

Should We Even Be Having a Multisite Conversation Yet? — Episode 460

Here's a pattern we keep seeing: more and more churches are rushing into multisite.

Churches are launching campuses without doing their due diligence. And they're skipping the learning from the churches that have already gone before them—the mistakes they've made and the things worth repeating.

A move of God is not a substitute for doing your homework.

Because here's what we've learned over the years: **The number one reason campus launches fail is that churches start too fast and too small.**

That's why we're beginning this new series called "**What Ready-For-Multisite Looks Like.**" And we're kicking it off with this question: *Should you even be having a multisite conversation yet?*

Key Quotes

- "If you ask five leaders why you're going multisite and you get five different answers, you don't have a problem of determining how to launch; you have a DNA problem."
- "Full support is necessary to move the church's reach beyond its immediate community. You cannot drag an organization into multisite."
- "You can have all the verbal support in the world, but if nobody is stepping up for the launch team and giving isn't moving, you don't have buy-in."
- "A good process and a good consultant will drive alignment and buy-in exponentially fast."
- "Multisite is not a growth strategy. It's an evangelism strategy to extend the impact of an already effective church."

Self-Assessment: How Are We Doing?

If you're considering going multisite, work through the first three checkpoints below to review your readiness.

1. **Clarity of DNA:** Is there real alignment on our mission, vision and values? Would everyone understand why we want to go multisite?
2. **Organizational Buy-In:** Is everyone on the leadership team excited because they understand how this connects to our mission, vision and values? How included do volunteers feel in this launch? Are they signing up and giving?
3. **Current Growth:** Are we growing by at least 5%? Have we completely maximized the space we're in? When will we hit our capacity limit in our current facility?

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