



VICTORY CHAPEL

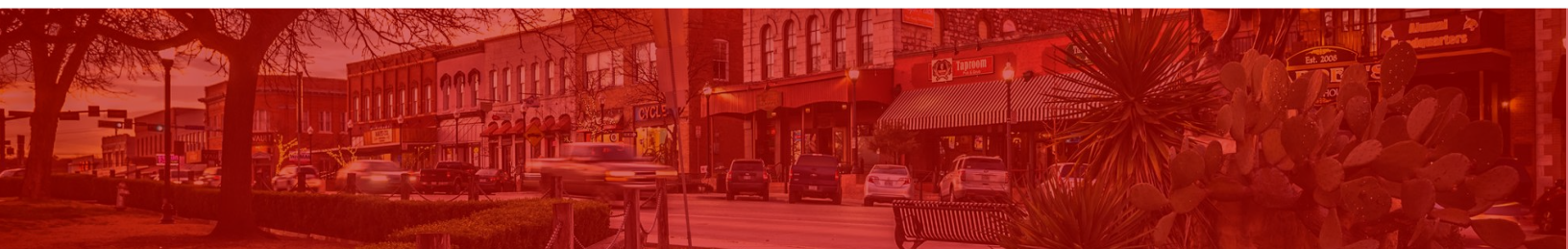
SAN MARCOS, TX STRATEGIC LAUNCH PLAN



INTRODUCTION

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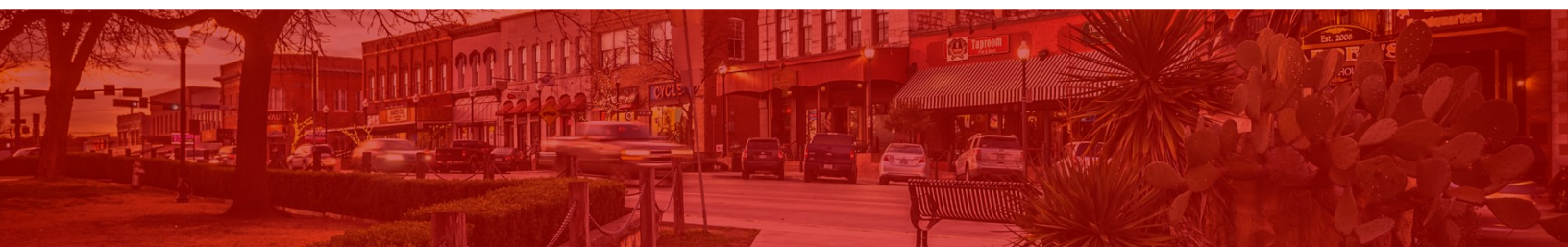


SAN MARCOS. TX

Located in the middle of the I-35 corridor between Austin (to the north) and San Antonio (to the south), the city of San Marcos is known for its rapid growth, diversity, and student life. The region around I-35 is known as Hill Country and is home to some of the nicest land in the state of Texas with a growing populace of citizens seeking rural retreats.

With a current population of 61,980, the city is estimated to grow to 72,972 by 2022.

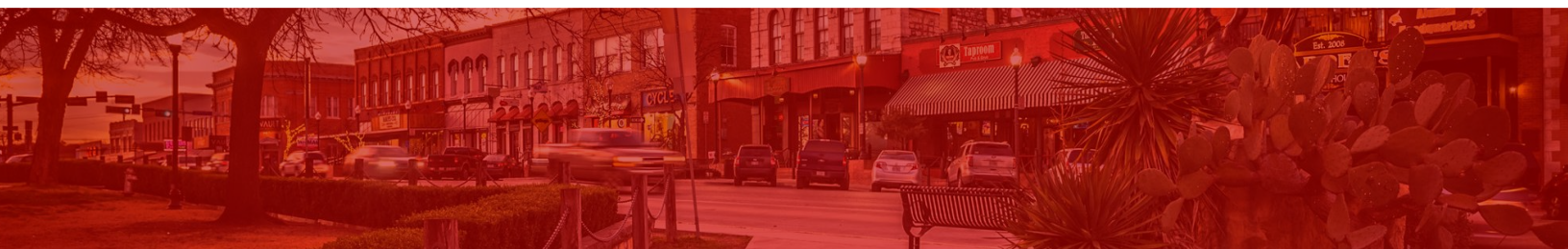
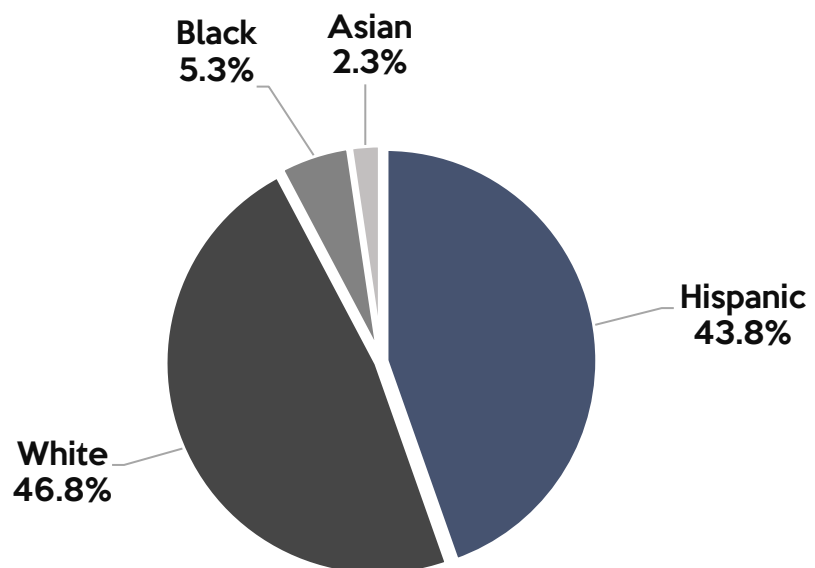
The median age of city residents is 24 and the average household size is two. 64% of residents have never been married and the median household income is \$33,117. The region's largest employers are Texas State University, Amazon, outlet stores, and hotels/restaurants.



