

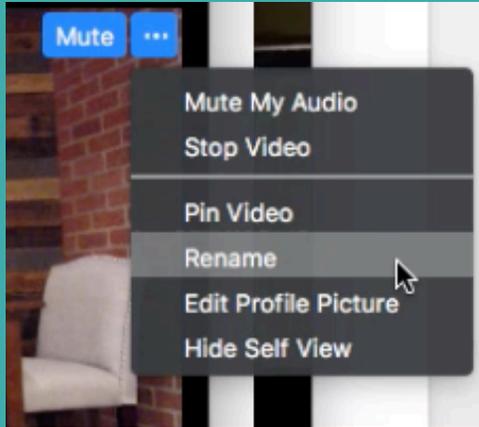
RELAUNCH

A 4-WEEK ONLINE COACHING EXPERIENCE



How to
prepare
for this
session?

- Rename yourself
- Download & Print Worksheets



-Your Full Name

Example:

9 – Gary Rohrmayer

Rename Yourself

1. St. Louis
2. Southern Region (IN,TN, KY AR)
3. Central Illinois
4. Chicago City
5. Northern Michigan
6. Detroit
7. Grand Rapids
8. Kalamazoo
9. North Chicago Suburbs
10. Mid Chicago Suburbs
11. South Chicago Suburbs
12. Other

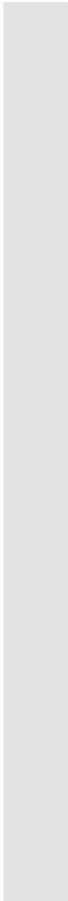
Download & Print Worksheets

Outlining Your Relaunch Plan & Delegating Responsibilities

Steps	Who?	What?	Where?	When?
1. Team				
2. Date				
3. Timeline				
4. Theme				
5. Prayer				
6. External Buzz				
7. Internal Buzz				
8. Next Steps				
9. Recruit				
10. Vision/Values				

How Will You Create Momentum?





“Momentum...it's God's work. Spiritual leaders can neither create a movement of God's Spirit nor control it. But a leader should build an atmosphere charged with a desire for spiritual momentum”.

Wayne Schmidt
Leading When God Is Moving

10 Ways to Create Momentum for your Relaunch?

1. Develop a team.

Too many pastors try to carry the load all by themselves, which is an unbiblical notion.

Learning to pick the right players on your team is crucial. Guiding and leading the team is imperative.

Trusting the team to execute the plan is empowering.

Celebrating and encouraging the team is vital.

Team building is a skill which is honed through the “learning by doing” process.

Getting key influencers involved in the process is vital to building positive momentum throughout the church.

10 Ways to Create Momentum for your Relaunch?

2. Determine a Date.

You will first need to pick a date for this relaunch.

Whatever date you pick is fine as long as you to pick a date. **This will bring focus and generate momentum throughout your team.**

Remember God in his infinite wisdom chose to launch the church on Pentecost. This date was rooted with rich theological significance as well as many practical implications.

