



# CHURCH PLANT LAUNCH SEQUENCE

T-MINUS  
**12**  
MONTHS

## FUEL UP

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>VISION</b></li> <li><input type="checkbox"/> Choose a city</li> <li><input type="checkbox"/> Choose a name</li> <li><input type="checkbox"/> Set a Launch date</li> <li><input type="checkbox"/> Write Vision &amp; Mission Statements</li> <li><input type="checkbox"/> Church structure flow chart</li> <li><input type="checkbox"/> Statement of Faith</li> <li><input type="checkbox"/> Select 3-5 Overseers</li> <li><input type="checkbox"/> Financial Board of Overseers</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>ARC</b></li> <li><input type="checkbox"/> Complete ARC Application</li> <li><input type="checkbox"/> Contact Portable Church for initial budget discussion to be prepared for Launch Intensive</li> <li><input type="checkbox"/> Get a sponsoring church</li> <li><input type="checkbox"/> Complete ARC Assessment</li> <li><input type="checkbox"/> Begin ARC Training</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PERSONAL</b></li> <li><input type="checkbox"/> Move &amp; get settled in</li> <li><input type="checkbox"/> Pray &amp; walk city</li> <li><input type="checkbox"/> Select 3+ Intercessors</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>STATE LEGAL &amp; CORPORATE ACTIONS</b></li> <li><input type="checkbox"/> Check name availability</li> <li><input type="checkbox"/> Incorporate in state</li> <li><input type="checkbox"/> Register State Department of Revenue</li> <li><input type="checkbox"/> Apply for sales tax exemption</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>LEARNING &amp; NETWORKING</b></li> <li><input type="checkbox"/> Attend Church Planting Conference</li> <li><input type="checkbox"/> Attend Other Churches: Large &amp; Established, New Church Plants, In &amp; Out of City</li> <li><input type="checkbox"/> Portable Church Plants</li> <li><input type="checkbox"/> Permanent Building Plants</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PROMOTION</b></li> <li><input type="checkbox"/> Finalize name and start branding process</li> <li><input type="checkbox"/> Call ArtSpeak Creative for FREE initial Branding Consultation Call (<a href="http://artspeakcreative.com/church-plants/">artspeakcreative.com/church-plants/</a>)</li> <li><input type="checkbox"/> Establish corporate identity, develop logo, business papers &amp; cards</li> <li><input type="checkbox"/> Take pictures &amp; videos of early stages</li> </ul> |
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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>DEVELOP LAUNCH TEAM</b></li> <li><input type="checkbox"/> Develop Dream Team</li> <li><input type="checkbox"/> Begin inviting people to move to city</li> <li><input type="checkbox"/> Begin weekly Vision Meetings: fellowship, planning, leadership</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>FUNDRAISING</b></li> <li><input type="checkbox"/> Raise Goal (\$ _____)</li> <li><input type="checkbox"/> Send out support letters: 300 letters minimum, vision video</li> <li><input type="checkbox"/> Travel &amp; preach at different churches</li> <li><input type="checkbox"/> Personal investment</li> <li><input type="checkbox"/> Meet with business people: share vision, how vision helps city, ask for support</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>MARKETING</b></li> <li><input type="checkbox"/> Purchase domain name</li> <li><input type="checkbox"/> Write website content: Home, About, New to Us, Ministries, Get Involved, What to Expect, FAQs</li> <li><input type="checkbox"/> Get site designed &amp; developed</li> <li><input type="checkbox"/> Post to blog weekly</li> <li><input type="checkbox"/> Create church Facebook account</li> <li><input type="checkbox"/> Create personal accounts: Facebook, Twitter, Instagram, etc.</li> <li><input type="checkbox"/> Bulk Mail Permit: apply for nonprofit status with USPS</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>FINANCIAL</b></li> <li><input type="checkbox"/> Set up an office &amp; files</li> <li><input type="checkbox"/> Financial software &amp; computer</li> <li><input type="checkbox"/> Hire accountant</li> <li><input type="checkbox"/> Develop ministry resources list</li> <li><input type="checkbox"/> Develop general budget</li> <li><input type="checkbox"/> Income &amp; expenses spreadsheet</li> <li><input type="checkbox"/> Open bank checking account</li> <li><input type="checkbox"/> Print offering envelope</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>CHURCH ADMINISTRATION</b></li> <li><input type="checkbox"/> Get Post Office box</li> <li><input type="checkbox"/> Ministry Development Plan: Strategy for all areas, task list for each area, list items for purchase</li> <li><input type="checkbox"/> Interoffice Communication: Pastor &amp; Launch Team, mailbox &amp; folders</li> </ul> |
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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PORTABLE SET UP SYSTEM</b></li> <li><input type="checkbox"/> Initial Gear Assessment: Schedule on-site or phone consultation with PCI</li> <li><input type="checkbox"/> Order initial signage: for interest meetings, network events, kids signage promotion</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>CHILDREN'S MINISTRY</b></li> <li><input type="checkbox"/> Children's ministry forms: application, accident report, activity consent, medical authorization</li> <li><input type="checkbox"/> Registration system &amp; tags</li> <li><input type="checkbox"/> Purchase children's curriculum</li> <li><input type="checkbox"/> Design brochures for each area</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>LEADERSHIP PROCEDURES</b></li> <li><input type="checkbox"/> Write short term Ministry Agreements for volunteers &amp; Launch Team</li> <li><input type="checkbox"/> Develop interoffice forms: ministry report, expenditure request, reimbursement request, event evaluation</li> <li><input type="checkbox"/> Develop logos for ministry areas</li> <li><input type="checkbox"/> Develop service forms: connection cards, ministry team cards, volunteer interest, honor code</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>FEDERAL LEGAL &amp; CORPORATE ACTIONS</b></li> <li><input type="checkbox"/> Determine Board of Directors</li> <li><input type="checkbox"/> Obtain EIN</li> <li><input type="checkbox"/> Craft Constitution &amp; Bylaws</li> <li><input type="checkbox"/> Develop Organization Board: meeting minutes, appoint Chairperson &amp; Secretary, Directors elect themselves, appointment by Officers, ratify the Articles &amp; Bylaws, pass resolutions on checking account, borrowing money, out of pocket expenses, adopt policies on conflict of interest, reimbursement, salary</li> <li><input type="checkbox"/> Develop corporate records kit</li> <li><input type="checkbox"/> Ordination for Lead Pastor (file with state)</li> <li><input type="checkbox"/> Apply for 501(c)(3)</li> <li><input type="checkbox"/> Adopt chart of accounts</li> <li><input type="checkbox"/> Payroll tax forms</li> </ul> |
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T-MINUS  
**6**  
MONTHS

