

Location Search Guidelines

5 Keys to Identifying Your Next Community

1. Existing Sponsor Campus Reaching Capacity

- Ensure that there is an existing sponsor campus that is nearing capacity. Then evaluate other ways in which more room could be created at that existing campus. A campus launch should be a response to growth, not an attempt to generate growth.
- Is an existing campus nearing capacity with multiple services and in need of more room?
- Is a campus launch the best way to create room and continue reaching more people?

2. Existing Presence

- Identify communities from which people are driving 20-30 minutes to your existing campus(es). Utilize your database and a map-plotting tool for this. (e.g. My Maps by Google)
- Is there a large number of people actively attending an existing campus from one area?

3. Target Audience

- Determine if there is a significant population of your target audience / primary customer in the new community. Utilize census data for this. (i.e. American FactFinder by the U.S. Census Bureau)
- Is the area experiencing growth, particularly with people in your target audience?
- Is this a great place to connect with the people we're called to reach?

4. Unique Value

- Determine if and how your church would add unique value to the new community.
- How are you different other churches in the new community?
- Is another church focused on reaching your target with a similar strategy?

5. Hub to Other Communities

- Ensure that the new community is a growing “hub” to the surrounding area rather than a “spoke/outpost” to the community.
- Consider the prevalence of feasible facilities that are highly visible in the community.
- Do more people drive to this community than drive from this community?