

# A Church Planting Proposal

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Church Planting and Development  
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**“How beautiful are the feet of those who bring good news!”**

## **The Call to Church Planting**

Perhaps like no other time in American history, the necessity of evangelizing and Church planting is reaching a critical point. As America is quickly becoming and in many ways has become a secular society, the church is viewed by many as being irrelevant and inconsequential for life. In fact, in a recent study done by George Barna only 43% (125.3 million) of Americans attend church regularly on the weekends, though 76% (216.5 million) of Americans consider themselves to be “born-again”/evangelicals.<sup>1</sup> Unfortunately, this is not the end of the story since the data grows increasingly startling when one considers that though 43% (125.3 million) of Americans attend church regularly on the weekends, only 76% (95.7 million) of them associate themselves with any denomination – this number includes non-denominational affiliations.<sup>2</sup> Thus, this study rightly concludes that “...there appears to be a considerable gap between ‘identification’ with a religion and reported ‘membership’ or ‘belonging’ to an institutional embodiment of that faith community. That difference between religious identification and belonging could well contain the seeds of a potent cultural shift in which religion means something quite different to those who adhere to one from those who see themselves as the institutional custodians of one.”<sup>3</sup> Today in America, this is the Church’s challenge, and this is the challenges that this proposal hopes to begin to address.

## **The Biblical Imperative for Church Planting**

In order to begin to address these issues, it is important for us to have a Biblical paradigm of the basis for Church Planting, and I can think of no better place to start than when our Lord

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<sup>1</sup> Barna Research Online, Church Attendance, <http://www.barna.org/cgi-bin/PageCategory.asp?CategoryID=10>

<sup>2</sup> American Religious Identification Survey, researched by Professor Barry A. Kosmin & Professor Egon Mayer at the Graduate School of the City University of New York in 2001 ([http://www.gc.cuny.edu/studies/aris\\_index.htm](http://www.gc.cuny.edu/studies/aris_index.htm)). The figures mentioned above are the calculation of the writer who took the liberty of including anyone in the study who could be considered a “Christian” group. Thus, the number 76% or 95.7 million is best case scenario and could only be lower when all of the factors in this study are taken into consideration.

<sup>3</sup> Ibid, “Key Findings”

Jesus Christ stated, “I tell you that you are Peter, and on this rock I will build my church, and the gates of Hades will not overcome it.”<sup>4</sup> Here, Jesus promises the indestructibility of His church, and, in fact, the statement is more glorious than that it points to the reality that the Church is not in a “defensive position” against Hades. Rather, the church is an army on the offense. Thus, Jesus encourages his followers that, irrespective of how Christianity may be attacked in a given place and time, the church universal will never be extinguished.<sup>5</sup> However, this text does not stop here. Instead, Jesus tells Peter “on this rock”. Though much controversy, throughout the history of the church, has arisen from the exegesis of this text, it seems clear that Jesus is telling Peter that he is going to play a significant part in the building of Christ’s church. To be sure, it is important to note that he later tells the other disciples that they too will play an integral part in building Christ’s church<sup>6</sup>, and they, empowered by the Holy Spirit, helped change the world forever! Undeniably, the entire book of Acts gives an account of how God began to build His church through his faithful servants who despite much against them were faithful to the calling that they had been given. Likewise, it is interesting to note that the book of Acts shows a progression from Jerusalem, Judea, Samaria and to the ends of the earth – a reality that Jesus had foretold would happen.<sup>7</sup> But, it is important to realize that this task has not yet been completed. God, for almost 2000 years, has been building His Church while drawing people unto Himself and making “new creations”<sup>8</sup>. Paul understood this task, and his challenge to the Roman church when he said, “How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone

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<sup>4</sup> Matthew 16:18, all citations of the Bible are from the *New International Version* unless otherwise stated

<sup>5</sup> New American Commentary, Volume 22, Craig L. Blomberg, Broadman Press (Nashville, TN, 1992), pp. 253-25

<sup>6</sup> Matthew 18:17

<sup>7</sup> Acts 1:8

<sup>8</sup> 2 Corinthians 5:17

preaching to them? And how can they preach unless they are sent?" is our challenge today.<sup>9</sup> Consequently, though the Church can take comfort and gain confidence in knowing that the building of the Church is a task that rests on the power of Jesus Christ alone, we can never forget that God has chosen His people to be the primary vehicle by which this is done, and what a glorious privilege it is for this to be the case. For this reason, Paul quoted the prophet Isaiah when he stated, "How beautiful are the feet of those who bring good news!"<sup>10</sup>

### **The Practical Imperative for Church Planting**

At this point, we must ask, why not simply support the existing churches? The reality is that the church in North America is not in good shape. In fact, a study of various sources reveals that a large number of churches have leveled out or are declining and many are dying.<sup>11</sup> Given this reality, how can we reverse this trend and what is the advantage of planting new churches? Here are a few advantages<sup>12</sup>:

1. New churches have been shown to grow faster than older, established churches.
2. New churches evangelize better than established churches
3. Church Planters gain credibility as leaders in planted churches faster than those who take pastorates in established churches.
4. Those involved in church planting are more open to change than those in established churches. The result is that not only are those involved extremely excited about the new church which, in turn, attracts other people, but they are open to change and are willing to try new and innovative ideas.

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<sup>9</sup>Romans 10:14-15a

<sup>10</sup>Romans 10:15b

<sup>11</sup>Malphurs, Aubrey, *Planting Growing Churches for the 21<sup>st</sup> Century* (Grand Rapids, MI: Baker Books, 1998), p. 32.

