

ONE YEAR TO LAUNCH

A 12-Month Timeline For Starting Your Next Campus

THE UNSTUCK GROUP®

PHASE 1: PREPARING

Staff & Volunteers

Determine
Sponsor Campus

Sponsor Campus
Recruits
"Volunteer Bench"

Hire/Transfer
Campus Pastor
(CP)

CP begins shadowing
& training

Community & Marketing

Define geographic
and demographic
target

Cast vision to
full staff & church

CP connect with
members who live in
the community

Venue & Equipment

Establish
Equipment Team &
draft budget

Month 1

Month 2

Month 3

PHASE 2: GATHERING

Staff & Volunteers

Information Meeting at Sponsor Campus

CP connects personally with those interested

Begin regular Core Team meetings

Ask Core Team to train by serving at Sponsor Campus

Invite key leaders to leadership develop. group

Train CP on church systems, etc.

Finalize org. chart w/ staff & volunteer needs

Community & Marketing

CP connect with local community leaders

Venue & Equipment

Research potential campus venues

Equipment Team drafts buy-lists

Month 4

Month 5

Month 6

PHASE 3: BUILDING

Staff & Volunteers

Hire all additional staff positions

Additional staff shadow, train, & connect w/ vol.s

Recruit & train small group leaders

Launch small groups

Recruit all volunteer leaders

Volunteer leaders shadow & train at sponsor campus

Recruit people to specific volunteer teams

Community & Marketing

Develop marketing plan

Buy desired advertising spots ahead of time

Venue & Equipment

Finalize campus venue

Finalize buy lists based on venue

Develop trailer packing plan (if portable)

Order any equipment requiring 60+ days

Set specific launch date (with venue confirmed)

Finalize plans to launch all core ministries

Month 7

Month 8

Month 9

PHASE 4: LAUNCHING

Staff & Volunteers

Full team
volunteer training
sessions

Invite friends & family

Set-up team
trainings w/ tech
equip. (if portable)

Community & Marketing

Provide core team
with invite cards

Submit all media
for marketing
spots

Submit press
releases about
campus launch

Venue & Equipment

Final venue layout
incl. signage &
guest services

Order all
remaining
equipment

Acquire all print
material needed at
campus

Implement plans
for all core
ministry launches

Hold 3 Practice
Services

LET'S LAUNCH!

Month 10

Month 11

Month 12