

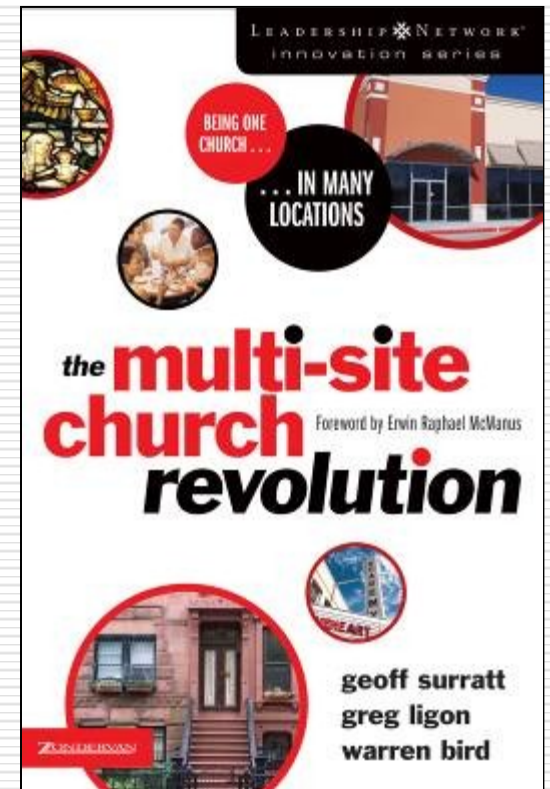
The Multi-Site Church Revolution

Greg Ligon

Leadership Network, Dallas, TX

www.leadnet.org

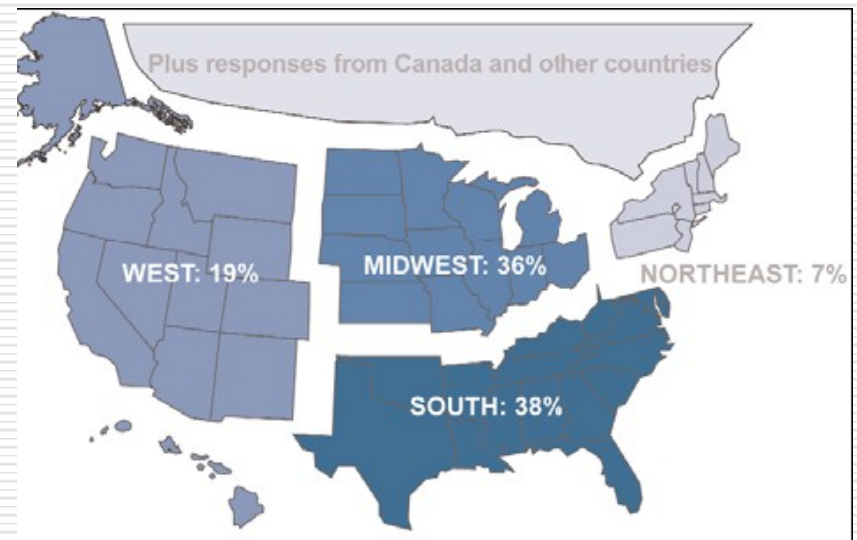
LEADERSHIP NETWORK
CONNECTING INNOVATORS TO MULTIPLY



Birth of the Multi-site Movement

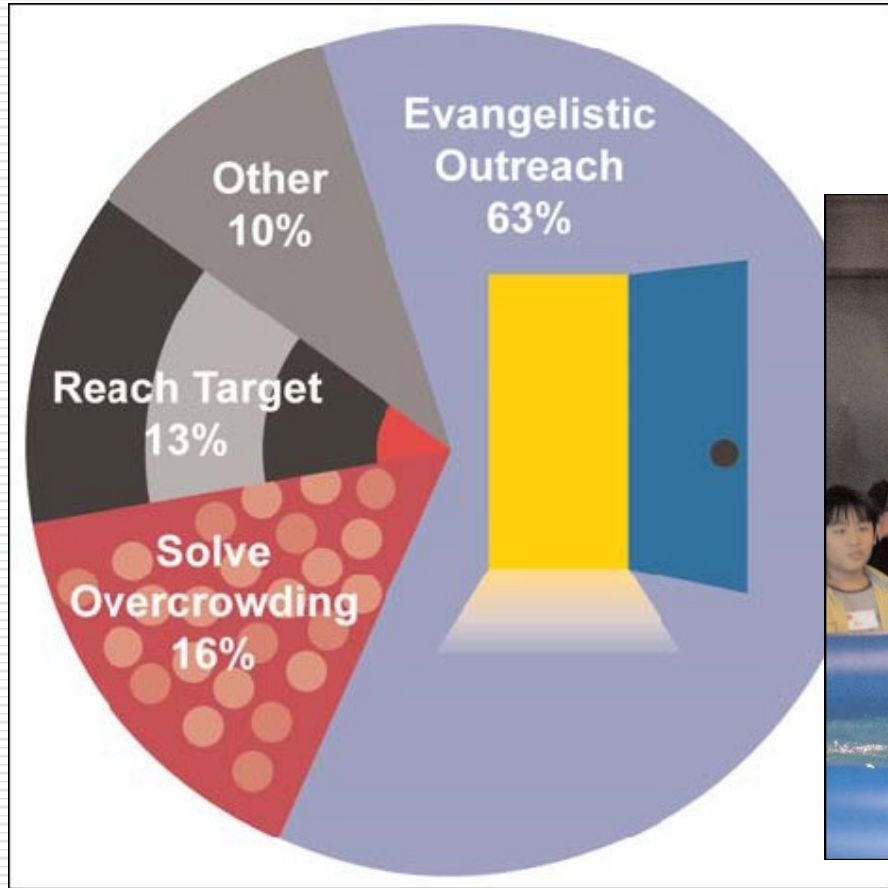
- Multi-site movement is a “God-thing”
 - All church sizes
 - Multiple regions
 - Internationally
 - Across denominations

