



PRESENTS

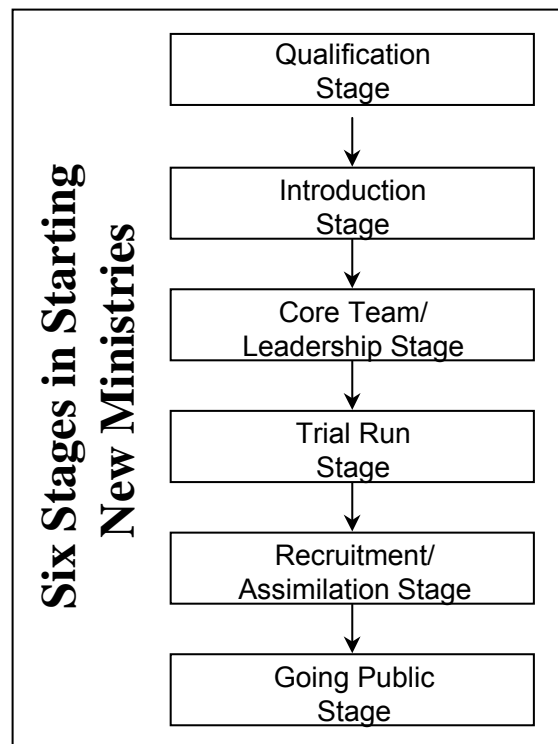
STARTING NEW MINISTRIES

STARTING NEW MINISTRIES

TABLE OF CONTENTS

INTRODUCTION	1
CHAPTER 1 THE QUALIFICATION STAGE.....	III
THE IDEA IS PLANTED	5
THE IDEA IS PLANTED	6
INFORMATION GATHERING.....	6
INFORMATION GATHERING.....	6
QUALIFICATION OUTCOME.....	7
CHAPTER 2 THE INTRODUCTION STAGE	10
CHAPTER 2 THE INTRODUCTION STAGE.....	12
THE 12 PLANNING QUESTIONS FOR THIS STAGE.....	13
BUILDING THE TEAM.....	19
BUILDING THE TEAM.....	20
ASSESSMENT AND TRAINING OF THE CORE TEAM	20
THE TRIAL RUN STAGE.....	20
CHAPTER 4 THE TRIAL RUN	25
PLANNING OF THE TRIAL RUN	26
PROMOTION OF THE TRIAL RUN	26
THE 12 PLANNING QUESTIONS FOR THIS STAGE.....	26
TEAM MIX.....	28
TEAM MIX.....	29
CHAPTER 6 THE GOING PUBLIC STAGE	29
PROMOTION.....	31
ADD TO LIST OF MINISTRIES	33
CELEBRATE	34
EVALUATE THE PROCESS.....	32
ADD TO LIST OF MINISTRIES	33
CELEBRATE	33
EVALUATE THE PROCESS.....	34
THE 12 PLANNING QUESTIONS FOR THIS STAGE	35

Introduction



***“For we are God's workmanship, created in Christ Jesus to do good works,
which God prepared in advance for us to do.”
Ephesians 2:10 NIV***

INTRODUCTION

The purpose of this manual is to provide action steps for launching new ministries here at The LIFEhouse Church. This material is written to support an ever-expanding and multiplying ministry throughout our community.



We dream of equipping, empowering and enabling every member who has a God-given heart for building a team to develop new ministries in our community. We want to build bridges to a lost world. Building a bridge requires plans, resources, and plenty of hard work. From the Golden Gate to the Brooklyn Bridge, we understand that people-connecting bridges require a large team of skilled laborers for construction. Our desire is to streamline the process and clarify the essential elements for launching new ministries, so that unnecessary obstacles do not limit what God can do through His people to bring others across the chasm that separates them from God.

Secondly, this manual will highlight all the spiritual growth resources and ministry tools that are available at The LIFEhouse, so that every new ministry is participating in the process of building an army of ever-maturing disciples of Christ. We believe that “as the leaders go, so goes the ministry.” We desire to see new ministries where “the fruit remains,” because leaders have been well-trained and equipped to serve effectively in ministry while growing in personal spiritual maturity.

Speaking of King David, Psalm 78:72 says, “And David shepherded them with integrity of heart; with skillful hands he led them.” NIV Israel was blessed because their shepherd-leader, King David, was a leader with both integrity of heart and skill. This speaks of the type of leader we desire. We are not only concerned with the equipping arm of ministry where people are giving leadership skills and tools, but we are highly concerned with heart issues. We believe that God is more concerned with “why” we do something, rather than the specifics of “what” we do. Integrity of heart is essential for building the kind of church and the kind of individual ministries that we desire.

In this series, you will learn about how to **launch** and **effectively promote** your new ministry. You will learn about building community within your team, and how to shepherd your team so that they grow in the faith as they serve on your team.

You will also get feedback on how your new ministry idea will dovetail with an already existing ministry, and which already-existing ministries might best give you helpful counsel and problem-solving advice when you face roadblocks. No ministry is an island unto itself, just as every member in the body is connected to all the other members.

