



# HOW TO START A MINISTRY

## MASTER CHECKLIST

## YOUR DREAM: Share the Story of Your God-given Dream

- Use LINC's Dream and Story worksheets to:
  - Clarify what your God-given dream is
  - Develop simple and compelling language to communicate your dream
  - Capture the story of what moved you (the founder) to this cause
- Refine your language by sharing with others and building off their feedback

## PRAYER: Develop a Clear Prayer Plan

- Use LINC's Prayer Plan worksheet to:
  - Identify prayer point leader(s)
  - Determine ongoing communication plan and focus for the prayer team. *eg. For the next 365 days we will pray every day about the new church and (name)\_\_\_\_\_ will send text reminders to the group.*
  - Determine the rhythm for ongoing prayer meetings
- Recruit people to be on the prayer team
- Schedule an initial prayer meeting

## TEAM: Form the Launch/Leadership Team

- Use LINC's Team Plan worksheet to:
  - List out specific launch team roles to be filled
  - List out commitments being asked of the launch team
  - Make a list of people to ask to be on the launch team
  - Determine the rhythm and schedule for ongoing meetings
- Ask people to join the launch team
- Schedule initial launch team meeting
- Invite launch team members to begin giving to the church

## CULTURE: Determine Values and Set Team Member Expectations

- Use LINC's Value Planning worksheet to create your unique list of values
- Create core taglines
- List out core beliefs (We Believe statements)
- For churches - create a membership covenant
- Use LINC's Our Promise worksheet to clarify your organization's promise

## STRATEGY: Develop the Ministry Strategy

### PURPOSE STATEMENT

- Develop a purpose statement: who we are and why we exist
  - Generate your unique kingdom concept (overlap of your unique place, people, and passion)
  - Use LINC's Purpose Statement worksheet to create your own purpose statement

### COMMUNITY PROFILE

- Use LINC's Community Profile worksheet to:
  - Create a profile of your community and the people in it
  - List out the geographic, demographic, behavioral, psychographical, and spiritual characteristics of the people you are aiming to reach
  - Consolidate your findings to three defining characteristics of the people in this community
  - Identify potential partners in the community (churches, schools, community leaders, others)
  - Look for aligned networks to associate with
- If focused on a specific geography, then conduct a demographic study

### MINISTRY FRAMEWORK

- Use LINC's Ministry Framework worksheet to:
  - Restate the purpose statement as simply as possible
  - Identify a framework to work within
  - Customize your framework with clear steps people can follow

### COMMUNICATION

- Use LINC's Communications Plan worksheet to:
  - Establish a regular communication medium (ie. monthly email)
  - Plan mailings and/or social media ad campaigns
  - Create a communications plan to follow
- Set up social media accounts
- Use LINC's Social Media Planning worksheet to:
  - Plan quality content to share on social platforms
  - Determine frequency for sharing on social media (rule of thumb: no more than once a day, no less than once a week)
- Inspire Action: Capture a signature story that exemplifies "why" this matters and motivates people to action

## COMMUNICATION (continued)

- Develop a logo
- Secure your ministry's URL
- Create a website
- Set up email for the leadership team
- Create a list of communications pieces to be created and printed (eg. brochures, business cards, etc.)
- Develop a ministry prospectus (case statement)
  - Your vision and mission (purpose statement)
  - Name, logo, and tagline of the ministry
  - Why start the ministry?
  - Who will be leading this effort?
  - What is the staffing plan?
  - Who will be impacted by this ministry and what are their needs?
  - Where will the ministry be located?
  - What is the initial budget?
  - What equipment is needed that others could donate in-kind or donate money towards?
  - What is the timeline leading up to the public launch?
  - How can someone volunteer and/or join the launch team?
  - How will this ministry be supported?
  - How can someone support this ministry through donations?

## FUNDRAISING

- Develop Fundraising Plan
  - Set a fundraising goal
  - Determine specific "asks" to make and how much is needed
  - Make list of people/church/foundations/grants to engage
  - Contact potential donors with specific asks
  - Thank donors
  - Show donors the impact of their gifts

## OTHER - FOR CHURCHES

- Hospitality Strategy
  - Appearance/Feel strategy
  - Recruit greeters
  - Train greeters
  - Set up cafe/coffee area

## OTHER - FOR CHURCHES - continued

- Worship Planning
  - Plan first six months of sermons
  - Develop Order of Service plan
  - What does opening Sunday look like?
  - Set up worship team leadership and recruitment
  - Schedule pre-services

## SYSTEMS: Lay Out Core Processes and Organizational Structure

### CORE PROCESSES

- Financial Management
  - Use LINC's Basic Budget Worksheet to create a budget
  - Open a bank account
  - Identify software to track donations
  - Determine separation of duties (who is a signer, no one counts alone, who makes the deposits)
- Develop a Human Resources plan
  - Choose and implement Payroll System
  - Annual review schedule
  - Creates staff policy handbook
- For churches - Determine your Assimilation Process (how do people join?)

### ORGANIZATIONAL STRUCTURE

- Legally set up the organization
  - See LINC's document on How To Incorporate a Non-Profit
  - File for incorporation with your state
  - Apply for 501(c)(3) status
  - Apply for Sales Tax Exemption with your state
- Leadership Structure/Polity (*Who makes what decisions and who reports to whom?*)
  - Lay out Staffing/Key Volunteer positions needed
  - Create job descriptions
- Determine equipment needs
  - Audio/Visual purchase list
  - Computer and software needs and purchase list
  - For churches - Children's ministry equipment
- Determine where to have an office
- Obtain liability insurance
- Identify a People Management system or Customer Relations Management (CRM) software to use

### **WIN: Establish Your Unique Measures of Success**

- Use LINC's Ministry Measures Worksheet to determine your unique measures
- Create a dashboard to track measures over time
- Determine in what way these measures will be celebrated publicly
- Set a specific time to review the measures and make adjustments as needed

### **LEARN: Resources for Ongoing Leadership Development**

- Make a list of books to go through
- Go through LINC's Core Competencies for Ministry Leaders" Training
- For churches - Have the lead church planter go through an assessment
- For churches - Attend a church planter training bootcamp