



MULTIPLY

New Service/New Site Training Track



Unit 9 – External Readiness

Check Up Time:

1. Should be quickly approaching 40 or more in this training session.
2. If you are new....please go back and review session #4 on Releasing the Gospel.
3. Should have everyone teaming with someone to pray about inviting and sharing your transformational story. Should have all together over 400 people on your prayer list with contact information to mail to!
4. Should have a couple of groups working on community impact connecting with community leaders about local needs.
5. Should have a clear picture of the WHO, the model and resources coming together with lots of prayer surrounding that vision.
6. Should have 7-8 key teams formed with team leaders that will work on launching tasks. Those teams should be developing their own work lists and team leaders should be meeting together to coordinate and plan.
7. Should have each of those teams becoming a small group with social and spiritual connection at least 2x per month.
8. Should have a schedule and plan for 2-4 “preview services” taking place 1-2 months prior to launch.
9. Should have hired your worship leader and designed your worship approach and order and developed a worship design team.



STOP THE VIDEO FOR REFLECTION/DISCUSSION:

How are you doing with the list above? Where do you need to work more diligently? Where do you need help with your coach? How is your team doing in understanding that their primary responsibility is to pray for this effort and for who they will invite?

SESSION 1: Getting Started	SESSION 2: Leading change	SESSION 3: Your Impact Area	SESSION 4: Gospel Transformation	SESSION 5: Aligning For Impact	SESSION 6: Internal Readiness	SESSION 7: Internal Readiness	SESSION 8: Refining Readiness	SESSION 9: External Readiness	SESSION 10: Equipping for growth
Overview, and how to recognize dynamics	Leading thru change strategy; why and how	Who is God really calling you to reach out to?	Leverage your gospel story.	Single focus to achieve the Mission	3 BIG WOWS; welcoming in your context	Teams & Groups: Systems that deliver	Optimal worship experience	Gathering a crowd	Apprentice and hand off
Adaptive Change	Pushback; steady focus	Turning our eyes outward.	Can't give what we don't got	Process ministry changes	Reframing worship for them.	Deepen infrastructure	Widen Infrastructure	Presenting a new image	Multiplication
Network and Invitation	Putting the mission back at the center	Forming community partners	Making my personal prayer list. The first 100.	Prayer partners The next 50 (total 150)	Prayer partners The next 50 (total 200)	Keep praying: The next 50 (total 250)	Prayer Next 50 (total 300) Community partnership	Prayer Next 50 (total 350) Bridge events	Personal Invites & promotion
Strategic planning	Developing trust and multiplication values.	Get clear about WHO Everything flows from WHO?	Praying and developing the art of neighboring.	Sync up model, resources with WHO	Best worship, hospitality kids min for target	Identifying teams and team/small group leaders.	Preaching team, preview services & local impact	Promotions planning and bridge events.	Everyone equips others for ministry
Team building	Form your LEAD team.	First LAUNCH team tasks	Connecting prayer partners	Add the right WHO to launch team	Initial ministry teams forming	Beginning coaching relationships.	Empower leaders to develop disciples	Every team is oriented outward.	Develop new teams
Worship Impact	Preaching on vision and values.	Public prayer for a new mission	Preach on neighboring and evangelism	Keep preaching vision & values	Refine first worship impression	Empower leaders for quality.	Speaking so new people will listen.	Sustainable worship excellence.	Launching this new thing!
Launch Team #'s	5	10	15-20	20-25	25-30	30-35	35-40	40-45	40-50

Key Premise:

If you do the work of gathering a team of 40 and

If you do the work of going deep relationally (small groups and preparing to personally invite friends to worship so each one invites one) and

If you extend your reach through promotional efforts

Then you have potential to gather over 100 people for worship.

Biblical Reflection:

Jesus ministered to crowds and to individuals.

Something powerful happens one on one. Jesus tailors his message to that one.

Something powerful happens in a crowd. Jesus shows his power and winsomeness.

