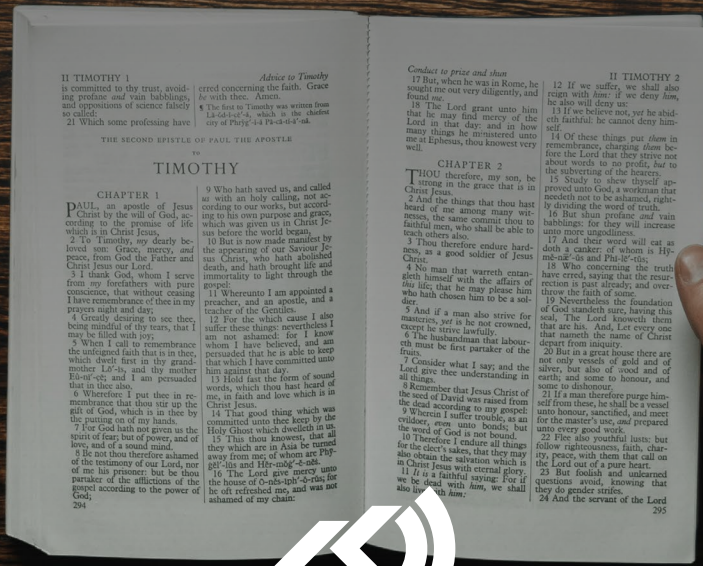
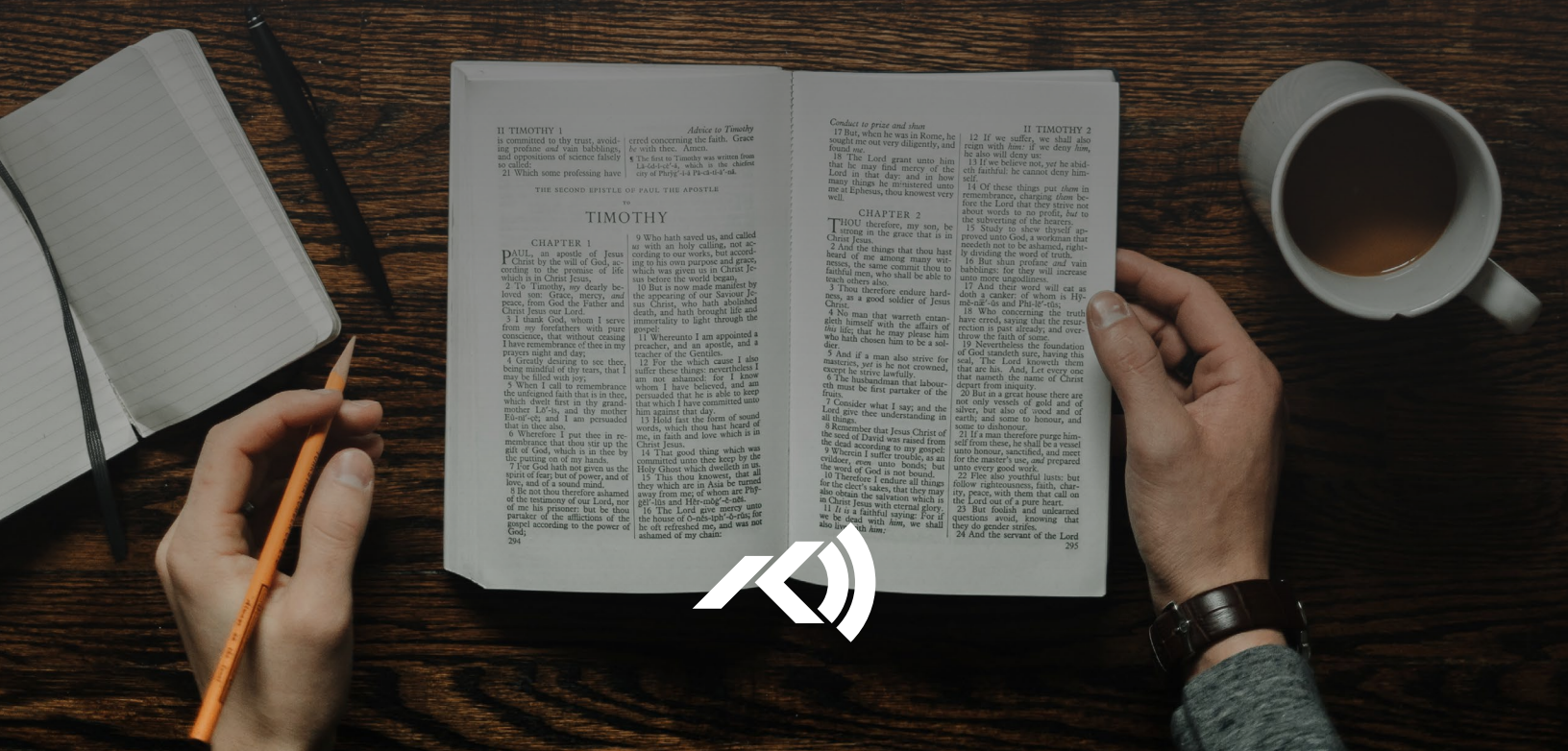




