

Church Planter Proposal Workbook



“Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it? For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, saying, ‘This fellow began to build and was not able to finish..’”

Luke 14.28-30

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Resource

One of the most crucial things a planter can do is developing his first master plan for the new work he is about to engage in. This master plan will at least cover his strategy steps up until public launch or the first corporate worship service, and may include the next 2 to 3 years until the next church is started.

A proposal is developed out of the master plan as a vision casting piece for those the planter is recruiting as his support team. A thorough proposal includes explaining the need for a new church in your areas of ministry, the vision statement, the purpose statement, core values, a skeletal outreach and discipleship strategy description, budget, worksheet for launch day and neighborhood ministries and timeline outline for initial phase of plant through public launch.

Many times the planter will have various different forms of this proposal ranging from the full multi-page document that is given to serious prospective investors and intercessors to a simple tri-fold brochure that only depicts the crucial highlights and can be handed out in casual encounters with interested people.

This workbook seeks to serve as an aid for the planter in crafting a thorough church planting proposal. ***The workbook assumes the planter has just been through a good training experience and seeks to help the planter refine the work he would have started during the training.***

Please take time to consider each worksheet carefully and prayerfully. Ignoring any aspect could result in missing church plant elements on down the road that could cause serious problems in the health of the church and in the very least hinder its growth and community impact. You are encouraged to work with a church planting coach; an invaluable guide while formulating your proposal.

May the Lord bless you richly as you seek to glorify Him while engaging in His Kingdom work.

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Supplemental Resources and sample proposals can be found at

www.sbtexas.com/churchplanting/resources

Prayer Strategy

Your proposal need not list those who will be part of your intercessory team, but it does need to indicate that thought has been put into an enlisting and communication strategy with an intercessory prayer team.

Your Personal Action Plans

Develop a constant prayer time with your spouse and family

Enlist an intercessory prayer team of at least 20 people not related to the new work.
(follow the guidelines you learned from BTJ)

Develop a communication strategy

Develop a covenant

Questions your proposal should answer

- How will you enlist your prayer team?
- How will you communicate with them (*phone, letter, email, twitter, facebook, etc*)?
- How often will you communicate with them?
Describe your core group's prayer strategy?
 - How will prayer be taught?
 - Will there be prayer emphases? Special events? A certain day a week?
 - How will prayer needs be communicated?

Know Your Community

“Who are you trying to reach?”

One of the first steps in planting a new church is to learn all you can about the people and community where you are planting your church. Ongoing research about your community should always be a priority of every church and minister .

You want to meet the needs of the people in your community, therefore you must understand what the needs are.

Personal Action Steps

- Obtain a demographic study of your area
- Do your own ethnographic research
The SBTC Missions Team can help you with either of these.
- What other evangelical churches are in the area?

Questions Your Proposal Should Answer

- a. Describe the people group
 - i. Who are they (nationality, race, education, age, economic status)?
 - ii. Where do they live?
 - iii. What is their occupation?
 - iv. What are their hobbies, interests? What music do they listen to?
 - v. What is their religious background? Practicing or cultural identity?
 - vi. What is the population of the target group in your church plant area?

- vii. What language do they speak? Are there any regional differences in their language?
 - viii. What language do their kids speak?
 - ix. How are decisions made?
 - x. Oral or literate?
 - xi. What is the economic level of the target group?
- b. Describe the geographic area
 - a. urban or rural
 - b. what kind of community? Mobile homes, apartments, houses?
 - c. Are there any barriers for people to get to church location?

What Kind of Church does God need to reach this community?

This is one of the most difficult questions to answer. The kind of church one should plant will depend on many factors: the community one is targeting, the characteristics of the people to be reached, ethnicity, socioeconomic level, cultural and generational characteristics, whether the area is urban, suburban, inner city, small town, or rural, the makeup of the planter, and, certainly not least of all, the vision God has given the planter and the sponsor church. On the other hand, the least important criteria are what the planter and sponsor church like, what they have done in the past, and what worked in a totally different setting. Ultimately, the question is: Where does the vision God has given for planting intersect with the community to be reached? That is, what will it take to reach this particular group of people at this time and in this place?

Personal Action Steps

- Pray asking God to give you total clarity of His vision and submit yourself to His response.
- Read up on different models that are doing well in North America and around the world
- Develop a concise, clear vision statement for the new work.
- Develop a proposed budget for year one of the new work.

Questions your proposal should answer

- What is the vision statement for the new work?
- What is the base strategy for the new church? Will it be an organic strategy based on house churches or more of a conventional strategy aimed at having a central worship place and vocational staff?
- Will the staff eventually be full time, bi-vocational, or nonfunded?
- Will the new work be a ministry of another church or is its goal to be autonomous?
- What will be the primary language for the church?
- What are the core values for the church plant?
 - a. What makes this church different from the others in the community?
 - b. What are the irreducible minimums?
- Who makes the major strategy decisions for the congregation?
 - a. How will church be organized?
 - b. Who will hold the leadership group accountable?
- How will the new work be funded?

