



MICHIGAN
CHURCH
MULTIPLICATION
NETWORK

CHURCH PLANTING
PLAYBOOK



MICHIGAN MINISTRY NETWORK

Welcome,

On behalf of our Network Superintendent, Aaron Hlavin, I'd like to welcome you to the steps to plant a church in the Michigan Ministry Network. Below you will find the path we ask our church planters to follow to ensure your success. If I can be of assistance to you in any way, I am your servant.

I hope this document will prove to be helpful to you as you begin this journey. Please feel free to call me or email me with any questions you may have. I work for you!

May God bless your every step,

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Church Planting Director MMN
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CHURCH MULTIPLICATION NETWORK MICHIGAN (CMN-MI)

HOW TO PLANT A CHURCH IN THE MICHIGAN MINISTRY NETWORK

Let's get started!

The best way to eat an elephant is one bite at a time. Planting a church may seem like eating an elephant and so we, along with our good friends at Church Multiplication Network (CMN) have developed language that will progress our planters step by step. Please proceed with each step in mind and try not to progress beyond the steps as we have laid them out for you in the following order. As you complete each step, **give the planting director (Jim Wiegand) a call** so we can ensure you're ready for the next step and to encourage you along your way.

TERMS TO KNOW:

Church Multiplication Network (CMN) – This is the National Assemblies of God Church Planting Department.

Church Multiplication Network Michigan (CMN-MI) - This is the Assemblies of God Michigan Ministry Network Church Planting Department.

Michigan Ministry Network (MMN) – The Network of Assemblies of God credential holders, churches and ministries located in Michigan.

CMN-MI Director – This is the director of all church planting in The Assemblies of God Michigan Ministry Network.

CMN-MI Board – This is a group of leaders in The Michigan Ministry Network who serve to support the church planters and implement CMN-MI strategies for Michigan Church Planting.

Grant – A grant is an amount of money that is given for a specific purpose.

VISION OF CMN-MI: The purpose of CMN-MI (Michigan) is to establish, equip, connect, fund, and support MMN church planters in Michigan.



CMN-MI 6-STEP PROCESS FOR CHURCH PLANTING:

1. **Inspiration:** This is the season where God leads your hearts to answer the following questions.

- Where will I plant the church?
Is it Rural? Urban? Suburban?
- Who is God calling me to reach within that community?
- When is the right time to open the doors of this church to the community?
- What kind of church will reach people in that place, at this time?



This is a season of fact finding and faith growing. We suggest you go to any community that fits what God has put on your heart and spend time there. Go to a coffee shop, sporting event, business seminar, etc., and ask questions like the ones listed above. The more time you spend in prayer, in that community, the better. God will speak to you and give direct plans of action as you pray and listen.

One important step would be to create a free account to see all the great church planting resources found at **cmnlead.com**.

Once you've completed this step, call the Planting Director to discuss step 2. Don't forget to join cmnlead.com and start watching those videos!



2. **Information:** This is where your dreams become schemes and your schemes become schematics.

- It's time to let your specific dreams become known to the Planting Director. **Do this first!**
- It's time to make a formal application to plant your church with the Network. Visit: www.lwanttoplantachurch.com.
- It's time to meet with the Sectional Presbyter for counsel and input.
- It's time to get trained by the Church Multiplication Network at a Launch Event.
- It's time to start networking with other planters.
- It's time to apply for a CMN grant should you choose to do so. Please see the "*Funding*" section of this document.
- It's time to read every book, listen to every podcast, and seek all the counsel you can.
- Fill out the official church planting application (instructions are explained later in this document).

Watch all the videos pertaining to these steps at **cmnlead.com**.

Once your application has been completed and submitted, you will need to have it be officially approved by the Michigan Ministry Network and General Council.

Once you've completed these steps and the application, **give the planting director (Jim Wiegand) a call** so we can catch up on your progress.

Proceed to step 3.

3. **Implementation:** It's time to put your plans in action.

Refer to **cmnlead.com** and **stepstoplant.com** for help on all these items below:

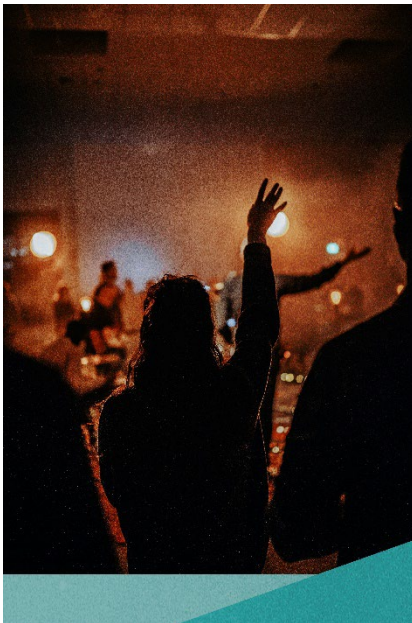
- Write articles of incorporation.
- File all necessary legal paperwork for the IRS and State of Michigan.
- Form your core group and meet regularly.
- Raise money and finalize any CMN grants.
- Open bank accounts.
- Purchase proper insurance (We recommend brotherhoodmutual.com).
- Purchase and familiarize yourself with needed equipment (audio/visual, etc.).