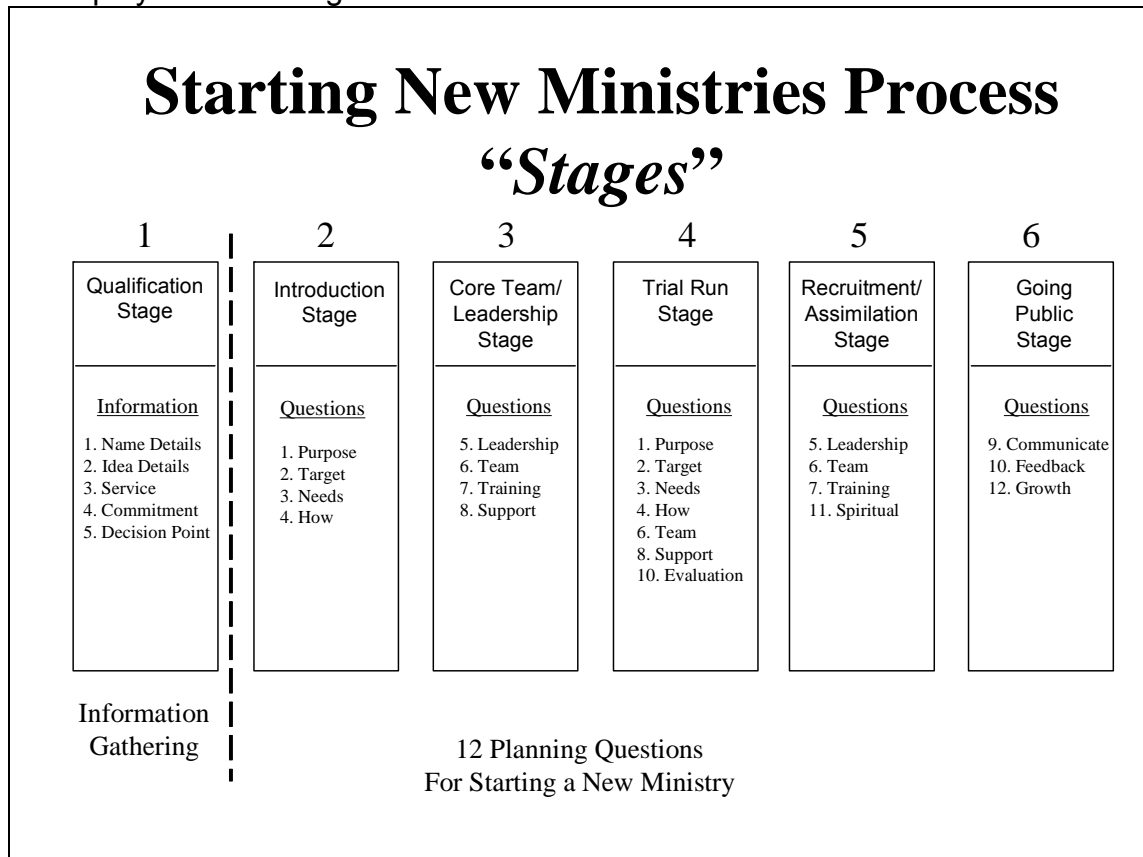


After having five children, I know that prenatal care is highly important for the healthy delivery of a new child. A premature birth is always harder on the baby, and inevitably more expensive to the parents. This workbook is designed as a new ministry “Lamaze”, to make the delivery as painless, enjoyable and viable as possible.

Attention will be given to discerning:

- If your new ministry idea fulfills the purpose and mission of our church.
- If you are a Biblically-qualified leader.

The process that is outlined in this book can be categorized into 6 major stages as displayed in the diagram below.



Stage 1, Qualification; is the gathering of information relating to the new ministry and the leader.

Stage 2, Introduction; involves the big picture of how this new ministry will enhance the ministry of our church in bridgebuilding to our community, and grow people to maturity in Christ.

Stage 3, Core/Team Leadership; focuses on the building of a team of people for this ministry and establishes the leadership structure.

Stage 4, Trial Run; is a “low-cost pilot project” to help determine interest, need and breadth before taking this ministry public.

Stage 5, Recruitment/Assimilation; is making adjustments to the Core Team whose required recruiting is based upon the discoveries in Stage 4. It is also where the plan for the team's spiritual health and growth is formed.

Stage 6, Going Public; is making this ministry available to the entire target audience and placing it under the care of a specific pastor or area of ministry within the church.

After going public, if a new ministry idea does not fly, we will encourage you to adjust the ministry idea and give it another try, or we may encourage you to join an existing ministry team that most closely fits what you dream of doing. By serving in a similar ministry, we hope that you will learn ministry skills that will improve the viability of your new ministry the next time you launch it. The good news is that when God closes a door He often opens a window, and if your first attempt at a new ministry fails, you are simply one step closer to finding the right ministry fit for the future.

We use a "12 Planning Question" model to help facilitate the transformation of your idea into a healthy and effective ministry. The 12 planning questions are:

- 1. What is your purpose?***
- 2. Who do you serve?***
- 3. What are their needs / what services will you offer?***
- 4. How will you provide those services?***
- 5. How will the ministry be led?***
- 6. What kind of team is required?***
- 7. What kind of training is needed?***
- 8. What kinds of support will be required for this ministry?***
- 9. How will the group communicate?***
- 10. What will be the process for feedback?***
- 11. How will the team be cared for spiritually?***
- 12. What is your vision for growth and expansion?***

Several items are of paramount importance in helping to determine God's will for each new ministry:

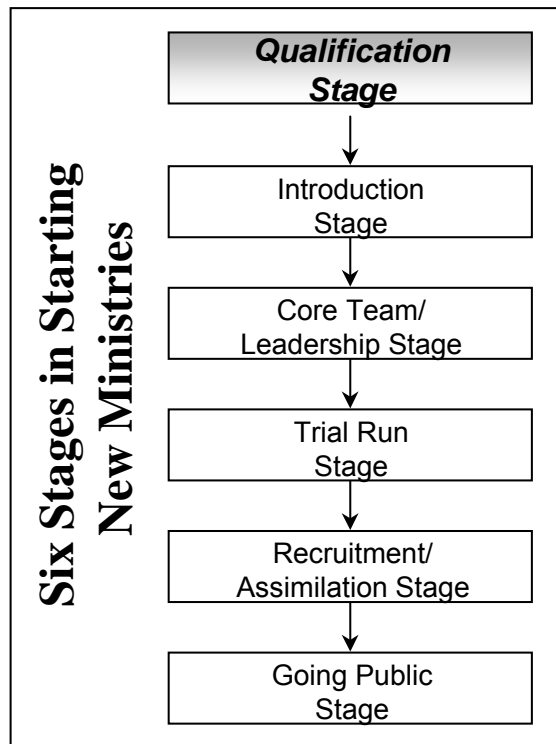
- The time it takes to develop and then run a ministry is significant. Each potential leader and member of the core team should "count the cost." "Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it?" Luke 14:28 NIV

- The development of a core team and the selection of the right leader is essential. Just because a person comes up with a new ministry idea, that does not necessarily mean that the person would be the most qualified to be the point leader. The person that initially presents the idea may eventually serve as the leader or they may take another role in that particular ministry. Each member of the team will play a different role and will contribute a “God-given” perspective on the ministry’s direction. We will prayerfully determine the role that each member plays in the ministry. We emphasize that this role may change as the ministry becomes a reality and grows in size.
- One of the greatest lessons learned is that “*time is our friend*”. It is prudent to **not** rush the process. If an idea is truly from God, it will stand the test of time. God will provide the resources at the necessary times according to His timetable. Many leaders want to hurry through the evaluation process. Experience has shown us that leaders who attempt to hurry the process are often not listening to God as closely as possible.
- A servant heart is required for leadership in ministry. Jesus gave us the greatest example of being a servant leader. He said, “just as the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many.” Matthew 20:28 NIV. The leader must be willing to take direction from others. The best leaders are those who have learned to follow, and demonstrate a proven record of a heart to serve.
- Prayer warriors are essential. What action is God asking of us, and how is this ministry idea contributing to His purpose? Each and every decision must be considered in light of God’s will for His ministry.

Stan Lubeck

Chapter 1

The Qualification



***"Every prudent man acts out of knowledge, but a fool exposes his folly."
Proverbs 13:16 NIV***

THE QUALIFICATION STAGE

This stage is your initial presentation of the ministry idea to the church. Realize that the ministry idea must first be screened and your qualifications checked before a substantial commitment is made by the church to the development of this ministry. Good communication up front with the pastoral staff helps reduce the chance of disappointment and resentment for anyone who dreams of a new ministry. Please meet with a pastor or staff member to see how your ministry idea might fit into our overall dream of effective ministry at The LIFEhouse Church.

The Idea is Planted

God is able to impress a member of His family to start a new ministry whenever He wants. God has given pastors and staff members to lead and shepherd His flock. It is the role of these leaders, who will give an account to God for this ministry, to discern if this new ministry idea comes from God, or if it is just “good intentions” on the part of an individual.

The Idea is Communicated

There are several ways for you to communicate your idea to the church, including:

- Use a “Keep In Touch” communication card (available during the weekend services) or possibly write a note and place it in an offering basket describing your ministry idea.
- Call the church office and ask to meet with one of your pastors or a staff member, so that you can describe your ministry idea.

