

Church Planter Checklist

We hope that this resource tool will be helpful to you as you plan the launch of your church, campus, site, venue or ministry. This is not an exhaustive list, but the desire to help you think through many of the items that often get overlooked.

Pre-6 Months

- Make friends in the community!!!
- Approval process with Multiply Chicago - IDCAG
- Dial in your pitch (write out and practice the conversation you will have with potential partners)
 - WHY/HOW/WHAT
- Parent Church + MOU (Memorandum of Understanding)
- CMN application
- Paperwork with Multiply Chicago - IDCAG – incorporation, etc.
- Launch training, coach connection
- Mobilize prayer team and partner network map - organizations, churches and individuals (who do you know)
- Brand identity - Who are you (the church)?
- Establish 3 budgets (utilize launch budgeting tool)
 - Personal launch budget
 - What does your family need leading to launch?
 - Salary/housing/insurance?
 - What are the income sources?
 - Launch budget (What is needed to launch church)
 - 2-year operating budget (monthly operating budget post-launch)
- Start a list of every person you meet in the community
 - Invite launch team to contribute to the list
 - Pray for the list regularly and at team meetings

6 Months

- 2 interest events
- Create daily launch team building rhythm (how many contacts, coffees, etc.)
- Start daily action for building launch team
- Web + social media
 - Basic web launch date
 - Contact
 - Pastor pic and bio
 - Location & directions
 - Service times
 - What to expect
 - Childcare availability
 - Clear giving options stated
- Start building digital social network
- Map out social media strategy - posting schedule
 - Leverage social networks
 - Borrow team social influence
- Have a plan for updates!



5 Months

- 2 interest events
- Location selection
 - Would you or your friends attend there?
 - Easy to find
 - Looks good
 - Good perception in community
 - People live and work near by
 - Are there other/better options (get input from coach)
 - Think through room location
 - Proximity
 - Movement for families
 - Safe and Secure
- Secure the location
 - Speak to decision maker
 - Include dates and time in request
 - Suggest a rental rate that works for you
- Launch Team Leaders
 - Greeters/Ushers
 - Kids
 - Music
 - Tech
 - Set-up/Teardown

4 Months

- 2 Launch team meetings
 - Meetings, not house church (don't set false expectations)
 - Welcome/mingle/discussion/implementation/prayer
 - Empower/let them create/whiteboard
- Start implementing mass marketing strategy
 - Develop mailer plan & design
 - Outreach events
 - Invest in community events - partner do not create
 - Explore digital dd opportunities
- Plan potential service plan and structure
- Continue building teams
 - Parking
 - Greeter
 - Hospitality
 - Kids
 - Ushers
 - Tech/Production
 - Music



- Develop “Next Steps” or intro to your church plan
 - Step 1 - this is who we are (membership)
 - Step 2 - how people grow here (discipleship/small groups)
 - Step 3 - who are you? (spiritual gifts)
 - Step 4 - serving as a lifestyle (plugged into teams)

3 Months

- 2 Launch team meetings
- Develop assimilation strategy - (you have 3 months to help a guest connect)
 - Gather in on connection card
 - Send letters to guests
 - Save addresses and emails for quarterly touch
- Work with team leaders to develop team strategies
 - Closely work with music and kids as these both have significant impact on guest experience
- Work with setup/teardown leader to develop a simple process
 - The schedule
 - Build in margin
 - The systems
 - Organized
 - Sequential
 - Flexible
 - The standards
 - Training plan
 - Detailed pictures (carts/rooms before your setup/rooms after your setup)
- Tech equipment
- Kids check-in equipment
- Build small groups plan
- Signage
 - Internal directional signs
 - External at location
 - A-boards for the community (make this easy with a map and pictures)

2 Months

- Weekly launch team meetings
 - Next steps training with launch team - 1 Step per week
- Team specific training
- Mobilize initial groups leaders
- Mailer #1
- Finalize tech gear, kids supplies, hospitality supplies etc.

Launch Month

- Weekly launch team meetings
- Mailer #2
- Setup-teardown/service run-through
- LAUNCH

