GOING PUBLIC VIDEO NOTES

1. **YOU AND YOUR COMMUNITY MATCH**
   a. *A COMMON CAUSE OF CHURCH PLANTING FAILURE*
      i. Having a fantasy statement
         1. Blinds you to the realities of the mission field
         2. Need a mission or vision statement
         3. Difference between fantasy and vision
            a. Fantasy never gets translated past the sheet of paper
   b. *THINK LIKE MISSIONARIES*
      i. Successful planters think like missionaries
      ii. They know that they are going in to reach unreached people
      iii. A job for which they need to learn
         1. Language
         2. Technology
         3. Culture
      iv. The mission field dictates the tactics
   c. *ARE YOU AND YOUR COMMUNITY A MATCH?*
      i. Church planting is about going out and getting people
      ii. It's about gathering those people
      iii. It's about gradually forming those people into a redemptive community
   d. *THE PLANTER AND THE MISSION FIELD MUST CONNECT*
      i. Planting a church is a process of
         1. Experimentation
         2. Innovation
         3. Replication
      ii. Always within the realities of the mission field's response
      iii. The planter has to be constantly
         1. Adapting the vision to the mission field
         2. Modifying the vision to the mission field
   e. *YOU AND YOUR PEOPLE GROUP MATCH*
      i. Failure to
         1. Exegete the surrounding area
         2. Contextualize the approach
         3. Decided on whom to reach first
         4. Choose a methodology that will reach the targeted people
      ii. Because of (i) – above – planters often wind up with a church for "everyone"
         1. The net effect of this approach is 30-40 people only
   f. *PEOPLE GROUP PROBLEMS*
      i. Most mission fields have 3-5 very different groups within them
      ii. Because the planter has not

1. Exegeted the area
2. Determined beforehand which one to reach first

iii. Planter winds up with a few from each group
1. Seldom good
2. Each group requires or wants something different

iv. Often hear planters say they are a multicultural church
1. Even though they only have a handful of people
2. They think they are effective because
   a. Have representatives from each mission field
   b. It is a mistake
3. Now have a church for everyone
   a. A church with very few distinctives

g. *PEOPLE GROUP AND MUSIC STYLES*
i. The mission field always determines the type of music
ii. If you do not have an intentional mission field
1. Have no intentional strategy
2. Have no intentional focus
3. Change the music to suit someone's desires
   a. Causes others to leave

iii. Trying to put together a church that reaches everyone
1. Strategy constantly changes
2. No predictability

iv. Effective church has a predictable liturgy
1. Includes the style of music

h. *REALLY LOOK AT WHO YOU ARE AS A CHURCH PLANTER*
i. Key is to analyze the mission field
1. Decide which group of people to reach first
2. Usually the 1st group is people most like you

ii. First go after those you have a shot at reaching
iii. Second use your resources to reach the next group

i. *OBJECTIONS TO THE HOMOGENEOUS UNIT PRINCIPLE*
i. It is not a matter of singling out 1 group and ignoring another
ii. It is more an issue of affinity rather than discrimination
1. 70-80% of the people who attend a church are in a fairly tight socioeconomic pattern
2. They choose to be at a church
   a. They identify with the majority of the current people

iii. The homogeneous principle has been reduced to
1. Only let people in who are like us

iv. Homogeneous principle actually is
1. Reaching the easiest first
2. Branching out from there

v. Decide who to focus on

                1. Develop around them
                    a. Strategy
                    b. Liturgy

     j. *YOU NEED TO MAKE SURE YOU ARE*
         i. Compelled by a burden for the people
             1. Have affinity with them
        ii. Compatible with the area
        iii. Thoroughly understand the area

2. **THE LAUNCHING BLUEPRINT**
     a. *GESTATION PERIOD*
         i. Identify of the launch team members
             1. Contributions
             2. Limitations
        ii. Identify the critical mass of people significant enough to populate
             1. Ministry teams
             2. Small groups

     b. *DETERMINING CRITICAL MASS*
         i. Can be explained by the number of cars in the parking lot
             1. Busy urban area
                a. No cars = nothing worthwhile
                b. Cars = something going on worthwhile
             2. Small town area
                a. Few cars = something going on worthwhile
        ii. Critical mass is culture dependent
        iii. Gather enough people so that when you launch appears actually viable

     c. *WHY CRITICAL MASS IS SO IMPORTANT*
         i. Instead of a critical mass, the church is simply an overgrown small group
        ii. Gathered group is insufficient numerically
        iii. Begins to defend itself citing benefits of its size
             1. Intimacy
             2. Connectedness
             3. Inclusiveness
        iv. Creates a barrier for any new people to come in
        v. Leaders begin to fade away

     d. *PREVIEW SEASON*
         i. A taste of what is to come
        ii. A practice worship for the team
        iii. An opportunity to invite friends
        iv. An opportunity for well wishers to come
        v. A rehearsal to work out the bugs
        vi. Great time to follow up on new invited contacts

