energy they are giving to this cause is going to matter. Not only that it will matter, but also that it will produce a specific result.

The vision for your New Thing should be the litmus for success upon which all other communication rests.

Remember this: Your vision is what you'll see if you succeed in your mission. It builds like this:

- The vision determines the mission.
- The mission informs the plan.
- The plan is broken down into goals.
- The goals determine what tasks need to be done.

The key to successfully communicating your vision is connecting the dots from the mundane tasks all the way up to the grandiose (yet specific) vision.

Spiritual Aspect: Without vision, the people perish. Nothing inspires and motivates people's inner beings like working toward a God-given vision.

Logistical Benefit: Connecting the dots for people gives them constant inspiration and understanding to keep moving forward, even when things get tough.

Re-Communicate the Vision

Personalize the vision to mobilize every person.

Adapting your vision is an oft overlooked practice. Maybe it's because people want to avoid vision drift - the phenomenon of starting out with a singular purpose only to find you've drifted off course. Maybe it's because it's too hard. Either way, personalizing the vision for specific groups and demographics has a lot of value.

To be clear, you aren't really adapting it as much as applying it. Your vision remains the same, but how it looks will vary. If you want everyone in your family to wear a gray shirt for a picture, you'll expect there to be different sizes and cuts to fit everyone appropriately. The same is true of our vision.

Example: If your vision is "to see lives changed as people draw closer to Christ," you might talk to youth about how dating will be different when they draw closer to Christ. You might talk to parents about how their relationships with God will influence their parenting decisions. You might talk to seniors about how they are integral to helping the younger generations, and so on. For every person or group, the "life change" looks different.

The main point here: talk about your vision in a bunch of different ways to a bunch of different people so they can take it out of the clouds and apply it to their everyday lives.

Spiritual Aspect: Become all things to all people so that by all means you might win some over to your vision.

Logistical Benefit: Rallying people around your vision based on what matters to them will ensure their long-term participation and advocacy for the initiative as a whole.

Promote the Launch

You've got to sow seeds if you want to plant roots.

This boils down to evangelism. You've got good news to share; get it out there!

There are two types of promotion: *internal* and *external*.

Internal promotion will look a lot more personal. It starts with one-on-one conversations with key leaders and members. It looks like vision dinners where you invite specific families to dinner and cast vision. It consists of announcements, teachings, small group focus, message topics, and any other form of communication you regularly use to reach your people. Lace it ALL with support for the launch.

External promotion looks more like an ad campaign. It's about presenting messages to targeted and mass audiences who you think will respond to the value proposition that your New Thing presents. It looks like local newspaper ads, social media ads, community events, outside partnerships (see above), and so on. You could even hire a sky-writer for a big impact!

You'll need a different approach for each type: internal and external. But, you're internal promotion should lean heavily on your external promotion. Why? It gets your people excited when they see you are active in the community. Just the notion that other people outside your church will respond to the cool New Thing your church is doing will excite your people to participate even more, thus lending more heft to your internal promotions. So, when you're having your vision dinner, talk about how 50 people already responded to your last Facebook ad. Let them know that the local restaurant is partnering in a fundraiser because they believe in the New Thing too. And, so on.

See the [Appendices Section](#) for a Promotion Schedule that shows Internal and External efforts in tandem on a timeline.