## ROLLOUT

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>ARC</b></li> <li><input type="checkbox"/> Continue ARC coaching</li> <li><input type="checkbox"/> Create ongoing list of coach questions</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PERSONAL</b></li> <li><input type="checkbox"/> "What will I do today to let people know we are planting a church?"</li> <li><input type="checkbox"/> Continue in prayer &amp; Bible study</li> <li><input type="checkbox"/> Continue to update Intercessors</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>GROWTH TRACK</b></li> <li><input type="checkbox"/> Write lessons for Membership Class</li> <li><input type="checkbox"/> Prepare content: Discipleship &amp; Leadership classes</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>WORSHIP</b></li> <li><input type="checkbox"/> Get CCLI License</li> <li><input type="checkbox"/> Begin developing song list &amp; files</li> <li><input type="checkbox"/> Develop a band</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>INFORMATION MEETINGS</b></li> <li><input type="checkbox"/> Secure venue (café, restaurant, community center)</li> <li><input type="checkbox"/> Develop &amp; send invite card</li> <li><input type="checkbox"/> Develop swag for guests (shirts, hats, etc)</li> <li><input type="checkbox"/> Create connection / commitment card</li> <li><input type="checkbox"/> Prep media presentation &amp; gather all printed material for display</li> <li><input type="checkbox"/> Develop and run Facebook and Instagram paid ads</li> <li><input type="checkbox"/> Hold meetings: share church vision, Dream Team sign-up</li> <li><input type="checkbox"/> Build Launch Team to 35 before Launch (interest meetings, start-up parties, coffees, etc)</li> </ul> |   |
| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>MINISTRY DEVELOPMENT</b></li> <li><input type="checkbox"/> Develop handbooks for ministries: policies &amp; procedures</li> <li><input type="checkbox"/> Develop Team training manuals</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>NETWORKING</b></li> <li><input type="checkbox"/> Meet local pastors</li> <li><input type="checkbox"/> Have neighborhood parties</li> <li><input type="checkbox"/> Meet people for dinner or coffee</li> <li><input type="checkbox"/> Contact other ARC Pastors</li> <li><input type="checkbox"/> Continue inviting people to Dream Team meetings</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PORTABLE SETUP CONSULTATION</b></li> <li><input type="checkbox"/> On-site or phone discovery with PCI</li> <li><input type="checkbox"/> Design</li> <li><input type="checkbox"/> Proposal</li> <li><input type="checkbox"/> Review &amp; revision</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PROMOTION</b></li> <li><input type="checkbox"/> Develop visitor brochure</li> <li><input type="checkbox"/> Prayer &amp; testimony cards</li> <li><input type="checkbox"/> Message request cards</li> <li><input type="checkbox"/> Finalize website &amp; maintain website</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>FIRST MESSAGE SERIES</b></li> <li><input type="checkbox"/> Decide on first series: Get theme &amp; brainstorm ideas</li> <li><input type="checkbox"/> Plan first few months series</li> <li><input type="checkbox"/> Set up podcast (iTunes &amp; YouTube)</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>LOCATION</b></li> <li><input type="checkbox"/> Get building for Sunday services</li> <li><input type="checkbox"/> Obtain liability insurance: corporate, event, property and storage</li> <li><input type="checkbox"/> Call PCI to learn more pros &amp; cons of various facilities: our experts can give great insight to help in these areas.</li> </ul> |