<sup>12</sup> *Ibid*, pp. 43-46

This is not to say that the goal of church planting is to eliminate all of the existing churches because they are unable to do the task. Such a perspective would simply be negligent. However, it is important to realize that we are living in a society where demographics are changing quicker than ever before, and that the nations from all over the world are being brought to our country under God's providence which requires different approaches to be used in order to reach the lost.<sup>13</sup> It is important to realize that the task of reaching the lost is growing at an alarming rate. When one adds to this the fact that the Reformed Tradition is virtually unknown in America, the task for the PCA is that much greater. Our challenge and our call must be to share the riches of God's glory and of His good news to those who have not heard. Additionally, we must be devoted to share the reformed understanding of the Bible which we believe to encompass a proper appreciation of the counsel of God and of the response that God requires from His children. How do we propose to accomplish this mission? We propose to do it in the following manner:

### **Our Purpose**

Our purpose is to be agents of God through whom He draws people unto Himself so that they may glorify Him and enjoy Him forever.<sup>14</sup>

### **Our Vision<sup>15</sup>**

The gospel transforms people. The gospel says that we are more sinful than we ever dared to imagine, but in Christ, we are more loved than we ever dared to hope. Christ died on the cross to pay the debt of Christian's sins and He lived a perfectly righteous life to earn the

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<sup>13</sup>One cannot miss the point that the Apostle Paul realized this when he said, "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 not 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 9:20-22

<sup>14</sup>WSC 1

<sup>15</sup>Adopted from University Presbyterian Church, Orlando, FL, and Dr. Childers Evangelism Class Notes

blessing of the Father. All of these benefits become ours when we receive Christ by faith.

Among the benefits are the following:

1. Through faith in Christ we are forgiven - Justification
2. Through faith in Christ we are accepted - Adoption
3. Through faith in Christ we are free from the bondage of sin - Sanctification
4. Through faith in Christ we are not alone - The indwelling of the Holy Spirit
5. Through faith in Christ we have power to minister - Spiritual Gifts

The more one believes the truth of the gospel, the more loving one become and the more powerful one is for ministry. Transformation of the whole person comes by faith and faith comes by hearing the gospel. This is just as true for the Christian as it is for the non-Christian.

The gospel transforms the church. When people live by faith it changes the community of believers so that the church becomes:

1. A worshipping community
2. A serving community
3. An equipping community
4. A caring community

The gospel transforms the world. Isaiah 58:11-12 gives this promise: “The LORD will guide you always; he will satisfy your needs in a sun-scorched land and will strengthen your frame. You will be like a well-watered garden, like a spring whose waters never fail. Your people will rebuild the ancient ruins and will raise up the age-old foundations; you will be called Repairer of Broken Walls, Restorer of Streets with Dwellings.”

When the gospel comes to people's hearts, those people impact culture. The cure for social ills is not found in government or economic programs alone, but in the gospel changing hearts. Through the gospel:

1. Families are reconciled and marriages are saved.
2. People find meaning in Christ which liberates them from
  - a. "Workaholism" and its devastation of families.
  - b. Materialism and the tyranny of debt that comes with it.
  - c. Emptiness and boredom and the need to find fulfillment outside of marriage.
3. The poor are cared for and the lonely are befriended.
4. People with addictions receive help.
5. Justice and mercy replace injustice and oppression.

### **Our Mission<sup>16</sup>**

We accomplish our vision by:

1. By making mature and equipped followers of Christ.
  - a. A community demonstrates a life transforming encounter with the Kingdom of God when:
    - i. large numbers of its people become passionately committed to Christ,
    - ii. its believers' lifestyles become marked by high moral standard and spiritual integrity, and
    - iii. its educational, judicial, political and social structures begin to reflect being in conformity with the Word of God and with His Kingdom being made visible on earth as it is in heaven.

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<sup>16</sup>Adopted from Perimeter Church in Atlanta, GA

- b. A mature and equipped follower of Christ is one who:
  - i. lives consistently under the control of the Holy Spirit, the direction of the Word of God, and the compelling love of Christ
  - ii. has discovered, developed and is using his/her spiritual gifts,
  - iii. has learned to effectively share his/her faith while demonstrating radical love that amazes the world which it touches,
  - iv. gives strong evidence of being
    - 1. a faithful member of God's church,
    - 2. an effective manager of life, relationships and resources,
    - 3. a willing minister to God's people, and
    - 4. an available messenger to non-Kingdom people, and
    - 5. demonstrates a life characterized as:
      - 6. gospel driven,
      - 7. worship focused,
      - 8. morally pure,
      - 9. evangelistically bold,
      - 10. discipleship grounded,
      - 11. family faithful, and
      - 12. socially responsible
- 2. By becoming a church of compassion comprised of raying people willing to give ourselves away for the cause of the least and the lost.
- 3. By building strategic bridges between our church and the communities in which we live, work and play.

4. By eventually planting new churches and partnering with existing churches across Sacramento, California and around the world to strategically do the above.

**The Ministry Focus Group – Where and Who are we proposing to Target**

We believe that God has impressed in our hearts to target the Sacramento, California Area. Additionally, we consider that the need for church planting in this area is critical not only because the population in this area continues to grow and construction continues in this area at a rapid pace but also because this area is strategic with respect to young families and geographic location allowing expansion south into the Bay Area as well as expansion east into Nevada. Thus, our goal is to create a blended church that is mono-cultural but multi-ethnic that will eventually lead to a church planting movement throughout this entire geographic region and beyond. In order to be able to better acquaint people with the area, the following table<sup>17</sup> has been compiled.