Information Gathering

The initial meeting with a pastor or staff member serves a much larger purpose than just gathering data on a form. Its goal is to:

1. Listen to each potential leader’s story, peek into the heart and determine “readiness” for ministry.
2. Get a first blush look at the potential new ministry that will help make some preliminary evaluations as to the applicability of this ministry for our church.

Qualification Guidelines

Qualify the Idea

The questions asked during the initial call or meeting will provide a brief qualification for the idea itself and its fit at our church. The ministry idea may already exist at our church, or it may have come through our team before, where red flags may have appeared.

Keep these four rules in mind

1. No leader; no ministry. No ministry will exist without someone to take ownership as the point person and leader. The bigger your dream, the bigger your team.
2. No fundraising. All ministries are to be self-supported or financed through the general funds of our church.
3. Must be theologically sound.
4. Must enhance the reputation of God's Church locally and worldwide.

Not all "good" ministry ideas will be accepted. There are a lot of terrific ideas that glorify God and build His kingdom; however, they may not fit the purposes of our church. What is God doing within our congregation? What areas of involvement has God shown? Does this new ministry enhance the purpose statement and goals of our church? If it doesn't meet these requirements, we will encourage you to continue to seek God's will regarding His ministry idea.

Qualifications of a Leader

We want to know you as a leader. How long have you been at your church? How long have you been a Christian? What ministry experiences have you had in the past?

You may be asked to complete elements of our church's discipleship curriculum or spend time serving in an already established ministry in order to complete your preparation as a leader at The LIFEhouse Church.

It takes time to run a ministry. It also takes time to develop and build a ministry. The leader must be able and willing to give several hours per month for this effort. Qualifying questions are designed to determine your level of availability as a leader.

The following list includes some of these questions:

- Name, address, phone, and other details.
- Tell me about your ministry idea.
- What will your role be in this new ministry?

- Tell me about your history as a Christian and your past ministry experience.
- How much time do you have per month for this ministry?
- Will you realize any financial gain from this ministry?

Ministry Requirements for Leaders

The minimum requirements for a leader to serve in ministry are as follows:

- An active member for six months, having completed the “New Members” and “Firm Foundations” classes.
- Completed a self-assessment process to determine spiritual gifts, talents, and abilities for leadership.
- A Christian who is faithful, available, teachable, and a lifelong learner in the faith.
- Served as a faithful follower in a ministry for at least six months.

Character Qualities:

1. The leader must have an assurance of salvation through faith in Jesus Christ. There should be an ability to demonstrate this by both personal testimony and lifestyle.

"Jesus said to him, `I am the Way, the Truth, and the Life; no one comes to the Father, but through me.'" John 14:6

2. The leader is expected to maintain a personal regular study time in the Word of God. One's spiritual growth must be a priority in life.

"Pay close attention to yourself and to your teaching; persevere in these things; for as you do this you will insure salvation both for yourself and for those who hear you." 1 Timothy 4:16

3. The leader must be spiritually FAT. One is required to be "F" (faithful), "A" (available), and "T" (teachable). There must be a demonstration of faithfulness in the past, an availability to minister to people at inopportune times, and one must be teachable and open to instruction, while demonstrating a positive, enthusiastic attitude.

FAITHFUL - Luke 16:10: "He who is faithful in a very little thing is faithful also in much; and he who is righteous in a very little thing is unrighteous also in much."

AVAILABLE - Luke 14:28: "For which one of you, when he wants to build a tower, does not first sit down and calculate the cost, to see if he has enough to complete it."

TEACHABLE - Psalm 32:8-10: "I will instruct you and teach you in the way you should go; I will counsel you with My eye upon you. Do not be as the horse or the mule which have no understanding, whose trappings include

bit and bridle to hold them in check, otherwise they will not come near to you."

Proverbs 4:13: "Take hold of instruction; do not let go. Guard her, for she is your life."

Romans 12:11: "Never be lacking in zeal, but keep your spiritual fervor, serving the Lord." (NIV)

4. The leader must have a genuine love for people. We cannot expect anyone to believe in Jesus Christ or trust Him for life unless we truly love them.

"By this all men will know that you are my disciples; if you have love for one another." John 13:35

5. The heart of a servant. A leader is not to be primarily involved in ministry to have personal needs met, rather the focus is upon being a servant ministering to the needs of others.

"It is not so among you, but whoever wishes to become great among you shall be your servant, and whoever wishes to be first among you shall be your slave; just as the Son of Man did not come to be served, but to serve, and to give His life a ransom for many." Matthew 20:26-28

B. Responsibilities:

1. The leader is expected to have a positive attitude toward all church staff and the church family (church membership is required).

"But He knew their thoughts and said to them, 'Any kingdom divided against itself is laid waste; and a house divided against itself falls.'" Luke 11:17

2. The leader is expected to faithfully attend weekly Celebration Services. By doing this, the leader fulfills the commandment of Hebrews 10:25 and displays an exemplary life.

"Be shepherds of God's flock that is under your care . . . not lording it over those entrusted to you, but being examples to the flock." 1Peter 5:2-3 (NIV)

3. The leader will be required to attend LIFE Outfitters meetings. It is extremely important that each leader be equipped for the ministry, and that all leaders are moving toward the same goals in alignment with the rest of the church. Open communication and training are a mandate. Therefore, attendance at LIFE Outfitters leadership meetings is a must.
4. Each leader is responsible to God for a small number of people on the team. Within scripture, God never gives responsibility without accountability. Therefore each leader will be expected to maintain a system of follow-up for those involved in the new ministry.

5. 5. To lead a team, we require a minimum commitment of one year by the leader. We encourage you to begin attending LIFE Outfitters (our weekly leadership gathering) right away, so that you can get a good feel for the commitment you are making to the church leadership team before you sign on the dotted line.

Background Check

As part of the qualification process, the pastor or staff member will perform a background check after meeting with each person proposing a new ministry. An email will be sent to the entire ministry staff of The LIFEhouse Church. This communication is broadcast to all paid staff members regarding the leader and the ministry idea.

The church staff will be asked to respond promptly if there is any known reason why the potential leader should not be in a position of ministry. In addition, the church staff is asked for opinions on the need and potential viability of the new ministry idea.

In the Children’s Ministry and some other areas of our ministry, you will be asked to complete an automated check process that requires digitized fingerprints, called LifeScan.

Our senior pastor or executive pastor gives the final approval for all new ministries.

The pastor will either:

<input type="checkbox"/> Approve	<input type="checkbox"/> Postpone
<input type="checkbox"/> Reject	<input type="checkbox"/> Ask for more information

Screening and Qualification Outcome

The ministry coach (one who oversees 3 to 5 ministry teams) will review the information gathered by the background checks for action. The coach will come alongside the potential leader and recommend one of the following actions:

1. Redirect to an Existing Ministry

If the ministry idea already exists at our church, even in a planning stage, or if it would tie closely to an existing ministry, the coach will redirect the leader to the appropriate pastor or lay minister.