- Develop your social media.
- Develop your online environments such as Livestream, online giving, etc.
- Set the date for your opening Sunday.
- Once you've completed these steps, **give the planting director (Jim Wiegand) a call** to get a cup of coffee and make sure you've done everything you need to do.

Proceed to step 4.

4. **Launch:** It's time to open the doors to the community God has sent you to reach.



Secure a location for your services. (Let's talk before you sign anything).

Set a date and time for your official launch service.

Order any promotional items well in advance of launch service.

Prior to your launch Sunday, invite the Superintendent, Church Planting Director and other MMN officials as far in advance as possible.

Put all your training and effort to work.

Don't forget to have fun, take pictures, and make memories.

Send pictures/video to the CMN-MI Director (Jim Wiegand) to use for the encouragement of others.

Proceed to step 5.

5. **Celebration:** Throw some confetti! You've just done the impossible

Celebrate the call of God for this church.

Celebrate the people on your team.

Celebrate those who are present for the first Sunday.

Celebrate publicly: post on Facebook (personal & MMN Facebook), Instagram, etc.

Keep on celebrating the goodness of God.

Proceed on to step 6.

6. **Assess:** What did you learn from your process that can help the next Planter?

I know you're busy with everything that has happened, but you are now a rare expert in the Michigan Ministry Network (MMN) that knows more about how to plant a church well than anyone else, including the Church Planting Director.

We want to learn from you. Reach out to the Planting Director. Teach us what you've learned so we can grow to help the next planter.

We are a family. You are now a part of the church planting community and culture of MMN. We want this family to stay connected and be a resource to those who will follow.

- Join us for our planting events.
- Consider supporting other MMN church planters through prayer and financial support.
- Befriend other new church planters through sharing of your expertise (success and struggles).
- Encourage others throughout MMN to consider planting a church.
- We need you to help create a planting movement in Michigan.



ADDITIONAL INFORMATION ON FUNDING, POTENTIAL CITIES, OTHER WAYS TO PLANT IN THE MMN

HOW ONE SECURES FINANCES FOR A CHURCH PLANT

PROCESS AND QUALIFICATIONS TO RECEIVE CMN-MI FUNDS

New church plants are eligible to apply for Michigan Grants with the following understanding:

- 1. Availability of Funds Designated for Church Planting.**
- 2. Approved MMN Church.** The church plant must be approved as an official Assemblies of God Michigan Ministry Network church plant and the credentialed lead pastor must have gone through CMN training.
- 3. Completed Application.** The lead pastor must submit a completed application with all corresponding documents.
- 4. Requirements Fulfilled.** All requested church plant requirements have been completed in cooperation with CMN-MI Director.
- 5. Qualifications Completed.** The lead pastor must fulfill all qualifications to receive funding.
 - Lead pastor has Assemblies of God credentials in good standing.
 - The lead pastor must complete a background check and submit a credit report to CMN. This requirement will be waived if the lead pastor has recently received or upgraded credentials within 2 years of application.
 - All forms are completed as requested by the CMN-MI Director.
 - Lead planter (and spouse, if applicable) has completed any and all CMN and CMN-MI training that has been approved by MMN.
 - The lead planter and/or planting team will present a ministry plan describing their strategy for starting the new church. We suggest using the CMN Plan Ministry Checklist to assist in the development of a ministry plan. This is located at the end of this document.



- 6. CMN-MI (Michigan) Director Approval.** The CMN-MI Director will review your application and will give preliminary approval.
- 7. The CMN-MI Board Approval.** The CMN-MI (Michigan Board), along with CMN-MI Director will review your application, the availability of funds, and give their approvals.
- 8. Final Approval.** The Network Superintendent, Network Treasurer will give final approval for Funds to be awarded.