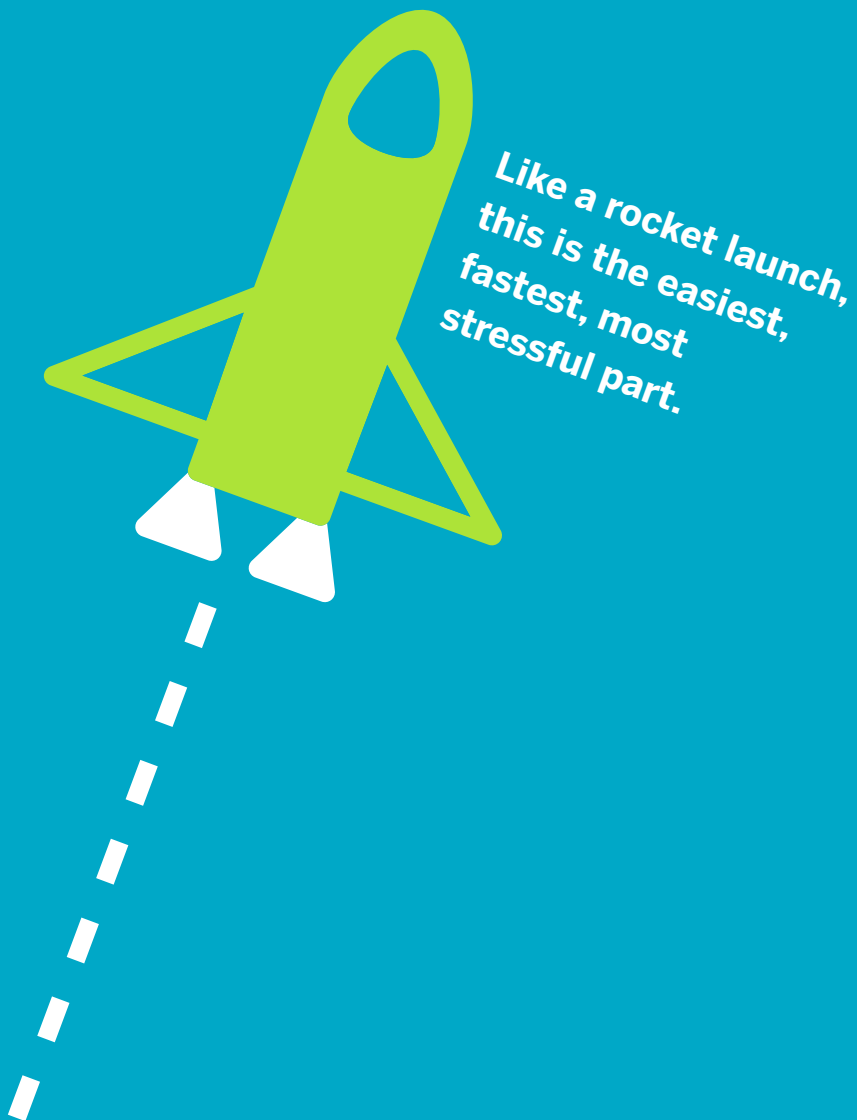
Spiritual Aspect: Finding a "person of peace" or people who God might use is a supernatural way of multiplying resources as God aligns your purposes.

Logistical Benefit: Having other people promote your messages gives them weight and additional exposure, touching audiences you might never otherwise reach.

Now that you've got all your prep work in place, Let's take a closer look at launch.

Section 2

launch



*Like a rocket launch,
this is the easiest,
fastest, most
stressful part.*

Pre-launch Checklist

Just to make sure you did everything - and a little extra - from Section 1, we've created a checklist you can use for the launch of just about anything at your church.

Make sure you have all of this in order before the big day.

See the Appendices Section for a detachable Checklist.

Launch Day Tips

Depending on when and what you're launching, the application of these tips might vary, but by and large, do these things:

- **Plan a pre-launch prayer event with your entire church.** This could be a multi-day lead-up or a one time event. Just make it meaningful.
- **Have a pre-launch dinner or breakfast with just the launch team.** Tell them how much you appreciate them. Spend some time connecting the dots again. Reward them with a gift or better yet, a hand-written card. Take a little time to reflect.
- **Arrive early on launch day.** You don't want to be rushed and frantic.
- **Focus on people.** If you don't have your stuff together by now, it's too late. Stop trying to finish the task and focus on the people who've showed up.
- **Connect with team members.** You'll all be doing something, but take a moment to smile, laugh, or confirm something with your team members during the launch. This will remind them that you're in it together and that you're not just using them to get something done.

This New Thing won't be new forever. Enjoy every minute of it! And remember, whatever problems you face - and you will have problems - you'll look back one day and laugh.

Information Capture

One area in which you don't want to have problems is getting contact information.

Let's just say you launch a new service or have your first event in a series of community outreaches. You'll have new people showing up, but who are they? If they don't come back, you'll never know who they are and why they didn't return. However, if you can incentivise them to fill out a card, enter a contest, or participate in a survey, you'll have some information you can use for effective follow-up.

Sometimes people just don't stick after the first attempt. Oftentimes you can get them to come back if you make a sincere appeal or if God compels them to respond to your communication. Time and again, we've seen people return only after being contacted by a church member or leader. As much as people appear aloof, everyone wants to be wanted.

Plan on maximizing information capture by preparing any or all of these:

- **Connection card** - because it's optional, it might not produce as many results.
- **Contest** - people are more willing to part with contact information if it means being met with a prize. Make the prize giveaway appealing enough to elicit a response.
- **Survey** - some people like to have their opinions heard. Give them a survey with a clear call to action. An online survey works best.
- **Child check-in** - new kids means new parents. Follow up with both with appropriate materials.
- **Mailing List** - people will only sign up for this if you promise some super valuable information. Offer something like a free online marriage seminar with downloadable video or PDF. The key to this is offering a follow-up resource that they can only get via email, thus urging them to sign up for your email list.

