

FirstSteps for Planting a Missional Church

Coaching Guide #12

Launch Strategy

How did God launch the new church in the book of Acts? As we read through the book of Acts we need to always remember it is a Book of History. It gives us a glimpse of how God worked through ordinary men and women to fulfill His purposes and carry out His ongoing mission of redemption. We should look at the book of Acts as a place to glean principles and insights for church planting and church life. It is not a book to look for blueprints or models but rather a book to discover transferable principles which will be shaped by your cultural context.

Biblical Insights

Here are a few transferable principles that we can glean from the launching of the church in Acts 1-2:

1. They received their marching orders from Jesus. Acts 1:4-8
2. They made prayer a priority. Acts 1:12-14
3. They engaged in leadership development and in gathering a launch team. Acts 1:15-26
4. They selected an appropriate launched date. Acts 2:1
5. They launched out in the Spirit's power and created interest. Acts 2:1-13
6. They boldly and relevantly preached God's word. Acts 2:14-36
7. They asked for a commitment to Christ and His Church. Acts 2:37-41
8. They built a healthy community of faith around God's purposes and desires. Acts 2:42-47

Checklist

- Vision statement clearly developed and articulated to the launch team.
- Launch date set 6-9 months prior to launch.
- Facility secured.
- Marketing plan developed 6 months prior to launch.
- Prayer lists developed from launch team relationships.
- Focused prayer times scheduled and prayer requests sent to intercessory team.
- Key leadership spots filled and trained: worship, sound, financial, children's ministry, set up & take down, first impressions, and second touch.
- Forty adults committed to the launch team.
- Printed materials secured, marketing, brochures, bulletins, etc.
- Come back events planned.

Reflective Questions

- o What heart language issues will you address in your launch?
- o How will you create buzz and interest throughout your community?
- o How will you equip your people to reach into their spheres of relationships?
- o What is your plan to saturate these efforts in prayer and fasting?
- o On a scale of 1-10 how ready is your team for this big day?
- o How are you using this big day to recruit new volunteers?

Conclusion:

Learning to build and keep outreach momentum is critical in the life of any church.