<b>Data Marker</b>	<b>Sacramento County</b>
Population	1,268,770
Population, percent change, 1990 to 2000	14.7%
Persons under 5 years old, percent	7.3%
Persons under 18 years old, percent	27.6%
Persons 65 years old and over, percent	11.1%
Female persons, percent	51.1%
White persons, percent	64.0%
Black or African American persons, percent	10.0%
American Indian and Alaska Native persons, percent	1.1%
Asian persons, percent	11.0%
Native Hawaiian and Other Pacific Islander, percent	0.6%
Persons reporting some other race, percent	7.5%
Persons reporting two or more races, percent	5.8%
Persons of Hispanic or Latino origin, percent	16.0%
White persons, not of Hispanic/Latino origin, percent	57.8%

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<sup>17</sup> Information taken primarily from the Census data gathered in 2000. However, some of these numbers have been adjusted by the City of Sacramento to reflect trends through 2002.

<b>Data Marker</b>	<b>Sacramento County</b>
Living in same house in 1995 and 2000, pct age 5+	47.5%
Foreign born persons, percent	16.1%
Language other than English spoken at home, pct age 5+	24.4%
High school graduates, percent of persons age 25+	83.3%
Bachelor's degree or higher, pct of persons age 25+	24.8%
Mean travel time to work, workers age 16+ (minutes), 2000	25.40%
Housing units	474,814
Homeownership rate	58.2%
Housing units in multi-unit structures, percent	27.4%
Median value of owner-occupied housing units	\$144,200
Households	453,602
Persons per household	2.64
Median household money income	\$43,816
Per capita money income	\$21,142
Persons below poverty, percent	14.1%

### **Why are we targeting this Area?**

It is important to realize that much of the growth happening in the Sacramento area is being primarily driven by many young couples who are moving out of the Bay Area and into Sacramento because, unlike the Bay Area where real estate prices are high and cost of living is astronomical, they have the ability to live the lives and own the things that their parents were able to buy (i.e. real estate, cars, boats, etc), and what this is creating is the mentality in Sacramento that has existed in the Bay Area for quite sometime – namely, the need to work hard to obtain the lifestyle that they believe they deserve and in many ways are due. While they want to provide for their families and have an economically stable existence, what they are doing is sacrificing their families at the expense of what satisfies and what on the surface creates financial stability for the future. Unfortunately, instead of their intended result what we are seeing in this

area are all types of problems from families in distress, to young people being depressed and in need of guidance, to single parenthood and the need for family support and assistance. Moreover, there is a growing need for hope and relief from the pressures of what seems to be a vicious cycle.

### **How are we proposing to reach this community?**

Given the aforementioned realities, we propose that a Church plant be started with the specific purpose of addressing these issues, and we think that this can be accomplished in the following manner:

1. Create an environment directly targeting couples with young children and couples. In a study done by George Barna<sup>18</sup>, he concludes that adults who attended church regularly as a child are nearly three times as likely to be attending a church today as are their peers who avoided the church during childhood (61% to 22%, respectively). In fact, he also found that:
  - a. Roughly seven out of ten Americans adults (71%) had a period of time during their childhood when they regularly attended a Christian church.
  - b. 63% of those who were churched as children take their own children to a church, which is double the proportion among adults who were not churched and who now take their own kids to church (33%).
  - c. Adults who attended church as a child are nearly 50% more likely to pray to God during a typical week than are those who did not attend church as children.

This should not surprise us because God is indeed faithful to His Covenant.

Consequently, our goal is to create an environment where we can have healthy covenant

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<sup>18</sup>Barna Research Online, Church Attendance, Lasting Impact of Attending Church as a Child, <http://www.barna.org/cgi-bin/PageCategory.asp? CategoryID=10>

families through a strong children's ministry not only because this pleases God and He enjoys shedding His blessings upon this but also because it will address the felt-needs of this community who desperately need Christ and the hope that He offers to them.

2. Have a ministry dedicated to motorcyclists. On the surface, this seems to be a really odd choice. However, it really is not. The area of Sacramento is a beautiful area with many places to go sightseeing. Thus, it is fertile ground for many who enjoy taking the motorcycle out on the weekend for a time of fun and entertainment, and it is interesting to note that the demographics of a motorcycle owner fall in line with our desire to attract young families and couples. In fact, Harley-Davidson, which owns more than 50% of the marketplace in the United States, recently stated in their last annual report that studies by the Company indicate that the average U.S. Harley-Davidson motorcycle purchaser is a married male in his mid-forties (over two-thirds of purchasers are between the ages of 35 and 54), with a household income of approximately \$79,500. These customers generally purchase a motorcycle for recreational purposes rather than to provide transportation. Over two-thirds of the Company's U.S. sales of Harley-Davidson motorcycles are to buyers with at least one year of education beyond high school, and 31% of the buyers have college degrees.<sup>19</sup> The unfortunate part of some who purchase these types of motorcycles is that these vehicles become a form of escape from their families and from the pressures of life. Our goal then is to better understand these factors and offer to them the hope of Jesus Christ not to prevent them from enjoying the pleasures of taking a ride on their motorcycles but so that they can in turn win others to Christ. This ministry has a three pronged approach.