Finally, a great but sometimes difficult way to capture people's contact information is to train a HIGHLY personable team to actually talk with new guests and ask if they can get their contact information (at the right time) so they can stay in touch and let them know about what's happening at church. Sometimes an ask still works, but only if it feels natural.

Celebration

Where's the after-party??

Gather some stats that tell about the success of your launch. Put the critique on hold (we'll get to that in the next section). Focus on all that God did through your great team. Choose a story to highlight about someone outside your church who was impacted by what you were able to accomplish.

You did it!

Now the real work begins.



Section 3

follow-up

Help people
take root for
sustainable
growth.



Respond with Tenacity

If you don't already have a Church Management Software (ChMS), get one. You'll need a good database for people (among many other things: group management, check in, donation acceptance, etc). If your ChMS has Pathways, workflows or follow up steps built into it, even better.

The goal here: make sure no one falls through the cracks and everyone gets a sincere follow-up call.

At some point in your ministry, you might not be able to follow up with every person on a personal, one-on-one level. That time is not now.

Key Tasks:

- Assemble a team of 10-15 people who are friendly and know the vision of the church.
- Teach them how to respond by providing sample scripts and talking points.
- Assign them people to call from the list of visitors, so everyone is accounted for.
- Invite guests to something "next" by already having the next service or event in place.
- Record interactions by taking notes so you understand what people are experiencing.
- Give visitors a call to action, like a visitor survey, as an easy opportunity to connect.

Email Follow-up

Once you have the in-person follow-up in place, make sure you also have an automated email (or multiple emails) that cover all the bases. A good sample email follow-up campaign should look something like this, with one email going out every week for a month:

- **1st email (within 3 days)** - Thanks for coming! Here's how else you can connect (links to website)
- **2nd email** - Just checking in to see how you're doing. Did you know we have groups, serving opportunities, and this (special event) next (week/month)?
- **3rd email** - Are you ready to take some next steps in your faith? What about membership?
- **4th email** - How can we help you connect with God, grow in your faith, or overcome...?

You see the progression goes from very surface toward hitting on deeper needs. You want to guide people into feeling like this is a safe place where you care about your core "business" people.

Rinse / Repeat

“Rinse” means clean off the gunk. Find out what you did wrong or what you can do better. Let tired volunteers take a break. Fill in the voids. This is the debrief.

Find a time to meet with your team and have a no-holds-barred discussion about how things really went. Then find solutions for the problems. Every successful team reflects on performance and adjusts to optimize. So should you.

If you launched a repeating event, like a new service, plan on doing it all again next week.

Make sure your team knows this is just the beginning. Don't let off the gas now!

Key Tasks

Now that you did the hard work, see it through by:

- Assessing what you've accomplished (or missed).
- Adjusting your approach from what you've learned.
- Addressing any problems that need attention.
- Accelerating into the future.

Make Deeper Connections

Since you followed up well and took notes (that wasn't just for fun), you can now make deeper connections. Here we recommend having 1-5 very committed and insightful leaders start reaching out to the people on your list who have interacted in some way. Find people who might have consistent attendance, who have signed up for a group, or who have taken the visitor survey.

You want your leaders to know and understand how the person interacted so they can respond with specific questions and comments about the person's unique experience at your church. The specificity of your follow-up makes people feel known. You can't have a church where everyone knows everyone, but you can have a church where everyone is known.

Key Task:

- Get a team to follow up with specific people in a way that is unique to each person.

Highlight All The Wins

We've already talked about celebrating with your team. You need to do that early on and constantly. But you also have to celebrate "wins" with your entire church.

A win is defined as anything you can celebrate that lines up with the vision of the church. If your vision is to see people get baptized, then you want to celebrate when a high number of people take the plunge. If your vision is to see people be healed of emotional trauma, then you might film an interview of a personal testimony of someone whose been healed by being part of your church community and/or the help you offered, and then play the video at church.

Don't just celebrate anything good that happens (although, that doesn't hurt), try to find things that are exactly what you were going for, so you can show your church what it looks like if your vision comes to pass. This celebration will create momentum that will lead to greater participation, fueling long-term, sustainable growth.

Key Task:

- Assign a team member to seek out at least one big win you can highlight each month.

