



## CHURCH MULTIPLICATION NETWORK

Pastor,

Because of the COVID-19 pandemic, the church is experiencing a situation never before encountered in our lifetime. Even while our churches are responding powerfully by loving and caring so well for those impacted by the virus, we're all looking forward to the day when we can come together in our churches once again. That day is what this Re-launch kit is all about.

These unprecedented times are providing for the church something we've never had before...a chance for every church to re-launch. If you've ever wished you could have a do-over and start your church again, you can. Whether your church is 6 months old or 60 years old, you get to re-launch in a few weeks. My prayer for you is that you would see this time as a great opportunity. A chance to come back better and stronger than you were before. A chance to refine your focus, systems, processes and ministries. The content in this digital Re-Launch kit will help you do just that.

This manual and the accompanying videos were created by the Church Multiplication Network, in coordination with Acts 2 and our church ministries departments, to help you think like a church planter as you build your re-launch strategy. No matter your geographic location or model of ministry, this content can be contextualized to your unique situation.

I'm praying that as you watch the videos and work through the content of this manual, God will give you fresh vision and new ideas that will take your church to a new level of effectiveness.

God Bless You,

Doug Clay  
General Superintendent  
Assemblies of God

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For additional resources on these and other topics, check out [CMNLead.com](http://CMNLead.com).



RE-LAUNCH

# VISION

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SESSION 1

# SESSION 1: VISION

"Vision is a picture of the preferred future and why we should go there."  
(John Kotter, *Leading Change*)

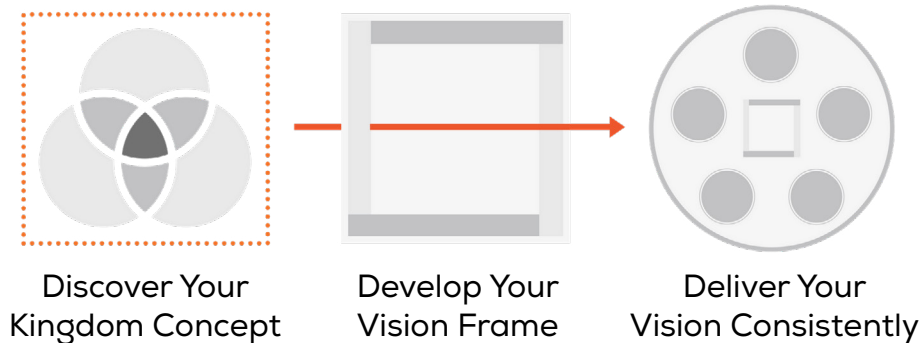
The role of the leader is to take people from here (current reality) to there (preferred future).



Vision clarifies direction and motivates people to action.

Biblical vision is prophetic, and calls people to obedience and covenant relationship with God (Proverbs 29:18).

Creating a Vision Pathway for your Church:



## 1. Discover your kingdom concept

Problem:

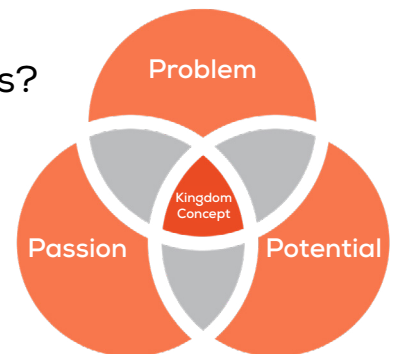
- What are the needs in your community?

Potential:

- What or who are the unique resources available to us?

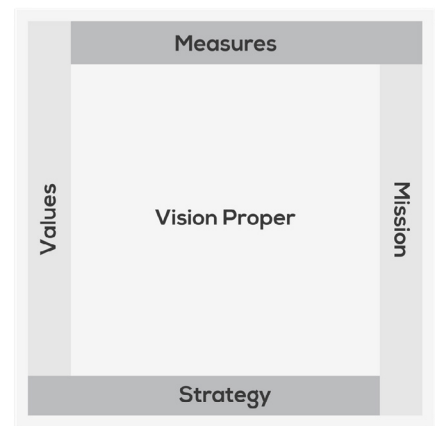
Passion:

- What energizes you as the leader?



## 2. Develop your vision frame

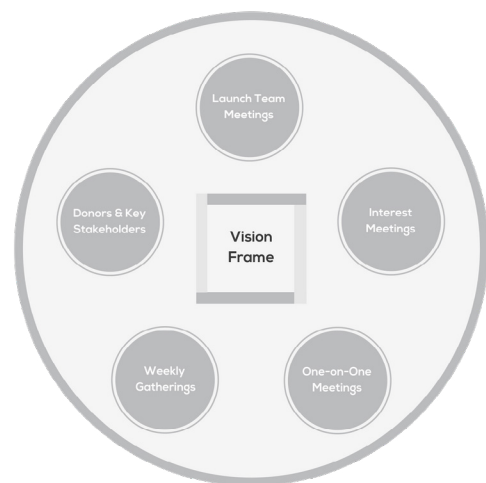
- Mission: What is our Biblical Mandate?
- Values: Why do we do what we do?
- Strategy: How will we do it?
- Measures: Is it working?