T-MINUS  
**3**  
MONTHS

## ALL SYSTEMS GO

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>ADVERTISING</b></li> <li><input type="checkbox"/> Develop Launch Marketing Plan</li> <li><input type="checkbox"/> Determine Target Audience</li> <li><input type="checkbox"/> Design direct mail piece</li> <li><input type="checkbox"/> Design social media ads</li> <li><input type="checkbox"/> Meet with Post Office about bulk mail</li> <li><input type="checkbox"/> Determine timeframe for mail out</li> <li><input type="checkbox"/> Design swag items (6 weeks out)</li> <li><input type="checkbox"/> Press Release to local news</li> <li><input type="checkbox"/> Newspaper ad</li> <li><input type="checkbox"/> Posters &amp; flyers</li> <li><input type="checkbox"/> Approach teams, restaurants, cafés, etc</li> <li><input type="checkbox"/> Run advertising campaigns</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PERSONAL</b></li> <li><input type="checkbox"/> "What will I do today to let people know we are planting a church?"</li> <li><input type="checkbox"/> Continue in prayer &amp; Bible study</li> <li><input type="checkbox"/> Continue to update Intercessors</li> <li><input type="checkbox"/> Prepare for personal time of fasting</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>CHILDREN'S MINISTRY REGISTRATION</b></li> <li><input type="checkbox"/> Prepare for each area: registration tables, display with connection cards, a letter introducing curriculum, visitor brochures, registration lists, nametag stickers, etc</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>SERVICE PLANNING</b></li> <li><input type="checkbox"/> Hire caterer for after-service meal</li> <li><input type="checkbox"/> Plan fun for kids (inflatable, etc)</li> <li><input type="checkbox"/> Prepare message for Grand Opening</li> </ul> <p><b>SOZO</b> Note from Jason:<br/><i>Preach your best message and speak to people's needs / desires. It's ok to tie in the new church's vision in subtle ways, but don't make that the main focus.</i></p> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>PORTABLE CHURCH SYSTEM</b></li> <li><input type="checkbox"/> <b>PROCURE</b></li> <li><input type="checkbox"/> Purchase all equipment: instruments, sound system, projection screen &amp; computer, audio duplicating machine, trailer &amp; vehicle, platform décor, nursery furniture, tables, chairs, toys, consumables, guest central &amp; signage needs</li> <li><input type="checkbox"/> Order, Track, Document: items &amp; serial #s</li> <li><input type="checkbox"/> Finalize all signage &amp; text</li> <li><input type="checkbox"/> <b>ASSEMBLE</b></li> <li><input type="checkbox"/> System build</li> </ul> <p><i>These tasks handled by PCI Team two months prior to first practice</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tech wiring</li> <li><input type="checkbox"/> Integration</li> <li><input type="checkbox"/> Build/test toys</li> <li><input type="checkbox"/> <b>TEST</b></li> <li><input type="checkbox"/> Tech testing</li> <li><input type="checkbox"/> Programming</li> <li><input type="checkbox"/> Final Ultimate Portability check over</li> <li><input type="checkbox"/> <b>LAUNCH</b></li> <li><input type="checkbox"/> Delivery of system</li> <li><input type="checkbox"/> On-site training by PCI crew</li> <li><input type="checkbox"/> Trouble-shooting &amp; wrap-up</li> <li><input type="checkbox"/> Ongoing support</li> </ul> |
| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>IN HOUSE COMMUNICATION</b></li> <li><input type="checkbox"/> Grand Opening bulletin &amp; info</li> <li><input type="checkbox"/> Invitation to newcomer's reception</li> <li><input type="checkbox"/> Invitation to Membership Class</li> <li><input type="checkbox"/> Visitor brochure &amp; connection card</li> <li><input type="checkbox"/> Prepare giveaways for service</li> <li><input type="checkbox"/> Lanyards for Dream Team</li> <li><input type="checkbox"/> Offering buckets &amp; envelopes</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>FIRST MESSAGE SERIES</b></li> <li><input type="checkbox"/> Bulletin shells</li> <li><input type="checkbox"/> ProPresenter/Powerpoint slides</li> <li><input type="checkbox"/> Video &amp; graphics</li> <li><input type="checkbox"/> Stage design</li> <li><input type="checkbox"/> Pre-Service music &amp; countdown</li> <li><input type="checkbox"/> Lobby music playlist</li> <li><input type="checkbox"/> Start with first series or announce for next week</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>WELCOME AREA KIOSK</b></li> <li><input type="checkbox"/> Prep welcome area with: visitor brochures, connection cards, bulletins, invites to newcomer's reception, membership class invites, facility map, prayer &amp; testimony cards, ministry team cards, message request cards, business cards</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>FINAL PREPARATION</b></li> <li><input type="checkbox"/> Do two practice services</li> <li><input type="checkbox"/> Plan pre-launch party the day before OR have a Sunday night after party to celebrate your Dream Team and the day. Invite out of town friends, pastors, local pastors. Celebrate what God is doing!</li> <li><input type="checkbox"/> Fast &amp; pray the final month</li> </ul>   |   |