     e. *PREVIEW SEASON ACTIVITIES*
         i. Several "taste and see" events

      ii. Develop word of mouth presence

     iii. Goal to keep adding 25% more people at every event

     iv. Take offerings

      v. Train lay upfront presenters

     vi. Follow up system is put in place with data base

    vii. Remember the mission field for critical mass

   viii. Multiple cell groups are formed

f. *EXHIBITION SEASON*

      i. The team gets used to the schedule

     ii. The Hospitality team and Assimilation team get powered up

    iii. Sacraments of Baptism and the Lord's Supper are celebrated

    iv. Working toward critical mass

     v. The Leader teams are getting mobilized

g. *THE PUBLIC LAUNCH*

      i. Do not use "Grand Opening"

     ii. 12-18 months from the beginning of the effort

    iii. Get more process thinking than results thinking

        1. Result is more healthy

h. *THE PUBLIC LAUNCH MILESTONES*

      i. The capacity to add significant numbers of people

     ii. Multiple small groups

    iii. Offering ownership

    iv. Essential ministry in place that connects to the mission field

     v. Discipleship growth and numerical growth

    vi. Leadership people are identified and put in place

i. *EVANGELISM – IS AND WILL BE*

      i. Congregation will become a closed system if

        1. Pastor ceases to model inviting the public

        2. Pastor ceases pushing the Great Commission

     ii. People become so engaged in the church they have no close friends outside the church

    iii. Planters stays into reaching mode

        1. Keeps modeling evangelism

    iv. Catalectic leaders stay expanding

        1. Nurturing leaders support the catalectic leaders

     v. Catalectic/nurturing cycle is created

3. **SEEKER FRIENDLY ESSENTIALS**

a. *INTERESTING AND BIBLICAL MESSAGES*

      i. Acts 18:11 English Standard Version (ESV)

        1. [11]And he stayed a year and six months, teaching the word of God among them.

     ii. Enthusiastic

iii. Good exegeted biblical message
iv. Remarkable
v. Practical
vi. Creative
vii. Seeker understandable

b. *BREAKING BREAD HOSPITALITY*
i. From greeters to connectors
ii. From friendliness to friendships
iii. Goal is to build a network of relationships

Romans 12:10-14 English Standard Version (ESV)
[10] (A)Love one another with brotherly affection. (B)Outdo one another in showing honor. [11] Do not be slothful in zeal, (C)be fervent in spirit,[a] (D)serve the Lord. [12] (E)Rejoice in hope, (F)be patient in tribulation, (G)be constant in prayer. [13] (H)Contribute to the needs of the saints and (I)seek to show hospitality.

[14] (J)Bless those who persecute you; bless and do not curse them.

c. *CORPORATE COMMUNICATIONS THAT ARE UNDERSTOOD*
i. Is the worship understandable for the area you are in
ii. Is the preaching understandable
iii. Are the programs reaching the needs of the community

Acts 2:7-8 English Standard Version (ESV)
[7] And (A)they were amazed and astonished, saying, "Are not all these who are speaking (B)Galileans?[8] And how is it that we hear, each of us in his own native language?

d. *APPROPRIATE FACILITIES*
i. Meeting options
ii. Safe as possible
iii. Appropriately clean and inviting

Philemon English Standard Version (ESV)
[1] Paul, (A)a prisoner for Christ Jesus, and (B)Timothy our brother, To Philemon our beloved fellow worker [2] and Apphia our sister and (C)Archippus our (D)fellow soldier, and (E)the church in your house:

e. *PRAYER PLACE*

James 5:14 English Standard Version (ESV)

14 Is anyone among you sick? Let him call for the elders of the church, and let them pray over him, (A)anointing him with oil in the name of the Lord.

f. *ATTENTION TO CHILDREN'S NEEDS*
    i. The church is for children too

Acts 2:38-39 English Standard Version (ESV)

38 And Peter said to them, (A)"Repent and (B)be baptized every one of you (C)in the name of Jesus Christ (D)for the forgiveness of your sins, and you will receive (E)the gift of the Holy Spirit. 39 For (F)the promise is for you and (G)for your children and for all (H)who are far off, everyone (I)whom the Lord our God calls to himself."

g. *CLEAR INFORMATION*
    i. Word of mouth
    ii. Website
    iii. Onsite communications
    iv. Announcements
    v. Signage
    vi. Avoid insider church language

Acts 13:49 English Standard Version (ESV)

49 And the word of the Lord was spreading throughout the whole region.

h. *APPROPRIATE APPEALS FOR SUPPORT*
    i. Explain how your church & outreach works briefly/understandably

2 Corinthians 8:7 English Standard Version (ESV)

7 But as (A)you excel in everything—in faith, in speech, in knowledge, in all earnestness, and in our love for you[a]— (B)see that you excel in this act of grace also.