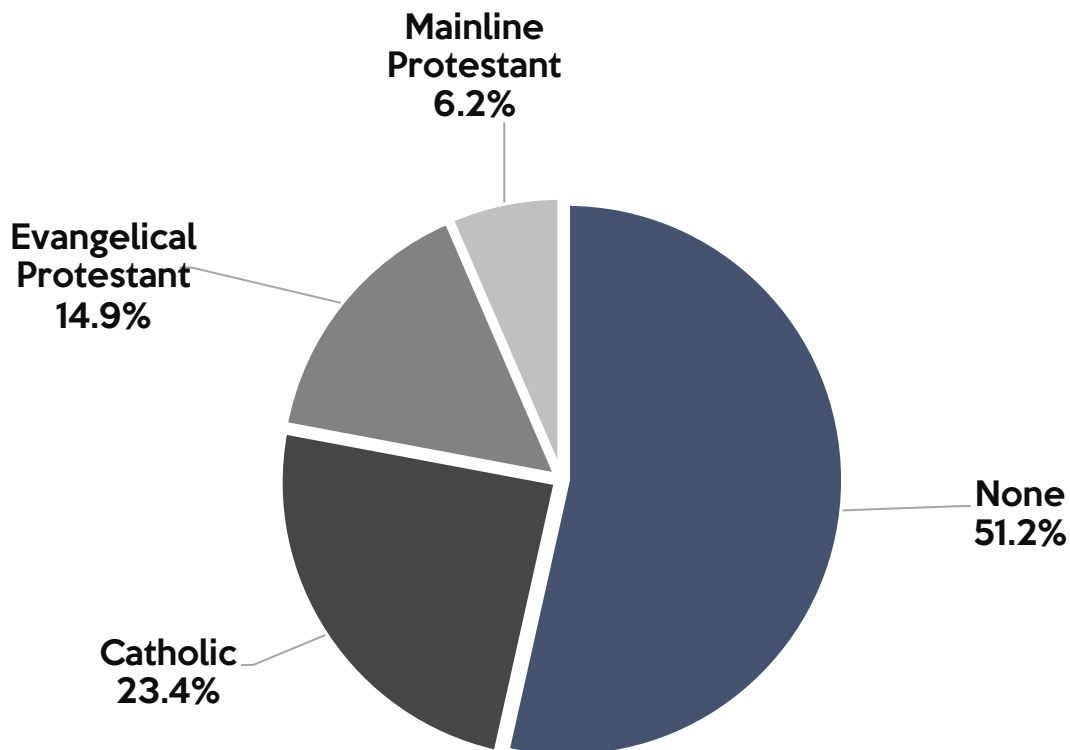
FAST FACTS

- The San Marcos population has grown by nearly 24% since 2012. From 2012-2014, no city in the U.S. grew faster than San Marcos. During these years, the United States Census Bureau named it the fastest-growing city in the U.S.
- Hays County is the fastest growing large county (population above 50,000) in the nation for the 2nd consecutive year.
- In 2010, San Marcos was listed in *Business Week's* annual survey of the "Best Places to Raise Your Kids."
- In December 2013, it was named #9 on *Business Insider's* list of the "10 Most Exciting Small Cities in America."
- In June 2006, *The View* named the San Marcos Outlet Malls as the 3rd best place to shop in the world. About six million visit them annually.
- Rated #1 on the list of "Top 100 cities with highest percentage of college students." The number of college students living in the city of San Marcos is substantially higher than the state average.

RACIAL BREAKDOWN



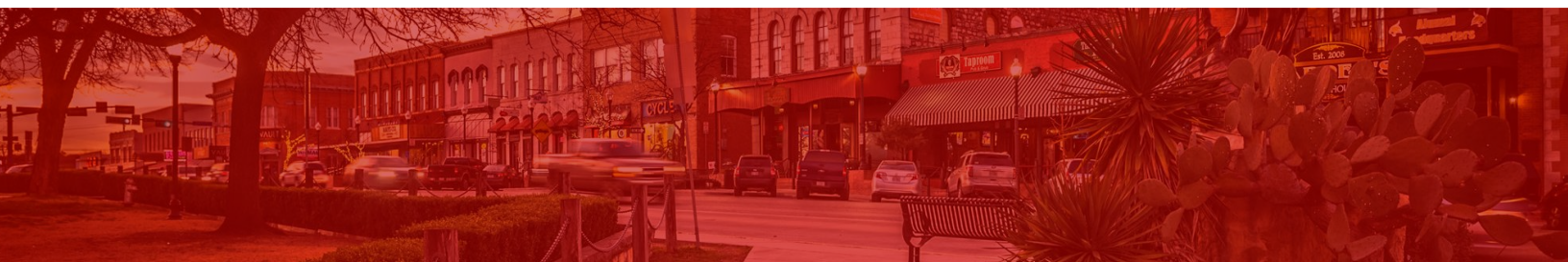
THE STATE OF RELIGION



In San Marcos, the unchurched population (51.2%) exceeds that of all religious groups combined (44.5%). Over the last 10 years, the nonreligious/unchurched population has increased substantially more than all religious groups combined.

The largest increase among religious groups is seen among the number of Catholic churches. The smallest increase among religious groups is seen among protestant churches.

Half of all the people who live in San Marcos and the larger Hays County do not attend a church or classify themselves as religious. For every two people that live in the area, one does not have a relationship with Jesus Christ (or may not even believe in God). If the total population of San Marcos is 62,000, then we can gather that over 30,000 people over a land area of under 20 square miles do not believe in the Christian faith.



OUR STORY

Paul grew up as one of five children in a Home Missions family that pastored in south Louisiana and in Wyoming. His father met his mother while they attended Texas Bible College and served as a licensed minister with the UPCI until his death.

Alli grew up in Dallas, TX and her parents discovered the apostolic faith while she was a child. Her father, who served in the US Navy, was taught a Bible study via skype while stationed in Japan.

Paul & Alli met in the winter of 2015 and were married in Longview, TX on June 16, 2017.

OUR EXPERIENCE

Paul Records holds a B.A. in History & Political Science from the University of Louisiana at Lafayette. He holds a General Ministerial License with the UPCI and has served as an AImer in the South Pacific. Currently, he is classified as an Associated Minister with Global Missions.

Paul has written a novel and dozens of apostolic courses and lessons, the most recent being *The Dynamics of Team* and *How to Teach a Home Bible Study: A Handbook for Beginners*. He is also a staff writer for Campus Ministry International (campusnow.org) and has written over seven sets of evangelistic curricula currently taught on nearly 250 college campuses throughout the U.S.

