

LEADER CONVERSATION GUIDE

Considering Multisite? What to Know Before You Launch - Episode 339

Multisite Madness? (Part 1)

All of the competing strategies and opinions around multisite can feel like madness: What really works? Is multisite right for every church? Is multisite right for ANY church?

In this new series, Tony and Amy walk through nine “predictable outcomes” of multisite to help monosite churches make the critical decisions that lead to more predictable multisite success.

Predictable Outcome #1: You Replicate What You Are.

- You must have health and momentum **before** going multisite.
- The best reason to start a new campus is the same as the best reason to start a new service: “because you have to.” The second best reason is because you “get to.”
- Multisite is a response to health and growth, not a solution for creating health and growth.
- Churches need to be large enough that they can afford to send out 10% of their congregation, volunteers, leaders, giving, etc., to launch a *healthy new location* while still maintaining health at their *original location*.
 - We recommend a minimum attendance of 1,000—that is critical to provide ample support for a new campus while maintaining strength at the sending location.
 - Ideally, your attendance will be 2,000 or more before you launch a new campus.
- The big question: “Do you have a healthy culture and strategy worth replicating?”

Predictable Outcome #2: Video Really Works.

- Like it or not, whoever talks the most from the stage in a church sets the culture, intentionally or by neglect. Different people teaching on different stages build different cultures over time.
- Use a video teaching *team* from the start to ensure every location hears the same message. This is the most important step to maintain unity and alignment across all locations.
- Before launching a campus, prepare with the following sequence: IMAG, multi-service, multi-venue (if space allows), and then multisite.
- Before launch, leverage video teaching at the sending location. This will model what the experience will feel like at the new location.

- From our recent research, we know multisite churches with identical locations grow almost twice as fast as churches with more autonomy. Furthermore, compared to the fastest-growing campuses with more baptisms, the churches that closed campuses were 4x more likely to have used a model where the campus pastor was the primary teacher.

Predictable Outcome #3: Begin Financial Planning Before Launch.

- Approaching a campus launch with an attitude of “how little can we spend?” instead of “how much does it take to reproduce our church strong from day one?” is short-sighted.
 - Launching cheap can mean under-delivering on the church experience, when the burden of a multisite campus is that it needs to start from day one as good (or better) as the sending campus. Financially, you need to plan to replicate your brand—not just open a new location.
- You need a clear plan for how to fund the new campus until it is self-sustaining. This could take approximately three years.
 - A lack of financial sustainability was the second most common reason churches cited for closing a campus.
- Prepare for a giving decrease at the sending campus when Core Team members transition to the new campus.
- Expect that it will take new people at the new campus sometime before they are ready to engage with their time and financial support of the mission.

[Learn more](#) about our process for helping monosite churches go multisite for the very first time.

Listen to the full episode on Apple Podcasts, Spotify or at theunstuckgroup.com/episode339.

[Webinar] Going Multisite: How to Launch Your First Campus & Avoid Common Pitfalls

The unknowns around going multisite for the first time can create anxiety—after all, if you’ve never led through this before, you “don’t know what you don’t know.” At this free webinar, We’ll help you get clarity on the *how*, *when*, and *who* of going multisite for the first time. [Register now](#).

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Are you considering adding a second or third campus to your growing church? Need help telling your church's unique story across every location? **PlainJoe, a Storyland Studio, has you covered.** Their team of creative storytellers, talented designers, and innovative architects are passionate about helping churches tell their stories through spatial, interactive, and strategic storytelling. To learn more about a large church can succeed launching its first campus in a smaller venue, read PlainJoe's article: "[8 Questions to Ask Before Your Church Goes Multisite.](#)"