10 Ways to Create Momentum for your Relaunch?

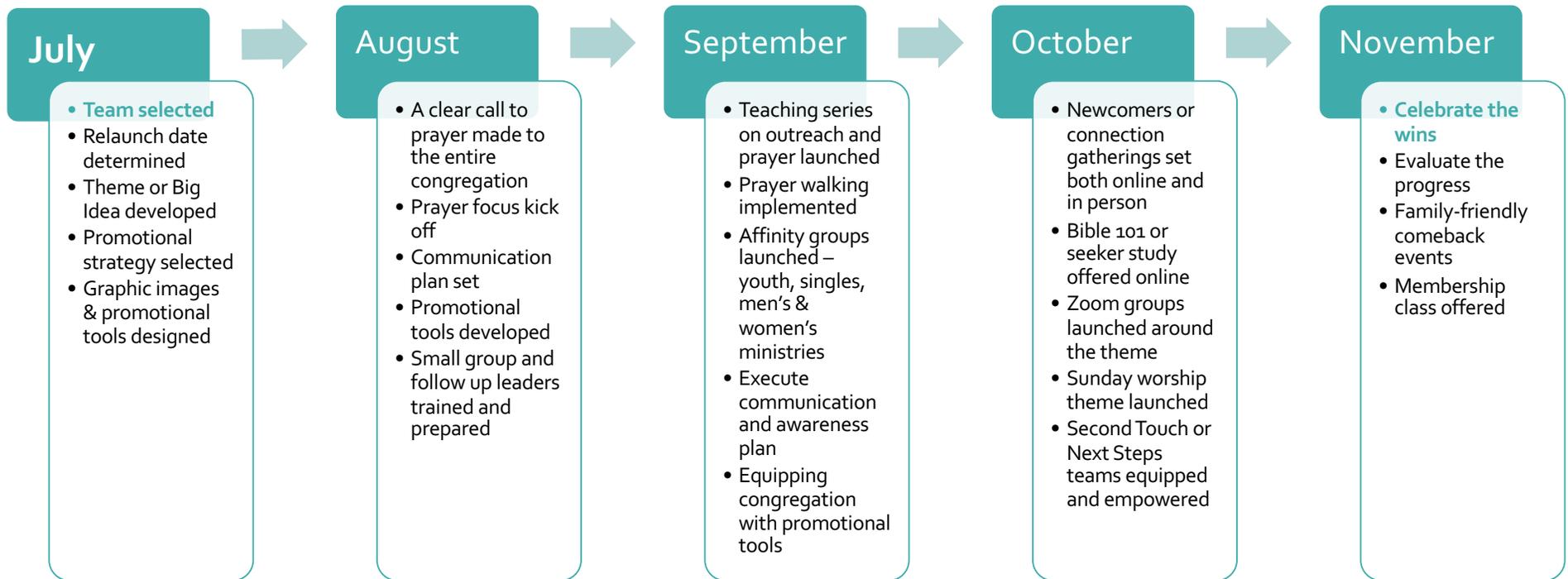
3. Develop a timeline.

To develop a good timeline, start with the last date of the project and work backward. If you are doing a fall relaunch here are a couple of ideas.

End your fall outreach campaign on the first weekend in November with a family friendly with now appropriate social distancing comeback events and *start* July first with the selection of the team.

This is what I call the “**three-month rule**” which is to begin the detailed planning process at least three months before the launch of the outreach campaign.

Detailed Timeline



You need to think it then ink it
before you can delegate it and achieve it.

10 Ways to Create Momentum for your Relaunch?

4. Create a Theme or Big Idea.

Brainstorm ideas for delivering strong biblical content that addresses the heart issues of your mission field.

Many pastors struggle with the creative aspects of leadership.

I recommend that pastors research and purchase some of the good outreach or spiritual growth campaigns available. Many of these come with timelines, job descriptions, graphics, sermon ideas and small group materials.

The key is planning ahead. After the church has done a few of these campaigns, then they can take a shot at developing their own.

10 Ways to Create Momentum for your Relaunch?

5. Promote Prayer

Raise the spiritual temperature of the church.

It is a must to incorporate a church-wide prayer project for before and during the campaign.

Examples:

Call the church to “**pray for five neighbors, for five minutes a day, for five weeks**” before the outreach campaign.

Mobilize the church to **prayer walk** your whole community before the campaign.

Conduct a **21 Day Prayer Campaign** to get your churches focus on praying missionally for your community.

10 Ways to Create Momentum for your Relaunch?

6. Create Buzz Outside the Church

Brainstorm ideas for creating buzz throughout your community and all the social media platforms.

Work with your team to think of ways to get the word out. This in itself will build momentum.

I like to use sowing language when it comes to getting the word out to the community and social media networks.

10 Ways to Create Momentum for your Relaunch?

7. Create Excitement inside the Church.

Create urgency through effective vision casting.

Create energy through promoting tools and opportunities.

Creating a sense of synergy throughout the church.

Getting every section of the church moving in the same direction is a momentum building experience that creates positive energy and good morale.