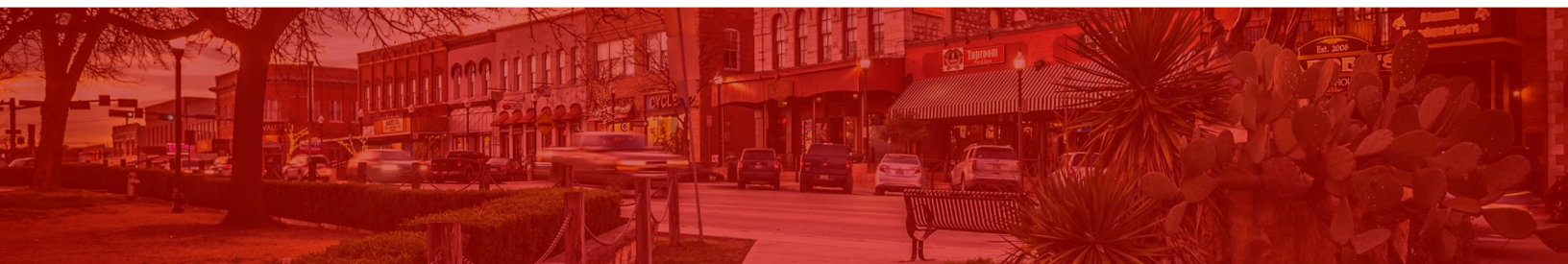
While serving as an AImer, Paul traveled by boat to multiple islands in the Solomon Islands teaching apostolic doctrine, distributing ministry resources, and training national church leaders. He has since ministered and trained leaders in four different South Pacific countries including Papua New Guinea, Vanuatu, and Australia.

2004-2006

- Student Pastor, Sugartown Pentecostal Church, DeRidder, LA, pastored by Paul's father, the late Rev. Paul Reed Records.

2009-2011

- Student Pastor & Teacher, The Pentecostals of Lafayette, Lafayette, LA, pastored by Derald Weber.



2012-2013

- Associate Pastor, Full Gospel United Pentecostal Church, Baton Rouge, LA, pastored by Ryan Allmon.

MAY 2014—JUNE 2014

- AlMer and Bible College Instructor, the Solomon Islands.

NOV 2015—APRIL 2018

- Administrative Pastor & Student Pastor, the Church of Pentecost, Ball, LA, pastored by Lonnie Weidner.

Alli Records holds a B.A. in Social work from the University of Texas at Arlington and is a Certified Social Worker in the state of Louisiana. She has worked as a C.N.A. and is employed by Compass Health at an addiction recovery facility in Pineville, LA.

- For over two years, Alli served as a youth committee member at Calvary Pentecostal Church in Euless, TX under Rev. Carl McLaughlin and led ministry events for girls. She also served as President of her college campus ministry and participated in an AYC trip to the Netherlands.

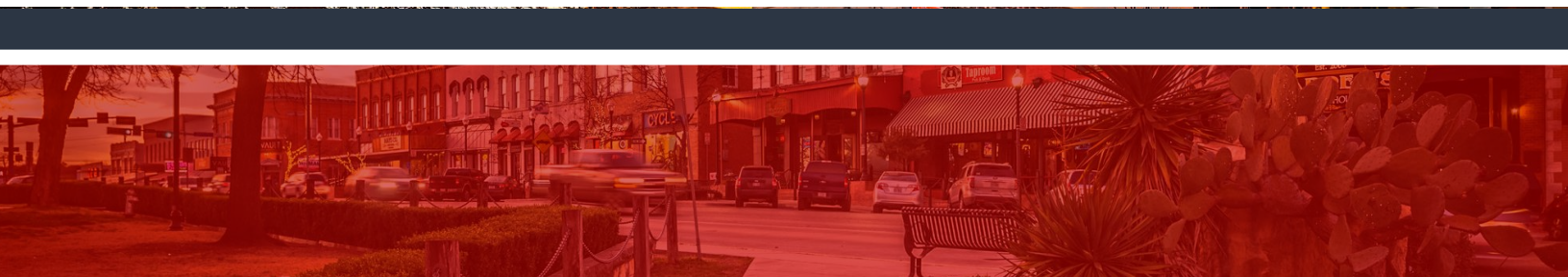
OUR VISION

Our long-term vision is to build an outreach focused, family-oriented, apostolic church that is passionate about the Kingdom. We have a burden to win the lost, make disciples, and train leaders for global impact.

WHY SAN MARCOS?

From Paul's Perspective...

In 2017, God began leading us into a season of transition. Our ministry focus began shifting from overseas ministry training to pastoral ministry in the U.S. After serving as administrative pastor in Ball, LA for three years I (Paul) began to evangelize and together, my wife and I prayed about certain pastoral opportunities that had arisen. In January of 2018, we found ourselves ministering at a series of churches in the Austin area.



At the encouragement of a friend, we drove to the city of San Marcos and explored the city. It was described to us as a great target city for a church plant.

Before leaving the area, I drove back to San Marcos a few days later, parked my vehicle in a parking lot close to the city's center, and began to pray. It wasn't long before I began to feel a divine burden for the many lost students and families who lived in the city. In the weeks that followed, God continued to clarify his call to us and direct us to plant a new church in the heart of the city. The more that we have prayed and fasted about the decision, the more we feel divine confirmation and encouragement to hammer a stake in the city's center, take spiritual dominion, and build a thriving apostolic church.

From Alli's Perspective...