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<sup>19</sup> Harley Davidson, Inc., 2003 Annual Report (10-K - Filed March 12, 2004), "Motorcycles and Related Products"

- a. First, we will target the professionals who acquire such bikes and create relationships and venues from which the gospel can be shared. The exciting part about this type of ministry is that there is built-in community – community that is held together because of the ownership of a bike.
  - b. Secondly, we hope to be able to reach those who are not professionals but are part of the motorcycle community. This is not to say that such individuals would be excluded from point “a” above. However, it is important to recognize that there is a segment of the motorcycle community that does not want “fit in” with others – often considered to be “posers”. This notwithstanding, our goal is not to exclude them but to be strategic in how we can reach them.
  - c. Thirdly, our ultimate goal is create groups of people who will share the gospel wherever they ride. It is fascinating to see that the medium to serious motorcyclist rides about 200-300 miles on an average trip. In fact, many in various particular regions make it a habit of meeting at central locations throughout California and Nevada as a means of having a “target location” to which riders can go. Though not all do this, it is exciting to think about the impact that such riders could have if they were taught and encouraged to build deliberate relationships wherever they traveled with the distinct purpose of sharing Jesus Christ and expanding His Kingdom throughout this region.
3. Creating outreach and ministering events that deliberately and strategically redeem the community around Sacramento. There can be little doubt that we are interested in the salvation of people in Sacramento, but it is important to understand that our goal as God’s goal is much more holistic. We propose that, as a Church, our presence will be

made visible in the surrounding community. We intend to provide assistance in redeeming the culture, through various means whether it is through assisting the less fortunate, after school tutoring, or community interests. Ultimately, we would like to create a symbiotic relationship between the Church and our community.

### **The Church Planting Model**

In the opinion of this writer, this Church plant should be established in conjunction with a local body and with a Core Group. In this manner, the writer believes that this area can be impacted quicker and most effectively. Assuming that the Northern California Presbytery be amenable to the aforementioned church's purpose, vision and mission statements, it will be my job to ensure that the Core Group understands them and that they understand the following Core Values<sup>20</sup> from which all ministries at the church will be measured:

1. Gospel - The "gospel" is the good news that through Christ the power of God's kingdom has entered history to renew the whole world. When we believe and rely on Jesus' work and record (rather than ours) for our relationship to God, that kingdom power comes upon us and begins to work through us.
2. Changed People - The Gospel changes people from the inside out. Christ gives us a radically new identity, freeing us from both self-righteousness and self-condemnation. He liberates us to accept people we once excluded, and to break the bondage of things (even good things) that once drove us. In particular, the gospel makes us welcoming and respectful toward those who do not share our beliefs.
3. Sacramento - We believe that nothing promotes the peace and health of Sacramento like the spread of faith in the gospel. It renews both individual lives and reweaves the fabric

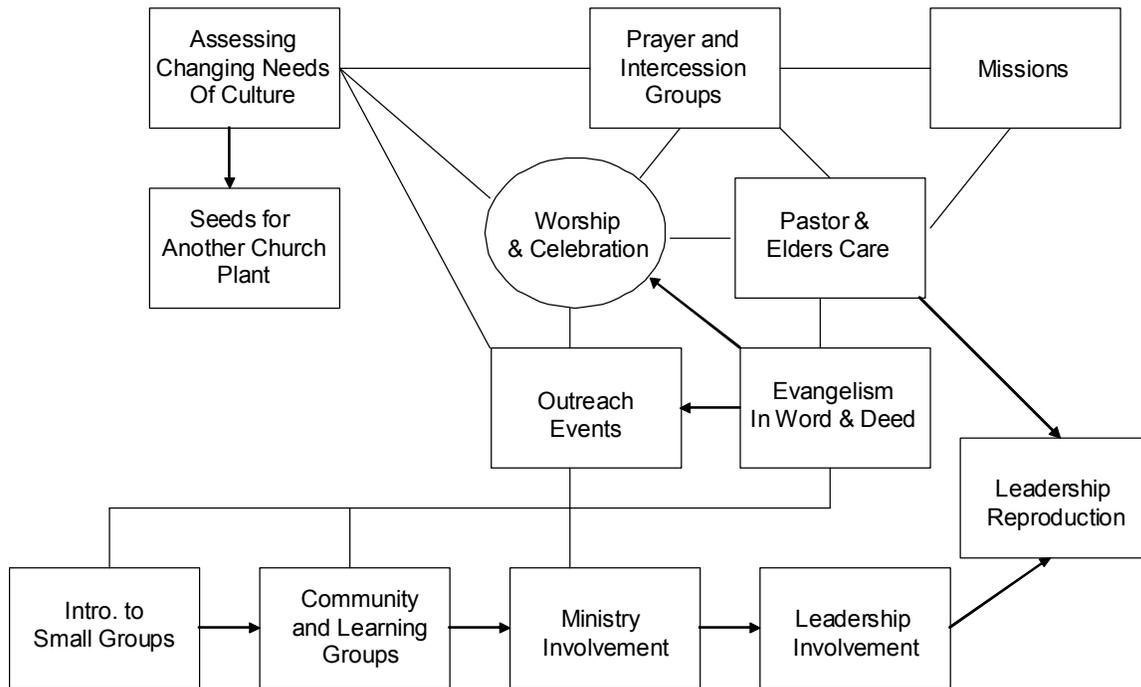
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<sup>20</sup>Adopted from Redeemer Presbyterian Church in New York

of whole neighborhoods. We believe that nothing moves Christians to humbly serve, live with, and love all the diverse people of Sacramento like the gospel does.

4. Community - The gospel creates a new community which not only nurtures individuals but serves as a sign of God's coming kingdom. Here we see classes of people loving one another who could not have gotten along without the healing power of the gospel. Here we see sex, money, and power used in unique non-destructive and life-giving ways.
5. Expansion - We have no illusions that our single church or our Presbyterian tradition is sufficient to renew all of Sacramento spiritually, socially, and culturally. We are therefore committed to planting (and helping others plant) new churches, while at the same time working for a renewal of gospel vitality in all the congregations of Sacramento (Note that our hope is to help establish not only churches similar to ours but to also raise leaders that will be able to minister to people groups around Sacramento that do not speak English or have other cultural barriers.).
6. Service - Though we joyfully invite every person to faith in Jesus, we are committed to sacrificially serving our neighbors whether they believe as we do or not. We do this by using our gifts and resources for the needs of others, especially the poor. And more than merely meeting individual needs, we work for justice for the powerless.
7. Renewing - We believe that the gospel has a deep, vital, and healthy impact on the arts, business, government, media, and academy of any society. Therefore we are highly committed to support Christians' engagement with culture, helping them work with excellence, distinctiveness, and accountability in their professions.