Pray

Continue to seek God's direction and power for the future. Pray for the new people. Pray for your teams. Pray that He would build His Church.

Key Task:

- Set up regular prayer meetings and campaigns to get individuals, teams, and the whole church praying in common themes toward a common vision.

And that's just about it. With the right tools, a strong team, and enough prayer, you just might grow your church by 100 people in 100 days! We're rooting for you!

Appendices



APPENDIX A :

Timeline

Sample Timeline:

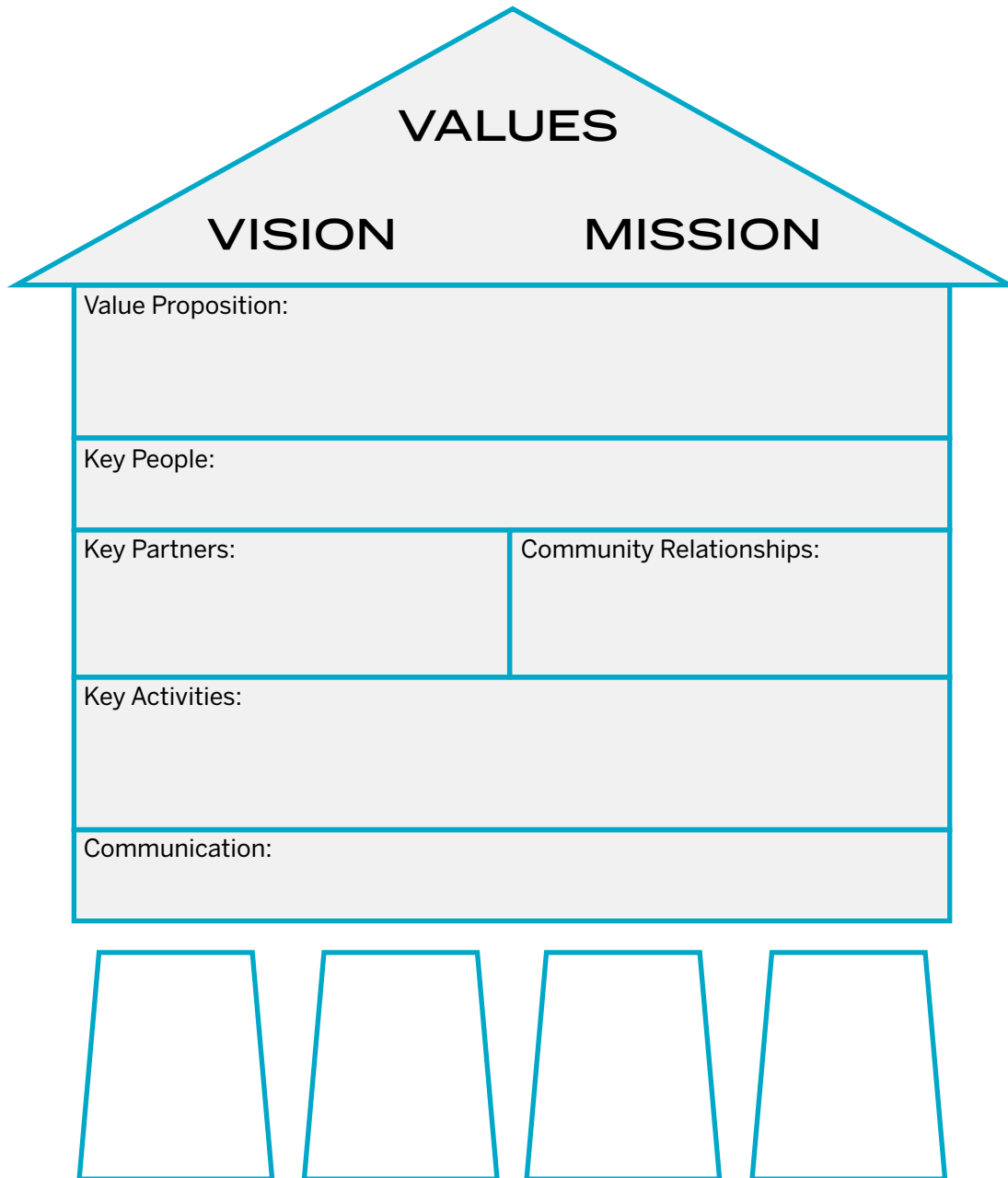
You can use this timeline not only for establishing dates and times, but also for more ideas on some of the tasks you need to complete.