Launching Strategy Overview**Phase 1. (2-4 months before launch)**

- a. Equipping everyone to invite. Each one of your launch team preparing to invite one.
- b. Scheduling your preview services and “open season”
- c. Preparing your mailings
- d. Stepping up your social media buzz
- e. Develop 1-2 bridge events.
- f. Coordinating the launch team leaders

Phase 2. (1-2 months before launch)

- a. Starting your preview sequence (2-4 services over 1-2 months)
- b. Inviting those who are most open by word of mouth
- c. Releasing your mailing sequence to all of your contacts
- d. Stepping up social media to all your contacts
- e. Evaluating and improving launch team efforts

Phase 3. (launch “open season”)

- a. Entering “open season” of 1-2 months
- b. Tracking new visitors with 5-7 touches
- c. Capitalize on launch “open season” with rolling promotions
- d. Delivering come back events to build community
- e. Team leaders meetings to track all systems and impact.

**STOP THE VIDEO FOR REFLECTION/DISCUSSION:**

Take this time to outline your calendar for launching with your entire team. What dates will anchor your 2-4 preview services? What month will you identify as “open season”?

Strategies to “Throw The Net” and Gather for Launching

1. Develop your invite card.
Business card fold over with teaching series and dates and teaching titles for the month long “open season”. This is a tool that can easily fit into a billfold or purse.
2. Leverage social media strategies
Develop a plan and point person to run it. Create your page and network with all the contacts you have developed. <https://prochurchtools.com/ultimate-social-media-strategy/>
3. Schedule 1 or 2 bridge events (especially one during your launch season)
Block party, chili cook off, community auction, golf outing, 4th of July party, poker or lawn toss tournament, egg hunt, anything that is relational.
4. Mass mailing
Response can run around .5 to 1 percent guest response on a 3 card drop.
www.truthadvertising.org is an excellent one stop shop for mailing.
Mail to all of your 400 plus contacts!
5. Door hangers.
If you are a neighborhood church or otherwise have homes nearby, this strategy has been recently tested and DOES work. Create an attractive invitation and hit the streets with your team.



STOP THE VIDEO FOR REFLECTION/DISCUSSION:

How will you divide labor with your existing teams to accomplish these 5 task areas? What dates will be deadlines for their work? When does production/planning for each action area (Invite card, Social media, Bridge events, Mass mailing, Door hangers) need to be complete for release? Who will take responsibility for each area?

Welcoming New People

Seven MINUTE Rule

People decide within the first 7 minutes on the property whether they will return. Importance of outside greeters, etc. Maximize your “first impressions” Remember your mission impact guide will give you reminders of where people are coming from.

GUEST, not Visitor

The difference between a guest and a visitor at your home?

Language and attitude are important. A visitor drops in unannounced but we prepare for guests.

Seven FRIEND Rule

“Newcomers must have 7 plus friends in the church within the first 6 months to become fully assimilated.” Those who make fewer than 2 are likely to drop out.

Begin new groups for newcomers.

Your “hospitality team” will not be adequate to this work....everyone owns welcoming!

Three Long Term Guest Connectors:

1. Connect a GUEST with a potential FRIEND.

Affinities are key! Connectors as part of hospitality strategy

2. Connect a GUEST with an opportunity to SERVE

People often appreciate being needed if the task is appropriate....not overwhelming.

3. Connect a GUEST to a SMALL GROUP

An invitation into a relaxed group where they make friends and engage a discussion about living their faith. That invite is best when it comes after a person attends a couple of times.

4. Connect a GUEST with at least THREE FOLLOW UP TOUCHES

- a. Follow up text message or card within the first week.
- b. Follow up FB invite or email contact with upcoming events
- c. Follow up text message one month after first visit
- d. Repeat this sequence for 3 months!



STOP THE VIDEO FOR REFLECTION/DISCUSSION:

What can you do as a group to be “on your toes” welcoming new people as you launch?

ACTION AREAS GOING FORWARD

1. Review the top 8 “check up” areas to be sure you are ready for the launching sequence.
2. Set your calendar for the launch sequence.
3. Clarify the responsibilities and leadership for your 5 gathering strategies and sequence their work to your launch calendar.
4. Review the welcoming and guest connecting strategies. Have a team discussion about this area and prepare teams and groups to invite new people into their “circle” within the first month of their attending.
5. Confirm a strategy to capture guest contact information and a tracking plan to stay in touch with them using email, FB, text or mail.