With this in mind, we believe that it is important that we have various Outreach Events by which people can enter into our community. Thus, we maintain that this ministry can most effectively be set in motion in the following manner:



You will notice that at the core of our ministry flow chart is the Worship and Celebration component of the church since we believe that the Means of Grace is pivotal for any authentic and healthy community. Similarly, we think it to be extremely important that Pastors and Elders lead by example by ministering in both Word and Deed. However, we are firm believers that these are tasks that should not be limited to the Pastors and Elders. For this reason, we have placed great importance on the necessity for small groups where we believe the opportunities for people to minister to each other is made most possible. Here, people are allowed to learn in an intimate setting while building meaningful and life changing relationships that will impact the

Kingdom of God. As such, the goals of these small groups are not simply to obtain “holy huddles”. Instead, the goals of these small groups are that within community they may:

1. be edified through the knowledge of God<sup>21</sup>
2. become aware of their gifting and
3. be given opportunities to put their gifts to use within and outside the community of believers in both Word and Deed.

From here, we plan to deliberately and intentionally seek for potential leaders and help them in the development of their leadership gifts. Our ultimate prayer is that God may grant us the privilege of training and equipment future leaders whom God will use to plant other churches throughout the Sacramento area and throughout the world. It is important to note that none of the aforementioned goals can happen without them being undergirded by prayer. As such, this has been put in our ministry model, and we are currently looking for prayer partners to covenant with us to do so. Finally, it is important to note that this ministry model will be continually assessed as we contend that it is essential that all ministries in the Church be regularly evaluated to ensure that the spiritual and physical needs of the community are being addressed through the ministries of the Church. Eventually, however, it is important to note that some changes within the community may lead the church and/or the Presbytery to seek to plant another church.

### **Next Steps**

The tasks necessary to complete this church plant are extensive. For this reason, we have detailed the steps we believe are necessary establish it (see the Appendix). In the meantime, given that the Church Planter’s gifts are in the areas of teaching and preaching, we are praying and seeking God for guidance that He would bring a Music Pastor and a Pastor of Student

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<sup>21</sup>This includes things such as understanding the gospel, the purpose and importance of the Church, the sacraments, the Westminster Confession and all theology applied to life.

Ministries with whom we can partner in the great endeavor to reach Sacramento and the surrounding communities. I end this proposal with John Calvin's reminder to us about the importance of the Church and why it is so important for us to be in the work of planting new churches.

But as it is now our purpose to discourse of the visible Church, let us learn, from her single title of Mother, how useful, nay, how necessary the knowledge of her is, since there is no other means of entering into life unless she conceive us in the womb and give us birth, unless she nourish us at her breasts, and, in short, keep us under her charge and government, until, divested of mortal flesh, we become like the angels, (Matt. 22: 30.) For our weakness does not permit us to leave the school until we have spent our whole lives as scholars. Moreover, beyond the pale of the Church no forgiveness of sins, no salvation, can be hoped for, as Isaiah and Joel testify, (Isa. 37: 32; Joel 2: 32.) To their testimony Ezekiel subscribes, when he declares, "They shall not be in the assembly of my people, neither shall they be written in the writing of the house of Israel," (Ezek. 13: 9;) as, on the other hand, those who turn to the cultivation of true piety are said to inscribe their names among the citizens of Jerusalem. For which reason it is said in the psalm, "Remember me, O Lord, with the favour that thou bearest unto thy people: O visit me with thy salvation; that I may see the good of thy chosen, that I may rejoice in the gladness of thy nation, that I may glory with thine inheritance," (Ps. 106: 4, 6.) By these words the paternal favour of God and the special evidence of spiritual life are confined to his peculiar people, and hence the abandonment of the Church is always fatal.<sup>22</sup>

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<sup>22</sup> Calvin, John, *Institutes*, Book IV, Chapter 4, "The visible church as mother of believers"

Appendix – Milestone Chart<sup>23</sup>

Lead: CP = Church Planter, CPS = Church Planting Solutions, MT = Management Team

Projected Date	Task	Lead	Cost Range
September-05	Select Church Location	MT/CP	\$0
September-05	<b>Milestone: Select Church Planter</b>	MT	\$0
September-05	<b>Milestone: Contract CP Coach (CPC)</b>	MT	\$0
September-05	Setup process for reimbursing CPC for expenses	CPS	\$0
September-05	Issue Preliminary Launch Plan	CPS	\$0
September-05	Issue Preliminary List of Actions and Milestone Dates	CPS	\$0
September-05	Educate CP on schedule tracking tools	CPS	\$0
September-05	Initial planning meeting / L.A.B.	MT/CPS	\$200- \$500
September-05	Church Planter begins self-study/reading materials	CP	\$100- \$300
September-05	<b>Milestone: Initial Planning Meeting / L.A.B. Complete</b>	MT/CPS	\$0
November-05	Review and understand Alignment Model	CP	\$0
November-05	Develop/Formulate Church Purpose	CP	\$0
November-05	Develop/Formulate Church Beliefs	CP	\$0
November-05	Develop/Formulate Church Values	CP	\$0
November-05	Develop/Formulate Leadership Approach	CP	\$0
November-05	Develop/Formulate Team/Structure Approach	CP	\$0
November-05	Develop/Formulate Process Approach	CP	\$0
November-05	Develop/Formulate Church Priorities/Strategy	CP	\$0
November-05	Develop/Formulate Member Expectations	CP	\$0
November-05	Develop/Formulate Discipleship/Next Step Process	CP	\$0
December-05	<b>Milestone: Philosophy of Ministry Complete</b>	CP	\$0
December-05	Purchase/obtain church computer	CPS	\$0- \$2,500
December-05	Determine basic software package	CPS	\$0
December-05	Basic software package purchased and installed	CPS	\$0- \$2,500
December-05	Internet Access Established	CP	\$120- \$600
December-05	<b>Milestone: Initial Computer Setup Complete</b>	CPS	\$0
January-06	Define what opening day looks like	CP	\$0
January-06	Develop preliminary staffing plan	CP	\$0
January-06	Administrative link to Initial Demographic Study (LP-67)	CP	\$0
January-06	Administrative link to Outreach Event Schedule (LP-80)	CP	\$0