**Times listed reflect time left toward a launch date; like a countdown. Times may fluctuate.*

6 months	Decide on and describe the New Thing you intend to launch.
5 months	Determine what resources will be needed (use the subsequent Appendix B).
5 months	Recruit an initial Launch Team who will be your internal champions.
4 months	Decide on time, location, and frequency of your new venture.
4 months	Create a webpage. Doing this early will help you shape your messaging.
4 months	Develop promotional language that will introduce people to your concept.
3 months	Start casting vision within your church in individual and group conversations.
3 months	Build out your launch team by inviting people into the vision.
3 months	Form community relationships with local stores, non-profits, and the like.
2 months	Train your teams on the importance and specific function of your New Thing.
2 months	Develop any curriculum, teachings or resources you'll need.
2 months	Establish social media pages/accounts (if needed).
2 months	Preach on it. People need conviction regarding why this New Thing matters .
2 month	Start casting vision outside your church with signage and social media.
1 month	Pre-launch party to rally the troops, provide additional training about inviting.
1 month	Prepare collateral (cards, forms, handouts).
1 month	Ask people in your church to personally invite a certain number of people.
1 month	Hold a prayer event that will help people engage spiritually as well as mentally.
3 weeks	Leverage the community relationships you formed by having them promote.
3 weeks	Place paid advertising if you have decided to do so.
2 weeks	Modify your facility for the new use (if applicable).
2 weeks	Ready any physical, print, or online materials you need.
1 week	Tie up loose ends and enjoy the launch!
LAUNCH	LAUNCH
1 week	Follow up!
1 month	Follow up!

Planning Graphic (House)

This is an optional tool to help you set goals, cast vision and visualize your campaign.



What are cornerstones?

Cornerstones are the key initiatives or key action items that are of highest priority. They should be used as the action items responsible for achieving the overall goals that have been set. Every item should have a specific purpose, be clear and concise, and should be measurable by some terms. When establishing them...

- *Be specific and set goals that you can actually achieve and success you can measure. Example: "Lead 5 people to Christ."*
- *If there are any activities that you are involved with that do not help you in accomplishing cornerstones, put them off.*
- *Remember, these are your "top 4 and first 4" most important initiatives on your mission.*

APPENDIX C:

Pre-Launch Checklist

Here is a more detailed addendum to the Timeline in Appendix A. Depending on what your New Things is, some of this is optional. So just check those off.

- Name** - We can't tell you what to call it. But don't get too hung up on it. If your culture is strong, your name will become recognizable. Keep it simple.
- Vision Statement** - The thing you want to see happen. This is your offer to the world.
- Mission Statement** - The work you have to do to fulfill your vision. Keep it precise.
- Values** - The ethos that defines the way you work and treat your team and clients.
- About Statement** - A well crafted statement about who you are and what your New Thing is all about. This should have several versions - long, short, shortest, soundbite - so you can use them wherever you need to.
- Domain** - Picking a good URL is hard these days. The simpler the better. Listing a state or city will help with SEO, but isn't super cool.
- Logo(s)** - Again, keep them simple. You'll need multiple versions for light, dark, web, print, and social media. Please, nothing embossed!
- Colors** - Pick a primary color and accent colors that go well together. Your primary color is most important and should be included in your logo.
- Fonts** - A Sans Serif heading and Serif body text are common. The more modern, the less serif. The more classic your brand the more classic the font.
- Document Templates** - Be ready with these for whatever comes up.
- Training Materials** - Training for your team and for your church at large.
- Webpage** - Where all your messaging will be housed. Where people find you. This one's a biggie. Don't skimp, but don't overbuild. Make sure people have a way to connect.
- Social Media** - Setup accounts on whichever platforms are best to reach your intended audience. Don't waste time on channels that aren't ideal. You'll need branded cover and profile photos as well as some great post content to get started.
- Reviews** - Have a few members talk about how being part of your church has changed their lives, then share those on the webpage.
- Print Collateral** - Handouts, flyers, calendars
- Emails** - Create drafts of your promotional and follow up emails to make sure they are consistent and compelling. Make the subject lines personal.
- Social Media Content** - You'll need some strategy here to make sure you don't keep posting the same old boring stuff. Remember... ADD VALUE.
- Custom branded SWAG** - This is just fun. You gotta have a little.
- Explainer Video** - Cast the vision for your New Thing in a short (under 3 minutes) video that can be used on web and social media
- Other:** _____
- Other:** _____

Team Training Outline

Use this format and then generate the content by answering the questions in each section. Your answers will be what you teach to your team. Remember, when talking about goals and timelines, be as specific as possible.