So, take your theme and drive it throughout the church from seniors to youth, from singles to toddlers!

10 Ways to Create Momentum for your Relaunch?

8. Develop next step opportunities.

Engaging new people is critical to creating and sustaining momentum.

Creating opportunities for new guests to connect relationally, as well as spiritually, is crucial to having a successful outreach campaign.

Offering entry-level Bible studies like Bible 101 or Christianity 101 within weeks of your outreach campaign is important in providing those next steps for those that are spiritually interested.

Finally, you want to offer people an opportunity to connect with the church and its leadership by offering some type of *newcomer's luncheon* or *party at the pastor's event* where they hear the story and vision of the church as well as connect relationally with key leaders.

Offer a Clear Call to Action

- “Go into our online prayer room after the service”
- “Come to our ‘after party’ immediately after the service to meet other people and discuss the sermon
- “Download this resource for use during the week
- “Call a friend and [fill-in response relevant to the sermon], and then in your online small groups, tell each other how it went”
- “Please let us get to know you better by filling out a digital welcome/connection card”
- “Take this online survey to find the way that you can best serve right now”
- “If you prayed to receive Christ, begin telling others by putting something in the chat”
- “Ask God what He wants you to give financially, and then do whatever He shows you”
- “Sign up for a ‘meet the pastor webinar’ which temporarily replaces our ‘pizza with the pastor’ get-acquainted event”

Source: Warren Bird, ECFA



TEXT "START" TO 555-888

10 Ways to Create Momentum for your Relaunch?

9. Recruit volunteers to fill needed ministry roles.

Doing a relaunch is a great opportunity to recruit new volunteers for set up, cleaning, event planning, children's ministry, ushers, greeters, follow up, administration, new hosts for small groups, and small group leaders, apprentice leaders etc.

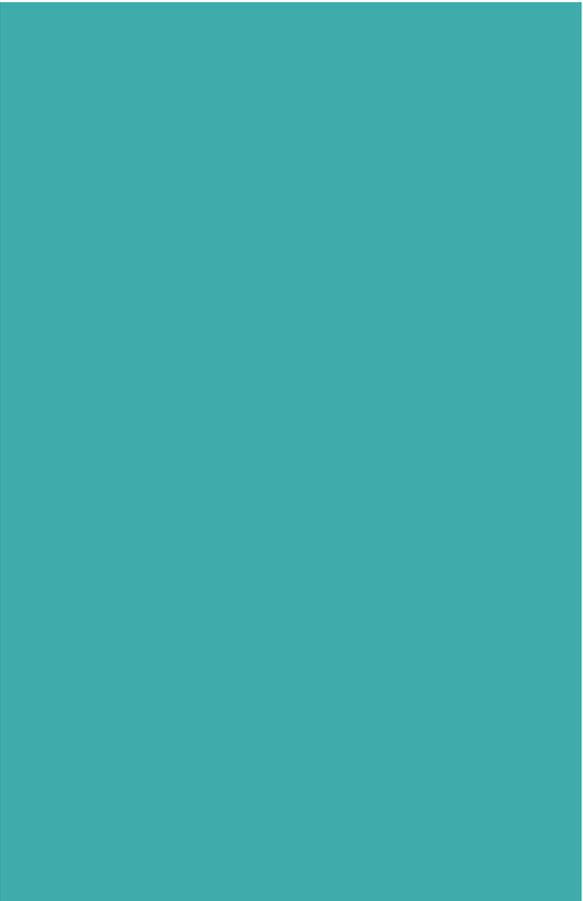
Think of all the volunteers needed for tech, video, editing, social media etc.

10 Ways to Create Momentum for your Relaunch?

10. Drive your vision and values deeper into the culture of your church.

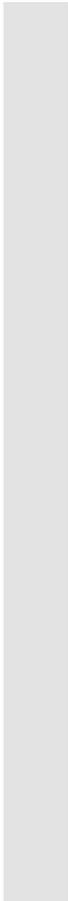
Remember, anytime you do a relaunch it is an opportunity to drive your missional vision and values deeper into the lives of your people.