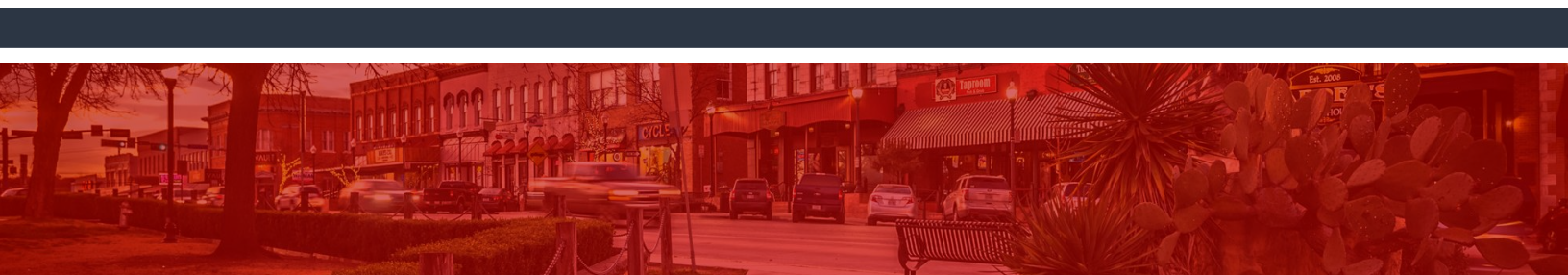
When moving to Alexandria, Louisiana after we were married in June 2016 I felt that a ministry transition was soon to come. My husband and I had plans to travel overseas supporting various missions endeavors and soon we began to realize that God had other plans. Through prayer and fasting, Paul and I began to feel a burden to pastor. We didn't know where or when, but we believed God would pave the way. At the recommendation of a family member, we drove south to visit San Marcos while preaching in the Austin, TX area.

While visiting San Marcos, we discovered a church building for sale near Texas State University. As we parked our car in the parking lot, I began to feel a heavy burden for the city. Later in the week, as we drove through the Austin metroplex, I saw a cross at a distance held up high and glowing in the night. In that moment, God spoke quietly and said, "These are my people." From that point on I knew God had called us to start a work in San Marcos.

WHY VICTORY CHAPEL?

The term *chapel* often refers to a place of prayer and worship attached to a larger, often nonreligious institution such as a university campus, hospital, prison, airport, or military base. Chapels may also be found aboard military or commercial ships. Historically, in Great Britain, chapels referred to independent or nonconformist places of worship that existed outside of more traditional religious circles.

In the 1950s and 1960s, chapels were built within a series of American airports at the insistence of Boston Archbishop Richard J. Cushing. Cushing is also the reason why a chapel was added to the first railroad terminal in 1955. Initially, they were intended for staff rather than passengers and were created so that city workers had a space for public worship throughout the day.



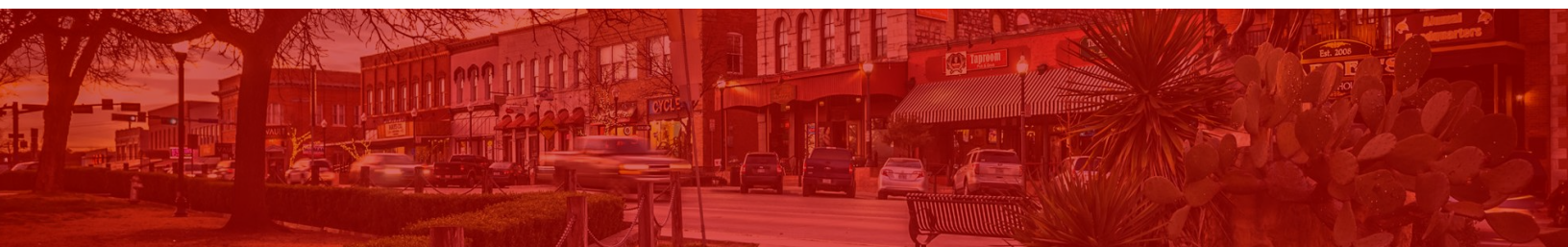
Choosing the term “chapel,” we aim to create a place of worship and prayer for city workers, families, students, and children. We have chosen the name *Victory Chapel* to express our desire to bring victory to those who are hurting, defeated, broken. We exist to minister to the needs of the unchurched, unreligious, and unaffiliated. Our prayer is that Victory Chapel will serve as a beacon of hope and renewal to San Marcos and the larger Hays County.

CHURCH VALUES

- As a church, we are built upon the belief that the Bible is the inspired, infallible Word of God. We believe that the Biblical message is a call first to salvation and then to discipleship.
- We believe the church is at its best when all members are growing spiritually, reaching others, discovering their gifts, and contributing to the Kingdom through service and ministry.
- We believe in the great commission and are endeavoring to share the Gospel of Jesus Christ with love, mercy and compassion to each of the 62,000+ people that live in the San Marcos city limits.
- We believe there is only one God (Deuteronomy 6:4) who is the creator of heaven and earth. Today, this God is willing and able to heal, restore, and work miracles that are above human comprehension. We also believe that our God has such a love for humanity that he wrapped himself in a body of flesh, walked the earth, and then willingly gave that body on the cross. By his sacrifice, every human being has value, purpose, and redemptive potential.
- We believe in water baptism by immersion in the Name of the Lord Jesus Christ for the remission of sins (Acts 4:12) and seek the Baptism of the Holy Spirit with the initial sign of speaking in other tongues (Acts 2:4).

MISSION STATEMENT

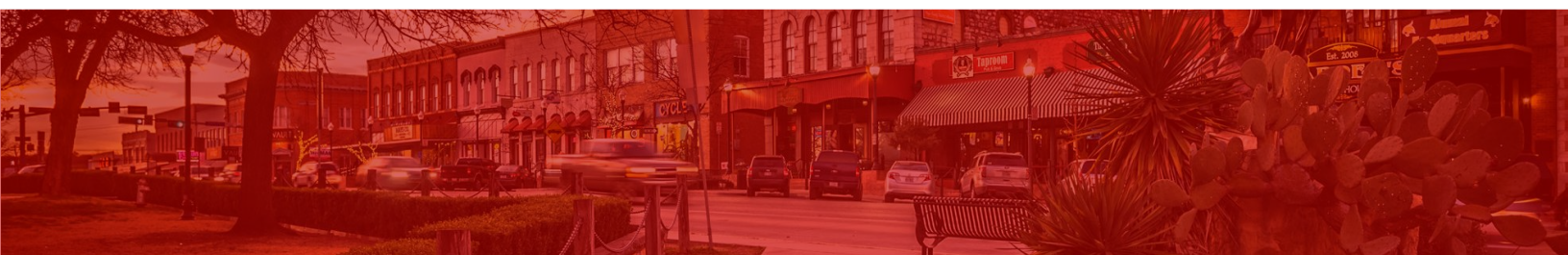
On a mission to declare and demonstrate Christ in the San Marcos community. God has called us to our city to bring victory to every house.