THE CHURCH PLANTER MESSAGING WORKSHEET

ELEVATING YOUR MARKETING, FUNDRAISING, & LEADERSHIP WITH MESSAGING

The best church launch strategy doesn't start with a name and a logo. It starts with a good story. Developing marketing, fundraising, or leadership strategies without that story can be costly, inefficient, and ultimately ineffective. If you start with a good story, everything else will benefit.



11 TIMOTHY 1
Paul is committed to thy trust, avoiding profane and vain babblings, and oppositions of science falsely so called:
21 Which some professing have

THE SECOND EPISTLE OF PAUL THE APOSTLE

TIMOTHY

CHAPTER 1

PAUL, an apostle of Jesus Christ by the will of God, according to the promise of life which is in Christ Jesus,

2 To Timothy, my dearly beloved son. Grace, mercy, and peace, from God the Father and Christ Jesus our Lord.
3 I thank God, whom I serve from my forefathers with pure conscience, that without ceasing I have remembrance of thee in my prayers night and day.

4 Greatly desiring to see thee, being mindful of thy tears, that I may be filled with joy.

5 When I call to remembrance the undefiled faith that is in thee, which dwelt first in thy grandmother Lois, and thy mother Eunice; and I am persuaded that in thee also.

6 Wherefore I put thee in remembrance that thou stir up the gift of God, which is in thee by the putting on of my hands.

7 For God hath not given us the spirit of fear; but of power, and of love, and of a sound mind.
8 He is not that therefore ashamed of the testimony of our Lord, nor of his prisoners: but be thou partaker of the afflictions of the gospel according to the power of God.

Advice to Timothy
11 Correct concerning the faith. Grace be with thee. Amen.
12 The first to Timothy was written from Laodicea, which is the chiefest city of Phrygia. 44 Ph-1-0-4-04.

9 Who hath saved us, and called us with an holy calling, not according to our works, but according to his own purpose and grace, which was given us in Christ Jesus before the world began,
10 But is now made manifest by the appearing of our Saviour Jesus Christ, who hath abolished death, and hath brought life and immortality to light through the gospel:

11 Whereunto I am appointed a preacher, and an apostle, and a teacher of the Gentiles.

12 For the which cause I also suffer these things: nevertheless I am not ashamed; for I know whom I have believed, and am persuaded that he is able to keep that which I have committed unto him against that day.

13 Hold fast the form of sound words, which thou hast heard of me, in faith and love which is in Christ Jesus.

14 That good thing which was committed unto thee keep by the Holy Ghost which dwelleth in us.

15 This thou knowest, that all they which are in Asia be turned away from me; of whom are Phileas and Hieronymus.
16 The Lord give mercy unto thee, that thou mayest find grace in the eyes of them which follow thee. I have oft refreshed me, and was not ashamed of my chain:

Conduct to prison and thank
17 But, when he was in Rome, he sought me out very diligently, and found me.
18 The Lord grant unto him, that he may find mercy of the Lord in that day; and in how many things he ministered unto thee, thou knowest very well.

CHAPTER 2

THOU therefore, my son, be strong in the grace that is in Christ Jesus.

2 And the things that thou hast heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also.

3 Thou therefore endure hardness, as a good soldier of Jesus Christ.

4 No man that warreth entangleth himself with the affairs of this life; that he may please his superior.

5 And if a man also strive for mastery, yet so he be not crowned, except he strive lawfully.

6 The husbandman that laboureth must be first partaker of the fruit.

7 Consider what I say, and the Lord give thee understanding in all things.

8 Remember that Jesus Christ of the seed of David was raised from the dead according to my gospel:

9 Wherein I suffer trouble, as an evildoer, even unto bonds; but the word of God is not bound.

10 Therefore I endure all things for the elect's sakes, that they may also obtain the salvation which is in Christ Jesus with eternal glory.

11 It is a faithful saying: For if we be dead with him, we shall also live with him.

12 If we suffer, we shall also reign with him: if we deny him, he also will deny us:

13 If we believe not, yet he abideth faithful: he cannot deny himself.

14 Of these things put them in remembrance, charging them before the Lord that they strive not about words to no profit, but to the subverting of the hearers.

15 Study to show thyself approved unto God, a workman that needeth not to be ashamed, rightly dividing the word of truth.

