

## Launch Plan Examples from Plus Members



**Dylan Dodson**

June 17 at 11:48am

I'd love to hear from you guys that just recently launched or are launching in the fall (we are launching in January).

- How far out did you secure a meeting space (if you have already)?
- How big is your launch team?
- Have you done preview services? What have they looked like?...



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Matt Norman



Seen by

95



**Darren LeBlanc** We started having bbq's to share vision w friends in june and we are trying to secure a place now so we can have that set for fundraising. No idea how many will be on our launch team....and we will probably start meeting publicly in Dec or Jan. Formalizing launch team invites next month.

Unlike · Reply · 2 · June 17 at 12:08pm



**Jon Wiebe** Hey Dylan!

Here are some answers to your questions - we are launching September 11 - I'd also happy to chat on Skype if you'd like to have more detail on any of my answers/ask more questions!

-we finalized our meeting space in March (aka signed the contract) - but we had been meeting with/talking with the venue for about a year and a half. for us, there was only one venue we had in mind, so there was no searching around. the venue is central to our vision and location/outreach

-we currently have around 40/50 people that are journeying with our church plant - and around 16-18 people that make up our launch team (those are the leader of leaders and super volunteers).

-we started meeting in our house in Jan 2015, just gathering people who are interested in our vision and joining our community. Summer 2015 we hosted monthly BBQs in our backyard, continuing to grow our group. Fall 2015 we had a few vision nights. January 2016 we multiplied into two weekly community groups and started to host monthly worship gatherings/vision nights. Now in May we have started having launch team meetings with the core of our group. We will continue to have our monthly gatherings until August - we will be doing three preview services in the venue (Aug 14, 21, 28) - we won't be posting them on our social media channels, but just word

of mouth with the people that have been interested in our church/have already committed. Sept 4 will be a prayer gathering in the community and then public launch Sept 11.

-we don't have any other paid staff - but have people in place who we hope to be paid eventually, but are doing it volunteer right now. we have a worship director, a community groups director, and a college intern.

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**Matt Norman** I love the idea of bar-b-que. I've talked with my wife about inviting folks to enjoy our pool. When you guys did this was it for your launch team?

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**Darren LeBlanc** Im currently doing it weekly and inviting whomever.

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**Matt Norman** Thanks. That's what I'm thinking of doing.

Unlike · Reply ·  1 · June 17 at 2:41pm



**Darren LeBlanc** We waited till we had out mission/vision/values/name and were comfortable enough to dialogue about all of that.

Unlike · Reply ·  1 · June 17 at 2:46pm



**Matt Norman** Yeah. That's kinda where I am.

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**Jon Wiebe** We did 3-4 over the summer last year. Really informal - community building. Opened them up to anyone who wanted to come.

This summer we will do them again but a little more intentional on what happens on the night and being able to share vision and values.

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**Lee Peoples** John, whom did you open these up for? Who did you invite to your summer vision nights? Anyone from public, friends interested in church?

Like · Reply · June 29 at 5:26pm



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**Matt Norman** So, did you guys put it out via social media, invite people as you connected with them? How did you go about inviting folks?

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**Jon Wiebe** Last summer we hadn't launched our social media as a

church, so I used my personal account to create an event for people to invite people to. We mostly were word of mouth. Now we have our social media up and running. Still do Facebook events - and have used Facebook ads to target people

Unlike · Reply ·  2 · June 20 at 1:20pm



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**Darren LeBlanc** We are pre-social media by a few weeks still as we finish our logo and strategic messaging. All personal invite now.

Unlike · Reply ·  1 · June 17 at 9:59pm



**Spencer Sweeting** We launched with missional communities first with a core team of 12. We added about 10-15 people who were committed to the vision before we decided to launch a gathering. We did this because there is still a lot of weirdness about being a church witho... [See More](#)

Unlike · Reply ·  4 · June 20 at 11:29am



**Lorenzo Smith** Sent out by a church across town. And by "across town" I mean a city of 4 million people across 500 square miles: Los Angeles.

June 2014 - Announced the plant, started raising awareness and calling the congregation of the sending church to see themselves as being in one of two groups of people: 1) Senders - They would see this as a missional undertaking of their church. They would pray, provide encourage, and financially support the sending church who would support us. 2) Sent - They would seek out more information, pray about it, and if God was calling them to go too, commit at a high level. For some that meant moving to the particular region of the city where we were focused.

Sept 2014 - Held vision/info meeting at our sending church.

Sept 2014 ongoing - Committed to a minimum of 12 months of focused prayer before launching Sunday gatherings. We started weekly prayer meetings in the home of my co-planter. This weekly prayer meeting slowly and steadily evolved and grew over time. This prayer meeting was primarily for those already committed or prayerfully processing the decision to join us. We would share a meal, then my co-planter and/or I would share for 10-15 minutes about some aspect of the vision/mission/DNA and then we would pray. We also met with people constantly for coffee to discuss the mission and vision. As people were praying through whether to join us on mission or not, we wanted to inform the process so they knew exactly what they were praying through. We also launched monthly public prayer gatherings in a rented local church building where people from our sending church would join us to partner together in prayer. During this season of prayer, we were growing and developing this "core group" of people, all the while still gathering with our sending church on Sundays.

November 2015 - vision/info meeting at sending church

January 2016 - No longer on staff at sending church

March 2015 - Launched a website and social media efforts (later than what

we would have preferred).

April 2015 - Public vision/info meeting

May 2015 - Public vision/info meeting

June 2015 - Became fully autonomous from our sending church. By then we had 60 people committed at a very high level. We divided the "core group" into 6 different neighborhood prayer groups to continue to pray throughout the week following the model we had already established. In order to maintain unity we would all gather together on Saturday nights as one group for what essentially resembled a church service. It was primarily to build up the core group so we were "preaching to the choir". We'd worship, participate in giving, pray for one another, introduce new "members", and spent the next 16 weeks or so going over keys aspects of our DNA and various topics at they related to the church and our ecclesiology (discipleship and the church, mission and the church, prayer and the church, community and the church, etc). The Neighborhood Prayer Groups would then pray through those things the following week together.

Oct 2015 - We ended up renting a High School theater. We walked the property with the core group to show them around so they could envision our Sunday gatherings and to pray over the property and the people that would eventually join us there on Sundays. By then we had 94 committed members of our core group. A couple weeks later we launched our "public" Sunday gatherings with 170 people and a core group deeply connected with the mission and vision and DNA, and with leaders in place.

I'm sure there's more but this is already long enough. Hope that is somehow helpful.