

LEADER CONVERSATION GUIDE

# Are We Healthy Enough to Go Multisite? - Episode 287

## *4 Steps for Clarifying Your Multisite Strategy*

The number of churches going multisite continues to grow even on this side of the pandemic—in fact, the data from our [recent Unstuck Church Report](#) showed that nearly 60% of the churches that average 1,000 or more people in attendance are now multisite. **But how does a church know when it's ready to go multisite?**

Whether you're preparing to expand through multisite or you're an existing multisite church, this podcast series will walk you through the process to help you prepare *now* for future multisite expansion—whether that's launching your first or your fifth campus. In this episode, we'll start off by discussing **the key indicators that you are ready to expand through multisite.**

## *Multisite Readiness Checkpoints*

As a part of our [Multisite Unstuck Process](#), we use a tool called the “**Multisite Readiness Checkpoints**” to confirm whether or not a church is ready to move forward with a multisite expansion. The ten checkpoints (scored by a red, yellow, or green in each area) are:

1. Clarity of DNA
2. Organizational Buy-in
3. Current Growth
4. Staff Leadership Capacity
5. Staff Health
6. Volunteer Strength
7. Ministry Model
8. Defined Systems & Strategies
9. Financial Strength
10. Replicable Weekend Services

Notice what's NOT on that list:

- Do we have a campus pastor?
- Do we have a location and a building?

- Are we going to use video teaching or live teaching in each location?

Those factors are **secondary** to the overall health of the church when it comes to the success of multisite strategy.

## *Multisite Is Not a Growth Strategy*

In preparation for this series, we did some analysis looking at how every church scored their readiness on these checkpoints, from least ready to most ready for multisite expansion. One of *least* ready checkpoints among churches was current growth (in other words, lack of growth).

Let's be clear: **Multisite is not a growth strategy.** It's a strategy to multiply healthy ministry.

Whatever trends you are experiencing as a ministry now will accelerate with multisite expansion: Healthy churches will reach more people faster. Unhealthy churches will get "more stuck" faster.

**Think of multisite like a marriage:**

- In a healthy marriage, having a child adds stress to the marriage dynamic, but makes the marriage stronger in the end.
- In an unhealthy marriage, adding a child to the already-strained dynamic creates more stress and can ultimately lead to its demise.

After helping more than 100 multisite churches through the years, it's clear that the churches who are healthy and growing as multisite churches are growing because they are healthy churches—not because they are multisite.

## *Developing a Reach Strategy*

So, if multisite *isn't* a growth strategy, what should a church work on *now* to prepare for multisite expansion in the future? Churches need to have a growth strategy—we call it a "**reach strategy**."

Many churches have a *discipleship* strategy for people who are already connected to their ministry, but very few churches have a *reach* strategy to reach new people who are not already connected to their ministry.

[We do a lot of work with churches](#) to customize a reach strategy for their unique context and community—but the reach strategies that are working for many churches right now include these two key components:

1. Clarity about **WHO** you are trying to reach in your mission field.
2. Clarity about **HOW** you are going to reach them.

The HOW commonly includes:

- Redesigning your weekend services with the person you're trying to reach in mind.
- Equipping your congregation to engage the Gospel mission where they live, work and play. *(This is sometimes called relational evangelism).*
- Community engagement and serving the needs of people in your mission field.
- Larger churches might also add a digital strategy, like creating shareable content that addresses the life questions and priorities of the people they are trying to reach.
- **Prayer!**

We call this a “reach strategy,” but it’s really a strategy to grow the number of new people connecting to your church and, hopefully, to faith.

**If you are considering multisite expansion in the future, you need to find a reach strategy that will help you experience growth BEFORE you consider launching your next location.**

Listen to the full episode on Apple Podcasts, Spotify, or at [theunstuckgroup.com/episode287](https://theunstuckgroup.com/episode287).

## ***Free Webinar: “Multisite Better” on March 30***

In our 100+ years of combined multisite experience, we’ve found that despite the uniqueness of every church, there are predictable outcomes to each of the expansion approaches that churches take. **Want to avoid multisite misery?** In this [free webinar](#), Tony Morgan and Amy Anderson will teach you proven strategies for better multisite results and help clarify your healthiest way forward. [Register now](#).

## *Special Thanks to Our Sponsor for This Episode:*



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Sometimes, as leaders, we think there's no way someone could do the job as well as we can. It can be easy to feel like we have to have our hands in everything for our organization to succeed. But as we all know, that couldn't be further from the truth. No one accomplishes anything great alone—Great leaders delegate.

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