DISCIPLESHIP TRACK

1. Find Faith
2. Experience Redemption
3. Grow Roots
4. Own the Mission

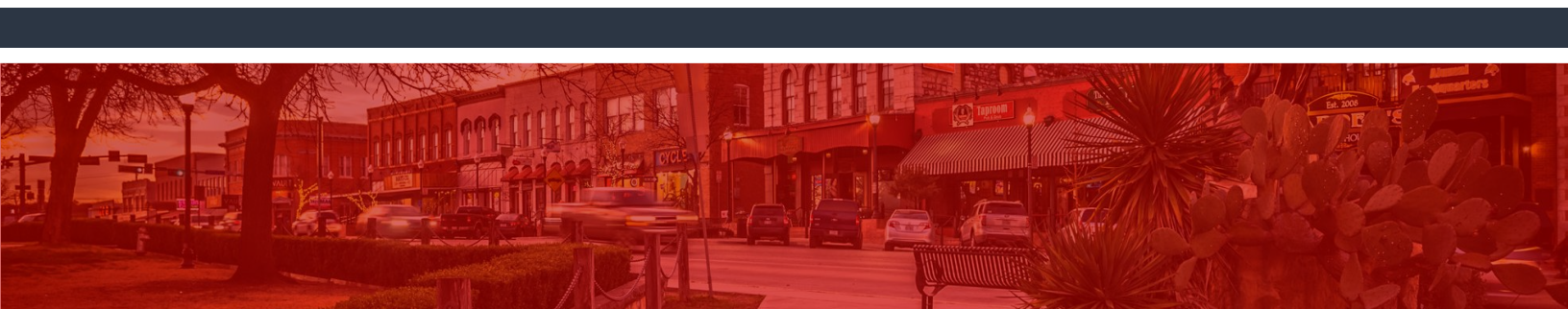
OUR LOGO



STRATEGIC LAUNCH PLAN

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PREPARATION

To prepare for this journey, my wife and I have been reading essential books, taking online classes, watching training videos, researching effective church planting strategies, seeking counsel from current church planters, seeking counsel from pastoral and financial advisors, and forming demographic reports of the San Marcos community.

Study Books

- *Launch: Starting a New Church from Scratch*, Nelson Searcy & Kerrick Thomas (Baker Books) 2006.
- *Growing A Church: 7 Apostolic Principles*, David Bernard (Word Aflame Press) 2001.
- *Launch Strong: A Planning Guide for Becoming a Multiplying Church*, Brett Andrews & Dale Spalding (Exponential) 2016.
- *Seven Steps for Planting Churches*, Tom Cheyney, J. David Putman, & Van Sanders (North American Mission Board) 2003.

Online Classes Completed

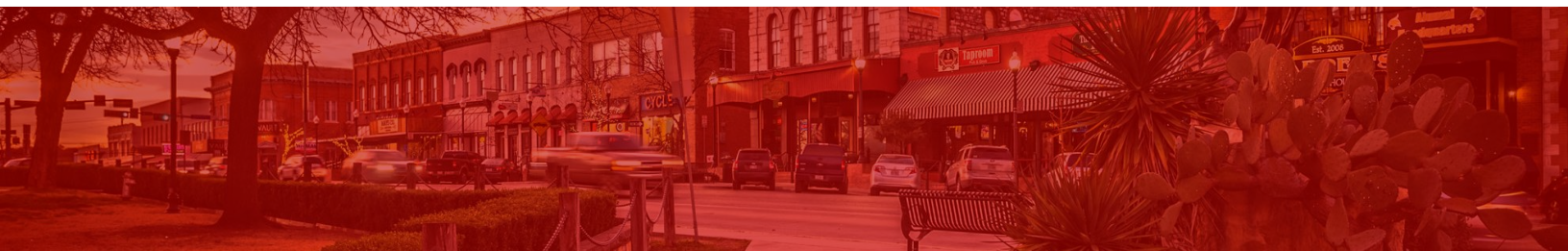
- Church Planters University, Level 1: Plowing (North American Missions, UPCI).
- Church Planters University, Level 2: Planting (North American Missions, UPCI).
- Church Planters University, Level 3: Reaping (North American Missions, UPCI).
- ARC Church Planting Video Series, Sessions 1-8 (ARC Churches Online).

Online Training & Strategy Resources

- *Passion for Planting* (church-planting.net).
- *Portable Church Industries* (portablechurch.com).

Current UPCI Church Planters from Which We Have Sought Advice

- Kris Prince (Plano, TX).
- Joumeel McLaurine (Royal Oak, MI).
- Mark Condon (Gahanna, OH).



OUR PASTORAL ADVISORS

Our pastoral advisors are those who have provided wise counsel thus far and have agreed to walk with us in the process of starting a church.

- Pastor Carl Mclaughlin, Calvary Tabernacle, Euless, TX.
- Pastor Derald Weber, The Pentecostals of Lafayette, Lafayette, LA.
- Pastor Rodney Shaw, New Life Church, Austin, TX,

OUR FINANCIAL ADVISORS

Our financial advisors are those who have agreed to help us iron-out the financial side of church planting, budgets, fundraising, etc.

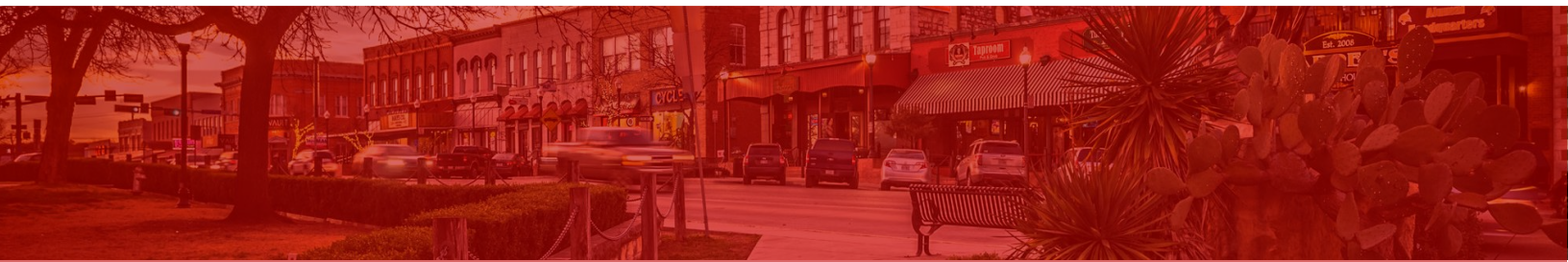
Lonnie Weidner

Pastor of Church of Pentecost, Ball, LA

Eric Mock, M.B.A.