Cast Vision (Why)

What do you intend to happen? How will the team know if it's a success? Why are you doing this in the first place?

Tie it to Scripture

What are 1-3 key scriptures that you can refer to, over time, to support and solidify the ethos of your New Thing? What does God have to say about this?

Define Who

This is two parts: 1) Who are you trying to reach, specifically? And why?, and 2) Who will you need on your team? (use Role Description Template)

Describe How

What are the overall methods you'll use to reach your target? (this is where you insert your mission statement). How will each role contribute? (refer to Role Descriptions). What is your approach to see your vision come to pass? What Milestones will you set?

Divvy up What

What tasks must be done to support your method? Who will do what, specifically?

Determine When

What are your major milestone dates? When will your team do what? When will each role do each thing, both in preparation and when the New Thing is actually happening?

Display the Outcome

If you are successful, what benefit will your target audience realize? What benefit will your church enjoy? This is where you re-cast the vision as a win!

Role Description Template

YOUR CHURCH

Position Title

Role Description:

Position title: followed by a general overview of the purpose and function of this role. Make the person filling this role LEARN this paragraph. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Key Resource: A book, article, scripture or other resource that embodies and supports the role.

Role Responsibilities:

- Get specific here. List out key points with brevity so there is NO confusion.
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Tips to Remember:

- Help your person be successful with these tips.
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- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

NEW THING NAME 2019

“Put your About Statement Tagline here”

“An optional line for a scripture or quote to inspire”

Promotion Schedule

OK, this is more of a list than a schedule. It's a schedule in the sense that you should proceed in a similar order. But it's a list in that... just do this stuff however it works out best for you.

Internal

- **One-on-one conversations:** Talk with key leaders and influencers to share and shape the vision.
- **Group meetings and dinners:** Meet with key groups, teams, and families to invite them in as early ambassadors of the vision.
- **Pre-emptive teaching and preaching:** Start teaching about the motive and conviction behind your New Thing.
- **All-Team Meeting:** Let your leaders and volunteers in on the exciting new vision!
- **Vision Cast Weekend:** With the help of your team, have a big weekend focused just on revealing this New Thing.
- **Emails:** Drip these out leading up to Launch.
 - *Pre-vision cast* - invite people to the Vision Weekend and tease the idea
 - *Post-vision cast* - summarize the Vision and build excitement
 - *Prayer Request* - ask your church to be praying about how they can support you
 - *Serving Opportunity* - invite people to be part of a very unique launch team.
 - *Giving Opportunity* - be bold in asking for financial partnership. Show where the money is going and ask for specific amounts of monthly support.
 - *Inviting Opportunity* - provide handouts, images and messaging for your people to invite friends on social media, email, and in person.
 - *Pre-launch Reminder* - get people excited to come out for the big New Thing!
- **Announcements:** talk about the why and what of your new thing during services.
- **Testimonies:** tell the whole church how what you're doing here is changing lives.
- **Pre-launch Party:** rally the troops with a fun pre-launch party

External

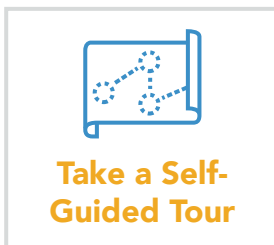
- **Vision Cast Weekend:** Invite you entire mailing list to the Vision Cast Weekend.
- **Emails:** follow a similar format as your internal emails, but make your asks more about attending than investing.
- **Social Media:** use imagery, video testimonials, and your network to spread the word.
- **Ads:** all online, local newspapers and even TV options should be considered.
- **Partner Promotions:** develop relationships with local establishments to talk about you.
- **Pre-Launch Party:** this is for internal and external guests alike.
- **Signs:** Make A-frame signs specific to your new thing with the time and location. Less is more when it comes to street signs. Check local regulations to ensure compliance.



Throughout this guide, you have seen several ways that Realm helps churches reach new people and manage the life and operations of a church. We're excited to share more about our revolutionary ministry tool, Realm.

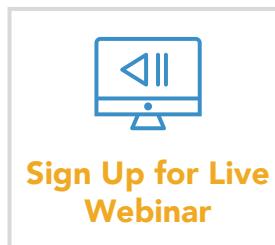
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We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



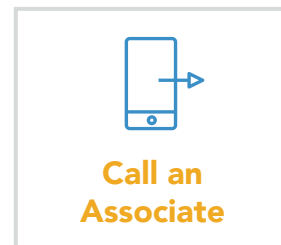
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