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 (e.g., 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
### 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