<sup>23</sup> Adopted from www.church-planting.net

January-06	Administrative link to Marketing Schedule (LP-94)	CP	\$0
January-06	Develop customized launch plan actions	CPS	\$0
January-06	Develop a budget through launch	CP	\$0
January-06	Develop a fundraising plan of action	CP	\$0
January-06	Determine spousal role in actions	CP	\$0
January-06	Determine administrative/volunteer support of launch plan	CP	\$0
January-06	Final Planning Meeting	MT/CPS	\$0
January-06	Issue Launch Plan Version 1 (Including final customized list)	CP	\$0
January-06	Update On-Line Checklist	CPS	\$0
January-06	Issue Integrated Schedule (MS Project & Wall Chart)	CPS	\$0
February-06	<b>Milestone: Launch/Ministry Plan Complete</b>	CP	\$0
February-06	Select key words for web site name	CPS	\$0
February-06	Purchase initial key word web name	CPS	\$25
February-06	Setup initial web site (calendar, general info)	CPS	\$120-\$400
February-06	Setup web based church calendar	CPS	\$0-\$40
February-06	Issue Preliminary On-Line Checklist	CPS	\$0
March-06	<b>Milestone: Initial Web Site Functional</b>	CPS	\$0
March-06	Select & setup group email program	CPS	\$0-\$120
March-06	Develop prayer team email signup forms	CPS	\$0
March-06	Initial recruitment of prayer team members	CP	\$0
March-06	Provide tutorial/training on use of group e-mail program	CPS	\$0
March-06	Setup initial prayer e-mail template	CPS	\$0
March-06	Initiate weekly prayer team emails	CP	\$0
March-06	<b>Milestone: Prayer Emails Initiated</b>	CP	\$0
April-06	<b>Milestone: Church Planter Onboard/Onsite</b>	CP	\$30,000-\$60,000
April-06	Select Church Name	CP	\$0
April-06	Prepare Articles of Incorporation	CPS	\$0
April-06	File Articles of Incorporation	CP	\$75-\$200
April-06	Obtain Federal Identification Number	CPS	\$0
April-06	Establish Church Checking Account	CP	\$0
April-06	Obtain Church Insurance Policy	CPS	\$0-\$1,500
April-06	<b>Milestone: Organizational Establishment - Part 1</b>	CPS	\$0
April-06	Obtain internet demographic information	CP	\$0
April-06	CMI demographic report	CPS	\$0
April-06	Chamber of Commerce demographic information	CPS	\$0
April-06	Define initial "Average Target Family"	CP	\$0
April-06	<b>Milestone: Initial Demographic Study Complete</b>	CP	\$0
April-06	Develop/formulate brand identity	CP	\$0-\$5,000

April-06	Tag line	CP	\$250-\$1,000
April-06	Logo design	CPS	\$0
April-06	Phone line	CP	\$0-\$100
April-06	PO Box (address)	CP	\$15-\$100
April-06	<b>Milestone: Critical Marketing Input</b>	CP	\$0
April-06	Create carrier route maps	CPS	\$0
April-06	Determine number of cards to mail	CP	\$0
April-06	Determine number of different cards per mailing	CP	\$0
April-06	Develop map/list of major neighborhoods/areas	CPS	\$0
April-06	Visit major neighborhoods/areas	CP	\$0
April-06	<b>Milestone: Define Target Mailing Area</b>	CPS	\$0
May-06	Develop list of all possible outreach/service events	CPS	\$0
May-06	Determine best events to meet community felt needs	CP	\$0
May-06	Prioritize outreach events based on needs	CP	\$0
May-06	Establish standards/expectations for number of events	CP	\$0
May-06	Determine schedule for events	CP	\$0
May-06	Update project schedule with events	CPS	\$0
May-06	Identify list of special equipment for events	CPS	\$0
May-06	Determine which equipment to buy	CP	\$0-\$9,000
May-06	Update equipment list	CPS	\$0
May-06	Issue written outreach plan	CP	\$0-\$5,000
May-06	<b>Milestone: Outreach Plan</b>	CP	\$0
May-06	Develop exhaustive list of marketing ideas	CPS	\$0
May-06	Determine area specific "best marketing" techniques	CP	\$0
May-06	Determine which marketing to do	CP	\$0
May-06	Develop a schedule for marketing	CP	\$0
May-06	Update schedule with marketing	CPS	\$0
May-06	Issue written marketing plan	CP	\$0-\$20,000
May-06	<b>Milestone: Marketing Plan</b>	CP	\$0
June-06	Design & order business cards	CPS	\$75-\$300
June-06	Design & order brochures	CPS	\$1,000-\$2,500
June-06	Obtain list of all local yellow page ads and closing dates	CPS	\$0
June-06	Determine which ads to place	CP	\$0
June-06	Design yellow page ads	CPS	\$0-\$200
June-06	Place yellow page ads	CPS	\$0-\$2,400
June-06	<b>Milestone: General Marketing - Part 1</b>	CPS	\$0
June-06	Vision, values, Beliefs Write-up	CP	\$0