“The multi-site church is a phenomenon that you will no doubt be hearing about in the future.” *Leadership Journal, Spring 2003*



Birth of the Multi-site Movement

Why do churches go multi-site?



Birth of the Multi-site Movement

□ Proactive Strategy

■ Initially ...

“We backed into multi-site ... It was more like a disruptive moment where *we faced a problem (space needs) and saw an opportunity.*”



Peter Roebbelen
Chartwell Baptist

■ Now ...

“Multi-site is a *proactive strategy* for reaching more people, not just a reactive response to more crowding.”



Dave Ferguson
Community
Christian Church

Birth of the Multi-site Movement

Five Models for Multi-Site Churches

Video-Venue Model	Creating one or more on-campus environments that use video-cast sermons (live or recorded), often varying the worship style
Regional-Campus Model	Replicating the experience of the original campus at additional campuses in order to make church more accessible to other geographic communities
Teaching-Team Model	Leveraging a strong teaching team across multiple locations at the original campus or an off-site campus
Partnership Model	Partnering with a local business or nonprofit organization to use its facility beyond a mere "renter" arrangement
Low-Risk Model	Experimenting with new locations that have a low level of risk because of the simplicity of programming and low financial investment involved but that have the potential for high returns in terms of evangelism and growth

Birth of the Multi-site Movement

- Video Venue - creating one or more on-campus environments that use video-cast sermons (live or recorded), often varying in worship style
 - North Coast



Birth of the Multi-site Movement

- Regional Campus - replicating the experience of the original campus at additional campuses in order to make church more accessible to other communities
 - New Life, Chicago



Birth of the Multi-site Movement



- Teaching Team Model - leveraging a strong teaching team across multiple locations at the original campus or an off-site campus
 - First Baptist Windermere (Florida)

Birth of the Multi-site Movement

- Partnership Model - partnering with a local business or nonprofit organization to use its facility beyond a mere “renter” arrangement.
 - Stillwater (Ohio) United Methodist Church
 - The Garden, Indianapolis

YMCA



Birth of the Multi-site Movement

- Low Risk Model - experimenting with new low risk locations because of the simplicity of programming and low financial investment involved but that have the potential for high returns on investment in terms of evangelism and growth.
 - Christ the King



How to Become One Church in Many Locations

- How other churches started
 - Lifechurch.tv (Oklahoma City)
 - Healing Place Church (Baton Rouge)



Is It Right for Your Church?



Three Crucial Questions

- *How healthy is your church?*
 - *Is there a driving impetus behind your desire to go multi-site?*
 - *Are key leaders behind the decision?*
-

Start-up

Selling the dream

- Ten advantages of a multi-site church
 1. Assists in reaching friends and family unwilling to travel a great distance to church
 2. Brings together the best aspects of larger churches and smaller churches
 3. Increases the total number of available seats during optimal worship times
-

Start-up

Selling the dream

- Ten advantages of a multi-site church
 1. Overcomes geographic barriers when a church facility is landlocked or tightly zoned
 2. Enables untapped talent to emerge each time a new venue or site is opened
 3. Mobilizes volunteers through an added variety of ministry opportunities
-