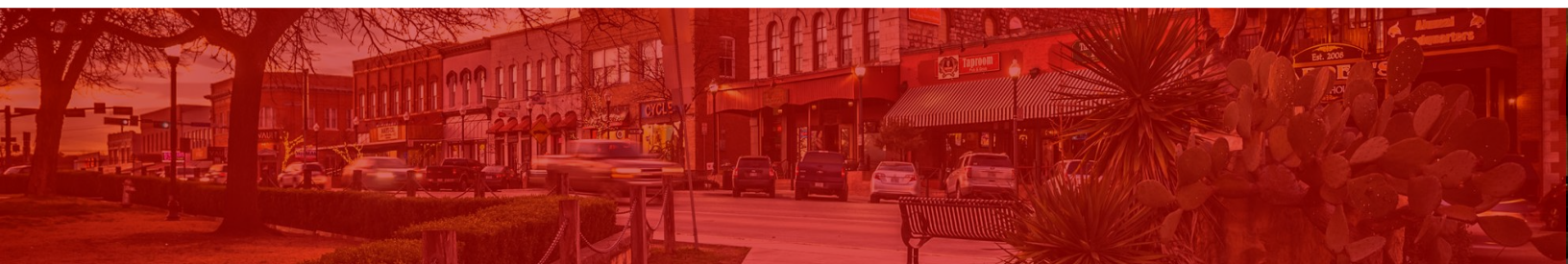
Rev. Ryan Allmon

Pastor of Full Gospel UPC, Baton Rouge, LA



PRE - LAUNCH BUDGET BREAKDOWN

Item Description	Cost	Payment Schedule
Video/Photo Shoot	\$350.00	<i>Half before, half upon completion.</i>
Website Creation	\$1,000.00	<i>Half now, half at launch</i>
250 "I'm Interested Cards" (Vistaprint)	\$82.00	<i>Full payment at purchase</i>
500 Business Cards (Vistaprint)	\$60.00	<i>Full Payment at purchase</i>
1500 Door Hangers (Vistaprint)	\$165.00	<i>Full payment at purchase</i>
225 Launch Booklets (48hrbooks)	\$510.11	<i>Full payment at purchase</i>
500 Promo Stickers (StickerMule)	\$183.00	<i>Full payment at purchase</i>
Portable Adjustable TV Stand (fits monitors 32" – 47")	\$193.66	<i>Full payment at purchase</i>
LG 43" 1080p Smart LED TV (Sams)	\$318.00	<i>Full payment at purchase</i>
Audio Equipment (Sound system, speakers, microphones, instruments, etc.)	\$2,500	<i>TBD</i>
(2) Outdoor Sidewalk Boards www.churchbanners.com	\$300.00 (\$150.00 each)	<i>Full payment at purchase</i>
(2) 13 ft Outdoor Feather Banners w/ spike base	\$338.00 (169.00 each)	<i>Full payment at purchase</i>
Misc (coffee shop rental, food, T-shirts, promo items, kids supplies, etc.)	\$2917.00	<i>TBD</i>
Building Rental (San Marcos Rec Hall)	\$102.50 per day (\$410 per month)	<i>TBD</i>
Total Pre-Launch Budget		\$8,916.77 <i>(not counting building rental)</i>



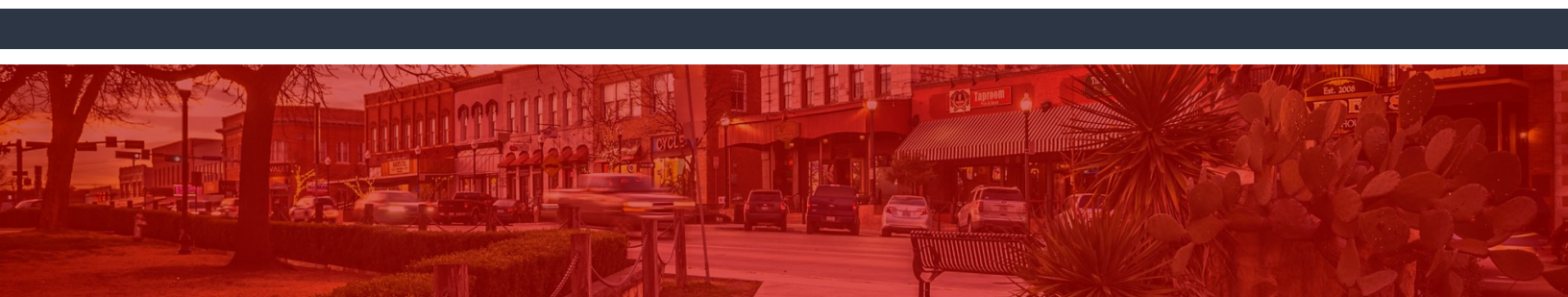
PRE -LAUNCH TIMELINE *(Subject to change)*

JUNE-AUGUST (2018)

1. Complete church Constitution & Bylaws, identify board members, register with the state, and obtain 501(c)(3) status.
2. Open a bank account in the name of Victory Chapel.
3. Complete building of church website and social media pages.
4. **Formulate launch team and hold an initial launch team banquet.**
5. Start leadership small group with launch team and go on prayer walks together.
6. Initiate fundraising campaign to fulfill pre-launch budget.
7. Confirm building rental and location and reserve 6-8 months of slots for initial events & services.

SEPTEMBER-NOVEMBER

1. Once a month, hold a full church service.
2. **Once a month, engage in an organized community outreach followed by an interest held in various locations (coffee shop, ice cream shop, park BBQ, etc.).**
3. Prayer meetings and prayer walks with launch team.
4. Sponsor a “Friendsgiving” dinner event on Texas State campus.
5. Split up throughout the city for home bible studies/small groups.
6. Start promoting Launch Team Retreat in January (confirm location, details, & budget).
7. Prepare for building rental in 2019.