Your vision is the intersection of these four components.

## 3. Deliver your vision consistently

- One-on-One
- Donors and Key Stakeholders
- Weekly Gatherings



*\*The Vision Pathway Process was taken from the book Church Unique, by Will Mancini. For more information and resources, go to [www.churchunique.com](http://www.churchunique.com).*



## DISCUSSION QUESTIONS

1. As you consider the ministries of your church, what energizes you as a leader?
2. What aspects of your mission, values, measurements, and strategy are being accomplished? What aspects need to be adjusted or changed?
3. In what venues and to what audiences can you start delivering vision to right now?
4. Who in your church has not heard the vision recently?
5. What is your 2-minute vision pitch?



RE-LAUNCH

# MARKETING & AWARENESS

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SESSION 2

## SESSION 2: MARKETING & AWARENESS

Your community becoming aware of you is not something that happens by accident or because you start having a weekly service. It is organized, planned, and implemented.

**We want to reach this community, but how will they know we are here?**

1. Know your story

- People will buy into who you are before they buy into what you're doing
- Communicate your heart for your city in everything

2. Develop your brand

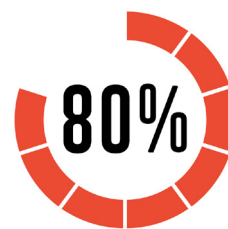
- Have a cohesive look on logo and print material
- Solicit outsider feedback
- Develop consistency across ministries

3. Create a compelling Web presence

- Build with the outsider in mind
- Update content regularly
- Optimize Web presence
- Consider a template-based website



of people mistrust or reject websites  
because of poor Web design



of new visitors head to a church's website  
before stepping into its building

*\*According to Abide Marketing & Communications*





#### 4. Build a marketing strategy

- Start early
- Communicate clearly
- Use multiple avenues
- Use social media to create conversations

#### 5. Leverage community events

- Plan your own community event
- Participate in existing community events

## DISCUSSION QUESTIONS

1. What opportunities exist in your community that you could partner with to create awareness of your church?
2. Evaluate your marketing and branding. What is working well and what is not working?
3. What immediate steps could you take to improve your church's marketing strategy?



# Our Partners

Our CMN partners are best-in-class service providers that will help you do ministry even better. Each partner offers exclusive pricing and services for CMN churches. They've made it their mission to help you succeed in your community!

## CHURCH LOANS & RETIREMENT PLANNING



AG Financial Solutions is the only affiliated and endorsed financial services provider of the General Council of the Assemblies of God. AG Financial offers retirement planning services, planned giving tools, quality loan products and other financial services competitive with the finest for-profit financial institutions in the country.

## MISSIONS



Assemblies of God World Missions exists so all can hear the hope of the gospel. Our commitment extends to all people in all nations, regardless of remoteness, rejection, or resistance. Through their help you can join the mission to reach the lost, plant churches, train believers, and serve the poor and suffering.

## FINANCIAL SOFTWARE & BOOKKEEPING



Making Nonprofits Simple

Aplos aims to make it simple to manage a church so its leaders can focus on their mission. One of the leading providers of online financial software and services, Aplos is used by over 20,000 nonprofit and church leaders in over 125 countries.

## COMPASSION MINISTRY & DISASTER RELIEF



As a faith-based, nonprofit organization Convoy of Hope has helped more than 70 million people throughout the world by sharing food, water, emergency supplies, agricultural know-how, and opportunities that empower people to live independent lives, free from poverty, disease and hunger.

## LOGO DESIGN, PRINTING, & SIGNAGE



Radiant Printing is your one-stop-shop for all church marketing, printing, portable signage, design, and direct mail needs. They help churches and church planters look great and save money.

## RESOURCING NETWORK



The goal of the River Valley Network is to help pastors build strong and thriving churches. They love the local church and love to hear about pastors and churches that are thriving and growing. Their network hosts an annual church leaders conference, where likeminded leaders rally together to worship God, talk church, and become better together.

## CHURCH APPS & GIVING TOOLS



Tithe.ly exists to help the local church thrive by providing mobile giving and church engagement apps that connect with people on the go. With their innovative set of online, mobile, and text giving tools, your church will be equipped to raise the fund you need to spread the Gospel.

