

New Church/Multisite

Multiply07

M3-Multisite, Message Prep, and Making People Feel Welcome

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- I. Multiplication-Three ways to multiply well
 - a. Multiply before you go multisite.
 - i. Each person is responsible for disciple-making.
 - ii. Each group/SS class is responsible for multiplying leadership.
 - iii. Multiply services before multiplying campuses.
 - iv. Develop a multisite philosophy
 1. Location, Location, Location
 2. Centralized vs Localized
 - b. Casting Vision: Drip before you Drop
 - i. Share early to Conference and Church leaders
 1. DS and Director of Church Development
 2. Staff and elected leaders
 3. Lead volunteers
 4. Share with congregation with a specific call to action.
 - a. Pray!
 - b. Attend an informational meeting.
 - i. Share the why and the what.
 - ii. Have a specific call to action
 - iii. Attend launch team meeting(s).
 - ii. Launch well.
 1. Plan launch team meetings (3 months-12 months)
 - a. Strategy
 - b. Servant Evangelism
 - c. Prayer walks
 2. Hand-pick and hand-place leaders
 3. Pray!
 - a. Launch Team
 - b. Invite list
 - c. Community
- II. Making Guests Feel Welcome

- a. Three ways to draw guests:
 - i. Incarnational
 - 1. If your church ceased to exist, would the community notice?
 - 2. If your church ceased to exist, would they care?
 - ii. Invitational
 - 1. Personal Invites
 - a. Informational Piece
 - b. Helpful Series or Big Sunday
 - 2. Direct Mailers
 - a. Be consistent
 - b. Be clear
 - 3. Social Media
 - a. Boost post
 - b. Strategic Shares/Likes
 - i. Staff
 - ii. Share team
 - iii. Attractional
 - 1. Sermon Series
 - 2. Special Sundays
 - a. Honor people within community
 - b. Mother's Day
 - c. Social Media
- b. Three ways to make guests feel welcome:
 - i. Change the way you communicate about them-Use "guest" instead of "visitor"
 - 1. A guest is someone for whom you've prepared
 - 2. A visitor is surprise you don't want
 - 3. Develop a street-to-seat strategy.
 - ii. Change the way you communicate with them as a first-time guest.
 - 1. Communicate in the parking lot.
 - 2. Script what you want to say.
 - 3. Welcome them at every door.
 - 4. Welcome them before and during the service.
 - 5. Make them feel comfortable during offering time
 - iii. Change the way you communicate with them in follow-up.
 - 1. Guests are more comfortable with digital communication.

- a. Email within 24 hours
- b. Hand-written note.
 - i. Everyone loves getting hand-written notes in the mail.
 - ii. Include a gift card

III. Message Preparation-Three ways to improve preaching with preparation

- a. Prepare around a cultural calendar, not a Christian calendar!
 - i. Plan your sermons around certain seasons!
 - 1. Back-to-School
 - 2. December
 - 3. January
 - ii. Plan your sermons around Significant Sundays
 - 1. Easter
 - 2. Christmas
 - 3. First Sunday after school starts back in New Year
 - 4. Mother's Day
- b. Prepare ahead of Sunday.
 - i. Plan your sermon topics/scripture 6-12 months in advance.
 - ii. Prepare your sermon outline 2 months in advance.
 - iii. Pre-preach your sermon at least 2 days in advance.
- c. Post-preach
 - i. Evaluate every week's message.
 - ii. Post clips or entirety of message to social media/website.
 - i. Share the why and the what.
 - ii. Have a specific call to action
 - iii. Attend launch team meeting(s).