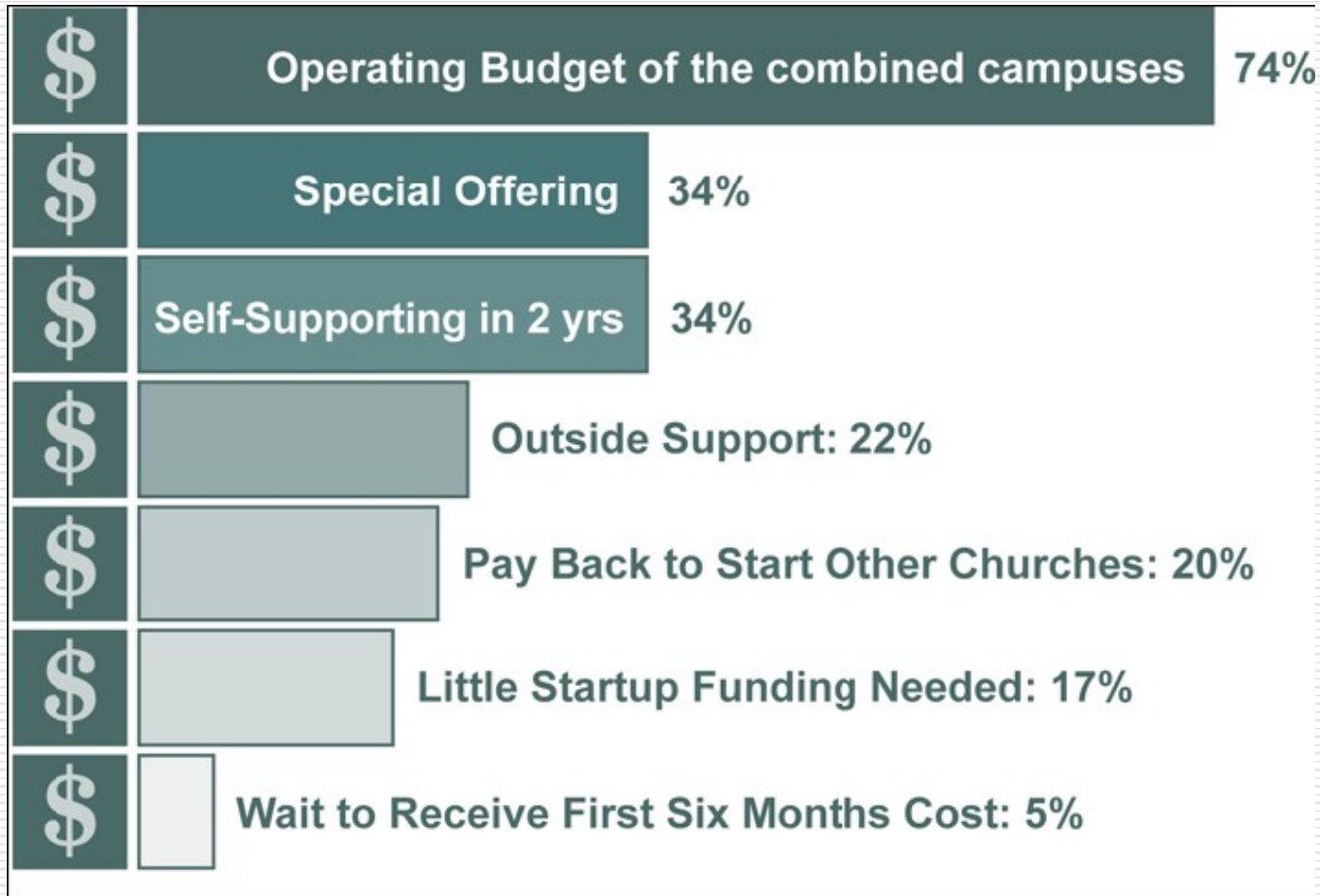
Start-up

Selling the dream

- Ten advantages of a multi-site church
 1. Improves a church's stewardship of funds and resources
 1. Enables a church to extend itself into smaller niches
 2. Models and trains people for church planting elsewhere
 3. Provides a pipeline for the development of emerging leaders and future staff
-

Start-up

Who's going to pay for this?



Start-up

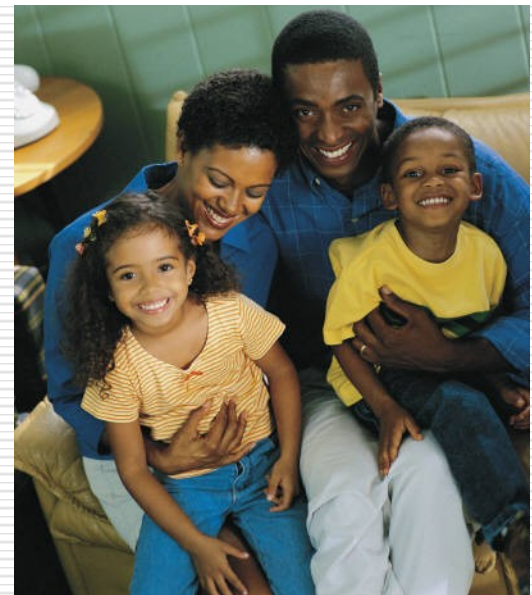
How do churches fund a multi-site vision?

