

LEADER CONVERSATION GUIDE

Preparing for Your First Campus Launch

- Episode 340

Multisite Madness? (Part 2)

Though nearly 8 out of 10 multisite campuses are flourishing, many campuses struggle and some do fail. So what's the key to launching at the right size, in the right space, and with the right launch team to build and sustain a new multisite campus?

In this episode, Tony and Amy unpack these questions and explain three “predictable outcomes” of multisite related to preparing for launch.

Predictable Outcome #1:

Launch Where You Are Already Reaching People.

- Launch with a Core Team of at least 100+ people who live in the area where you are launching. With that as a minimum, what is the right number of people to replicate your “brand” in a new location?
 - Often, large monosite churches need a larger Core Team, with a larger staff and volunteer team, to replicate the experience at the sending location.
- People transfer and carry culture.
- A Core Team full of people who do not live in the area will make it practically impossible to reach the community, and they will gravitate back to the sending location over time.
- Don't ask the Core Team to go for one year (and then “allow” them to go back to the sending campus). Instead, invite them to make the new location their permanent campus—assuming that campus is near where they live, work, and play.

Predictable Outcome #2:

Plan To Launch at Twice the Size of Your Core Team.

- Your initial attendance at the new location will often be twice the size of the Core Team. *If you launch with a Core Team of 100 people, your initial attendance will likely be around 200 people. If you launch with 300 people, your initial attendance will likely be around 600 people.*

- Build the staff team based on this expectation (Core Team x 2). Typically, we recommend 1 FTE (Full-Time Equivalent) for every 100-110 attendees at the campus. That means you'll need many volunteer leaders to fill other critical ministry roles.
- This is another reason churches should want to launch larger: so that there's financial capacity to cover the key staff roles of the Campus pastor, kids leader and worship/production leader (at a minimum).
- Prepare financially to support a campus of this size.
- Ensure your launch facility is large enough for your launch and continued growth.
- The strength of a multisite launch is in the core of followers from the sending congregation and the people they invite. The larger the launch team core, the larger the launch, and the sooner the campus becomes self-sustaining functionally and financially.

Predictable Outcome #3:

The Location Is More Important Than The Facility.

- While the actual facility is important and needs to meet the ministry's needs, a feasible facility in the right location is better than a great facility in the wrong location.
- Launch campuses in "drive-to" locations. Where do people drive to for work, shopping, movies, etc.? Avoid "drive from" locations, which are predominantly residential.
- There are emotional barriers to location selection. Major highways and significant geographical features such as rivers, lakes, and mountains can be natural dividing lines to where people work and live. Launch in the direction people do life.
- Your new campus should be between 15-30 minutes from the sending campus.
- Portable facilities are a great temporary solution for about one to three years. Beyond that, they tend to become limiting factors.
- The ideal multisite facility is visible, accessible, and affordable. The facilities need to be big enough for dynamic worship, children's programming, lobby space and adequate parking, but small enough to get to multiple services within the first year.

Launching strong isn't the *only* component to a successful multisite campus, but the success of everything else hinges on it. [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/episode340.

[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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