2. Redirect through Leadership Qualification

If the potential leader is not qualified for ministry leadership, they will be redirected to an activity that would help prepare them to meet the

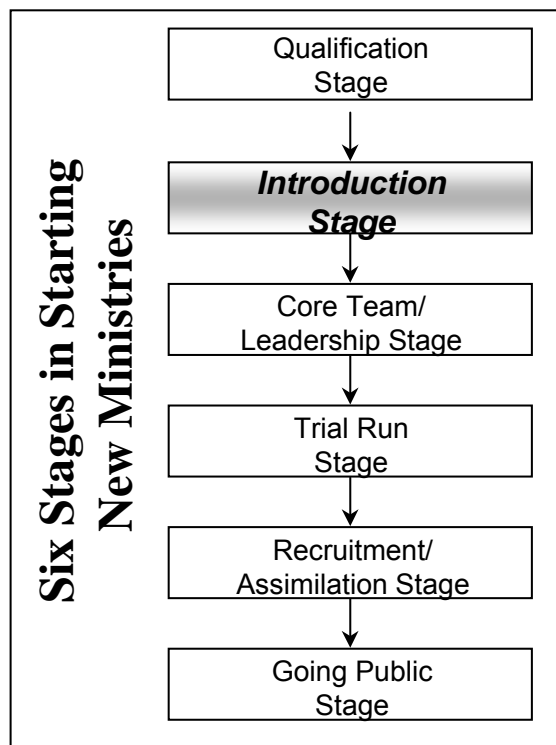
requirements of the church. Sections of our spiritual growth track will assist in spiritual maturity and leadership preparedness.

3. Discuss a “No-Go” Directive

The new ministry coach will contact the potential leader if the ministry idea or the leader does not pass the Qualification Stage. In this discussion, the coach will explain why the new ministry will not be pursued further. The coach will encourage the leader to continue serving God and to seek His will. This is one of the most difficult tasks of leadership in this ministry. Usually a pastor or staff member will assist the coach in performing this action.

Chapter 2

The Introduction Stage



to prepare God's people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ. Then we will no longer be infants, tossed back and forth by the waves, and blown here and there by every wind of teaching and by the cunning and craftiness of men in their deceitful scheming.
Ephesians 4:12-14 NIV

THE INTRODUCTION STAGE

The Introduction Stage takes a qualified ministry idea and leader through the most critical phase of the development of a new ministry. Upon completion of the Introduction Stage, the ministry's purpose and target audience will be determined. At this time, the needs of the target audience will have been defined and the ministry will have learned how to deliver its services to the community. We call this the Introduction Stage because it is at this point that the church's team and new ministry team are introduced to each other.

The 12 Planning Questions for this Stage

The following four questions will become the guiding beacon for the new ministry. The more specific the answers for these questions become, the more focused the ministry's efforts can become. This section will attempt to explain the purpose of each question highlighting the intended outcome.

During the initial meeting the first two questions will be addressed, and sometimes discussion will get to question 4 in this first meeting. The coach will allow you time to listen to God. Experience has proven that "time is the friend" of ministry development. We are not in a hurry to make something happen.

During subsequent meetings the coach will bring you through the 12 Planning Questions including a Trial Run – pilot project. Remember, we are trying to help you as a leader determine "What is God wanting to do here?" It may be the start of a ministry or just a step in your growth process of finding what God has uniquely called you to do.

Resources

We are becoming a church "of" LIFEGroups, so everything we do feeds the LIFEGroups where we intentionally make disciples of Christ.

Basic Leaders Training Material – 3 sessions – DVD's and workbooks designed to give the big picture for our future as a church.

LIFEhouse Spiritual Growth Track – tools to bring people to maturity in Christ.

New Members Classes

Firm Foundations Classes - the basics of the faith for new believers.

Initial Questions

Your first meeting with a coach is an interactive time where the coach can get a good picture of your dream for ministry.

Give your coach some background by answering the following questions:

- *What attracted you to our church?*

- *What do you like most about our church?*
- *How do you see your new ministry enhancing the overall direction of our church?*

#1. What Is Our Purpose?

- *What is God inviting us to do here?*
- *What is He blessing?*
- *Do we “need” to do this?*
- *What are the consequences if we don’t?*

The LIFEhouse has been organized around 4 ministry purposes; Maturity, Ministry, Multiplication, and Magnification. We organize our ministry teams under each purpose, so each leader is asked to pinpoint which ministry purpose the new ministry will fall under in order to lock arms with similarly purposed groups.

Often many leaders find it difficult to narrow their purpose to something manageable. People try to do too much in the beginning. We believe that it is critical in launching a new ministry to focus on one key purpose.

1. What Is Our Purpose?

What is God wanting to accomplish with our ministry idea? What is our ministry purpose, our mission?

Which of the following ministry purposes best represent our ministry?

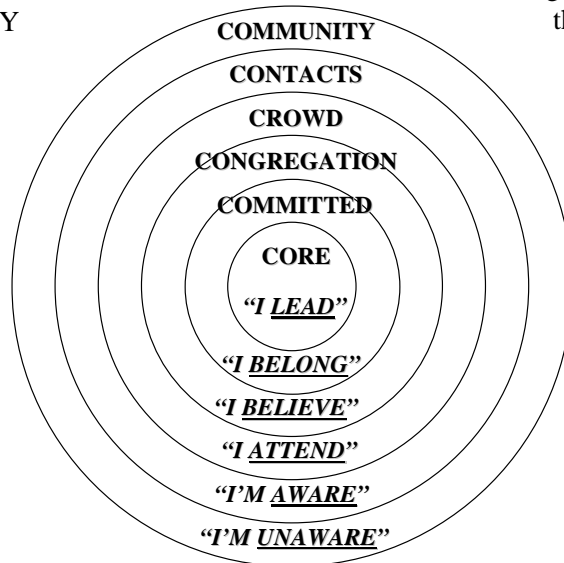
- o **Maturity/Discipleship** - To **educate** God’s people - Hebrews 6:1, Peter 3:18, Colossians 1:28, Ephesians 4:12-13, Acts 2:1-47
- o **Ministry/Service** - To **demonstrate** God’s love - John 13:35, Ephesians 4:12, 1 Corinthians 12:2
- o **Multiplication/Outreach** - To **communicate** God’s Word - Matthew 28:19-20, Luke 24:47-49, John 20:21, Acts 1:8
- o **Magnification/Music** - To **celebrate** God’s presence - Matthew 4:10, John 4:23-24, Psalm 34:3

Primary Purpose:

#2. Who Do We Serve?

OUR
STRATEGY

Progressing to
the Center



Question 2 seeks out the **target** audience for this ministry. Many leaders initially want to target all people groups. Your organization may have a method of spiritually, demographically or geographically identifying the community.

The LIFEhouse Church uses a model of 6 Circles of Commitment. This helps identify the approach taken to deliver the ministry purpose identified in question #1. Targeting your audience is very important. The Bible has several examples of how specific people groups were targeted.

Jesus sent out the twelve disciples with the following instructions: "Do not go among the Gentiles or enter any town of the Samaritans. Go rather to the lost sheep of Israel." Matthew 10:5-6 NIV

Paul was specific when he said; "On the contrary, they saw that I had been entrusted with the task of preaching the gospel to the Gentiles, just as Peter had been to the Jews." Galatians 2:7 NIV

The more focused the target gets, the better the leader can concentrate his or her core team on attaining the purpose of this new ministry. The approach for an evangelistic outreach to teenagers will be totally different than one to adults. An outreach to troubled teenagers in the inner city will be totally different than to the same age group in an affluent suburb.

