

POTENTIAL OUTLINE OF A STRATEGIC LAUNCH PLAN

Section 1 - Our Story

City Demographics & Fast Facts

- Where is the city located?
- Population statistics and trends.
- Job Market, universities, tourist sites, etc.
- Breakdown of dominant cultures, religious trends, etc.
- Resource Site: <https://www.city-data.com/>

Our Journey into Church Planting

- Past ministry experience.
- Development of calling.
- Draw/attraction to the city.

Our Vision

- What is your church vision? (short/long term).
- What do you hope to accomplish in the city?
- How do you hope to serve the city?

Church Name & Branding Samples

- Why did you choose your church name? What is its meaning?
- Church logo and branding samples.

Church Values, Beliefs, & Mission Statement

- What are the core values of your church?
- What distinguishes you or makes you different than other churches that may be in the area?
- What are your core doctrinal beliefs? Are there any you want to highlight?

Section 2 - Launch Timeline

What is Your Projected Timeline to Launch?

Pre-Launch Goals

- Objectives (*What are your focus areas?*)
- Strategies (*What methods will be utilized?*)
- Budget/Fundraising goals (*How much will it cost?*)
- Action plan (*Define a series of actionable steps*)

Launch Day Goals

- Objectives (*What are your focus areas?*)
- Strategies (*What methods will be utilized?*)
- Budget/Fundraising goals (*How much will it cost?*)
- Action plan (*Define a series of actionable steps*)

Post-Launch Goals

- Objectives (*What are your focus areas?*)
- Strategies (*What methods will be utilized?*)
- Budget/Fundraising goals (*How much will it cost?*)
- Action plan (*Define a series of actionable steps*)

Other Key Items to Consider

- How do you intend to market/promote your church at each phase? (website, social media, advertising, etc.)
- How can people help you in the process? (Pray, Give, Go, etc)
- What qualities are needed in potential launch team members? How can people participate in your launch?

Section 3 - Contact Us

In this section, highlight how people can contact members of your team and get in touch with the pastor. You should also consider sharing how people can follow your church online (social media) or give to the mission (website, etc).

Within your strategic launch plan, you should consider incorporating photos of your city (key sites, landmarks, skyline, etc) and faces of people (team members, community life, neighborhoods, parks, etc). Avoid designing your launch plan using text only. Photos of regular people in your city will resonate more than paragraphs of text.

Though you want to create a strategic launch plan that appeals to your church friends and ministry network that clarifies budgets, timelines, and strategies you should ultimately work to create a marketing piece that appeals to and connects with unchurched people living in your target city.

- Because of this, don't feel the pressure to be overly "churchy" or use a lot of language/wording that only appeals to people who already attend a church.

As you build your strategic launch plan, think in terms of an unchurched person reading it. Also, have a few copies printed in booklet form to circulate among potential launch team members, community leaders, city contacts, and your larger network of ministry support.

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If you have not already created a Strategic Launch Plan, take a few days and work on it together as a team. Get input from spiritual advisors and veteran church planters.

If you have already created a Strategic Launch Plan, consider how yours can be improved and/or revised based on what you have learned in this section.