- *Special offerings*: Life Church
 - *10-10-80*: Seacoast (missions-new starts-operating)
 - *Pay it forward*: Christ the King
 - *Tapping into grants*: Healing Place
 - *Portion of capital campaign*: Willow
 - *General operating budgets*
 - *Designated missions money*
-

What makes multi-site work best?

- **The right people**

- Campus Pastor
 - Recognized leader
 - A team builder
 - Developer of other leaders
 - Heart of a pastor
 - A passion to reach the community where the new campus will be located
 - Entrepreneurial



Start-up

Launching the mission

- **The right people**
 - Campus Pastor
 - Worship Leader
 - Small Groups Minister
 - Children's Ministry
Director



Start-up

Launching the mission

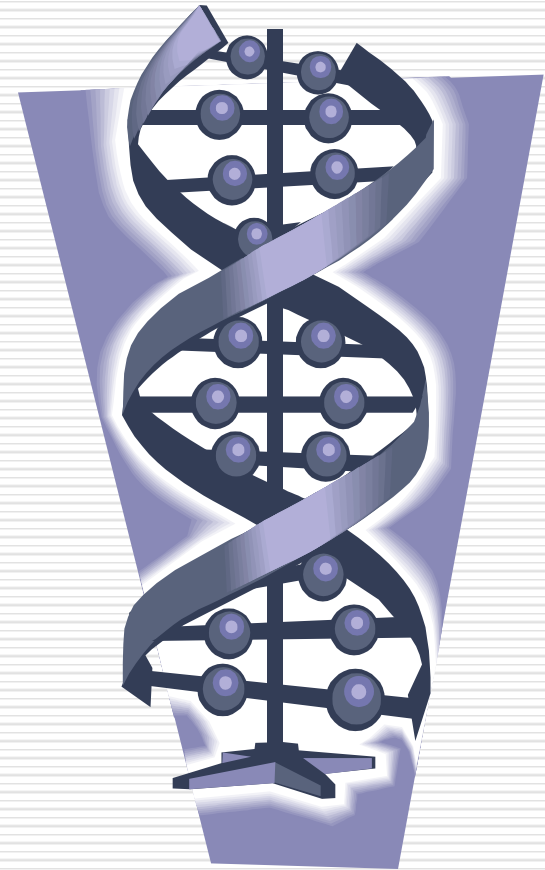
■ **The right place**



- Are there people in the area with a connection to your church?
 - Is there a need in the community for a church like yours?
 - Is this a community your church can impact?
-

What makes multi-site work best?

- Hitting the sweet spot
 - Reproductive Necessities
 - Life Church – 5 things
 - DNA Carriers
 - Vision and shared values
 - Campus pastor
 - Shared teaching



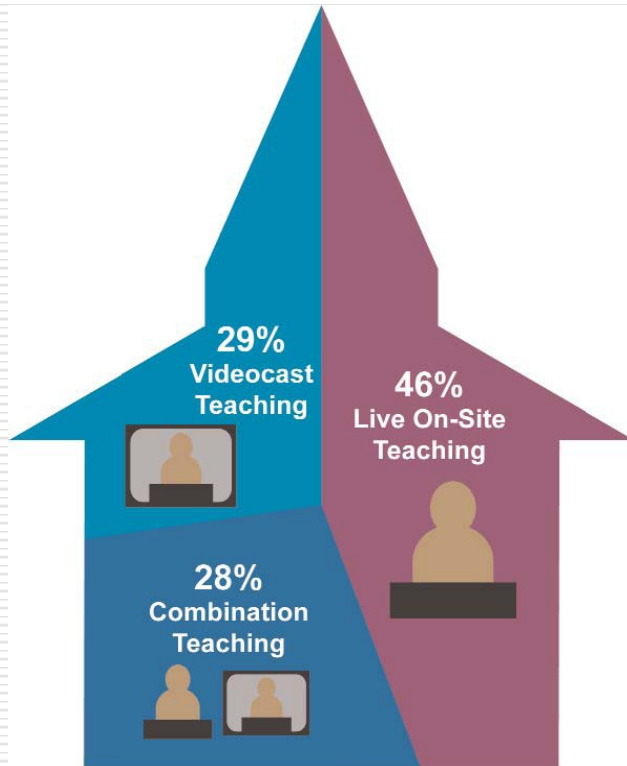
What makes multi-site work best?

- Designing the right structure



What makes multi-site work best?

Leveraging Technology – Preaching Styles



Join the revolution?

- ❑ www.leadnet.org
- ❑ www.multisitechurchrevolution.com

Copyright 2007 Leadership Network

