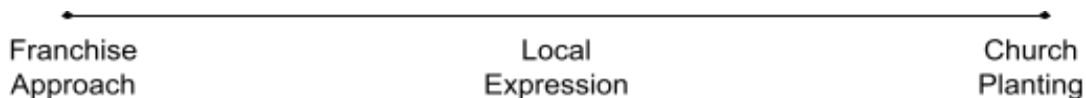


Multisite Models Across the Spectrum

Multisite Strategic Planning



Franchise Approach (= One Church, Multiple Locations)

In a franchise approach, the church creates identical campuses across all locations. Ministry programming is identical and calendars are aligned. The vast majority of ministry plans and curriculum content are created by a central team or main campus. Campus leaders implement plans, focusing as much time as possible on caring for people and developing leaders.

Local Expression (= Least Sustainable Model)

In a local expression approach, broad-sweeping ministry plans and curriculum are provided. But campus leaders have space to further develop or adjust those plans to meet their local context. A central team or main campus still provides some resources. But they are not as detailed or rigid. Unfortunately, this is the least sustainable multisite model long term. Most churches end up being financially challenged and overstaffed because this model does not achieve the efficiencies in ministry creation and staffing. We strongly encourage churches to embrace franchise or church planting models, or leverage the franchise model to eventually plant independent campuses.

Church Planting (= Launching New, Independent Churches)

A church planting approach gives near autonomy to campuses. They are united by a global name and mission but the vast majority of ministry plans are created by campuses to uniquely serve their communities. Churches leaning toward this approach should heavily consider truly planting independent churches rather than trying to hold diverse campuses together as a multisite church.

How This Might Look

	IDENTICAL: FRANCHISE APPROACH	LOCAL EXPRESSION	INDEPENDENT: CHURCH PLANTING
<i>Teaching</i>	• Shared Content • Shared Speaker via Video	• Shared Content • Different Speakers	• Different Content • Different Speakers
<i>Creative Arts</i>	• Same Songs • Same Creative Elements	• Same Style • Different Songs • Most Creative Elements	• Different Styles • Different Creative Elements
<i>Adult, Student, & Children's Ministries</i>	• Same Discipleship Models • Same Scheduled Days and Times	• Same Core Programs • Different Secondary Programs • Different Scheduled Days and Times	• Entirely Different Discipleship Models
<i>Events</i>	• The same events take place in the same week at all campuses	• Campuses schedule the same events whenever they choose to	• Campuses are free to create their own local events at will
<i>Local DNA</i>	• Same Mission • Same Global Vision • Same Values	• Same Mission • Different Local Visions • Same Values	• Different Local Missions • Different Local Visions • Different Local Values
<i>Centralized Resourcing</i>	• All ministry plans and content are centrally created and provided to campuses	• Components of ministry plans and content are provided • Campuses are expected to fill in details	• Very few ministry plans and content are provided to campuses