DECEMBER

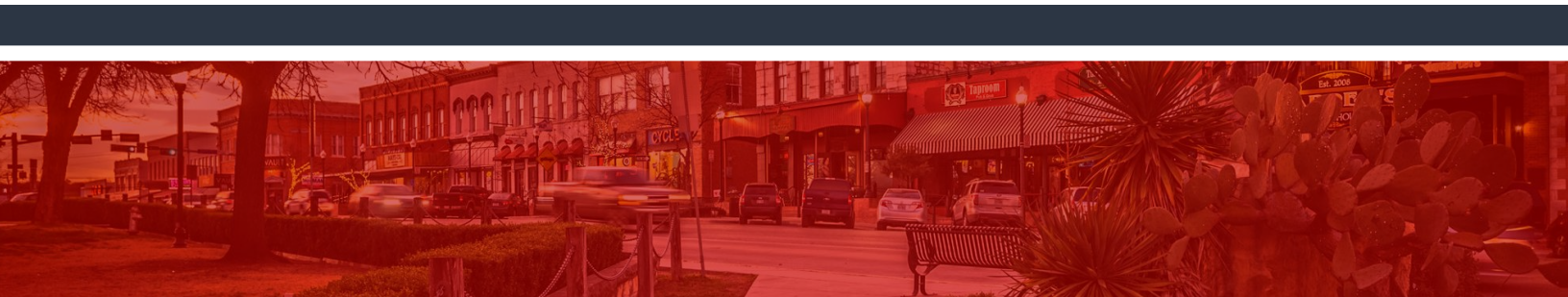
1. Hold a Christmas-centered church service.
2. Host a community Christmas concert.
3. Launch team Christmas party.
4. Continue bible studies/small groups.
5. Confirm attendance for Launch Team Retreat in January.
6. Sponsor Christmas for 3-5 families.

JANUARY-FEBRUARY (2019)

1. Once a month, hold a full church service.
2. Once a month, hold an organized and focused payer event.
3. **Launch Team Retreat.**
4. Confirm pre-service and post-service game plan.
5. Hold strategy meetings to discuss music, kid's ministry, and follow-up.
6. Get ready for big, city-wide launch day outreach.

MARCH-APRIL

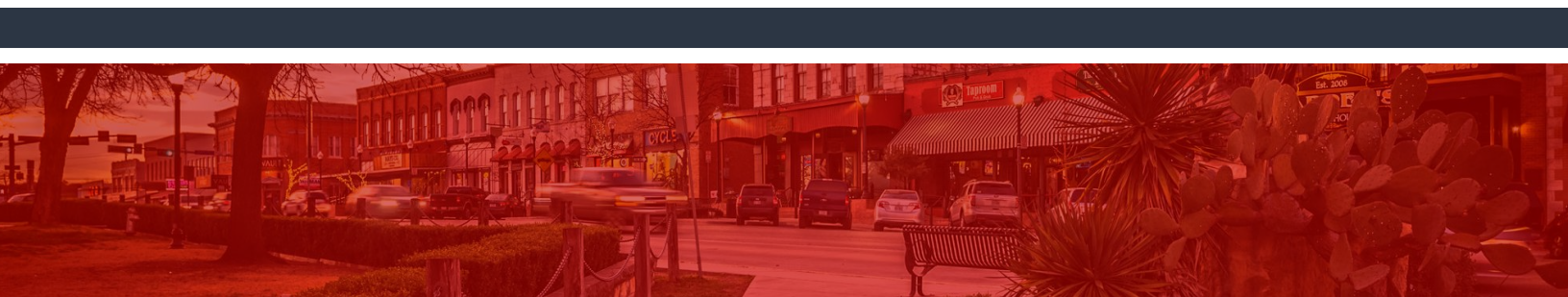
1. The big, city-wide launch day outreach.
2. Big pre-launch prayer event.
3. Prepare for the start of discipleship track.
4. Confirm follow-up plan.
5. Hold music, kid's ministry, and guest-retention trainings.
6. **LAUNCH DAY.**



LAUNCH DAY BUDGET BREAKDOWN		
Item Description	Cost	Payment Schedule
USPS mail-out to San Marcos city residents	\$1,250.00	<i>Full payment at purchase</i>
500 Promo Cards (Vistaprint)	\$120.00	<i>Full payment at purchase</i>
1500 Door Hangers (Vistaprint)	\$165.00	<i>Full payment at purchase</i>
(4) 6'10" x 10' Portable Room Dividers/Partitions (Black canvas)	\$1,722.00 (\$430.50 each)	<i>Full payment at purchase</i>
1,000 Branded Tithing Envelopes (Alpha Press)	\$140.00	<i>Full payment at purchase</i>
Custom 8'x10' Fabric Backdrop Banner	\$399.00	<i>Full payment at purchase</i>
Misc (food, promo items, general supplies, decorative items, etc.)	\$400.00	<i>TBD</i>
Building Rental (San Marcos Rec Hall)	\$102.50 per day (\$410 per month)	<i>TBD</i>
Total Launch Day Budget		\$4,196.00 <i>(not counting building rental)</i>

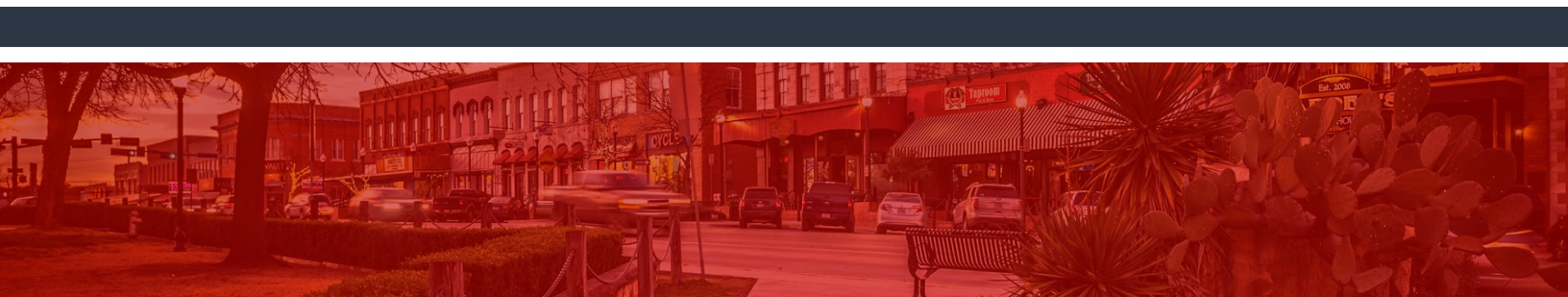
LAUNCH DAY OBJECTIVES

- Acquire a guest card for **every** guest.
- Promote start of discipleship track, midweek events (small groups), and upcoming preaching series (Family Matters).
- Take up offering to be given to city charity during service the following week.
- Take high-quality photos/video to use in website/social media marketing.
- Reach a launch day attendance of 200 and baptize 3-5.



