

Customizable Campus Launch Plan

Multisite Strategic Planning

THE UNSTUCK GROUP®

PHASE 1 :: PREPARING

___ months

How Do We Know We're Ready?

- ☐ God's direction
- ☐ Large number of people attending from a particular community or area of town
- ☐ Sponsor campus nearing capacity with multiple services and needs to create space to reach more people
- ☐ Church's financial health is strong enough to handle the costs to launch a new campus and sustain it for two years (see the financial frameworks)

Build the Team

- ☐ Determine the Sponsor Campus; an existing campus that will help prepare and train the volunteer team
- ☐ Sponsor Campus begins actively recruiting more volunteers in preparation to send a new team
- ☐ Hire/Transfer New Campus Pastor
- ☐ Begin having New Campus Pastor shadow the Sponsor Campus Pastor or Discipleship Pastor (single site)
- ☐ Determine the other roles which you will hire for the campus launch (i.e. Children's, Creative Arts)

Influence the Community

- ☐ Research the community of interest to assess the opportunity that may exist.
- ☐ Identify the community in which you will launch a campus. Clearly define the geographic area and target demographic
- ☐ Communicate the vision to launch a new campus in the community with the entire staff and then congregation. Include the geographic area and target demographic
- ☐ Begin connecting with key church members who live in the community to learn more about the culture and cast vision for a campus

Develop the Campus

- ☐ Establish Equipment Team to determine the required budget for campus equipment

PHASE 2 :: GATHERING

___ months

How Do We Know We're Ready?

- ☐ New Campus Pastor is hired
- ☐ Sponsor Campus has a heart for the identified community
- ☐ Sponsor Campus has a large volunteer team with the margin to send a new team

Build the Team

- ☐ Sponsor Campus begins casting vision for reaching a new community or area of town
- ☐ Hold an Information Meeting at the Sponsor Campus to cast vision for the new campus
 - ☐ Collect information and level of interest ["I'm In!" vs "I'm Interested"]
- ☐ New Campus Pastor follows up with everyone who attends and meets personally with as many individuals/couples as possible to connect and cast vision
- ☐ Begin *monthly* core team meetings in the new community
- ☐ Encourage core team members to volunteer at the sponsor campus for training
- ☐ Identify key leaders from the core team and invite them to a bi-weekly leadership development group
- ☐ Develop a campus organizational chart showing all necessary staff position, volunteer leadership roles, and volunteer roles - including the number of volunteers needed in each area
- ☐ Begin training the New Campus Pastor on all administrative process that come with the role

Influence the Community

- ☐ New Campus Pastor pursues relationships with community leaders [i.e. government, schools, large employers]

Develop the Campus

- ☐ Research potential campus venues
- ☐ Equipment Team to draft buy lists for the campus
- ☐ Project the campus launch size

PHASE 3 :: BUILDING

___ months

How Do We Know We're Ready?

- ☐ Core Team is large enough to fill all positions on the campus organizational chart
- ☐ Core Team is engaged as volunteers at the Sponsor Campus

Build the Team

- ☐ Begin *bi-weekly* core team meetings focused on the church's mission, vision, values, and specific vision for the new campus [Utilize Nehemiah, *Deep & Wide*, etc. as best fitting]
- ☐ Campus Pastor continue shadowing Sponsor Campus Pastor and getting experience stage hosting and leading assimilation classes
- ☐ Recruit and train small group leaders
- ☐ Launch bi-weekly small groups in the community [meeting on weeks opposite of Core Team meetings]
- ☐ Hire all additional staff positions
- ☐ Train additional staff by having them shadow counterparts at the sponsor campus
- ☐ Have additional staff begin connecting relationally with volunteers and leaders in their area
- ☐ Train staff on all necessary administrative processes
- ☐ Recruit all volunteer leaders
- ☐ Recruit people to specific volunteer teams
- ☐ Recruit band members to serve at the new campus
- ☐ Connect new campus volunteer leaders with sponsor campus leaders for peer development and training

Influence the Community

- ☐ Develop a marketing plan for the campus launch
- ☐ Buy marketing spots for the two months leading up to the campus launch

Develop the Campus

- ☐ Finalize the campus venue
- ☐ Set a specific campus launch date
- ☐ Equipment Team creates buy lists and budgets for equipment at the campus
- ☐ For portable campuses, Equipment Team develops a trailer packing plan to best store equipment
- ☐ Equipment Team orders any equipment requiring more than 60 days lead time
- ☐ Develop plans to implement all core ministries being launched with the campus (i.e. Assimilation Strategy, Small Groups, Volunteer Connection, etc.)

PHASE 4 :: LAUNCHING

___ months

How Do We Know We're Ready?

- ☐ Campus Pastor is fully trained and embraced by the Core Team as their spiritual leader
- ☐ All roles on the organizational chart are filled
- ☐ Local small groups are in place and healthy

Build the Team

- ☐ Hold formal volunteer trainings for each team
- ☐ If portable, hold set-up team training with production/technical equipment

Influence the Community

- ☐ Provide the Core Team with invite cards for friends and family
- ☐ Submit all media for marketing spots
- ☐ Submit press releases and contact all news outlets about the campus launch

Develop the Campus

- ☐ Finalize venue layout. Include signage placement and locations/posts for security team members and first impressions team members.
- ☐ Equipment Team orders all equipment
- ☐ Acquire all publications (i.e. brochures, info cards, communication cards, curriculum) needed at the new campus
- ☐ Pack all equipment and publications
- ☐ Hold 3 Practice Services to prepare the team and identify any gaps
- ☐ Implement plans for all core ministries being launched with the campus (i.e. Assimilation Strategy, Small Groups, Volunteer Connection, etc.)