## REAL ESTATE, DESIGN, & CONSTRUCTION



Visioneering Studios, Inc exists to provide turn-key solution services through its family of affiliated companies. Real estate transactions, planning, interiors, architecture, re-construction, budgeting, design-build, construction management and general contracting are all provided through Visioneering.

RE-LAUNCH

# CONNECT: ASSIMILATION PROCESS

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SESSION 3



# SESSION 3: CONNECT: ASSIMILATION PROCESS

"Yes, there is a God-sized hole inside of every person, but there is a people-sized hole inside of every person as well." - John Ortberg

How you connect people to your church and how you connect your church to people is crucial to the health and growth of your church.

A study on churches found:

12 % of first-time guests return and get casually involved

4 % of first-time guests end up getting fully connected in the ministry

If our church had 3 first-time guests each week, we'd have 156 new people in a year

According to statistics:



Systems must be implemented to ensure that connection is happening at every level of your church:

## 1. Guest Experience

- Every time your church comes together, be ready
- First impressions are critical
- Plan the steps for getting information



## 2. Guest Follow-Up

- The second connection is as important as the first
- Develop connection team duties
- Connect people who are in the same stage of life and who have similar interests

## 3. Next Steps

- Help people take the next step in connection
- Think through starting points
- Implement a strategy to track involvement
- Create simple transitions between next steps

## 4. Small Groups

- Break the big into the small to help people know people and do life together
- Choose a style that fits your church
- Choose a frequency and build it into your culture



## DISCUSSION QUESTIONS

1. Map out your church's current assimilation process.
2. How successful has this process been at moving people from the moment a new guest attends your church to being fully engaged in the life of the church?
3. How can you improve the process so that more guests become actively engaged members?



RE-LAUNCH

# GROW: DISCIPLESHIP PATHWAY

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SESSION 4

## SESSION 4: GROW: DISCIPLESHIP PATHWAY

"Churches with clear discipleship pathways had nearly twice the number of salvations than churches who didn't." - Ed Stetzer. *The State of Church Planting in the U.S.*

To make disciples we need to create a discipleship pathway. A discipleship pathway is simply your process for making disciples.

### 1. Be strategic

- What outcomes do you want?
- What will your process look like?
- Who is responsible? Everyone!

### 2. Build a pathway

- Keep it simple
- Make it clear
- Teach the power of 1 next step
- Say no to things off the pathway

### Example

#### Assimilation

Salvation  
Baptism  
Gatherings



#### Discovery

Groups/Classes  
Membership  
Giving



#### Serving

Volunteer Team  
Community  
Missions





### 3. Create the culture

- Preach it
- Teach it
- Expect it
- Celebrate it
- Model it
- Measure it
- Protect it

## DISCUSSION QUESTIONS

1. How do you measure spiritual growth in your church?
2. What other means could you use to more accurately and consistently measure spiritual growth?
3. How will you develop those characteristics in individuals?



RE-LAUNCH

# SERVE: VOLUNTEERISM



SESSION 5

# SESSION 5: SERVE: VOLUNTEERISM

Don't ask "how many people do we need?", ask "how many people can we use?"

There are two aspects to the serve component:

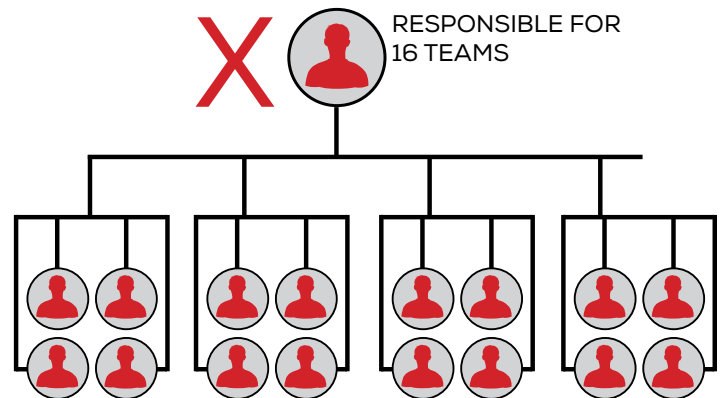
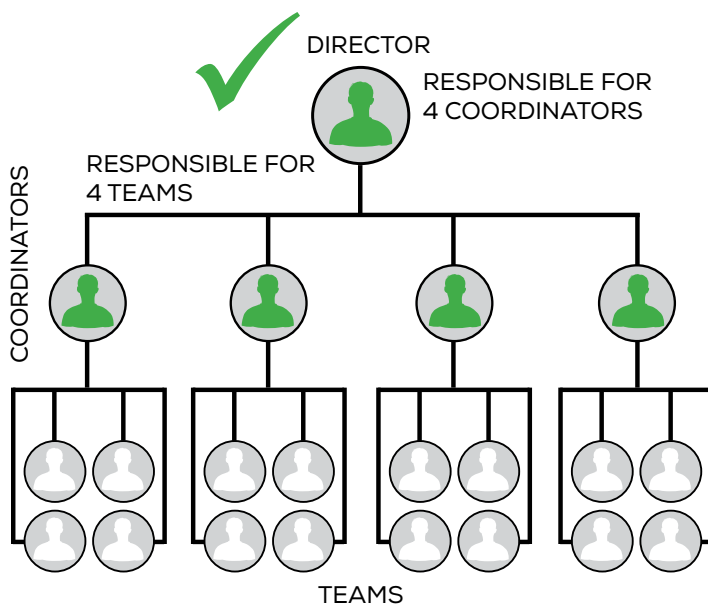
## 1. Serving in the church

