

Coaching Guide #4: Launch Team Development

Definition

Launch Team: The group of people who help you get the church launched. A short term group that meets for a defined purpose and a specific amount of time.

General guidelines:

- The Launch date is important, but think of it as set in wet cement. Better to change the launch than to launch unprepared.
- Your team follows your lead: You are setting the culture of your church. How hard will you work, what pace will you run at, when will you rest, etc.?
- Proceed with caution: your vision is vulnerable right now. People need more than a pulse - they need to buy in to YOU and YOUR VISION.
- Don't be quick to hand out titles or to promise positions.

Finding people:

- Friends and family
- Personal evangelism
- Other churches (with permission)
- Community involvement: clubs, meet up groups, chamber, kids sports and school
- Online (social media, blogs, etc.)

Things to focus on:

- Vision casting (paint a sunset of what your vision looks like and get people to see it)
- Pastor your team
- Facilitate discussion and catch them getting it right - "YES!"
- Give assignments - demographics, outreach, read books, etc.
- Work on projects - use the time to test people, find leaders, gather more members
- Develop leaders
- Have fun - celebrate, get outside
- Invest in kids - they should look forward to your meetings!

Checklist (not necessarily in order):

- Develop your vision statement
- Launch date set 6-9 months prior to launch
- Evangelism is happening
- Teaching on giving
- Forty committed adults
- Launch series planned
- Social media presence
- Website created
- Printed materials for launch team to invite / talk about your church
- Key leaders identified, developed, tested, equipped:
 - Worship
 - Kids ministry
 - Greeting / Welcoming

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- Setup / tear down
- Follow up

Questions to think about:

- Am I duplicating myself by downloading my heart and vision into my team?
- Am I creating healthy patterns of work, family, marriage that my team can follow?
- Am I spending time in personal prayer and growing as a follower of Jesus?