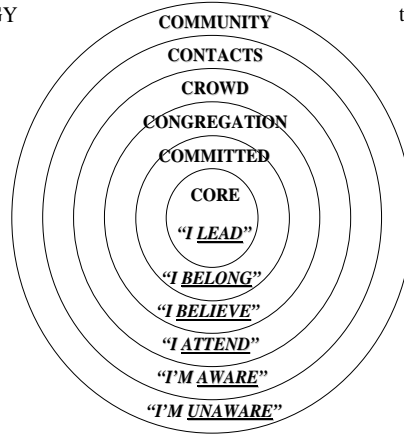
2. Who Do We Serve?

Who is the target/customer? Of these Six Circles of Commitment, which group will this ministry serve most?

- **Community**- Unaware of our Church
- **Contacts**- Aware but does not attend
- **Crowd**- Weekend Attenders
- **Congregation**- Those committed to **Membership**
- **Committed**- Those committed to **Maturity**
- **Core**- Those committed to **Ministry**

OUR
STRATEGY

Progressing to
the Center



Primary Target:

Secondary Target:

Reasons:

#3. What Are Their Needs/What Services Will We Offer?

While considering the ministry's target audience determined in question 2, question 3 asks the leader to identify what are the **needs** of that audience. Are their needs spiritual, physical, emotional, intellectual, relational or otherwise?

The target audience from question 2 may have more than one need and it is okay for the leader to identify all of them. It is the role of the coach to help the leader narrow the focus to only those needs that this ministry will address. Many leaders hesitate at this point. They may identify three or four needs of their target audience. God may have placed these needs on their heart and the coach should not do anything to quench that spirit. However, the ministry will be more effective for the kingdom of God if it can offer quality service to a few rather than poor service to many.

After the leader has identified a focused list of needs, he must determine what services this ministry will provide. This is the first step toward an operational plan. Will they provide meals for the homeless, Bibles for people in Russia, crisis financial counseling, etc.?

It is at this time that discussions begin regarding a trial run. Have the leader begin thinking of a sample target audience with specific needs. There is more on this later.

3. What Are Their Needs/What Services Will We Offer?

What are the needs of the target group we want to serve?

- o **Spiritual** needs
- o **Physical** needs
- o **Emotional** needs
- o **Intellectual** needs
- o **Relational** needs

Which of these needs should our ministry focus on?

What kinds of services could our ministry provide for these needs?

#4. How Will We Provide Those Services?

Question 4 seeks to determine the strategy that this new ministry will use in providing the services identified in question 3. It begins the planning process of how the ministry will operate. It reinforces the Trial Run concept with a subsequent long-term operational plan.

The operational plan will include a description of a step-by-step process for making this idea into a ministry reality. This is the path that needs to be identified in order to accomplish the ministry's purpose. What will this ministry provide? Is it a monthly meeting, an on-call service, or providing food to the homeless?

"If anyone speaks, he should do it as one speaking the very words of God. If anyone serves, he should do it with the strength God provides, so that in all things God may be praised through Jesus Christ. To Him be the glory and the power forever and ever. Amen." 1 Peter 4:11 NIV

4. How Will We Provide Those Services?

What will be our ministry strategy for providing services for the needs of our targeted group?

What will be our operational plan?

*What is our **step-by-step** process for making this idea into a ministry reality?*

ABC Planning Guide:

Attract – how are we going to make people aware of this new ministry?

Believe – what step of faith are we asking people to take?

Connect – how do we plan to connect them permanently in a LIFEGroup?

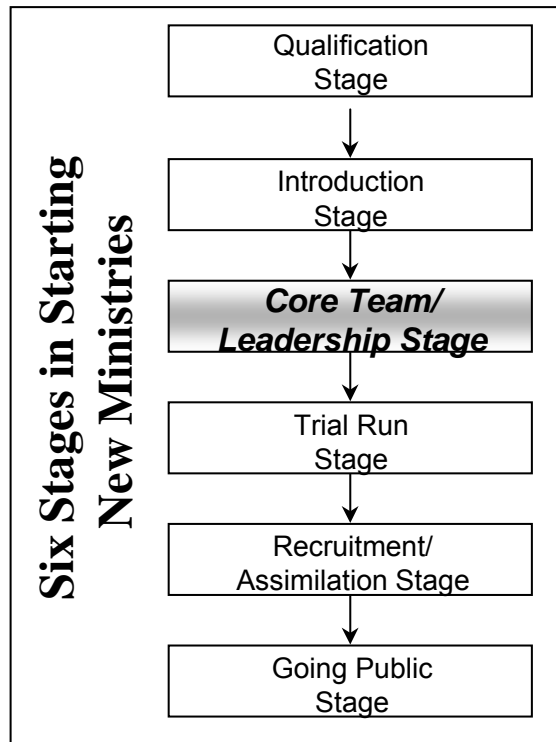
Develop – how do we plan to help them grow in the faith and in spiritual disciplines?

Equip – how do we plan to equip them for leadership in expanding this ministry?

Chapter 3

The Core Team/

Leadership Stage



*"It was he who gave some to be apostles, some to be prophets, some to be evangelists,
and some to be pastors and teachers,"*
Ephesians 4:11 NIV

THE CORE TEAM/LEADERSHIP STAGE

The 12 Planning Questions stress the key role that a “Core Team” will play in the formation of each ministry. God will direct the necessary people for this team when this ministry is within His will. The lack of a core team will be a red flag indicating the lack of interest (created by God) in this idea or possibly the lack of leadership skill on the part of the leader.

Building the Team

The next few planning questions will help identify the necessary roles for this ministry. We suggest the creation of role descriptions that you think are required for this new ministry. After these roles have been defined, the best method to recruit people to fill these positions can be implemented by such means as word of mouth networking, *eview* articles, bulletin announcements, table on the patio, and participating in a ministry fair.

Assessment and Training of the Core Team

Each member of the team brings unique abilities and passions to the group. You will find that each of these various types of persons will fulfill the different roles of this ministry. It is important to understand what qualities God has given each team member and what they bring to the group.

The 12 Planning Questions for this Stage

#5. How Will the Ministry Be Led?

Every ministry **must have a leader!** This question places the focus on determining the qualifications for this ministry’s leadership positions. The leader may find that he/she is or is not the right person for the job. The person may be wired to be an entrepreneur who can start things, but struggles to maintain a leadership team in an ongoing fashion.

Each leader must have an apprentice. This is someone who is being prepared to eventually become a team leader. This is not a person who does all the jobs that the leader does not want to do.

How will these new people be taught the purpose and goals of this ministry?
How will the ministry leaders support the spiritual and physical needs of others in their own ministry?

5. How Will The Ministry Be Led?

What type of leadership qualities and skills will be required to lead our ministry?

What type of leadership qualities and skills will be required for our ministry's apprentice leader?

What is the process for identifying and assimilating ministry leaders, each fulfilling a specific purpose related to the ministry's mission?

#6. What Kind Of Team Is Required?