The values of evangelism, community, spiritual dependence and community transformation come alive and provide opportunities for personal growth and corporate maturity.



“Momentum...it's a sacred trust. Spiritual leaders have the responsibility to sense where God is leading and to mobilize His people to follow.”

Wayne Schmidt
Leading When God Is Moving



Breakout Time



Take 10 minutes at the beginning of the breakout time to fill out the worksheet.

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Breakout Time



Leadership Reflection Worksheet

**What are the three “must wins”
you need to have this week to see
your relaunch become a reality?**

Wellness Check

We recognize that life and ministry are stressful and being compounded with the COVID-19 pandemic.

To help with this reality, we compiled a listing of MAP Counselors throughout our region who are currently offering telehealth counseling.

Just click “Telehealth Counseling” below to see counselors in your state offering telehealth counseling. You can contact a counselor directly to make an appointment.

<https://convergemidamerica.org/counselors/>

COVID-19
Prayer

“But I will sing of Your power;
Yes, I will sing aloud of Your mercy in the
morning;
For You have been my defense
And refuge in the day of my trouble.
To You, O my Strength, I will sing praises;
For God is my defense, My God of mercy.”

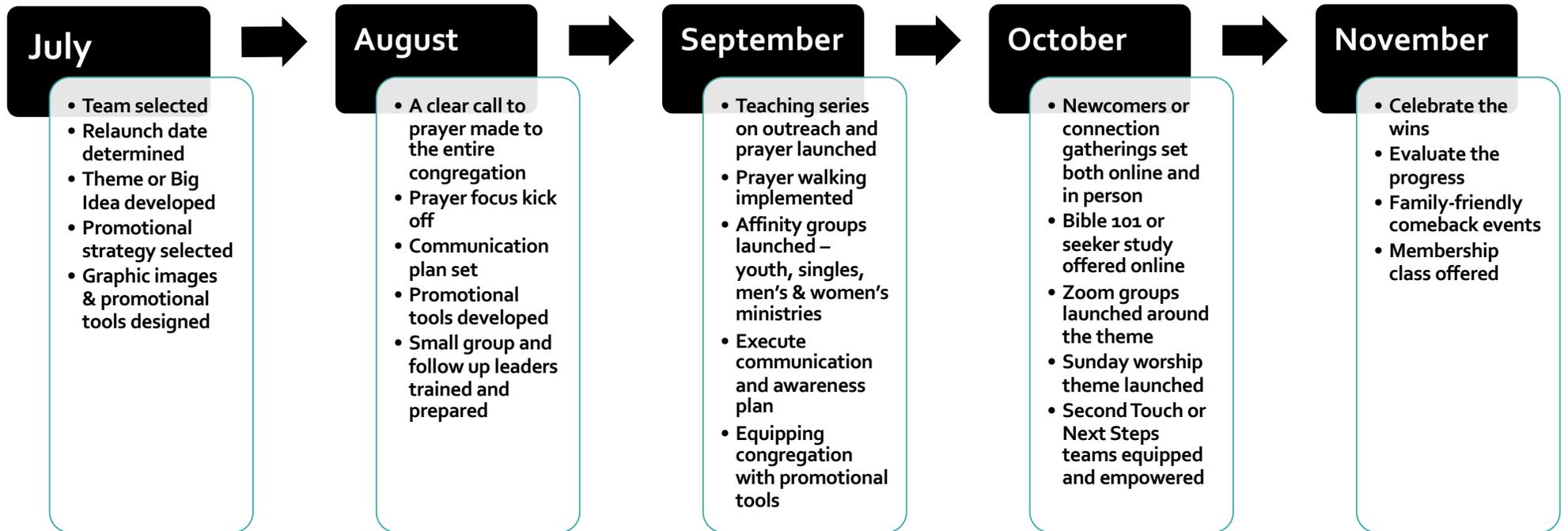
Psalm 59:16-17

See You Next Week

Feel free to invite another Pastor to join us



Detailed Timeline



Offer a Clear Call to Action

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