Here are some possible teams you can establish to create space for serving:

- Greeter
- Usher
- Information
- Guest
- Parking
- Refreshments
- Prayer
- Worship
- Set-up
- Facility
- Media
- Creative
- Social media
- Connection
- Event
- Salvation
- Outreach
- Missions
- Preschool Kids
- Kid Schoolers
- Youth
- Men's
- Women's
- Growth classes
- Small groups
- Administration
- Care

## Structure Teams For Success

Fill from top down



## Implement Systems for Volunteer Retention



### 2. Serving in the community

- City events: Partner, sponsor, or volunteer to help with specific city wide events.
- City needs: Step in where there are needs that arise, scheduled city clean-up days, or citywide initiatives.



## DISCUSSION QUESTIONS

1. Make a list of all the teams actively engaged in serving within your church. Evaluate the effectiveness of these teams. Which are doing well? Which could use improvement and how?
2. Do they have the training, information, or empowerment to serve well?
3. Make a list of the top 3 places your church family could serve outside of the church, but is not.



RE-LAUNCH

# GO: COMMUNITY ENGAGEMENT



SESSION 6

# SESSION 6: GO: COMMUNITY ENGAGEMENT

Be a sender. Send people into your city, into your nation, and into the world.

## 1. Personal Evangelism

- Good marketing doesn't replace soul winning
- You are the example of being a bringer
- Motivate and equip people to share their story
  - Teach evangelism regularly
  - Create a prayer focus
  - Leverage natural relationships
- Always have a story to tell

## 2. Local Evangelism

- Get to know your community by doing good research
- Build a bridge to the people in your community
- Shape your environment for guests
- Shape your ministry for unbelievers



### 3. Global Evangelism

- Make sure your local strategy informs your global strategy
  - Who are we?
  - What do we do well?
  - What are we called to do?
- How will you invest your resources to make a global impact?
  - Determine who you will partner with
  - Set generosity goals
  - Engage people personally through praying, giving, and going.

## DISCUSSION QUESTIONS

1. How will you personally engage with and invite people to church?
2. Is there an underserved population in your community? What can your church do to help?
3. Who will you partner with to reach beyond your community, into the world?





RE-LAUNCH

# WORSHIP: WEEKEND EXPERIENCE

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SESSION 7

# SESSION 7: WORSHIP: WEEKEND EXPERIENCE

You carry the responsibility of creating an environment where people experience and encounter the presence of God.

3 keys to an Impactful Worship Experience:

## 1. Environment

- Sound
- Lighting
- Kids ministry check-in and safety
- Capacity
- Starting on time
- Excellence
- Signage
- Hospitality

## 2. Experience

- Plan your worship experience intentionally
- Integrate the culture and context of your community in your worship experience
- Consider the flow of your worship experience
- Be intentional with your transitions
- Establish continuity and foster creativity
- Develop your preaching style, calendar, and pipeline

## 3. Encounter

- The level of your prayers in private will determine the power of His presence in public
- Give the Holy Spirit space to move
- Teach Pentecost; don't just expect it
- Have planned times of deeper experiences



## Characteristics of a great church worship leader

1. Faithful– the ability to show up no matter what
2. Flexible– the ability to work within a portable structure
3. Multifaceted– the ability to do more than one thing
4. Maximizer– the ability to get the most out of people on the team

## DISCUSSION QUESTIONS

1. What metrics can you use to evaluate your Sunday worship experience?
2. Create a team to review how you've done worship services. Take a look at environment, experience, and encounter. Are there area that can be improved on?
3. What can you change in your worship experience that would help people encounter Jesus and cause them to want to return to church?



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**Don't miss an update from the Network!**

