



Church Multiplication Network
MINISTRY PLAN CHECKLIST

The following checklist is an outline for the CMN Ministry Plan. We hope it will serve as a valuable resource in the launching of your new church. It is our belief that this ministry plan combined with the training you receive at CMN Launch will be pivotal in helping you launch the healthy church that God has placed on your heart.

We do not expect you to be able to complete everything on this checklist before your CMN Launch event. Instead, use this checklist as a guide to frame questions for your table coach and facilitators as you prepare for the event.

WE WOULD ENCOURAGE YOU TO:

- Use this checklist as a resource before you attend your CMN Launch event.
- Allow what you need more direction on to frame your questions during CMN Launch.
- Develop a ministry plan after you attend CMN Launch to guide you to the launch of your church.

INTRODUCTION

- ❑ Begin with a clear and compelling hook that would grab a reader's attention.
- ❑ Include a clear vision statement that contains your unique calling made up of:
 - Needs/opportunities in your community.
 - The collective potential of your team.
 - Your passions as a leader.
- ❑ Include a bio of the church planter/campus pastor
 - Detailed history of your ministry experience.
 - Tell your story, the dreams God has birthed in you, and what you hope God does through this church plant.

PLACE AND DEMOGRAPHICS

- ❑ Describe the community where you will plant and the impact your church will make.
- ❑ Include relevant demographic information – highlight a few pieces of data (from your demographic step in your pre-work) that have been analyzed and will produce unique ministry opportunities for your church.
- ❑ Outline details about your desired location (or secured location) and describe why it is the best option for your church plant.

TEAMS

- ❑ Home Team (Family)
 - Describe your home team's anticipated role and involvement in this church plant.
 - Provide analysis of strengths and weaknesses based on your CMN Launch assessment.
- ❑ Prayer Team
 - Describe how you will grow and communicate with your prayer team.
- ❑ Launch Team
 - Describe how people will join the launch team.
 - Describe the roles they will fill, the roles remaining to be filled, and the strategy for filling the remaining roles.
- ❑ Staff Team
 - Introduce the people (or ideal people) on your staff team and describe the teams they will be leading.
- ❑ Ministry Team
 - Give specific benchmarks and goals for the transition from volunteers on your launch team to volunteers post-launch team.
 - Outline clear weekly volunteer duties with specific on and off ramps for volunteers.

SYSTEMS

- ❑ Connect
 - Describe guest experience, guest follow-up, and next steps for the church plant.
 - Give specific examples or materials used in this system.
 - Describe your assimilation process from the moment a new guest attends your church until they would be considered regular attenders.
- ❑ Grow
 - Describe your expected discipleship pathway with a list of spiritual growth outcomes for your church.
 - Provide examples of next steps in your discipleship pathway and outline how you will measure spiritual growth in the church.
 - Demonstrate how this system will produce people who make disciples.
- ❑ Serve
 - Describe the serve teams you will need in place for your launch day along with a target number of people you would use for each team.

- Outline your plan to provide people service opportunities in the church and in the community.
- Describe how you will develop and empower leaders.

❑ Go

- Describes the missions structure you will use to help people with personal, local and global evangelism.
- Outline you and your team's spheres of influence in the community and the strategy for reaching those spheres.
- Describe a bridge-building event your church could do to meet needs in your community.
- Outline how your local strategy will translate into your global strategy.

❑ Worship

- Present a developed order of service for your public gatherings with assignments for who is responsible for each role in your order of service.
- Outline a plan for how your team will review, provide feedback, and evaluate your worship environment and experience.
- Address the role of the Holy Spirit in your services.

BUDGET AND FUNDRAISING

❑ Financial

- Provide a detailed start-up/launch budget that includes specific lists of products needed, companies to purchase from, and pre-launch events to host.
- Include a thought through, first-year annual budget with operational expenses including pastoral, office, facility, ministry expenses as well as missions giving.

❑ Margin

- Outline how the church will create margin in the budget.

❑ Fundraising

- Outline a detailed fundraising plan that includes multiple opportunities for people to give and strategies to fundraise effectively.
- Describe your tiers of donors and how you have/will present them with opportunities to give.

❑ Retirement

- Describes your plan to contribute regularly into retirement account.
- Include a description of how the church will budget for retirement contributions for the Lead Pastor and staff.

MARKETING & AWARENESS

- ❑ Describe activities and strategies for building awareness toward a target goal on your launch day.
 - Provide examples of branding and website.
 - Identify activities already happening in the community that your church will partner with.
- ❑ Describe activities and strategies for building a network toward your target launch goal.
 - Identify community hubs and gatekeepers that you will network with.
- ❑ Describe activities and strategies for building relationships toward your target launch goal.
 - Describe how you as the leader will help team members build relationships.
- ❑ Describe the church's marketing strategy and the different avenues you will use to build awareness of the church.
 - Include samples and examples of marketing material (mailers, business cards, social media ads, etc.)

MAINTAINING MOMENTUM

- ❑ Goals & Evaluation
 - Outline specific goals for different areas of the ministry plan.
 - Highlight evaluation tools that will be used to measure progress toward those goals.
 - Highlight specific goals for your Launch Day.
 - Number of people in attendance.
 - Number of team members.
 - Number of salvations.
- ❑ Church Planter Health
 - Describe how you will ensure rest, a healthy marriage (if applicable), and healthy personal relationships.
 - Describe how you will utilize coaching to keep learning and maintain organizational momentum.