

# Developing A Prospectus

## Working Document For A Church Planting Team

The purpose of a prospectus is to lay out and clearly communicate a church's planting ministry along with expectations of the church planting team. A church should develop a prospectus before calling/contracting with a church planter. Clear and accurate information helps the congregation communicate its church planting ministry and helps potential church planting team candidates determine if they are a good fit with the congregation and church planting ministry. Ideally, the prospectus is shared with church planter candidates before they are interviewed. The prospectus should definitely be sent to a church planter candidate to whom a call/contract has been extended. Note that a prospectus is helpful anytime a ministry is adding a ministry staff member.

### **The Prospectus**

Below are areas that should be included in the prospectus.

Description of the Mother Church

Tell pastoral candidates about the church and its history. Who are you?

### **Description of the Target Community**

- Describe the community in which the church multiplication models are anticipated to be located.
- Describe in detail who is expected to be reached?
- Append a brief demographic study of the target community.

### **Core Values**

Share with team candidates the values by which the Mother Church lives. What are the things on which the ministry will not compromise?

### **Mission Statement**

Share the Mother Church's adopted mission statement.

### **Philosophy/Vision Statement**

Share the Mother Church's philosophy/vision for church planting.

- Why is this multiplication initiative important and urgent?
- If the church multiplication model is successful what will it look like ten years from now?

### **Strategic Plan**

Share a copy of the Mother Church's strategic plan if it has one. Where does the church multiplication model fit in the plan?

### **Church Multiplication Task Force (oversight) and Church Multiplication Team (doers of the work)**

Briefly describe the Task Force and Team:

- Its role and authority?
- How it is formed.
- Who is on it.

### **Leadership and Authority System**

- What is the governance model used by the Mother Church?
- How are decisions made?

### **Current Staff**

List the current staff and their responsibilities.

- Who is accountable to whom in the staff?

### **Accountability**

- Structure
  - o To whom does the team report? Note the church planter / team leader should not be accountable to more than one entity. Usually, the person to whom a church planter / team leader is accountable is the one most responsible for establishing work in new neighborhoods beyond the current campus.
  - o What is expected in the external and internal reporting process?
  - o How frequently is the team expected to make a report?
- Finances
  - o What is the system of accounting for funds received by the doers of the work?
  - o What is the system of accounting for funds received for the initiative?
  - o Will the Mother Church set up a separate account for funds received by and/or for the initiative?
  - o Will funds received by and/or for the initiative be used to offset the Mother Church's financial commitment or are they in addition to the Mother Church's commitment? Usually, funds are in addition to a Mother Church commitment and help the daughter grow towards independence.
  - o At no time should the lead church planter receive or handle funds for the church plant.
- Mentoring
  - o Who will be formal and informal mentors for the church multiplication team?
  - o The Supervisor should set aside a block of hours to meet with the church multiplication team leader each week.
- Coaching
  - o The team leader should be required to have a coach and meet with the coach at a minimum once a month for at least an hour.
  - o The Mother Church should include paying the coach in its budget.
  - o The church planter should be given the latitude to select a coach with the approval of the Senior Pastor.
- Sick leave, Vacation, and Conference Time
  - o Share with the appropriate team leaders the congregation's policies regarding Sick Leave, Vacation Time, and Conference Time.
  - o Will the congregation pay for the team to attend conferences beyond those required by the Southeastern District? Note: The congregation should include in its annual budget funds for the Southeastern District's Professional Church Worker Conferences, District Conventions, and Circuit Forums that the team or team leader is required to attend.

### **Mother Church's Resource Commitment**

- Financial commitment including duration
- People – How many people will be released to form a Launch Team?
- Prayer Team(s)
- Professional Church Workers' time (Sr. Pastor, DCEs, Administrators, Part-time staff, etc.)
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### **Planting Model(s)**

Describe the planting model the Mother Church expects the daughter church plant to be, i.e. additional site (satellite of the mother), stand alone, house church, small group (cell) church, etc. A combination of models may be part of the plan but should include a timeline for shifting models.

### **Independence**

Define in detail the outcomes that must be in place before the Mother Church will release the daughter church plant as stand alone chartered congregation.

- How many people on average must be in worship attendance each week? Over what period of time?
- What must regular offerings/tithes be on average each week? Over what period of time?
- How much money must be in the missions reserves?
- How many leaders must be active in the church plant?
- List any other conditions that must be met.

### **Partner churches/Aunts**

List and partner churches/aunts helping with the mission and what each has committed toward the church multiplication model.

### **Planting Agreement & Covenants**

Include a copy of the planting agreement to be signed by the church multiplication team leader, the Senior Pastor, and one or more key leaders from the Mother Church.

### **Special/Additional Information**

Share with church planter candidates other information you believe is important they know about your Congregation and the initiative.

### **Mother Church Budget**

- Include a copy for the previous year, current year, and projected budget for the next year.
- State the level of indebtedness of the Mother Church.
- Share any capital campaigns being planned in the next three years.
- Share any building plans or major purchases projected over the next 3-10 years.
- Share any anticipated staffing additions or reductions over the next three years.

### **Church Multiplication Model Budget**

- Staff
  - o Salary
  - o Benefits
- Launch/Celebration Service
- Equipment
  - o Copier
  - o Phone
  - o Computer
- o Items needed to launch a quality worship service
  - Children's ministry
  - Outreach
  - Facilities
  - Discipleship
  - Administration
  - Insurance

### **Church Multiplication Team Selection Process**

Describe the steps you are taking in the process of selecting the team, e.g. church planting profile assessment, phone interviews, in person interviews, candidates presented to the congregation, call service, etc., include the make up of the call committee, and time frame.