June-06	Develop basic vision, values & beliefs courses	CP	\$0
June-06	Develop written expectations for launch team	CP	\$0
June-06	Identify/recruit initial launch team members	CP	\$0
June-06	Conduct first Launch Team meeting	CP	\$0-\$200
June-06	<b>Milestone: Initiate Launch Team Small Group</b>	CP	\$0
June-06	Obtain Percept Report	CPS	\$350-\$800
June-06	Develop soft demographic survey	CPS	\$0
June-06	Conduct soft demographic survey	CP	\$0
June-06	Finalize "Average Target Family"	CP	\$0
June-06	<b>Milestone: Final Demographic Study</b>	CP	\$0
June-06	Setup payroll for staff	CPS	\$0-\$840
June-06	Setup church database	CP	\$0
June-06	Identify church budget categories for tracking	CPS	\$0
June-06	Establish church budget in financial software	CPS	\$0
June-06	Develop reimbursable accounting process	CPS	\$0
June-06	Develop Reimbursement Form	CPS	\$0
June-06	Implement reimbursable accounting process	CP	\$0
June-06	<b>Milestone: Software/Electronic Processes Functional</b>	CPS	\$0
June-06	Develop initial worst case equipment list	CPS	\$0
June-06	Assess list to determine purchase criteria & dates	CP	\$0
June-06	<b>Milestone: Initial Equipment List</b>	CPS	\$0
July-06	Prepare Bylaws	CPS	\$0
July-06	Prepare IRS 1023	CPS	\$0
July-06	Submit/Process 1023	CP	\$500
July-06	Obtain Non-profit bulk mail permit	CPS	\$300
July-06	Obtain state sales tax exemption	CPS	\$0
July-06	<b>Milestone: Organizational Establishment - Part 2</b>	CPS	\$0
July-06	Provide facility selection checklist	CPS	\$0
July-06	Prepare list of all possible meeting places	CP	\$0
July-06	Establish contact at each possible location	CP	\$0
July-06	Get on waiting list at each possible location	CP	\$0
July-06	Send introductory letter to each facility contact	CP	\$0
July-06	Attempt to meet with each facility contact	CP	\$0
July-06	Obtain church office space	CP	\$0-\$12,000
July-06	<b>Milestone: Contact Potential Facilities</b>	CP	\$0
July-06	Determine specific small group model to use	CP	\$0
July-06	Establish goal for number of small groups at launch	CP	\$0
July-06	Develop training plan for leaders	CP	\$0
July-06	Issue written plan for small groups	CP	\$0-\$3,000
July-06	<b>Milestone: Small Group Plan</b>	CP	\$0

July-06	Develop visitor information process	CP	\$0
July-06	Determine marketing giveaways	CP	\$0
July-06	Design marketing giveaways	CPS	\$0
July-06	Order marketing giveaways	CPS	\$0-\$2,000
July-06	Develop list of "first touch" materials	CP	\$0
July-06	Design "first touch" materials	CPS	\$0-\$750
July-06	Print "first touch" materials	CPS	\$0-\$10,000
July-06	Design outdoor banners	CPS	\$0
July-06	Print outdoor banners	CPS	\$0-\$1,200
July-06	<b>Milestone: General Marketing - Part 2</b>	CPS	\$0
August-06	Provide event planning checklist	CPS	\$0
August-06	Plan major event	CP	\$0
August-06	Market major event	CP	\$0-\$1,000
August-06	Create information table	CP	\$0-\$300
August-06	Conduct first event	CP	\$0-\$5,000
September-06	<b>Milestone: Community Event</b>	CP	\$0
September-06	Select & purchase domain name based on church name	CPS	\$25
September-06	Link new domain name to web site	CPS	\$0
September-06	setup email accounts with new domain name	CPS	\$0
September-06	Determine major content/functionality for web site	CP	\$0
September-06	Develop & publish world class web site	CP	\$0-\$1,000
September-06	Link site to other prominent community sites	CP	\$0
September-06	Get site listed high on major search engines	CP	\$0-\$1,000
September-06	<b>Milestone: Full Web Site Ranked on Search Engines</b>	CP	\$0
October-06	Design cards for pre-launch mailing	CPS	\$0
October-06	Print cards for pre-launch mailing	CPS	\$0
October-06	Label cards for pre-launch mailing	CPS	\$0
October-06	Cards at Post Office for pre-launch mailing	CP	\$0-\$16,000
October-06	<b>Milestone: Pre-Launch Mailing Complete</b>	CPS	\$0
October-06	Identify list of key community leaders/organizations	CP	\$0
October-06	Contact each key community leader	CP	\$0
October-06	Meet with key community leaders	CP	\$0
October-06	Send letter/marketing materials to each leader	CP	\$0
October-06	Identify area church leaders	CP	\$0
October-06	Determine whether area ministers have regular meetings	CP	\$0
October-06	Meet with area church leaders	CP	\$0
October-06	Identify list of area Civic Associations	CPS	\$0

