



**A process and  
conversation guide  
for sending pastors,  
church planters, and  
teams**

# **LAUNCH DAY CHECKLIST**



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## CRITICAL POINTS

- The potential of your church on launch day will be measured by the number of unchurched/unconverted people in the room.
- Remember why God called you to your city in the first place and build your definition of launch day success around the fulfillment of that unique, God-given vision.
- Your launch day service should be viewed as a means to build **post-launch momentum**. Don't emphasize the launch day to the *neglect* of your post-launch discipleship plan.

## MARKETING

- How will you market your launch day event?
- How can you create buzz on social media?
- Using social media, how can you *resonate/connect* best with your city context?

## SPIRITUAL PREPARATION

- How can you cover the launch day process in prayer?
- How does your team plan to *pray/fast* over launch day?
- What would a prayer-driven or prayer-saturated launch event look like?
- You must believe that even in a rented space, God will step in and stir the room.
- What is your team's altar-working plan? How will they pray with others after the sermon is preached? How can your team best facilitate a time of prayer after the service is over?

## TEAM PREPARATION

- Is your team ready and are they pursuing the same vision?
- Have you identified what an effective launch day looks like for you?
- Does everyone know their launch day role?
- Do **key/core** leaders have clear job descriptions for their post-launch roles?

- You cannot hold a leader accountable to a task if it has not been clearly communicated to them.

## **MOMENTUM-BUILDING**

- How can you create a momentum-building narrative leading up to launch?
- How can you communicate the momentum-building narrative of your church at launch?
- What can you do to create new momentum at launch?

## **FACILITY READINESS**

- To avoid any last minute (day of) decisions, have you created a set-up and tear-down checklist?
- What time will the team arrive on launch day?
- Who is picking up donuts?

## **LAUNCH DAY TARGETS IDENTIFIED**

- Guest cards completed.
- Focus on unchurched attendees.
- Small group sign-ups.
- Discipleship Pipeline/Growth track sign-ups.
- A spiritual witness.
- What narrative do you want to communicate on launch day?
- How can you place a church marketing piece in the hands of all attendees?

## **POST-LAUNCH DISCIPLESHIP PLAN IN PLACE**

- How can you take time at launch to communicate your pathway of discipleship?
- How can you advertise a post-launch sermon or study series?
- Consider what the needs are of an average unchurched attendee.

## **PEOPLE CONNECTION**

- Each team member should walk away with 2-3 new contacts/names.

- Guest cards are important because they allow you to follow-up after the event is over.
- What is your follow-up plan post launch? How will your team members personally reach out to launch attendees and invite them into life in the church?
- How can you facilitate a post-launch party or hang-out?

## **CELEBRATION**

- How can you celebrate your launch with your team?
- How can you honor the involvement of your team members?
- How can you, as the pastor, show gratitude for those involved?

## **LEAD PASTOR**

- Take time in prayer and identify some personal goals/targets.
- Expect personal spiritual opposition.
- Don't make launch day about *us* (the team/church). Make launch day about *them* (the city/unchurched).
- Write down your launch day goals and communicate them to your team several different times leading up to launch. Also review them on the morning of (or day of) launch day. Keep these goals fresh in everyone's minds.
- If you were to imagine yourself sitting at your desk 1-month post-launch, what regrets may you have about your launch event? How can you work *now* to avoid those regrets *later*?
- How can you prepare yourself for weekly life as a pastor?
- At the end of the day, you must give your best effort and leave everything else up to God.