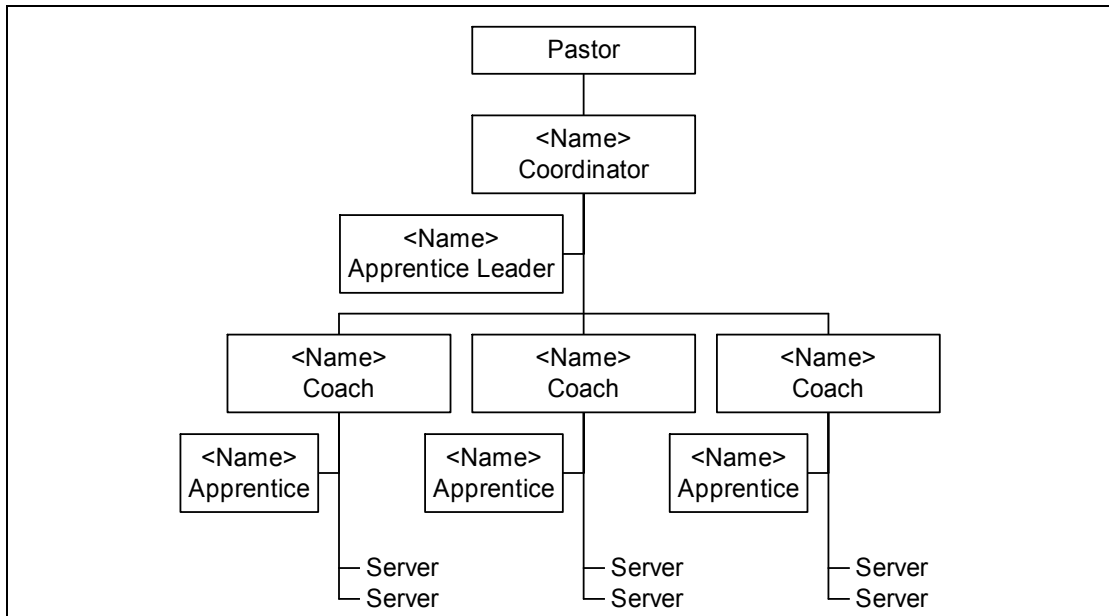
Success in ministry often depends not on how much a leader can accomplish alone, but on how well that leader can muster a well-balanced team. Several role categories serve each ministry. The following graphic displays several types of role categories that the leader should consider.

Error! Objects cannot be created from editing field codes.

This question is designed to help the leader review and plan for the team. A team must be in place prior to the trial run.

Draw a chart that depicts the various roles of this ministry. The following chart is a possible example.

“Sample Organization”



Take each of the ministry roles shown, and create a description for each. Identify the skills and abilities for each role. What is the ideal personality profile required to fill that role?

As new team members join the ministry, a plan needs to be in place to assimilate them into the group. How will these new people be taught the purpose and goals of this ministry? How will the ministry leaders support the spiritual and physical needs of others in their own ministry? Ministry values have a habit of slipping over time. How do you plan to maintain the proper focus and purpose of this new ministry team?

6. What Kind Of Team Is Required?

What are the various roles and ministry responsibilities that are needed to support this ministry?

Draw a preliminary organization chart or other visual appropriate to these roles and responsibilities, to describe the structure of our ministry.

What are the skills and abilities needed for each of the roles described above?

How will new team members of our ministry be assimilated?

#7. What Kind Of Training Is Needed?

Question 7 asks how the ministry team will be trained.

Basic Leaders Training

Recovery Ministry Team Training

Determine what type of training will be involved in the orientation of new team members for the process of being assimilated into the ministry.

7. What Kind of Training Is Needed?

What training could be offered or suggested for team members to achieve the skills mentioned in questions 5 and 6?

How and when will this skill training be provided?

#8. What Kinds Of Support Will Be Required For This Ministry?

Question 8 asks how the ministry team discussed in questions 5, 6, and 7 will be supported by the church. What type of rooms at the church will be needed for meetings, office space, computer access, mail boxes, etc.? What type of hands-on involvement by church staff will be required?

If there are funds required, this is a good opportunity to uncover and discuss that process with the coach or supervising Pastor.

8. What Kinds Of Support Will Be Required For This Ministry?

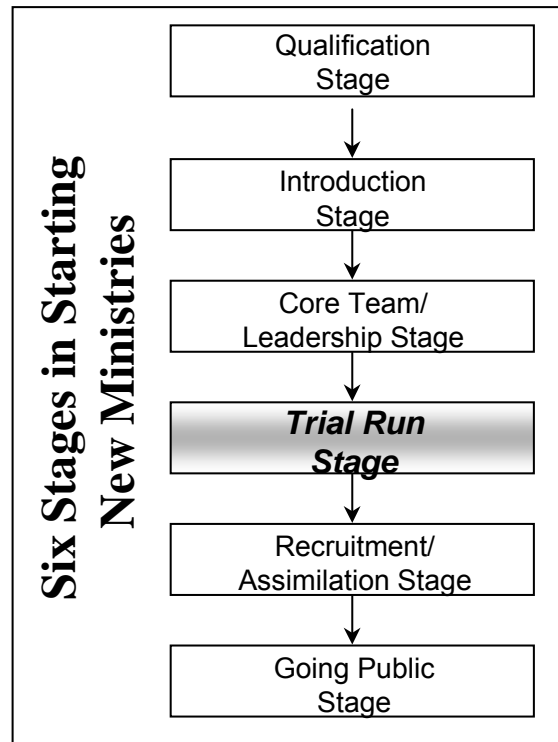
What type of support services/facilities will our ministry team need from the church?

What are the budget/financial needs to get our ministry started (trial run)?

What are the budget/financial needs to sustain our ministry?

How can we (the team) find the money needed to support this ministry?

Chapter 4 **The Trial Run** **Stage**



THE TRIAL RUN STAGE

This stage takes the ministry public for the first time, in a small setting. The ministry team designs a specific probe to test various aspects of the ministry. The intent of this probe is to determine what a full public release will bring. A plan must be put in place to measure success and failure. You will want to ascertain how well the ministry's purpose is being received by its target audience.

Planning of the Trial Run

Planning Questions 1-4 describe the ministry's purpose, target, target's needs, and the service to be provided. These questions also describe the Trial Run. For example, if the ministry is targeted for school-age children, the trial run might start with a focus specifically on Jr. High-age children. Based upon these results, it may then expand to the Elementary and High School audiences.

It is most important to understand how you define the "success" of this probe. This evaluation of the trial run will provide information that is critical for a successful launching of the ministry. The "going public" stage will help determine the success or failure of this ministry once it is in full production.

Promotion of the Trial Run

Promote only to the target audience for this limited probe of the ministry.

The 12 Planning Questions for this Stage

This stage will be a review of questions 1-4, 6, and 8 and how they apply to the planned Trial Run. It will also be the first time question 10 will be addressed.

- 1. What Is Our Purpose?***
- 2. Who Do We Serve?***
- 3. What Are Their Needs/What Services Will We Offer?***
- 4. How Will We Provide Those Services?***
- 6. What Kind Of Team Is Required?***
- 8. What Kinds Of Support Will Be Required For This Ministry?***

Planning question 10 addresses how we can evaluate the ministry process. This applies not only to the Trial Run, but also to the ongoing ministry. We must determine how to evaluate our Trial Run and the success of the ongoing ministry as well.

#10. What Will Be The Process For Feedback?