16 But shun profane and vain babblings; for they will increase unto more ungodliness.

17 And their word will eat as doth a canker of whom is Hymeneus and Philetus:

18 Who concerning the truth have erred, saying that the resurrection is past already; and overthrow the faith of some.

19 Nevertheless the foundation of God standeth sure, having this seal: The Lord knoweth them that are his. And, Let every one that nameth the name of Christ depart from iniquity.

20 But in a great house there are not only vessels of gold and of silver, but also of wood and of earth; and some to honour, and some to dishonour.

21 If a man therefore purge himself from these, he shall be a vessel unto honour, sanctified, and meet for the master's use, and prepared unto every good work.

22 Flee also youthful lusts: but follow righteousness, faith, charity, peace, with them that call on the Lord out of a pure heart.

23 But foolish and unlearned questions avoid; knowing that they do gender strifes.

24 And the servant of the Lord

YOUR STORY IS AS **EASY AS 1,2,3**

Below are three brainstorming sections that focus on the primary aspects of building your church's story: who you are, who you're trying to reach, and the contextualized message you want to share with them.

1

WHO ARE **YOU**?

In the space below, write down everything you can think of about your church; mission, vision, values, scriptures, key phrases, etc. What is the ideal future that you envision for the world, and what are the building blocks for getting there?

2

WHO ARE YOU TRYING TO REACH?

In the space below, write down everything you can think of about who you are called and equipped to reach. What are their demographics, psychographics, and cultural norms? What are their hopes and fears? What do they want in life, and what do they want to avoid?

3

WHAT IS YOUR MESSAGE FOR THEM?

Your message should be the place where you and your audience converge. In the space below, write down as many phrases that overlap **one of your values or key phrases** with **one of their hopes or fears**. How could your church add value to their lives? What makes your news “**good news**” for **them**?

If you were able to generate a few phrases in section three that overlap your church's vision with some of your audience's main hopes or fears — congratulations! You just found some easy ways to invite people to your church. And you identified all of the foundational elements of your church's story: who you are, who your audience is, and the message that brings the two of you together.

These elements will give designers a foundation to design logos, colors, fonts, and textures that will help you communicate your authentic and creative story in all of your marketing.

If you want to dive even deeper into our strategic messaging process, you can check out [this article](#).

FUNDRAISING WITH **YOUR STORY**

Fundraising is absolutely essential for most church plants. Beyond the blood, sweat, and tears, launching a church requires funding. In a [2007 study](#), Stephen Gray, Co-Founder of Church Planting Dynamics, found that 63% of the fastest-growing church planters raised additional funding for their church plant outside of their immediate church network.

But donors are more than ATMs. They're people. And people are moved by stories.

YOUR STORY FOR DONORS

Use the section below to synthesize the three elements of your church's story into an invitational ask for your donors.

WHO WE ARE:

WHO WE ARE TRYING TO REACH:

OUR MESSAGE FOR THEM:

WHY YOU SHOULD PARTNER WITH US TO REACH THEM:

"Remember, fundraising is ministry. You're a vessel being used by God to loosen His people's grip on their false idol of security in their finances and begin to cling to Him and use what He's given them to build the Kingdom."

— [Tim Parlier](#)

Invite your donors to be a part of the story that your church has for the people you're called to reach. They'll be honored.

Related Resource: [How to Create a Fundraising Brochure That Moves People to Give.](#)

HOW YOUR STORY MAKES YOU A BETTER LEADER

In the early stages of church planting, there's a temptation as a leader to oversell your vision. Because at the end of the day, you need bodies! It's the people that meet needs, lead worship, pray for neighbors, fix roofs, and make the whole thing work.

As a leader, it's your responsibility to find and foster the people on your launch team. But you don't need flashy marketing or big, hairy, audacious goals to convince people to join your mission. You don't win people with quarterly tithing projections. You win them with a story.

YOUR STORY ON LAUNCH DAY

Imagine you're standing in front of your launch team an hour before the doors open for your very first public service. What will you say to them about who you are as a church, the people you want to reach, and how you want to reach them?

WHO WE ARE AS A CHURCH:

WHO WE ARE PRAYING TO MEET TODAY:

OUR MESSAGE FOR THEM:

OUR INVITATION TO BECOME PART OF OUR STORY:

"What you win them with is what you win them to."

— [Jared Wilson](#)

As you recruit your launch team, your church's story will help draw people to the mission, and it will continue to build them up for years to come. A compelling story will (re)calibrate them to your church's mission and continuously remind them of those you're called to reach.

WE'RE HERE TO HELP YOU REACH PEOPLE + CHANGE LIVES

ArtSpeak Creative was born from church planting. And it's our mission to help church planters and Christian leaders like you reach more people so that we can be a part of telling 1,000,000 stories of life change.

If you're looking for a team of church creatives to partner with in launching your church, we'd be honored to help.

Learn more at artspeakcreative.com/church-plants