CMN-MI (Michigan) Grants Available:

- 1. Speed The Light (STL) Grant - \$3,500.** This is a set amount of \$3,500. It is required that you submit your application a minimum of twelve (12) weeks prior to the public launch date of your church plant. This will ensure that CMN-MI has ample time to process your application. This application form can be filled out digitally. This link will be given to the planter by the CMN-MI Director.
 - \$3,500 for equipment for your church
- 2. Boys and Girls Missionary Challenge (BGMC) Grant - \$3,500.** This is a set amount of \$3,500. It is required that you submit your application a minimum of twelve (12) weeks prior to the public launch date of your church plant. This will ensure that CMN-MI has ample time to process your application. This application form can be filled out digitally. This link will be given to the planter by the CMN-MI Director.
 - \$3,500 for print/office supplies for your church
- 3. CMN-MI (Michigan) Building Purchase Grant – up to \$40,000.** The amount/approval is awarded for this grant must be applied for based on the following criteria:
 - The Michigan Ministry Network will match 10% of the cost of a building purchase down payment up to, but not exceeding \$40,000.
 - Must be used for purchase of first building (not rental).
 - Must be applied for within the first 5 years of churches start for the purchase of a building.
 - The planter's relationship/involvement within the Network.
 - Effectiveness of the ministry plan.



- The church's need for additional funding.
- The size and financial strength of the church.
- The ongoing ability of the church to financially afford the building they desire to purchase.
- Environment of the planting location.
- Whether the church is being planted in a top “25 CMN-MI city”.

NOTE: Once a grant is given, we require the church receiving funds to become a **2% partner**.

- We require the church to give **1%** of their church's annual income to CMN-MI. This allows for funds to be available for other church plant grants.
- Additionally, we require the church to give **1%** of their church's annual income to the Michigan Ministry Network, which covers the administrative expenses for CMN-MI. This furthers the cause of seeing a healthy Network and church in every community.

CMN (National) also offers additional funding options.

To secure these, the lead pastor must follow their stated processes. This can be found at: <https://churchmultiplication.net/funding>

Church Multiplication Network Initial Loan (CMN National)

- Up to \$50,000 with a "cosigner" or "primary partnership" The \$50,000 CMN Loan requires a securing party to guarantee the funds are repaid. If the church fails to repay the loan for any reason, the "primary partner" is responsible for the outstanding balance of the loan.

Church Multiplication Network Second Loan (CMN National)

- An additional \$25,000 in "after funding" once open



ADDITIONAL INFORMATION ON FUNDING, POTENTIAL CITIES, OTHER WAYS TO PLANT IN THE MMN

WHAT CITIES ARE WE TARGETING FOR NEW CHURCH PLANTS?

TOP 28 CMN-MI CITIES LIST

SUBURBAN CITIES

(In alphabetical order)

Allen Park
Farmington Hills
Lansing
Mount Pleasant
Niles
Plymouth
Royal Oak
Sturgis

URBAN CITIES

(In alphabetical order)

Detroit
Ecorse
Flint
Grand Rapids
Pontiac
Redford

RURAL CITIES

(In alphabetical order)

Alma
Ashley
Bay City
Birch Run
Breckinridge
Cass City
Farwell
Kingston
Maybee
Mayville
Merrill
Montrose
Pinconning
Sanford



ADDITIONAL INFORMATION ON FUNDING, POTENTIAL CITIES, OTHER WAYS TO PLANT IN THE MMN

OTHER WAYS TO PAC (PLANT A PARENT AFFILIATED CHURCH), MULTISITE OR SATELLITE IN THE MICHIGAN MINISTRY NETWORK

In the Michigan Ministry Network, we enjoy a variety of ways to plant healthy churches, including models such as the Parent Affiliate Church (PAC) and Multisite.

PAC model of planting uses an existing “Parent” church to provide direct accountability and inspiration. This is the most flexible model we have because it can be whatever the “Parent” and “Affiliate” want it to be.

Please know there must be a memorandum of understanding (MOU) that serves as the agreement between the two parties. We can help you with this document and would enjoy helping both parties understand their rights and responsibilities.

Many churches are expanding their campus to multiple locations. “One church with several locations” is becoming more and more common. Because these locations often happen within proximity of existing AG churches, it’s important that we provide some framework to ensure good relationships. Below are the steps to plant a satellite campus of an existing AG church.

Below are the steps required to plant a PAC or Multisite in the MMN:

1. Meet with Church Planting Director.
2. Meet with Sectional Presbyter to discuss plans and concerns. Concerns should be addressed before proceeding to step 3 (previously mentioned).
3. Sign MOU between Parent and Planted parties or multisite location (MMN can help with the creation of the MOU).
4. Meet with Church Planting Director to go over all legal requirements for a PAC and or Multisite.
5. Launch Training (highly suggested).
6. Preparation process leading up to launch assisted by the CMN-MI leadership and Church.
7. Official launch.
8. Stay connected to the Planting Director for the first three years for encouragement and to help those who are planting behind you.