Getting the Work Started

Its important to measure the total cost before starting anything so that once started, the project can be finished well. Your family, your prayer team, your prospects, and your sponsors will want to know that you have thought through the first steps toward launch of the new work.

Personal Action Steps

Develop a Timeline for the 1st eighteen months of the new work.

Enlist your church planting team; begin praying together

Enlist an accountability partner

Enlist a coach (*SBTC may be able to help you with this*)

Enlist a primary church sponsor

Enlist all the sponsor support you can find

Questions Your Proposal Should Answer

What is the strategy for starting the work?

- a. When will you move to the community?
- b. Who is the church planting team?
- c. How will the core group be developed?
- d. i. What curriculum will be used? Is this indigenous and reproducible?
- e. ii. What are the plans for outreach, ministry, and fellowship?
- f. iii Where will you meet?
- f. When and How will you begin to advertise church to the general public?
(flyers, door to door, website, facebook, etc)
- g. Will you have a launch team that is different from your core group?
- h. What will constitute as a "launch"?
- i. If working on a conventional model, what date have you set for the official public launch of the worship service?
 - i. Where will the church plant meet upon public launch?
 - ii. What needs to be in place before we launch? (people, administrative issues, facilities, etc)

People Strategy

The primary task of every follower of Christ the principle focus for every church should be disciple making. Making disciples includes outreach, ministry, missions, evangelism, discipleship and leadership development.

Personal Action Plans

Research various outreach methods and strategies

Discover or create contextualized evangelistic resources and strategies

Investigate and/or create a contextualized disciple-making strategy that is simple and reproducible

Questions Your Proposal Should Answer

What is the strategy for evangelism?

- a. How will you connect with the community?
- b. How will massive sowing of the Gospel be done?
- c. How will precision harvesting take place?
- d. What is the follow-up strategy?
- e. How will evangelism be taught or caught among new Christians?

People Strategy Continued. . .

What is the discipleship strategy?

- a. When will this happen?
- b. How will new believers be assimilated into the congregation?
- c. How will leaders be developed?
- d. How will leaders be deployed and multiplied?
- e. What (if any) curriculum will be needed?

What is the small group strategy?

- a. When will small groups meet? Where?
- b. What kind of small groups will the new plant have?
- c. How will the small group leaders be trained?
- d. What (if any) curriculum will the small groups use?

How will the new church worship?

- a. What is the music style?
- b. Where will the musicians come from?
- c. What equipment /technology is needed for worship? Where will this come from?
- d. How will the church teach its members to worship? Personally? Family? Corporately?

Missions and Multiplication

Personal Action Plans

- Stay informed on SBC Missions activities
- Attend SENT Conference each year in April
- Find reading material on unreached/unengaged people strategies
- Discover what other churches are doing to educate, mobilize and empower their peoples in missions

Questions Your Proposal Should Answer

What is the Acts 1.8 missions' strategy?

- a. How will the church engage its community?
- b. How will the church engage its area? State? Nation?
- c. How will the church mobilize its members globally as missionaries to the nations?
 - i. What training is needed?
 - ii. Who will do the training? When?

When will the church plant multiply itself? (*ideal is within the first 24 to 36 months*)

- a. How will the location be determined?
- b. How will the church planter be enlisted/trained?
- c. How will the new plant be supported?
- d. What is the strategy for helping the church plant have an Acts 1.8 focus?

Church Structure

Personal Action Plans

- Read material on church administration
- Consult with a church administration expert or your sponsoring church's business administrator

Questions Your Proposal Should Answer

How will the new congregation be taught stewardship?

- a. How will the finances (tithes, offerings) be handled?
- b. What is the budget for the new church plant?
 - i. Who decides the budget?
 - ii. How much will the plant give to cooperative program/association missions/missions offerings?
 - iii. Who decides staff salaries/benefits?

Who makes the major strategy decisions for the congregation?

- a. How will church be organized? Elders? Deacons? Church council?
- b. Who will hold the leadership group accountable?

Kingdom Relationships

Cooperation with others is one of the greatest assets a church planter can have. You and your new church can do more in cooperation with others than you will ever be able to do by yourself for God's Kingdom.

Personal Action Plans

- Connect with local Baptist pastor's network
- Connect with association and/or state minister's networks and conferences
- Connect with local Chamber of Commerce
- Engage your Church Planting Coach or enlist a ministerial coach

Questions Your Proposal Should Answer

Who does the church planter answer to?

- a. Who is the primary sponsoring church?
 - i. What accountability is there with the primary sponsor?
 - ii. Is there a covenant agreement between the new plant and sponsoring church(es)?

How will the congregation identify with the state convention/missional partners?

- a. How will they be taught about Southern Baptists missions?
- b. What participation will the church plant have with association mission efforts/state convention mission efforts?
- c. What relationship will the church have with other missional partners?

Final Notes

As mentioned in the introduction, a thorough proposal will probably provide answers to most, if not all, of these questions for prominent funding partners and church sponsors. You will want to develop a concise proposal, maybe in the form of a nice looking pamphlet, for giving to prospective members and enlisting prayer team members. Samples of both of these may be found at www.sbtexas.com/churchplanting/resources