Question 10 will help the leader set up a process of **continuous improvement** for the ministry. Methods will be established to hear how the ministry is doing from those that are served and from those who serve.

Have the leader and core team members determine a methodology and then schedule a meeting with their church sponsor to evaluate the effectiveness of the ministry. This meeting should seek to evaluate the purposes and effectiveness of this new ministry. The purpose statement from question 1 can provide a solid guideline for this evaluation.

How well is the ministry meeting the needs of the target? How is the team handling the required workload? There have been cases where the needs of the target audience were being met, but the team itself was suffering from burnout.

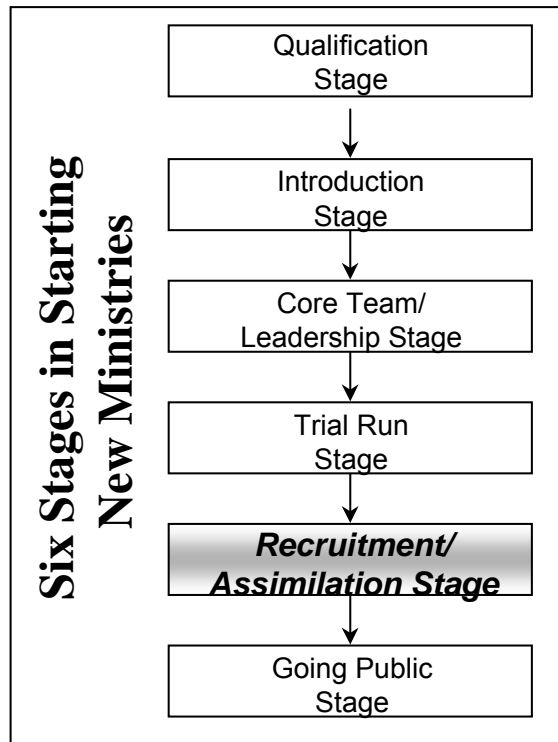
10. What Will Be The Process For Feedback and Evaluation?

How will we know if we are doing well? Where do we get this feedback? How will success be measured?

- o From who we serve*
- o From Pastor/Church staff review*
- o From the ministry leadership team*
- o Monthly check-ups*
- o Quarterly reviews*
- o Annual reports*

Chapter 5

The Recruitment/ Assimilation Stage



THE RECRUITMENT/ ASSIMILATION STAGE

This stage follows the Trial Run stage, making adjustments and realignments to the ministry team. Do we have the right team established? The Trial Run may make it apparent that this ministry will be even larger or smaller than ever imagined in the original planning process.

Team Mix

Each ministry team has a mix of skills, talents and interests. Some adjustments may need to be made in the team at this time. These adjustments may be painful for some members of the ministry team since their role, authority and influence could be affected by these changes.

The 12 Planning Questions for this Stage

This stage will be a review of Planning Questions 5, 6, and 7. It will also be the first time question 11 will be addressed. The purpose of Planning Questions 5, 6, and 7 is to reevaluate these core team issues in light of the Trial Run experience. As we bring new people into the ministry, how will they be assimilated? Do they need training? Does the existing ministry team need more training? How will this be accomplished? The original answers to these questions may need to be reevaluated and possibly rewritten.

5. How Will The Ministry Be Led?

6. What Kind of Team Is Required?

7. What Kind of Training Is Needed?

#11. How Will The Team Be Spiritually Cared For?

God brings people into ministry for various reasons. He uses this time of service as a teaching opportunity for us. How will this ministry facilitate this process? How is this team going to care for its members?

As the leader, you are responsible for the spiritual health of your flock. This ministry may be the only place where the team member has a personal contact with the church. The team member may not know anyone else at the church. Think of how you are going to encourage spiritual growth and development within this ministry team?

Realize that your primary role is as a shepherd and spiritual leader. Be sure to develop a plan for caring for the spiritual growth and development of the ministry team.

11. How Will The Team Be Spiritually Cared For?

How do we ensure spiritual growth and health of our team? What is the process and structure for providing care of team members' personnel needs?

One-on-one meetings to determine:

- o Time commitment*
- o Family matters*
- o Quiet time*
- o Vocation vs ministry demands*
- o Small groups/accountability relationships*

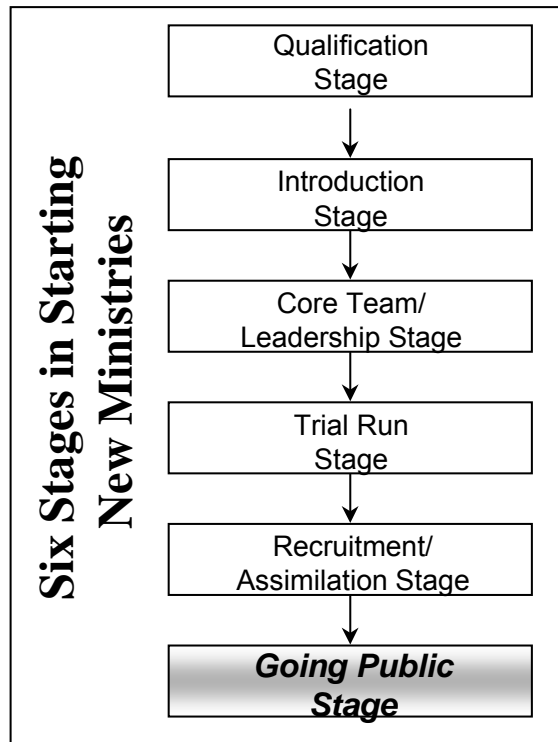
Support within the team:

- o Praying for each other*
- o Group devotionals*
- o Team fellowships*

Chapter 6

The Going Public

Stage



THE GOING PUBLIC STAGE

The Going Public Stage is the final episode in the development of a ministry. This stage includes promotion of the ministry to its entire target audience. By this time, the operational plan and the core team should be understood and in place.

Promotion

Determine the best approach to provide the target audience information about the ministry's purposes. The means to communicate the services provided by this new ministry vary greatly. They could include a bulletin announcement, a newspaper ad, a billboard, a banner, website, *eview* article, etc. Make sure your promotion is done in a professional manner and pinpointed to the right audience. Final approval for any promotional piece must be obtained from our Creative Communications Department before it can be reproduced or disseminated. A vague promotional campaign will only confuse those who receive it. You may inadvertently invite the wrong audience and miss your target completely. Remember, God's work deserves your best efforts and we must serve Him accordingly. Allow our wonderful Creative Communications Staff to assist you early in the process, so that the impact on your audience is maximized.

The 12 Planning Questions for this Stage

This stage will be a review of Planning Question 10.

10. What Will Be The Process For Feedback and Evaluation?

It will also be the first time question 9 and 12 will be addressed prior to Going Public with this ministry.

#9. How Will The Group Communicate?

Question 9 outlines how the ministry will keep up-to-date with happenings and requirements. This plan might include meetings, recreational fellowship activities, newsletters, email, telephone calls, etc. The guide will help the leader determine:

- *Who is responsible for the communications?*
- *What is the process for conflict management?*

9. How Will The Group Communicate...

- * With each other?
- * With its leadership?
- * With other ministries?
- * With church staff?
- * With the church at large?
- * With the other ministries it is trying to serve?