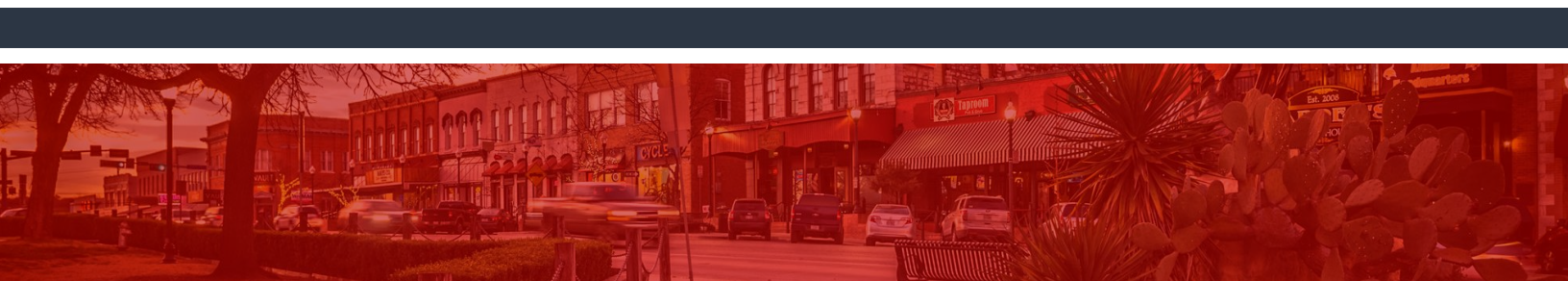
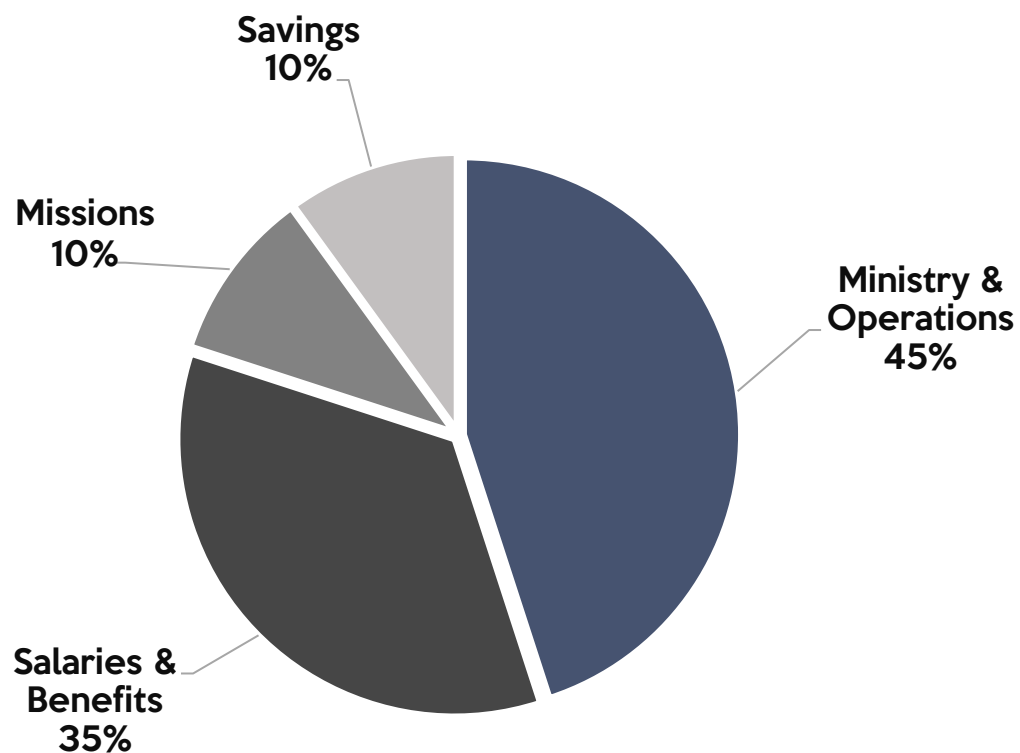
POST -LAUNCH OBJECTIVES

- Follow-up effectively with **every** guest (letter & gift from pastor, invite from follow-up team).
- Start discipleship track (classes).
- Launch kid's ministry/pre-service class 1 month after launch.
- Have midweek service on the first Wednesday of every month.
- Initiate plan for small groups scattered across San Marcos.
- Meet for leadership training once a month.
- Launch team will transition into "SERVE TEAM" and plan community SERVE events.
- Abide by the following financial principles:
 - Budget with margin
 - Control debt
 - Establish internal spending accountability & find a credible C.P.A.
 - Maintain financial records with integrity and excellence (issue giving statements at the end of year)
 - Have a written short-term and long-term vision with business plan
 - Seek Godly counsel



3 - YEAR VISION

- Establish an average monthly attendance of 200.
- Start preparations for second campus.
- Bring on a full-time administrative assistant.
- Lead pastor starts earning full-time salary.
- By third year, host a College Ministry Summit.
- Begin operating on the practice that our budget never exceeds 90% of the previous year's income (practice margin, avoid debt) and abide by the following percentage-based financial strategy:



VICTORY CHAPEL

LEADERSHIP VALUES

1. We must be **strategic** and **intentional** in everything we do.
2. Shape the culture from **Day 1**.
3. Anything is possible when we push to the **outer limits of our faith**.
4. For the right results, we must get the **right people** in the **rights spots** doing the **right things**.
5. To lead effectively, I must be a “forever devoted, always learning, gospelizing person.”

GOSPELIZER – A person that views *any* moment as the *right* moment to share the gospel.

6. Everybody is an **owner** and must communicate, celebrate, and copy the vision.
7. Every ladder climber starts as a **ladder holder**. Leadership begins with **service**.
8. The kind of growth we want only comes through **prayer** and when God is the one pulling the levers.