October-06	Join the Chamber of Commerce (& other civic associations)	CPS	\$0-\$100
November-06	<b>Milestone: Contacts w/Key Community Leaders</b>	CP	\$0
November-06	Plan event	CP	\$0
November-06	Market event	CP	\$0-\$1,000
November-06	Conduct event	CP	\$0-\$5,000
November-06	<b>Milestone: Community Event</b>	CP	\$0
November-06	Plan event	CP	\$0
November-06	Market event	CP	\$0-\$1,000
November-06	Conduct event	CP	\$0-\$5,000
December-06	<b>Milestone: Community Event</b>	CP	\$0
January-07	Develop list of all major local newspapers and publications	CPS	\$0
January-07	Develop list of newspaper editors and religious section contacts	CPS	\$0
January-07	Establish relationship with each editor and POC	CP	\$0
January-07	Prepare press release and draft articles (feature articles)	CP	\$0
January-07	Design newspaper/newsletter ad	CPS	\$0
January-07	Place Recurring Ads in Local Newspapers	CPS	\$0-\$2,400
January-07	Develop list of all local home owners associations (HOAs)	CPS	\$0
January-07	Obtain contact information for HOAs	CPS	\$0
January-07	Establish contact with each HOA	CP	\$0
January-07	Determine schedule of events for each HOA	CP	\$0
January-07	Place recurring ads in each HOA newsletter	CPS	\$0-\$2,000
January-07	Sponsor HOA web sites	CP	\$0-\$1,000
January-07	Identify community sports leagues	CPS	\$0
January-07	Sponsor community sports teams	CP	\$0-\$500
January-07	Identify additional marketing material needed for launch	CP	\$0-\$10,000
January-07	<b>Milestone: General Marketing - Part 3</b>	CPS	\$0
January-07	Develop draft staff policy handbook	CPS	\$0
January-07	Customize staff policy manual	CP	\$0
January-07	Add second staff member	CP	\$0-\$60,000
January-07	add third staff member	CP	\$0-\$60,000
January-07	add fourth staff member	CP	\$0-\$60,000
January-07	<b>Milestone: Additional Staff Member(s) Onboard</b>	CP	\$0
January-07	Generate list of potential/promising meeting locations	CP	\$0
January-07	Rank facilities using the facility selection checklist	CP	\$0
January-07	Obtain and assess demographics near top 3 facilities	CP	\$0

January-07	Make final facility selection	CP	\$0
January-07	Confirm number of planned worship services	CP	\$0
January-07	<b>Milestone: Facility Selection</b>	CP	\$0
January-07	Plan event	CP	\$0
January-07	Market event	CP	\$0-\$1,000
January-07	Conduct event	CP	\$0-\$5,000
January-07	<b>Milestone: Community Event</b>	CP	\$0
January-07	<b>Milestone: 90 Day Stretch</b>	CP	\$0
February-07	Plan event	CP	\$0
February-07	Market event	CP	\$0-\$1,000
February-07	Conduct event	CP	\$0-\$5,000
February-07	<b>Milestone: Community Event</b>	CP	\$0
February-07	Identify list of desired ministries/ministry teams	CP	\$0
February-07	Identify basic processes for each ministry/ministry team	CP	\$0
February-07	Develop leadership matrix for opening day	CP	\$0
February-07	Assign lead person for each ministry/ministry team	CP	\$0
February-07	Develop written charter for each ministry/ministry team	CP	\$0
February-07	Finalize basic processes for each ministry/ministry team	CP	\$0-\$5,000
February-07	Identify equipment needs for each ministry/ministry team	CP	\$0-\$5,000
February-07	Initial worship band identified/formed	CP	\$0
February-07	<b>Milestone: Ministry/Ministry Team Plans/Processes</b>	CP	\$0
February-07	Develop space utilization plan	CP	\$0
February-07	Update equipment list	CPS	\$0-\$10,000
February-07	<b>Milestone: Facility Space Utilization Plan</b>	CP	\$0
February-07	Plan event	CP	\$0
February-07	Market event	CP	\$0-\$1,000
February-07	Conduct event	CP	\$0-\$5,000
March-07	<b>Milestone: Community Event</b>	CP	\$0
March-07	Distribute equipment list to launch team & prayer team	CP	\$0
March-07	Determine spare equipment/supply list	CPS	\$0-\$500
March-07	Develop final equipment purchase list	CPS	\$0
March-07	Approve final equipment purchase list	CP	\$0
March-07	Purchase equipment	CPS	\$10,000-\$40,000
March-07	Stage & assemble equipment	CP	\$0-\$4,000

March-07	<b>Milestone: Purchase &amp; Assemble Equipment</b>	CPS	\$0
March-07	Determine which outdoor signs/banners to purchase	CP	\$0
March-07	Purchase outdoor signs/banners	CPS	\$0-\$3,000
March-07	Design and print template for weekly programs	CPS	\$0-\$2,000
March-07	Design and print newsletter templates	CPS	\$0-\$1,500
March-07	<b>Milestone: General Marketing - Part 4</b>	CPS	\$0
March-07	Plan event	CP	\$0
March-07	Market event	CP	\$0-\$1,000
March-07	Conduct event	CP	\$0-\$5,000
March-07	<b>Milestone: Community Event</b>	CP	\$0
March-07	Plan event	CP	\$0
March-07	Market event	CP	\$0-\$1,000
March-07	Conduct event	CP	\$0-\$5,000
March-07	<b>Milestone: Community Event</b>	CP	\$0
March-07	Design cards	CPS	\$0
March-07	Print Cards	CPS	\$0
March-07	Label Cards	CPS	\$0
March-07	Cards at Post Office	CP	\$16,000
March-07	Conduct Practice Service(s)	CP	\$0-\$600
March-07	Fasting	CP	\$0
March-07	Prayer Vigil	CP	\$0
April-07	<b>Milestone: Launch Day - Easter</b>	CP	\$0