CMN MINISTRY PLAN CHECKLIST

The following checklist helps to serve as an outline for a CMN Ministry Plan that we hope will serve as a valuable resource in the launching of your new church or campus. We believe that this ministry plan combined with the Launch training event will serve as a springboard to helping to launch the healthy church that God has placed on your heart.

INTRODUCTION

- Begin with a clear and compelling hook that would grab a reader's attention.
- Include a clear vision statement that contains your unique calling made up of:
 - Needs/opportunities in your community
 - The collective potential of your team
 - Your passions as a leader
- Include a bio of the Church Planter/Campus Pastor
- Tell your story, the dreams God has birthed in you, and what you hope God does through this church

PLACE AND DEMOGRAPHICS

- Describe the community where you will plant and how your church will specifically impact the community.
- Include relevant demographic information. Highlight a few pieces of data (from your demographic Percept report) that have been analyzed and will produce unique ministry emphases for this church.
- Outline details about your desired location (or secured location) and describe why it is the best option for this church plant.

TEAMS

- Home team (Family)
 - Describe your home (family) team's anticipated role and involvement in this church plant.
 - Provide analysis of strengths and weaknesses based upon your church planting assessment and Uniquely You (DiSC) results.
- Prayer Team
 - Describe how you will grow and communicate with your prayer team.
- Launch Team
 - Describe how people will join the launch team.
 - Describe the roles they will fill, the roles remaining to be filled, and a strategy for filling the remaining roles.
- Staff Team
 - Introduce the people (or ideal people who would be) on your staff team and describe the teams they will be leading.
- Ministry Team
 - Give specific benchmarks and goals for the transition from volunteers on your launch team to volunteers post-launch team.
 - Outline clear weekly volunteer duties with specific on and off ramps for volunteers.



MARKETING & AWARENESS

- ❑ Describe activities and strategies for building awareness toward a target goal on your launch day.
- ❑ Give examples of branding and website.
- ❑ Identify activities already happening in the community that your church will partner with.
- ❑ Describe activities and strategies for building a network toward your target launch goal.
- ❑ Identify community hubs and gatekeepers that you will network with.
- ❑ Describe activities and strategies for building relationships toward your target launch goal.
- ❑ Describe how you as the leader will help team members build their relationships.
- ❑ Describe the church's marketing strategy and the different avenues you will use to build awareness of the church.

SYSTEMS

- ❑ Connect
 - ❑ Describe guest experience, guest follow-up, and next steps for the church plant.
 - ❑ Give specific examples or materials used in this system.
 - ❑ Describe your assimilation process from the moment a new guest attends your church until they would be considered regular attenders.
- ❑ Grow
 - ❑ Describe your expected discipleship pathway with a list of spiritual growth outcomes for your church.
 - ❑ Provide examples of next steps in your discipleship pathway and outline how you will measure spiritual growth in the church.
 - ❑ Demonstrate how this system will produce disciples who disciple others.
- ❑ Serve
 - ❑ Describe the serve teams you will need in place for your launch day along with a target number of people you would use for each team.
 - ❑ Provide a Top 5 list of places to serve in your community outside the church.
- ❑ Go
 - ❑ Outline yours and your teams' spheres of influence in the community and strategy for reaching those spheres.
 - ❑ Describe a bridge-building event your church could do to meet needs in your community.
 - ❑ Outline how your local strategy will translate into your global strategy.
- ❑ Worship
 - ❑ Present a developed order of service for your public gatherings with assignments for who is responsible for each role in your order of service.
 - ❑ Outline a plan for how your team will review, provide feedback, and evaluate your worship environment and experience.



BUDGET AND FUNDRAISING

- ❑ Financial
- ❑ Provide a detailed start-up budget that demonstrates the specifics of what you will need to launch your church.
- ❑ Include a thought through, first-year annual budget with operational expenses including pastoral, office, facility, ministry expenses as well as missions giving.
- ❑ Margin
- ❑ Outline how the church will create margin in the budget.
- ❑ Fundraising
- ❑ Outline a detailed fundraising plan that includes multiple opportunities for people to give and strategies to fundraise effectively.
- ❑ Retirement
- ❑ Describes your plan to contribute regularly into retirement account.
- ❑ Include a description of how the church will budget for retirement contributions for the Lead Pastor and staff.

MAINTAINING MOMENTUM

- ❑ Goals and Evaluation
- ❑ Outline specific goals for different areas of the ministry plan.
- ❑ Highlight evaluation tools that will be used to measure progress toward those goals.
- ❑ Church Planter Health
- ❑ Describe how you will ensure rest, a healthy marriage (if applicable), and healthy personal relationships.
- ❑ Describe how you will utilize coaching to keep learning and maintain organizational momentum.





MICHIGAN CHURCH MULTIPLICATION NETWORK



MICHIGAN MINISTRY NETWORK