#12. What Is Our Vision For Growth And Expansion?

This question helps the ministry team plan for the future. Describe the “dream” God has given you for how this ministry will look two years from now. Now, based on that dream, what will the ministry need to look like in one year?

“But when He, the Spirit of truth, comes, He will guide you into all truth. He will not speak on his own; He will speak only what He hears, and He will tell you what is yet to come.” John 16:13 NIV

This question may be rather difficult to answer in the initial stages of the ministry. It is a question that should be revisited periodically throughout the life of the ministry.

Add to List of Ministries

The new ministry should be included on the official list of ministries kept by our church. A brief description of the new ministry should be provided to the Creative Communications Department.

MINISTRY OPPORTUNITIES
MEMBERSHIP TEAM
Recreation Ministries: Soccer, Volleyball, Golf, Softball – Mike 123-4567
Young Adults: Singles, engaged couples, & newlyweds – Harry 459-2340
MATURITY TEAM
Prayer Team: Support the church in prayer – Larry – 566-4566

Celebrate

After a ministry has been successfully launched it should be a time for celebration. Plan a party.

Evaluate the Process

All parties involved in this process should conduct a thorough evaluation of what went right and what went wrong in the development of the new ministry. Examine any improvements that should be made to this process.

12 Planning Questions

NEW MINISTRY TEAM

12 PLANNING QUESTIONS FOR
DEFINING YOUR NEW MINISTRY

“For we are God's workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do.”

Ephesians 2:10 NIV

1. What Is Our Purpose?

What is God wanting to accomplish with our ministry idea? What is our ministry purpose, mission?

Which of the following ministry purposes best represent our ministry?

- o **Maturity/Discipleship** - To **educate** God's people - Hebrews 6:1, Peter 3:18, Colossians 1:28, Ephesians 4:12-13, Acts 2:1-47
- o **Ministry/Service** - To **demonstrate** God's love - John 13:35, Eph 4:12, 1 Corinthians 12:2
- o **Multiplication/Outreach** - To **communicate** God's Word - Matthew 28:19-20, Luke 24:47-49, John 20:21, Acts 1:8
- o **Magnification/Music** - To **celebrate** God's presence - Matthew 4:10, John 4:23-24, Psalms 34:3

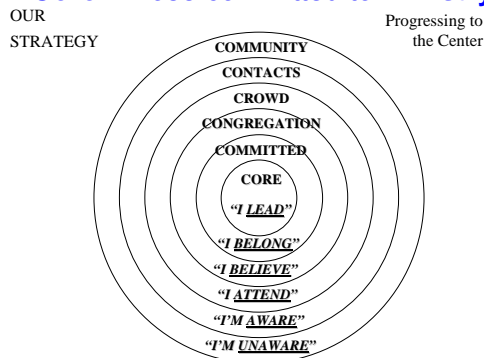
Primary Purpose:

Secondary Purpose:

2. Who Do We Serve?

Who is our target/customer? Of the following Six Circles of Commitment, which group will our ministry serve most?

- Community**- Those unaware of our Church
- Contacts**- Aware of our church but do not attend
- Crowd**- Weekend Attenders
- Congregation**- Those committed to **Membership**
- Committed**- Those committed to **Maturity**
- Core**- Those committed to **Ministry**



Primary Target:

Secondary Target:

Reasons:

3. What Are Their Needs/What Services Will We Offer?

What are the needs of the target group we want to serve?

Spiritual needs, **Physical** needs, **Emotional** needs,
Intellectual needs, **Relational** needs

Which of these needs should our ministry focus on?

What kinds of services could our ministry provide for these needs?

4. How Will We Provide Those Services?

What will be our ministry strategy for providing services for the needs of our targeted group?

What will be our operational plan?

*What is our **step-by-step** process for making this idea into a ministry reality?*

5. How Will The Ministry Be Led?

What type of leadership qualities and skills will be required to lead our ministry?

What type of leadership qualities and skills will be required for our ministry's apprentice leader?

What is the process for identifying and assimilating ministry leaders, each fulfilling a specific purpose related to the ministry's mission?

6. What Kind Of Team Is Required?

What are the various roles and ministry responsibilities that are needed to support this ministry?

Draw a preliminary organization chart or other visual appropriate to these roles and responsibilities to describe the structure of our ministry.

What are the skills and abilities needed for each of the roles described above?

How will new team members of our ministry be assimilated?

7. What Kind of Training Is Needed?

What training could be offered or suggested for team members to achieve the skills mentioned in questions 5 and 6?

How and when will this skill training be provided?

8. What Kinds Of Support Will Be Required For This Ministry?

What type of support services/facilities will our ministry team need from the church?

What are the budget/financial needs to get our ministry started (trial run)?

What are the budget/financial needs to sustain our ministry?

How can we (the team) find the money needed to support this ministry?

9. How Will The Group Communicate...

- With each other?
- With its leadership?
- With other ministries?
- With church staff?
- With the church at large?
- With those it is trying to serve?

10. What Will Be The Process For Feedback and Evaluation?

How will we know if we are doing well? Where do we get this feedback? How will success be measured?

- o From whom we serve*
- o Monthly check-ups*
- o Annual reports*
- o From Pastor/Church staff review*
- o Quarterly reviews*

11. How Will The Team Be Spiritually Cared For?

How do we ensure spiritual growth and health of our team? What is the process and structure for providing care of team members' personnel needs?

- Group and one-on-one meetings to determine:*
- o Time commitment*
 - o Family matters*
 - o Quiet time*
 - o Vocation vs ministry demands*
 - o Small groups/Accountability relationships*

- Support within the team:*
- o Praying for each other*
 - o Team fellowships*
 - o Group devotionals*

12. What Is Our Vision For Growth And Expansion?

What is our vision for growth? What is our "dream" two years from now?

On the way to our two-year "dream", what must our ministry look like in one year?

- How will we expand our ministry?*
- o New groups*
 - o New services*
 - o New activities*
 - o Other*

What would that look like?

List and Explain:

By Doug Slaybaugh & Don Holden

Edited by Pastor Stan Lubeck for The LIFEhouse Church

We would like to acknowledge and thank the following people who directly or indirectly assisted the completion of the Starting New Ministries, A Resource Kit Using a 12 Planning Question Model: John Oaks, The Ministry Development Center at Saddleback Church, Arlene Hood, Pastor Rick Warren, The Pastor's Management Team of Saddleback Church, This material is covered under Copyright© laws; Doug Slaybaugh & Don Holden

Materials used in this Starting New Ministries, A Resource Kit, Using A 12 Planning Question Model are original or used by permission of Rick Warren, and The Encouraging Word Ministry.

More information about this and other fine products can be found at www.pastors.com.

Starting New Ministries, A Resource Kit Using a 12 Planning Question Model is to be used for the forwarding of God's Kingdom. The materials in this book and any accompanying software purchased with this book may be used by the Christian organization that purchased it. It shall not be used by other organization than the one who purchased it. Any or all of this Kit shall not be used for resale without the written consent of its owners.

For further information, please write:

The Ministry Development Company
1538 Sand Wedge Way
Castle Rock, CO 80104



4800 Sierra College Blvd

Rocklin, CA 95677

916-652-7216

www.tlhc.org